

Research on the Path of Strengthening the Cultivation of Public Welfare and Charity Spirit Among Young College Students in Universities from the Perspective of Identification

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ABSTRACT

Strengthening the cultivation and education of public welfare and charity spirit among young college students, and leveraging the educational function of public welfare and charity spirit, is an extension and innovation of ideological and political education for college students. This article focuses on the fundamental task of universities in implementing the fostering virtue and nurturing people. Based on the current situation of public welfare and charity awareness among young college students and the practical work of ideological and political education in universities, this study explores a series of ways and methods to strengthen the cultivation of the spirit of public welfare and charity among young college students from the perspective of identification, enrich the theoretical education of public welfare and charity, innovate the carriers of public welfare and charity activities, organize public welfare volunteer services and social practices, create a campus cultural atmosphere for college students to actively participate in public welfare and charity, and establish a model for public welfare and charity among college students.

Keywords: Colleges and universities, Young college students, Public welfare and charity spirit, Cultivation path.

1. INTRODUCTION

The spirit of public welfare and philanthropy embodies the values of fraternity and mutual assistance, self-dedication, solidarity and cooperation, and the positive energy of upward mobility. It has internal consistency with the concept advocated by the core socialist values that are the concentrated embodiment of contemporary Chinese spirit and the common pursuit of values of all Chinese people. The spirit of public welfare and philanthropy plays a very important role in cultivating the core socialist values. Public welfare and charity activities are a new approach to ideological and political education for college students, a new carrier for practical education, and a moral practice that college students genuinely enjoy and accept. Strengthening the cultivation and education of the spirit of public welfare and charity among young college students, and giving full play

to the educational function of public welfare and charity spirit, is an important part of cultivating socialist builders and successors with comprehensive development of morality, intelligence, physical fitness, aesthetics, and labor in universities under the background of fostering virtue and nurturing people. It is an important link to lead and unite young college students to shoulder the heavy responsibilities entrusted by the times and to shoulder the mission of achieving common prosperity. It is an extension and innovation of ideological and political education for college students. Universities should not only adapt to the times, but also lead the future. Strengthening the cultivation of the spirit of public welfare and charity among young college students should be an important part of innovative ideological and political education for college students, awakening their awareness of public welfare and charity, enhancing their cognitive, emotional, and practical

recognition of public welfare and charity, and further enhancing their ideological guidance for young college students.

2. SOCIAL BACKGROUND AND PRACTICAL SIGNIFICANCE OF STRENGTHENING THE CULTIVATION OF PUBLIC WELFARE AND CHARITY SPIRIT AMONG YOUNG COLLEGE STUDENTS

2.1 Social Background

President Xi Jinping pointed out in the report of the 20th National Congress of the Communist Party of China: "Adhere to the principle of distribution according to work as the mainstay, coexist with multiple distribution methods, and build a coordinated and supporting institutional system for primary distribution, redistribution, and tertiary distribution." This important deployment provides fundamental guidance for continuously improving people's livelihoods, gradually narrowing income gaps, and steadfastly pursuing the path of common prosperity. Charity is an important symbol of social civilization and harmony, a cause that benefits the general public, an important channel for the third distribution, and an important means to demonstrate the foundation of distributive justice and common prosperity. The role of charity in promoting social harmony is increasingly evident.

On September 5, 2024, the newly revised Charity Law of the People's Republic of China officially came into effect. The revised Charity Law of the People's Republic of China aims to further optimize the development environment of China's charity industry, better adapt to the development needs of China's charity industry, play the role of charity to promote social fairness and justice, and promote the realization of common prosperity.

Common prosperity concerns all the people and requires us joint efforts, especially young people who need to take responsibility in promoting the process of achieving common prosperity, fully exert the power of youth, respond to the call of the times with practical actions, and tirelessly strive for the great rejuvenation of the Chinese nation.

In February 2022, as publicly announced by the Ministry of Education, the Charity Management major applied by Shandong Technology and Business University was successfully approved. This is the first undergraduate major in the field of

public welfare and charity, and has received widespread attention from all sectors of society. With more and more domestic universities paying attention to public welfare and charity education for young college students, and emphasizing the participation of college students in public welfare and charity practice activities, the enthusiasm of college students to participate in public welfare and charity practice activities is gradually increasing. Universities should proactively adapt to the requirements of the new situation, strengthen the cultivation of the spirit of public welfare and charity among young college students, and create a new working environment.

