RESEARCH ARTICLE

RESEARCH ON THE CULTIVATION OF COLLEGE STUDENTS' SOCIAL RESPONSIBILITY

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ABSTRACT

The sense of social responsibility is the basic morality of citizens, but also the moral basis of good social governance and the effective implementation of institutions and laws. Cultivating college students' sense of social responsibility is conducive to cultivating their sound personality and promoting their all-round development. In view of the current college students' social responsibility to cultivate in the family, school and society three aspects the problems and deficiencies, to explore the formation and its corresponding countermeasures actively, through three parties linkage, coordination, strengthen college students' sense of social responsibility, make it become our country socialist modernization and the great rejuvenation of the Chinese nation as promising.

KEYWORDS

College students, Social responsibility, Cultivation research.

1. INTRODUCTION

Strong sense of social responsibility is the fundamental driving force of innovation and entrepreneurship of college students, the concentrated embodiment of college students' personality health, and the important symbol of college students' adult and success. Cultivating college students' sense of social responsibility is not only the expectation of the country and society for future talents, but also the demand of individual growth and development of college students. College students are the backbone of China's socialist modernization and shoulder the important task of realizing the great rejuvenation of the Chinese nation. "They should not only care about the nation, but also think about the fate of mankind and the world." Strengthening the cultivation of college students' sense of social responsibility is of great practical significance for promoting their all-round development and training them to become qualified builders and reliable successors in China's socialist modernization drive and the great rejuvenation of the Chinese nation (Wang, 2021).

2. THE NECESSITY OF CULTIVATING COLLEGE STUDENTS' SENSE OF SOCIAL RESPONSIBILITY

2.1 The essence of Marxist human is the inevitable requirement of society

Marx believed that "the essence of man is not an abstract thing inherent in a single person. In reality, it is the sum of all social relations. It shows that human beings are the main body of the society, and human beings are social in nature (Selected Works of Marx and Engels, 1995). Everyone is inextricably linked with the society, including various social responsibilities he/she should undertake." No matter what time and space conditions an individual lives in, he or she is coexisting with others, which makes people put forward mutual demands or agree with certain social norms, thus stipulating the responsibility that people must undertake for

survival and development in the society (Yang, 2010). That is to say, as a social person, his behavior is bound to have an impact on others and the society. In order to ensure the coordinated development of individuals and the society, so that individuals can realize their own interests without harming the overall interests of others and the society, the society must regulate individual behavior through legal and moral channels. Responsibility is determined by human nature and sociality. It is the moral guarantee of value behavior. Serving others and the society is an important link between people and the society, and it is also the basic condition for human survival and development. Marx pointed out that "as a certain person, a realistic person, you have rules, you have a mission, you have a task, as far as you are aware of this point, it does not matter (The Complete Works of Marx and Engels, 1956). The sociality of human nature requires that everyone in the society should bear corresponding responsibilities for himself, family, others, collective and other realistic relations in the external world. Social responsibility is collectivism, the moral foundation of socialism and communism under the socialist system in China, every member of social interests and personal interests in the root is consistent, consciously maintenance every social member's personal interests, at the same time, every social members to consciously safeguard the interests of the whole society, when the two conflict, the interests of the individual are subject to social interests. Therefore, cultivating college students' sense of social responsibility is the inevitable requirement of Marxist theory of human nature.

2.2 The practical needs of cultivating college students' basic moral standards

At present, many college students lack the consciousness of the most basic moral rules due to their superior growing environment and loose family education. The sense of social responsibility has a clear directional function, which can effectively curb the phenomenon of material desire expansion and perfunctory responsibility in college students and enable

