

# Analysis of the Reasons and Measures for the Dilution of College Students' Sense of Social Responsibility

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## Abstract

At present, there are many problems in the cultivation of college students' social responsibility, especially the gradual dilution of social responsibility. College students' social responsibility desalination on its own all-round development as well as the country rich and strong national revitalization of the serious negative effect, thus to enhance college students' social responsibility, must want to understand the performance of college students' social responsibility desalination, the author analyzes the reasons of the desalination, and puts forward some corresponding measures, so as to enhance college students' social responsibility, Promote the development of college students themselves, society and the country.

## Keywords

College Students; Social Responsibility Weakened; Performance.

## 1. Introduction

The sense of social responsibility is a world outlook, outlook on life and values, as well as an emotional problem for the motherland, the society and the people. College students, as the young generation, are the generation with high expectations. General Secretary Xi Jinping pointed out that "the value orientation of young people determines the value orientation of the whole society in the future, and young people are in the formation and establishment of values in this period, it is very important to do a good job in the cultivation of values in this period. As an important expression of college students' values, social responsibility has an important impact on the cultivation of college students' own values and even the whole society.

## 2. Organization of the Text

### 2.1. The Performance of College Students' Social Responsibility Dilution

The cultivation of college students' sense of social responsibility is directly related to the development of the country and society. In general, most college students have a strong sense of social responsibility, dare to shoulder social responsibility, and dare to face difficulties, but a small number of college students have weakened sense of responsibility, which is shown as follows.

#### 2.1.1. Lack of Profound Understanding of Social Responsibility

Nowadays, most college students are the "post-1995" or "post-2000" generation, the only child in their families who have been doted on by their parents and grandparents since childhood. This pet consequences college students from two aspects: on the one hand, students cannot accurately grasp their role in society, only profound understanding that as only children should be loved, so that can not understand the responsibility and obligation to parents, more can't understand that as a citizen, friends, classmates, lovers and other roles, responsibilities and obligations. On the other hand, some college students bear social responsibility awareness

and the contradiction between the alienation, to fulfill obligations that university students accept theory education since childhood, to bear the social responsibility of theoretical knowledge is profound, but they rarely use practical action to practice responsibility to bear the knowing-acting disconnect, conflicts, college students' awareness of social responsibility to stay on the theory rather than into the practice, Only formed a partial and superficial understanding of social responsibility.

### **2.1.2. Attach Importance to Personal Interests and Despise Social Interests in the Expression of Interests**

College students are self-centered, pay attention to practical and immediate interests and have a disregard for the overall interests of the society. As a result, some college students in the "learning", "partial learning" behavior, or in order not to fail in the exam, implement "long live the 60 points, more waste" goals, or to get a skill certificate but in brief, one-sided study, or to one's deceased father grind, only a few exam course, ignore the other courses, Such learning is bound to have a lack of solid theoretical foundation, lack of practice, can not better serve the society; There are college students for the election of cadres, the honor of fighting for the head broken and bleeding, but in their access to these honors, power, not thinking for the class, students, is thinking for their own interests. Due to their disregard for social interests, once their personal interests conflict with social interests and national interests, they will choose personal interests without hesitation and ignore national interests and social interests.

### **2.1.3. Attaching Importance to Personal Consciousness while Ignoring Social Consciousness**

With the development of market economy, personal consciousness is becoming stronger and stronger. In the process of strengthening personal consciousness, it is often accompanied by the neglect of social consciousness and the influence of unhealthy social atmosphere, which leads to the weakening of social cohesion and the enhancement of centrifugal force. People only want power and interests, but do not want responsibilities and obligations. These phenomena have a particularly obvious impact on college students. In real life, college students on the one hand, there will be a phenomenon of "objective subjective for yourself and for others, such as looking for a job, priority is relaxed, comfortable, remuneration and other relevant circumstances, to their own needs as the center, focusing on its own interests, only after meet themselves, will make contributions to society, serve others, the former is the subjective demand, which is an objective to accompany; On the other hand, there is a lack of sense of ownership, neglect of social responsibility, and poor moral awareness. Some college students will have uncivilized behaviors such as destroying the environment at will, not abiding by promises, cheating others, and even for personal interests by hook or by hook, at breaking the law and committing crimes.

## **3. Analysis of the Reasons for the Weakening of College Students' Sense of Social Responsibility**

In recent years, the ideological consciousness of college students has undergone major changes, especially the performance of social responsibility desalination problem, there are many factors affecting its desalination, concentrated in society, school, family, their own four different aspects.