2.2 The Practical Significance of Strengthening the Cultivation of the Spirit of Public Welfare and Charity Among Young College Students

Strengthening the cultivation of the spirit of public welfare and charity among young college students is an important measure to comprehensively implement the education policies of the Party and the state. This will help enhance the vitality and influence of China's excellent traditional culture, and strengthen cultural confidence; Beneficial for constructing a socialist core value system, educating and guiding college students to consciously cultivate and practice socialist core values; It is beneficial to enrich the content of ideological and political education for college students, help them clarify their social roles and responsibilities, improve their overall quality, and enable them to meet their own needs in participating in public welfare and charity practices, achieving the unity of personal value and social value.

On the one hand, public welfare and charity activities are a new approach to ideological and political education for college students, a new carrier for practical education, and a moral practice that college students genuinely enjoy and accept. Strengthening the cultivation of the spirit of public welfare and charity among young college students is of great significance for their personal growth and success. Adolescence is the crucial period for the formation of one's worldview, outlook on life, and values, known as the "booting stage" of life.¹ Through in-depth learning of public welfare and

1. Wang Shuyu. Extension and Innovation of the Work of the Communist Youth League: Cultivation of Youth Public Welfare and Charity Awareness[J]. Journal of China Youth Political College, 2012, 31(05):8-12.

charity knowledge, participation in public welfare and charity practice activities, and so on, young college students can personally experience the national, social, and public conditions, further enhance their sense of social responsibility and social practice ability, actively safeguard the fundamental interests of the people, enhance their awareness of a community with a shared future for mankind, promote social development and progress, and achieve effective synergy between helping others and self-help.

On the other hand, strengthening the cultivation of the spirit of public welfare and charity among young college students plays an important role and far-reaching significance in guiding them to enhance their identification with the Communist Party of China, their feelings for their country, and their emotions towards the people, to meet the requirements of the times, and to contribute to the goal of common prosperity for all people. It has important practical significance for the construction of a moderately prosperous society in all respects and the realization of the Chinese Dream. At present, China is in a period of social transformation, and the lack of awareness of public welfare and charity, as well as the decline of social responsibility, are reflected not only in the social environment but also in some college students. Therefore, it is urgent to strengthen the cultivation of the spirit of public welfare and charity among college students, so that they can become idealistic, responsible, hardworking, and determined young people in the new era in the future.

3. ANALYSIS OF THE CURRENT SITUATION AND REASONS FOR THE PUBLIC WELFARE AND CHARITY AWARENESS OF YOUNG COLLEGE STUDENTS

3.1 The Current Situation of Public Welfare and Charity Awareness Among Young College Students

According to official data from China Volunteer Service Network, as of now, there are 237 million real name volunteers and 1.35 million volunteer service teams nationwide. For billions of people, public welfare has long been a part of their lives, and charitable activities across the country are constantly showcasing the essence and value of public welfare and charity. In recent years, most of the "post-90s" and "post-00s" young college students have participated in social activities on a

large scale, which has attracted extensive attention from all sectors of society and the appreciation of people around the world. Young college students have been seen at the Beijing Olympic Games, the Shanghai World Expo, the G20 Summit in Hangzhou, the prevention and control of the COVID-19, and so on. At the same time, the public welfare and charity activities that young college students participate in have a wide range, large quantity, and high degree of organization. Public welfare and charity activities that value returns, blindly follow the crowd, and repeat inefficiently still exist. The lack of public welfare and charity spirit among young college students is still an unavoidable social phenomenon.²The ideological and political education work in universities is facing new challenges, and the pertinence and effectiveness of cultivating the spirit of public welfare and charity among young college students need to be further strengthened.