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them to consciously overcome some weaknesses of human nature, self-correct errors and errors, develop a sense of awe and consciously abide by moral and legal rules. Social responsibility can help college students a correct understanding to measure its value is not based on seniority, authority, it is a standard size, how much money, but to see yourself in terms of khalid, dampening, speaking is doing well, how to understand public opinion do not breach, public rights, not private, public, do not greed, lust, longitudinal experience "fertile land thousands of hectares of three meals a solar eclipse, however, the poor thousand not overnight sleep eight feet between" truth, ideological deep understanding to the economic and social transformation period pay more attention to a man's wit and ability, and consciously to personal growth and social development and national prosperity together, and arduous efforts for it. The sense of social responsibility is the most effective antiseptic. With the sense of social responsibility, we will be awed, able to be self-conscious and self-disciplined, in awe of the law, the people and the public power. We will always be self-aware and self-reflective and stay away from arbitrary actions. The sense of social responsibility can help college students not to complain, but to find the reasons, find the rules, get up and start again when they are faced with setbacks and difficulties. They should consciously and firmly believe that "the interests of the country should not be avoided because of misfortune or happiness" and "if it is not what I have, I will not take it." Therefore, cultivating college students' sense of social responsibility is the practical need to cultivate their awareness of basic moral rules.

2.3 The need to improve the personality of college students and realize their all-round development

At present, many college students have distinct materialized personality characteristics, often self-centered, weak sense of social responsibility, and the strength of social responsibility can most intuitively reflect a person's quality and value orientation. Cultivating college students' social responsibility, including education and to the individual, the family internal responsibility to others and external responsibility education to society, to help students establish "all for one, one for all" values, prompted the constraints of its materialization personality beyond ontology, improve mental state, strengthen the sense of responsibility, casting their sound personality. Cultivating college students' sense of social responsibility can promote them to change from other-oriented to self-oriented and constantly realize socialization. First of all, a strong sense of social responsibility can promote individuals to consciously strictly abide by the rules of discipline and socialist mainstream moral values, which reflects the requirements of "moral education"; Secondly, the sense of social responsibility can stimulate individuals to actively improve themselves, seriously study scientific and cultural knowledge, and strive to master real talent and practical learning, reflecting the requirements of "intellectual education"; Finally, a strong sense of social responsibility can improve the individual social labor consciousness, through social labor practice to develop human body function, cultivate sentiment, improve aesthetic taste, and constantly enhance labor practice skills, reflecting the requirements of "sports", "aesthetic education", "labor education"; "Our education must train builders and successors of socialism who are well developed morally, intellectually, physically, aesthetically, and with hard work." Therefore, through cultivating college students' sense of social responsibility, they should constantly enhance their sense of responsibility, consciously establish the concept of being responsible for others and the society, guide their behaviors to continuously realize socialization, gradually improve their personalities, and realize the all-round development of morality, intelligence, body, beauty and work (Shi, 2018).

3. THE CURRENT COLLEGE STUDENTS' SOCIAL RESPONSIBILITY CULTIVATION PROBLEMS

3.1 Lack of family social responsibility cultivation

"A person's understanding of objective reality often begins with family life, parents' words and behaviors." Parents are the first teachers of children. Family education runs through one's whole life and plays an imperceptible and important role in personal growth and development (Wu et al., 2008). Nowadays, many college students are the only child in the family. They grow up in a superior environment and lack of life experience, which makes them unique. Most of the parents in their children's physical and mental growth and thought the crucial stage of cognitive development, often busy for business, no time to systematically targeted education of their children, they experienced the arduous struggle, know social competition is intense, the most parents is easy to produce the idea of a "don't want to let the women's hardships", did not pay attention to give the child to build positive, healthy and upward spiritual life, more emphasis on their children's intelligence, and despise cultivating its social

responsibility, the way of "heavy wisdom light Germany" is common in most families, and not only weaken the function of family education, and played down the children's sense of responsibility, The lack of family responsibility education makes the cultivation of college students' social responsibility neglected in family education to a certain extent. "Overweight" sense of responsibility, at the same time, the current many parents weakens the responsibility consciousness of children, treat children excessively care spoil, bidding, caused many college students grew up in a family environment in pamper and spoil, formed the arrogant selfish, bossiness, adventurous, clothing to hand, foot and live a life of privilege, lack even the most basic concept of responsibility, no sense of responsibility to individual, others and society, lack of self responsible spirit, public spirit and dedication, give parents should be their responsibility to push, accustomed to accept, but not pay, weak will, dependence is stronger, When confronted with problems, the first thing that comes to mind is not to take responsibility, but how to escape. Children who grow up in such a family environment have a vague concept of responsibility since childhood. If things go on like this, it is impossible to cultivate the sense of responsibility, establish the correct concept of responsibility, and improve the sense of social responsibility.