### **3.1. Social Factors**

With the advance of reform and opening up, the society has gradually become diversified, and its ideological, cultural and economic performance has become more and more obvious. In thinking, the western ideas such as freedom, equality, individual character of flood, these trends are absorbed by some university without analysis and in the university to teach students in the class, the students deeply influence, in the life too much focus on self, the phenomenon of

personality, the pursuit of freedom, ignore the personal contact with society, caused the social responsibility of college students. On the culture of Chinese and western cultural exchanges to promote the development of Chinese culture at the same time, with the introduction of western culture also negative influence on college students' sense of social responsibility to develop, such as the introduction of western festival culture greatly has attracted the interest of college students, let students for Chinese traditional festival, more not to understand holiday behind the profound cultural information, weakened the influence of excellent traditional culture. Economically, market economy has an impact on people's life and consumption, and also has an important impact on people's values, which is manifested in the following four aspects: First, the diversification of interests leads to the diversification of values. People lack a unified standard for understanding the same thing, and multiple standards appear, even in the field of social morality, resulting in value vacuum and lack of faith. Second, too much emphasis on competition. One of the important characteristics of the market economy is competition. College students lack a comprehensive understanding of competition and fail to realize that competition is orderly competition. Therefore, college students may engage in competition by hook or by hook. Third, too much emphasis on personal interests, the main purpose of participating in market economic activities is to pursue profits, college students in the market economic activities, excessive pursuit of personal interests. Ignoring national interests and social interests, for example, when choosing a career, the primary consideration of college students is personal economic interests, completely ignoring national and social interests, resulting in the dilution of college students' sense of social responsibility. Fourthly, driven by economic interests, the services provided by Internet service providers lead to the trend of excessive entertainment and commercialization of online public opinions, which mislead the thoughts and behaviors of college students, weaken their sense of social responsibility, and increase the difficulty of the education of college students' sense of social responsibility.

### 3.2. School Factors

In the market economy environment, college education is deeply affected by the market employment-oriented to determine the training mode. Under this guidance, paid attention to by the school education is practical skills education "instrumental rationality", despise "value rationality", appeared the tendency of "heavy technology, light humanities", neglect of the connotation of college students' mental training, the main performance on the professional setting and teaching content arrangement, prominent market orientation of colleges and universities, according to the market too much on major setting and course arrangement, Professional skills courses are mainly taught in small classes, while public theory courses are mostly taught in large classes. Moreover, the curriculum arrangement is less, which leads to the fact that humanistic literacy education becomes a mere formality and indirectly weakens the cultivation effect of college students' sense of responsibility. In addition, the following problems still exist in college education: first, the teaching method is single and the teaching idea is backward. In colleges and universities in the way of education is mostly about preaching, infusion, this way of education ignores the subjectivity of the educated man, cause the pedagogue passive to accept more, take the initiative to choose the less, the college students for many reason even know also disagree, social subject consciousness is not to strengthen, it not only cultivate students' social responsibility, lack of it makes it more. Second, a small number of teachers in colleges and universities lack personality charm and humanistic quality. On the one hand, due to the expansion of college enrollment, the number of students increased sharply, increasing the demand for teachers, college teachers can not meet the teaching needs, and can not quickly recruit high-quality teachers, so colleges and universities have to reduce the threshold of teacher recruitment, thus reducing the overall quality of teachers; On the other hand, there are many levels of bureaucracy in colleges and universities, which manage students more than educate them. Teachers also pay too much attention to the maintenance of school

system and discipline in daily teaching activities, while ignoring the cultivation of students' self-efficacy, which objectively leads to the lack of humanistic quality and personality charm of teachers in classroom teaching. Third in the implementation of social responsibility education of colleges and universities, too much emphasis on responsibility and obligation, fewer rights, but in reality, most people are hard to do not to pay a return, in social responsibility education, though standing high and less situation, social responsibility education became a "false, big and empty" education, reducing the effectiveness of the college students' social responsibility education.

### 3.3. Family Factors

Family is the environment in which people live since childhood, which has the deepest and most lasting impact on the cultivation of social responsibility. Since the implementation of China's family planning policy, the proportion of only child among college students has further expanded, and parents dote on their children too much. Children will rely on the one hand, parents living in worries of food and dress, and only ask for, I don't know, even thought their parents pay for their well-deserved, thus lead to self-centered, college students do things regardless of the consequences are not consider others' feeling, will not take the initiative to take responsibility, therefore, weaken the students' sense of social responsibility; On the other hand, parents to children's education idea change, prone to "as long as the child academic record is good, the other is not important" thoughts, ignore the boy to other aspects of development and can lead to the development of children's moral education, intellectual education imbalance, appear too much emphasis on individuals, ignore the collective, team consciousness, cooperation ability poor problem, in this environment, The dilution of college students' sense of social responsibility will become more serious.