3.2 Reasons and Analysis of the Current Situation of Public Welfare and Charity Awareness Among Young College Students

3.2.1 The Problem of Public Welfare and Charity Activities Is Highlighted, and There Is a Mismatch and Lack of Public Welfare and Charity Spirit Among Young College Students

Young college students are an important part of participating in public welfare and charity activities. The feedback from society on college students' participation in public welfare and charity activities is mostly positive, but there are indeed some college students who deviate from the purpose of participating in public welfare and charity activities. According to a survey on the spirit of public welfare and charity among college students, 53% of the surveyed college students showed hesitation or opposition to sacrificing their time, energy, and money to do volunteer services for public welfare. 47% of people hope to receive gratitude and rewards after completing public welfare volunteer services. The phenomenon of participating in public welfare and charity activities in order to obtain volunteer service hours, credits, and benefit from various awards and honors is also common in real

2. Chen Wen. Research on the Cultivation of Public Welfare Spirit among Contemporary College Students[D].China University of Mining and Technology,2020.DOI:10.27623/d.cnki.gzkyu.2020.002448.

life. This reflects the distorted values of public welfare and charity among college students, which is worth pondering.

3.2.2 *Public Welfare and Charity Education Urgently Needs To Be Strengthened, and the Effectiveness of Cultivating the Spirit of Public Welfare and Charity Among Young College Students Is Insufficient*

Under the influence of years of school education and social advocacy for public welfare and charity, college students have shown a high degree of emotional identification with public welfare and charity activities, while the number of people who truly engage in public welfare and charity actions or form public welfare habits is relatively small. The problem of high cognition, high emotion, and low behavior among college students in dealing with public welfare activities is closely related to the insufficient effectiveness and low level of universities in cultivating the spirit of public welfare and charity among college students. The cultivation path of public welfare and charity spirit should be developed, designed, and continuously expanded based on the cognitive foundation, acceptance level, personality traits, and other aspects of the cultivated objects. Some universities blindly call on college students to join the ranks of public welfare and charity, without designing and developing public welfare and charity education courses, supporting specialized social research and public welfare volunteer service activities and platforms. Some families have not yet realized the important role of family education in cultivating students' spirit of public welfare and charity. The absence of cultivating and guiding students' spirit of public welfare and charity has to some extent reduced their enthusiasm for deeply understanding and participating in public welfare and charity.

4. THE PATH OF STRENGTHENING THE CULTIVATION OF PUBLIC WELFARE AND CHARITY SPIRIT AMONG YOUNG COLLEGE STUDENTS IN UNIVERSITIES FROM THE PERSPECTIVE OF IDENTIFICATION

The public welfare spirit of citizens is not innate, but gradually formed under the joint influence of social forces, public opinion guidance, and typical

demonstrations.³ The cultivation of traditional college students' public welfare spirit mostly relies on the external force sensation generated by the transmission of one consciousness to another.⁴ Based on the theory of ideological identity, starting from guiding college students to enhance their cognitive, emotional, and practical identification with public welfare and charity,⁵ improving the educational quality of cultivating the spirit of public welfare and charity is the key to cultivating the spirit of public welfare and charity among college students.

4.1 *Strengthening Cognitive Identity: Enhancing Top-level Design, Consolidating the Foundation of Education*

In the process of cultivating young college students, universities should attach importance to the value orientation of the vast youth group, lead young college students to enhance their understanding of society through participating in public welfare and charity activities, better integrate into society, learn theoretical knowledge of public welfare and charity, enhance their cognitive recognition of the culture of public welfare and kindness, cultivate correct value orientation and value choices, establish ideal beliefs that conform to the mainstream values of the new era, and enable students to become people who pursue public welfare and strive for excellence. On the basis of accurately understanding the political, educational, and practical attributes of public welfare and charity, universities should orderly introduce policy norms on the research and development of public welfare and charity education courses, talent introduction, resource allocation, teacher training, supervision and evaluation, and integrate the cultivation of public welfare and charity spirit among college students into the entire process of

3. Zhuo Gaosheng. The Difficulties Faced by China's Social Public Welfare Spirit and its Cultivation Strategies[J]. Shandong Social Sciences, 2011, (03): 167-169. DOI: 10.14112/j.cnki.37-1053/c.2011.03.013.

4. Feng Yingjiao, Zhou Ruifa. Micro Public Welfare: Moral Internalization of Concrete Public Welfare - A Brief Discussion on the Value of Micro Public Welfare in Public Ideological and Moral Construction[J]. Journal of Zhejiang Normal University (Social Sciences Edition), 2012, 37(01): 111-118.