3.2 There are deficiencies in cultivating social responsibility in colleges and universities

Colleges and universities is an important part in college students' daily life learning, is a college student ideological indoctrination, improve thought the cognitive level of the main positions, but in the aspect of cultivating college students' social responsibility in the present universities still exist deficiencies, on the one hand, colleges and universities in the aspect of social responsibility to cultivate without an independent and complete system of education content, education content mainly mixed pinches in the thought political education theory teaching, empty and abstract, boring and difficult to understand, lack of affinity, not combined with students thought condition and the practical value demand, lead to most college students are difficult to accept and absorb. At the same time, the education content lacks the characteristics of The Times, is outdated and solidified, and fails to update in time according to the actual situation of the diversified development of college students' ideology and cognition, with the obvious defects of "full coverage" and "one-size fits all". On the other hand, the social responsibility of colleges and universities to foster way mainly adopts the traditional "educational" infusion method, the teacher through class presentations or PPT to show the tedious responsibility theory knowledge hard into the student thought, single classroom-style teaching can't make the theory knowledge to externalize and symbolization, the traditional "cramming" teaching method more and more emphasis on teacher's dominant position, ignore the changes on college students' real thoughts and emotional needs, most of teachers bear the education work, eliminated the student's subjective initiative, limit the initiative and creativity of students, the students become the passive lecturer, It reduces students' enthusiasm and initiative to study and delve into theoretical knowledge and makes college students resist easily. Finally, the social responsibility of colleges and universities to foster evaluation method mainly through the students' classroom performance and ideological and political course written test to investigate the students' overall situation, has the one-sided sex, there is the phenomenon of duplicity, through simple written and classroom performance on college students' sense of responsibility and social responsibility to evaluate real situation obviously shortcomings, educators tend to focus on some rigid indicators at the same time, the lack of evaluation of the process of education itself, often biased, in the process of evaluation is more or less the testee's subjectivity and randomness, there is a person, relationship classification and subjective factors, combined with the single evaluation main body. There are also inaccurate positioning, broad generalization, lack of evaluation of justice and objectivity. All the above problems reduce the effectiveness of the cultivation of college students' sense of social responsibility.

3.3 There is a bad atmosphere in the social education environment

Man is a person in society, and society is a macro educational environment. Since the reform and opening up, with the in-depth development of China's socialist market economy, a variety of cultures blend with each other, but also accompanied by the emergence of a variety of bad social ethos, constantly impact the ideas of the immature college students, the cultivation of social responsibility has also produced a certain negative impact. On the one hand, with the further development of the socialist market economy, the spread of individualism is accompanied by more emphasis on personal interests and self-responsibility, ignoring others, collective and social responsibilities. With the continuous development of economy, people gradually set up a sense of competition, a sense of fairness and a sense of efficiency. People are more willing to protect their