### 3.4. Personal Factors

personal factors are the important factors of college students' social responsibility desalination is a personal quality is low, it is mainly manifested in the following three aspects: one is that university students accept the exam-oriented education since childhood, often in scores as the only standard to judge their own success, only pay attention to intellectual development, no attention to their all-round development, after entering the university, and study skills, textual research, The neglect of their own moral cultivation, resulting in moral and intellectual imbalance development. The second is the lack of a clear understanding of the target. Many college students do not adapt to the loose and free learning environment on campus. Without the constraints of teachers and the loss of clear goals, they indulge themselves in the joy of games and network dramas and fail to find the real meaning of life. Third, lack of right and wrong discrimination ability. In the era of highly developed network, college students are surrounded by all kinds of information. While enjoying the convenience brought by information, they are also affected by bad information. Due to their lack of ability to distinguish right from wrong, these bad information will weaken their sense of social responsibility and distort their values.

## 4. The Cultivation Path of College Students' Social Responsibility

The cultivation of college students' sense of social responsibility is a gradual process. The cultivation of college students' sense of social responsibility should be designed from four aspects: society, school, family and college students themselves.

#### **4.1. Creating a Social Atmosphere in Which People are Brave Enough to Take on Important Responsibilities**

The campus is the main place for college students to live and study. With the change of ideas, the campus has become an open campus, which integrates into the society. College students who study and live on campus are also deeply influenced by the society.

##### **4.1.1. Standardization of Media Publicity Content**

Today, there are both traditional media such as newspapers, books and periodicals, and modern media such as the Internet and mobile terminals. The emergence of diversified forms of media provides a carrier for the rich development of media content, but in the process of rich development of media content, there are some problems of good and bad, and even some vulgar, kitagenized and vulgar content permeate among them. In order to regulate the media propaganda content, some measures should be taken. First of all, the media propaganda content must conform to the provisions of China's law, law is the fundamental basis of social activities, media propaganda can not be free from the law, through the legal regulation of publicity content to reduce the negative impact of media publicity on the cultivation of college students' social responsibility, clear the way for the cultivation of college students' social responsibility; Secondly, the excellent traditional culture will be effectively integrated into the propaganda content. While enriching the propaganda content, college students will be influenced by the excellent traditional culture, which is conducive to promoting the promotion of college students' social responsibility. Thirdly, we should strengthen the propaganda of socialist core values, expand their influence, guide college students to correctly deal with the relationship between national interests, collective interests and personal interests, and avoid too much emphasis on personal interests.

##### **4.1.2. Innovate Government Publicity Methods**

Different government propaganda methods have different effects on creating the social atmosphere of courage to undertake heavy responsibilities. The effect of traditional government propaganda methods on creating the social atmosphere is not good, so the government should innovate the propaganda methods. One is the use of Internet publicity. The Internet is characterized by strong interaction, unlimited time and space, and a wide range of audiences. When the government publicizes content on the Internet, it can receive feedback from netizens in real time, so as to understand netizens' opinions and opinions, so as to adjust the propaganda content in a targeted way to enhance the propaganda effect. The second is to use the "typical appearance" publicity. We should build advanced models who are brave enough to take on heavy responsibilities, encourage them to walk into communities and approach the masses to speak out, enhance authenticity and enhance appeal. Third, it is in the form of publicity. The propaganda content and the form of the combination, close the distance with the masses, get the recognition of the masses, promote the construction of social atmosphere brave responsibility.

#### **4.2. Strengthening the Leading Role of School Education**

##### **4.2.1. Take Classroom Teaching as the Starting Point, Promote College Students to Develop a Sense of Social Responsibility**

Colleges and universities are the main field for cultivating college students' sense of social responsibility. In colleges and universities, classroom teaching is the main channel of cultivating the social responsibility of college students, in order to grasp the main channel of classroom teaching, on the one hand, need to integrate all kinds of curriculum resources, enriching the content of social responsibility of college students the classroom, one is to attach importance to the construction of ideological and political education theory, by setting up on the way the college students' social responsibility theory class content; One is to fully explore the content of

social responsibility in other humanistic literacy classes. For example, in history class, when teachers teach the deeds of historical figures, they can highlight the details of historical figures' social responsibility, so that college students can feel the true meaning of social responsibility in listening to the stories of historical figures. The third is to add elements of social responsibility in other professional courses. For example, in science professional courses, teachers explain the creation and invention process of scientists and their outstanding contributions to the country after success, so as to encourage college students to increase their abilities, make contributions to the country, and enhance their responsibility for the mission. On the other hand, teachers are encouraged to innovate their teaching methods in form to avoid using single and old teaching methods and attract students' attention and stimulate their interest through innovation of teaching methods.