5. Lan Liping, Wang Han. Innovative Path of Integrating the Spirit of Public Welfare and Charity into Ideological and Political Education in Universities from the Perspective of Identity [J]. Western China Quality Education, 2023, 9 (14): 13-16. DOI: 10.16681/j.cnki.wcqe.202314004.

talent cultivation. They should strengthen the construction of public welfare and charity teaching staff, increase funding for public welfare and charity education, and support the establishment of public welfare and charity education bases.

4.2 Strengthening Emotional Identification: Multi-party Collaboration and Linkage, Experiencing the Charm of Public Welfare and Charity

The significance of public welfare and charity lies not in providing people with material assistance, but more importantly in rebuilding trust between people.⁶ Universities should guide college students to deeply understand the cultural and spiritual connotations of public welfare and charity, and to resonate with the lofty goals and great missions of public welfare and charity from the depths of their hearts. On the basis of carefully studying the laws of public welfare and charity education, it is necessary to scientifically apply them to educational practice. Universities should fully leverage the collaborative role of home school education in nurturing students, closely link the power of family education, and clarify the collaborative mechanism of home school education guidance and demonstration guidance. While promoting family education and guidance, universities should explore and increase efforts to promote a group of influential and exemplary young college students' public welfare and charity role models and advanced deeds, so that college students can gain a sense of achievement, satisfaction, and happiness in realizing their self-worth, form a positive emotional identity, and further enhance the cohesion and attractiveness of public welfare and charity activities. It is vital for universities to actively create a favorable atmosphere for the whole society to care for and support college students to participate in public welfare and charity undertakings, and actively lead college students to contribute to responding to the national call and long-term goals of developing the third distribution and helping to achieve common prosperity.

4.3 Strengthening Practical Recognition: Actively Expanding Connotation, Motivating the Realization of Value

Universities should establish specialized organizational structures to follow up on the cultivation of the spirit of public welfare and charity among young college students, guiding them to internalize public welfare and charity in their hearts and externalize it in their actions on the basis of enhancing their cognitive and emotional recognition of public welfare and charity culture, and establishing practical recognition at the behavioral level. Universities should focus on cultivating the spirit of public welfare and charity among college students, research, develop, and organize the implementation of public welfare and charity education in textbooks and classrooms. The goal of cultivating the spirit of public welfare and charity among college students should be strengthened in curriculum standards, and the core of cultivating the spirit of public welfare and charity among college students should be emphasized in textbook content. It is better to design and implement online and offline promotion plans for college students' public welfare and charity culture construction. It is necessary for universities to actively collaborate with social welfare and charity organizations to obtain more and broader resources for public welfare and charity practice and education. To build a campus cultural environment conducive to cultivating the spirit of public welfare and charity among college students, universities should actively create a campus atmosphere conducive to cultivating the spirit of public welfare and charity by initiating public welfare and charity projects with school characteristics, organizing college students to create public welfare and charity themed works, and holding public welfare and charity lectures. Public welfare and charity activities should be continuously designed and developed, which can help college students deeply understand the connotation of public welfare and charity, and realize their personal value, based on the ideological and behavioral characteristics of college students of different age groups. Universities should also introduce supporting policies to provide recognition and incentives for outstanding performance in the field of public welfare and charity, and help college students improve their theoretical knowledge and practical abilities in public welfare and charity, as well as realize their self-worth.

6. Hou Longwen. On the Social Atmosphere of Charity Development[J]. Marketing Research, 2016,(11): 72-73. DOI:10.13999/j.cnki.scyj.2016.11.032.

5. CONCLUSION

Vigorously carrying out public welfare and charity education for college students and strengthening the cultivation of the spirit of public welfare and charity among college students are specific measures to cultivate young college students with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor. It is of great significance for universities to awaken the awareness of caring for altruism, solidarity, and mutual assistance among young college students, and to shape correct values. Universities should actively guide young college students to enhance their cognitive, emotional, and practical identification with the culture of public welfare and charity, cultivate the spirit of public welfare and charity, spontaneously pay attention to the interests of others, voluntarily serve to increase social public interests, and work together to form a magnificent force to promote the realization of common prosperity.

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