personal interests and pay attention to their personal development. "Market economy is a kind of economic operation mechanism that takes individual as standard and takes individual benefit maximization as characteristic. It is because of the individual as the standard, the market economy as the pursuit of efficiency of the mechanism to maximize the role, constantly promote the expansion of the division of labor, encourage people to innovate. The pursuit of individual benefit maximization is the main motive force of economic development in market economy mechanism. As a mode of production, in real life, the market economy has constantly fixed the individual-oriented and the pursuit of the maximization of individual interests as a value orientation, which has a profound impact on people's behavior (Gu and Zhou, 2013). Individual utilitarian tendency in society makes college students consider everything from their own interests and pay no attention to others and social interests, which gradually weakens their sense of responsibility and social responsibility. Still exist in today's society, on the other hand, money worship, hedonism, such as bad atmosphere in society, between people of the joneses phenomenon is widespread, still exist in the society to ignore the self and the social responsibility of driving, drinking, fight even drugs such as illegal crime phenomenon, all of this with responsibility idea deviating from the socialist mainstream. The negative influence of social environment makes some college students think that the money and power of their parents can create a "golden bell jar" for their irresponsible behavior, and produce a sense of superiority of "beyond the law", which weakens the concept of responsibility for themselves, others and the society.

4. STRENGTHEN THE CULTIVATION OF COLLEGE STUDENTS SENSE OF SOCIAL RESPONSIBILITY COUNTERMEASURES AND SUGGESTIONS

4.1 Give full play to the basic role of families in fostering social responsibility

Family education is the starting point of life, parents are the first teachers of life. The formation of a person's responsibility concept is from the family environment education and edification began. "Compared with school education and social education, family education is a long-term and continuous education, which has a huge impact on people's lifelong development." (Xu, 2008) As many college students are the only child and born in a relatively superior environment, the basic role of family responsibility education should be paid more attention to in cultivating their sense of social responsibility. First of all, parents should be strict with themselves and set a correct example for their children. Tolstoy famously said, "All education, at least ninety-nine percent of it, comes down to the power of example, to the propriety and perfection of our parents." (He, 2016) Parents' words and deeds have a subtle influence on their children. For example, when getting along with others, parents should show responsible behavior of caring for others and the society. In work and career, parents should adhere to professional ethics, love their jobs and treat their work seriously and responsibly. Through the parents' example behavior, the children are really aware of the importance of responsibility in daily life, so as to consciously transform into the corresponding sense of responsibility and quality, and give birth to responsible behavior for others, family and society. Secondly, parents should respect the subject status of their children. To fully give children the opportunity to practice in daily life, so that they can independently complete the housework, such as cleaning, cleaning up the room, washing dishes, reception guests, so that they assume their due role responsibility. Encourage children to solve difficulties by themselves, cut off their dependence on psychology, and help children learn to take responsibility consciously in life practice. At the same time, children should be encouraged to participate in the Hope Project, donation projects and other social public welfare practice activities, and actively visit museums, martyrs cemetery and other practice bases. Through learning about the heroic role models, model workers and advanced figures of craftsmen in major countries, the students can enhance their sense of responsibility, gradually cultivate their sense of responsibility, establish a correct sense of responsibility, and enhance their sense of social responsibility.

4.2 Further strengthen the leading role of colleges and universities in cultivating social responsibility

Colleges and universities are the main battlegrounds for cultivating college students' social responsibility. To constantly improve the cultivation system of college students' social responsibility and give full play to the leading role of colleges and universities is conducive to improving the effectiveness of the cultivation of college students' social responsibility. Colleges and universities should get rid of the traditional "single solidified", "one-size-fits-all" and "full coverage" social

