

The Problem of College Students' Cultural Identity and the Way to Improve it

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Abstract: Cultural identity is the deepest level of identity, the root of national unity, the soul of national harmony. Cultural identity contributes to the construction of the common spiritual home of the Chinese nation, provides a deeper and more rooted identity force for the unity and development of the Chinese nation, and is the spiritual driving force that promotes the formation of a Chinese nation community of shared destiny, harmony and intimacy. Enhancing cultural identity is of great theoretical and practical significance for promoting the construction of the Chinese nation community, casting the consciousness of the Chinese nation community, and promoting the great unity of the Chinese nation.

Keywords: Cultural identity; Higher education; Educational theory

From the perspective of social development, culture can unite the common consciousness of the broad masses of the people, and conform to the historical development trend and the law of human society development. From the perspective of dominant mode, culture can form a powerful role of public opinion guidance and restraint, and always influence and lead the words and deeds of social practice subjects. From the perspective of generative logic, culture must be sedimented for a long time, rooted in history and people, and things that are easily abandoned and forgotten by history and people are difficult to become mainstream. From the perspective of many social practice subjects, young college students are in a stage of transformation and maturity in cognitive function, self-awareness, thinking logic, etc. It can be said that young college students are the most critical and vigorous force among social practice subjects, the most sensitive barometer of The Times, and the vanguard force in realizing the great rejuvenation of the Chinese nation. Therefore, in-depth analysis and grasp of college students' cultural recognition is of great theoretical and practical significance for enhancing cultural cohesion, promoting social harmony, stability and development, and realizing the great rejuvenation of the Chinese nation.

1. The symptoms of college students' cultural identity in the new era

Ideological identity can be understood from three aspects: theory, cognition and practice. The process of ideological identification is also the process of practice. The nature of theoretical activities is to seek knowledge, "seeking knowledge is the nature of all people", while the purpose of practice is human itself, which is the activity that people hope to improve themselves, with value orientation and humanistic care. Therefore, the analysis of the current ideological identity of college students can be carried out from the above three links.

1.1 College students' cultural identity theory has a single channel.

Marx said, "Once a theory has mastered the masses, it also becomes a material force." As long as the theory persuades people, it can grasp the masses; As long as the theory is thorough, it can convince people." Only by thoroughly mastering theory can we further enhance the identity of culture. At present, college students mainly improve their cultural identification through ideological and political theory courses.

1.2 College students' cultural identity lacks emotional focus.

Marx once pointed out: "If we examine from the point of view, then the disintegration of a certain form of consciousness is sufficient to bring about the ruin of an entire age." As a dynamic generation in the new era, college students will inevitably be influenced by diversified values in the complex and diversified society. In particular, today's college students are in the era of big data

information interaction, and some negative information is amplified, which affects the value judgment of college students to a certain extent. Some emerging and trendy value concepts impact the traditional and excellent value concepts. Thus, college students in the new era have produced diversified ideas and evaluation standards in their ideological identification.

1.3 College students' cultural identity practice is inadequate.

Thought leading, breakthrough is the key. The cultural identity of college students is especially reflected in the practice of social culture. Some college students pay attention to theory but ignore the importance of practice, lack value judgment, know but fail, passively accept, and even replace mainstream values with western values. Some college students lack systematic theoretical and practical education on Party history, red culture and excellent traditional culture, which weakens the group's recognition of culture to a certain extent. In addition, the subjective cognitive mode of college students in the new era has changed, their independent consciousness has been continuously enhanced, they can make value judgments according to the existing cognitive structure, and finally achieve identification, and the key lies in the sublimation and internalization of their thoughts in the process of practice, in the process of re-practice and re-understanding.

The first is the factors that affect cultural identity. The formation of college students' cultural identity is influenced by many factors, among which the influence of multiple values, the rapid development of the Internet and the impact of multi-social and cultural development are the most important factors affecting college students' cultural identity. At present, economic globalization has encountered a countercurrent and the world has entered a new period of turbulence and change, which has brought severe challenges to China's ideological security.

2. The attribution of college students' cultural identity in the new era

The formation of ideological identity can be analyzed from the three aspects of theory, cognition and practice, while the key to explore the problem of ideological identity lies in practice. From the perspective of the path of ideological practice formation, at least four aspects are needed, namely the evolution and development of content, subject, form and object. These four links together constitute the trajectory of the internal dynamic evolution of ideological identity, and penetrate and transform each other. Therefore, to study the attribution of college students' group identity, we should not only stay in a single aspect of a thought, but should follow the dynamic chain of the above four links for analysis. Specific can be analyzed from the following aspects.

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Second, from the point of view of college students' cultural identity. The degree of rationality of college students affects their recognition of culture. College students in the new era still have strong patriotic feelings, firm ideals and beliefs, and a high degree of identification with culture.

The third is the form of identification of college students' culture. College students' cultural identity is easily influenced by network media communication.

3. The promotion path of college students' cultural identity

In order to improve the cultural identity of college students, we should not only make use of educational and teaching resources, but also make use of the influence and influence of campus cultural environment to jointly promote the development and improvement of college students in various fields such as "knowledge, emotion, intention and action", so as to enhance their value judgment and choice ability. The specific promotion path mainly has the following four points.

First, we must consolidate and strengthen mainstream ideology and public opinion and expand channels for ideological propaganda. It is necessary to carry out theoretical propaganda in the language that college students are happy to hear, vivid words and appropriate communication methods, improve the quality of campus culture construction, show the unique norms such as socialist core values in various forms, and let socialist core values enter the eyes, brain and heart. In addition, colleges and universities should also integrate the concept of cultural identity education into classroom teaching, practical teaching and daily campus culture construction, make use of its historical heritage and disciplinary characteristics to lead ideological education, strengthen Marxist theoretical education, enhance the dedication and collectivism spirit of college students, and create a positive, healthy and positive attitude. Create a sustainable promotion of quality campus culture projects to enhance the cultural value of ideological construction with fresh and lively expression.

Second, strengthen the guidance of socialist core values and build the basis of college students' rational identification. Efforts should be made to build an education system that comprehensively cultivates morality, intelligence, physical fitness, the United States and labor, and form a higher-level personnel training system." Pay attention to mobilize the enthusiasm of college students, scientific guidance to their feelings and practical actions, and promote the internalization of their personal values. Using the teaching content such as ideological and political theory courses, students are educated on a good outlook on life, world outlook and values, and ideological and political education is carried out through various ways and channels to enhance pertinence. Teachers should change their teaching concepts, keep pace with The Times, constantly innovate the content and form of ideological education, and reflect humanistic care, attach importance to the cultivation of ideals, beliefs and moral sentiments of college students, pay attention to the hot spots and focal issues concerned by students, and patiently answer the current affairs issues concerned by students. Colleges and universities should strengthen the cultivation of students' sense of social responsibility and historical mission, and effectively guide young students to be firm believers in socialist core values, active disseminators, and exemplary practitioners.

The third is to strengthen college students' subjective consciousness from practice and guide them to participate in social practice. According to the characteristics of college students, the practical teaching mode is selected according to the actual situation, so as to fully mobilize the subjective initiative of college students, guide their active participation, deepen their understanding and enhance their recognition. By guiding students to actively participate in organizational activities, the subject consciousness of college students can be enhanced. For example, by organizing activities at various levels such as school, class and community, students' feelings towards class and school can be improved, thus enhancing college students' cultural identity.

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