#### **4.2.2. To Promote College Students' Sense of Social Responsibility based on Campus Culture**

Culture has a subtle and lasting influence on people. Colleges and universities should strengthen the influence of culture on the shaping of college students' social responsibility from three aspects of system culture, material culture and spiritual culture construction. First, from the perspective of the institutional culture construction in colleges and universities on the one hand, the system to rule the important content of ideological and political education theory class, class and section, on the other hand, pay attention to the review mode reform, make the social sense of responsibility education evaluation and the combination of classroom teaching evaluation, evaluation, further give play to the role of incentive, guide, promote the teachers' teaching level, achieve teaching is learning; Second, build "hardware", provide material support for classroom teaching, and actively create the field of cultivating college students' social responsibility; Thirdly, create "software" to provide a good cultural environment for the formation of college students' social responsibility, such as using banners, big screens and other means to publicize the content of college students' social responsibility, so as to influence the formation of college students' social responsibility silently.

#### **4.2.3. Deepen College Students' Sense of Social Responsibility based on Social Practice**

Practice is the only standard to test truth, college students rigidly stick to books and not apply what they have learned, that is just talk on paper, harvest little, so colleges and universities should guide college students to go deep into the society, active practice. Different measures are taken to guide college students to participate in social practice in different grades. For freshmen, colleges and universities to carry out military training with the national defense education, organize students to watch the national defense education documentary, lectures, visit the camp, to participate in the "national defense", "law publicity and education activities, to cultivate college students' consciousness of rule of law, national security, enhance students' patriotism, motivating college students take the initiative to assume social responsibility; Colleges and universities organize sophomores and juniors to participate in volunteer service activities inside and outside the school, in which college students exercise themselves, enhance their service ability, deepen their understanding of social responsibility, and gradually make social volunteer service a voluntary activity for college students. For graduation grade, colleges and universities can combine professional practice with the cultivation of college students' sense of social responsibility organically. While increasing professional skills, college students will have a deeper understanding of social responsibility, internalize it in their heart and externalize it in their form, and consciously assume greater social responsibility in their future study and life.

### **4.3. Giving Play to the Guiding Role of Family Education**

As the first "environment circle" of personal growth, family is the origin of their learning and work. Scientific education methods and good examples in the family can promote children to form a good sense of social responsibility.

#### **4.3.1. Scientific Education**

In order to make the children form a social sense of responsibility, first parents for children to have the money right education, set up the correct values guide children, especially to guide the children deal with their own interests and the interests of others, the relationship between personal interests and collective and national interest, help children to transcend personal interest, correctly understand the surrounding world, form citizen consciousness of social responsibility. Secondly, parents should balance the relationship between family and work, avoid paying too much attention to work and neglecting children, meet the reasonable needs of children, prevent children from lack of sense of security, but also do not spoil children too much. In this environment, children grow up easy to form selfish character, increasing difficulties for children's social responsibility education. Thirdly, parents should appropriately give children a certain sense of pressure and frustration, enhance their ability to resist pressure and frustration, and form a good attitude to meet greater social responsibility.

#### **4.3.2. Set a Good Example**

Parents are the first teachers of children, not only reflected in the daily preaching, but also reflected in the demonstration of parents' words and deeds. Therefore, parents should be strict with themselves, have a strict sense of self-discipline, and always consider the impact of their words and deeds on their children. In life, parents should understand national affairs, care about the development of the country, actively participate in practice, to contribute to the country and society; At work, parents should be diligent, steadfast, conscientious to do everything, strive to do perfect, highlight their sense of responsibility. Only children who grow up in a healthy and positive environment will have correct thoughts, enthusiasm and sincerity, and a good sense of responsibility.

### **4.4. Strengthening Self-education among College Students**

Social responsibility cannot be separated from outside guidance, but its development and improvement depend on Self-education. General Secretary Xi said, "When the younger generation has ideals, skills and a sense of responsibility, a country will have a future and a nation will have hope." As outstanding representatives of youth, contemporary college students should have ideals, skills and responsibilities. These three are mutually affecting and indispensable. They have no ability, and their ideals and responsibilities can only be empty talk. Without ideals, ability and responsibility, just like a fly with its head cut off, it may harm others and harm itself. Therefore, college students on the one hand, to set up the broad ideal, combine its own ideal with the national development, personal interests and linked to the motherland in the future, when choosing a job, don't just consider their own needs, the pursuit of high salary, relaxed, stable work, and more want to consider the needs of the country, most countries willing to where it is needed; On the other hand, we should be down-to-earth, and improve practical skills while increasing theoretical knowledge, especially to enhance the ability to distinguish between right and wrong, and further promote the development of both through the combination of theory and practice. Only by setting up lofty ideals and increasing skills can college students assume greater social responsibilities.

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