responsibility cultivation system. First of all, on the content setting, should strengthen the socialist core values education, weak responsibility idea actual situation for college students, for values education guidance, help students beyond self-interests constraints properly handling the relationship between the individual and society, ideal and reality, know what they do, what not to do, conscientiously perform their role responsibility, abide by the person doing basic requirement. At the same time, we should strengthen the education of gratitude, improve the cognition level of the basic moral norms of college students, consciously realize the hardships and difficulties of their parents, arouse their strong willpower, enhance their sense of responsibility, and repay their parents with practical actions, and gradually sublim their sense of responsibility to others, the country and the society stably. But also strengthen vocational quality education, improve the correct understanding of labor, improve labor thinking, learn how to behave in the work, work, enhance the sense of ownership and post responsibility spirit, learn to serve others, for the society, for the country, and constantly improve the personality, enhance social responsibility. Secondly, in the way, colleges and universities should break through the traditional way of single preaching, pay attention to carry out a variety of forms of practical education. Such as the development of family labor activities, the creation of civilized small dormitory activities, encourage college students to actively participate in work-study, public welfare labor, volunteer activities, etc., to cultivate their labor concepts, improve the ability of independent thinking, independent living. College students can also be organized to participate in the epidemic prevention and control work, to help them deeply understand how the vanguard and backbone members of Party members assume the important responsibility of safeguarding people's life and property safety and social stability and development under the background of the epidemic. In addition, students can be organized to go into poor mountainous areas to live and eat with rural left-behind children, so that college students can personally feel the real life and learning status of rural left-behind children, enhance their awareness of cherishing life and taking responsibility, and cultivate a collective sense of honor and social responsibility. Colleges and universities should fully adhere to the combination of theory and practice, grasp the social hot spots, innovate organizational forms, ensure the effective implementation of practical activities, and realize the long-term, scientific, standardized and institutionalized cultivation of college students' social responsibility. Finally, in terms of the evaluation mechanism, colleges and universities should improve the evaluation methods and enlarge the evaluation subjects. Students' study diaries, daily classroom homework and summary of practical activities can be included in the evaluation content, and ideological reports can be carried out regularly in the form of class meetings, so that students can freely state, discuss and self-summarize their recent ideological changes and things they have done, and the teacher will record and give comments. To respect the principal position of student assessment, at the same time in the dormitory for grouping, mutual to students, and according to the daily real thought behavior gives objective evaluation, evaluation content include interpersonal performance, collective service performance, practice, etc., to fully embody evaluation method combined theory with practice, combining the recessive and dominant, comprehensive and objective test college students' social responsibility the practical situation and real daily behavior, improve the evaluation of the objectivity, comprehensiveness and targeted, give full play to the evaluation of the guidance function, improve the teaching quality of college students' social responsibility to cultivate.

4.3 Creating and giving play to the complementary role of a good social atmosphere in cultivating a sense of social responsibility

As the saying goes, one hour of school education is no more than a quarter of an hour in the society. As people in the society, the formation and development of college students' ideology and cognition are also affected by social factors. Marx believed that man is the product of environment and education. "Man creates environment, and environment also creates man." The social environment of equality, mutual assistance, cooperation and responsibility is conducive to college students to enhance their sense of responsibility and enhance their sense of responsibility in their daily social life (Selected Reading of Marxist Classics, 1999). First of all, we should strive to create a positive public opinion direction. Modern public opinion tools such as film, television, newspaper, radio and network can be used to vigorously promote the mainstream social values of "patriotism and law-abiding, civility and integrity, unity and friendliness, thriftiness and self-improvement, dedication and dedication", so that college students can be influenced insensibly in their daily life and enhance their sense of responsibility. Secondly, various social organizations should publicize responsibility education through a variety of practical forms. For example, regular organization of unit personnel to participate in social voluntary service activities, traffic guidance services, voluntary labor, etc., to

promote the formation of a good social moral atmosphere responsible for others and the society, to set a good responsibility example for social citizens, to arouse the attention and thinking of college students, to encourage college students to consciously fulfill their responsibilities. Finally, the society should increase the reward and punishment for responsible behavior. For those who have the courage to take responsibility, such as giving their own life to save others and doing a righteous deed, all sectors of society should give certain rewards, including honorary certificates and material rewards, so as to promote college students to consciously establish the consciousness of taking responsibility through the social incentive effect. To offer certain irresponsible behavior punishment at the same time, such as not supporting the elderly, vandalism, break the irresponsible behavior through a variety of propaganda to enlarge cautionary tale, for if the circumstances are serious, and even violate the law is not responsible for actions in a timely manner sanctions, thus forming a mandatory responsibility concept, promote social formation all for one, one for all the good atmosphere, make the college students in daily social life subtly by education, enhance responsibility consciousness, establish a correct concept of responsibility, enhance social responsibility.

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