

Strategies for Cultivating College Students' Struggle Spirit Based on the Development of the Times

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Abstract: *The rapid development of the times has created a new realistic context for the cultivation of college students' struggle spirit. Today, with the rapid development of the times, we must carefully examine the value of the era of the cultivation of the spirit of struggle for college students in the new era, and fully understand the serious challenges that the in-depth integration of consumerism and individualism has brought to the cultivation of the spirit of struggle for college students. This article uses research methods of literature and logical analysis to start from the aspects of content cultivation, emotional stimulation, discourse guidance, and optimization of expression forms to stimulate the spirit of struggle of college students. For this reason, we should pay attention to the influencing factors in the cultivation environment, strengthen the value guidance of the cultivation of the spirit of struggle of college students in the new era; innovate and cultivate the discourse, firmly grasp the right to speak in the cultivation of the spirit of struggle of college students in the new era, and continuously promote and optimize the cultivation of the spirit of struggle of college students in the new era. Education guides universities to become fighters in the new era and strive for the great rejuvenation of the Chinese nation.*

Keywords: *new era, college students, striving spirit*

1. Introduction

Socialism with Chinese characteristics has entered a new era. This is a new era that calls for Chinese youth to be pioneers, pioneers, and devotees who are in the forefront of the era. It is a new era that expects Chinese youth to keep their mission in mind, work hard, and inspire youth. However, looking at the objective social phenomena of the new era, social thoughts, online media, youth subcultures, and the shift in ideographic forms in college students' online interactions have caused practical problems in cultivating college students' struggle spirit[1]. Therefore, it is an important task of ideological and political education in the new era to carefully examine the reality and timeliness of cultivating the struggle spirit of college students, solve the problem of cultivation, inspire the struggle spirit of college students, and educate and guide universities to become fighters in the new era.

2. The value meaning of cultivating college students' struggle spirit based on the development of the times

The spirit of struggle is the spiritual symbol of the Chinese nation. Everything we have now is the result of the unswerving and hard work of all Chinese people. The spirit of striving of college students in the new era is based on the new background of the new era. Under the correct value orientation, college students have the spirit of striving and forging ahead in the practice of socialism with Chinese characteristics[2]. The new era is the era of strugglers. College students in the new era should be with the people and strive for the happiness of the people in practice. Therefore, cultivating the spirit of struggle of college students in the new era is the inheritance and promotion of the great tradition of perpetual struggle, which can stimulate the endogenous motivation of college students' all-round development, guide the construction of a better life for college students, and promote the realization of the Chinese dream of the great rejuvenation of the Chinese nation.

2.1 The endogenous motivation that stimulates the all-round development of college students

The all-round development of college students is not only the ultimate goal of the university's

growth and development, but also the value purpose of the establishing moralities and cultivating people in the new era. To effectively promote the all-round development of college students in the new era, the spirit of struggle needs to be present as a value guide and provide endogenous motivation. The all-round development of human beings means "human being in a comprehensive way, that is to say, as a whole person, possessing his own all-round essence". In the context of Marxism, the essence of man is that man is a practical existence, an objective existence and a social existence[3]. To achieve all-round development, a person must not only work tirelessly as an individual in practice, constantly target his own essential force, promote his own development, and achieve similar characteristics; at the same time, as a member of society, he must develop people in social practice and social interactions. The sociality of human beings can realize the all-round development of people. Therefore, in the new era, it is an inevitable requirement for college students to cultivate the spirit of struggle and guide them to establish a correct value of struggle that not only pursues self-realization, but also aspires to serve others and contribute to society. Under the guidance of the correct concept of struggle, college students, through unremitting struggles in practice, comprehensively shape and freely operate the internal abilities of individuals, constantly self-realize, and learn to serve the society while developing themselves, and finally realize the overall development of individuals and the overall progress of the society unity. Based on this, cultivating the spirit of struggle of college students in the new era is conducive to college students' direction of striving, enhancing their motivation for striving, and boosting their inner strength to achieve a more comprehensive development.

2.2 Guide the construction of a better life for college students

In the new era, a good life needs to become the main contradiction of society. The true realization of the needs of a good life must benefit every individual in society and be implemented in all aspects of life, so as to achieve the simultaneous construction of a good material life and a good spiritual life. For college students, the realization of a better life requires education. Happiness is the result of struggle, the realization of a better life comes from unremitting hard work, and conscious struggle must be based on the strong expectations of college students for a better life and comprehensive and accurate cognition, otherwise, college students will be in the process of pursuing a better life lost oneself in the middle; will "equal self-realization with the satisfaction of personal desires, take pleasure as the goal of life, and give the meaning of life to eating, drinking and playing", and spiritual life will inevitably be materialized[4]. Therefore, to cultivate the spirit of struggle of college students, it is necessary to guide college students to pursue a better life in multiple dimensions, such as values, spiritual motivation, and practical behavior, so that college students truly understand what a good life is worth fighting for and how to pursue such a good life, and to provide ample spiritual confidence and ideological cultivation for the realization of a better life for college students. In addition, the spirit of struggle itself is a kind of positive emotions and beliefs, which contain the pursuit of ideals, adherence to virtue, and dedication to practice. As an inner joyful experience, it directly leads to the good life of college students. It also constitutes an indispensable and important dimension of a good spiritual life. In this sense, cultivating the spirit of struggle of college students in the new era can enhance the influence and leadership of college students' good life, and guide the construction and realization of college students' good life.

2.3 Promote the realization of the Chinese dream of the great rejuvenation of the Chinese nation

The personal dreams of college students are inherently related to the Chinese dream. It cultivates the spirit of struggle of college students, encourages and guides college students to release their youth dreams in the vivid practice of realizing the Chinese dream, which is conducive to gathering the majestic youth power and boosting the great rejuvenation of the Chinese dream of the Chinese nation accomplish. College students are at their most energetic, energetic, and dreamy age. They are the new force and commando on the road to realize their dreams. They will experience the great historical process of national rejuvenation. Contemporary college students should seize the life opportunities given by the times, be ambitious, dare to take responsibility, work hard, and courageously be the trend-makers of the great era. But at the same time, dreams are not achieved overnight. The process of struggle is often thorny and full of ups and downs. This requires college students to take a long-term view, learn to objectively and comprehensively examine social reality, and "correctly treat injustices in the process of social development. Cultivate a self-esteem, self-confidence, rational, peaceful, and positive social mentality", firm ideals, not afraid of difficulties, step forward steadily, and work for a long time[5]. Therefore, in the new era, it is even more necessary to cultivate the spirit of struggle of college students, so that college students truly know what striving is, why struggling, and where the direction of struggling is, and to educate and guide them to become fighters, fighters, and builders of

the new era, thereby boosting the Chinese nation, the realization of the great revival of the Chinese dream.

3. Realistic challenges in cultivating the struggle spirit of college students

3.1 In-depth integration of consumerism and individualism, deconstructing the content of the cultivation of the spirit of struggle of college students

China's socialist market economy has been impacted by consumerism in the process of in-depth development. Capital plays an active role in optimizing social resource allocation and rational social division of labor, but the profit-seeking nature of capital also requires the formation of an ideology that can continuously stimulate consumption to help solve the problem of value realization in the expansion of capital reproduction. Therefore, consumerism coexisting with capital logic was born. Just as Baudrillard described the scene in "Consumer Society": "Today, around us, there is an amazing consumption and abundance made up of ever-increasing goods, services, and material wealth. It constitutes a fundamental change in the human natural environment." Consumerism penetrates into people's social life, drives people's excessive pursuit of material desires, and establishes false and materialized evaluation standards for a better life and meaning of life, which actually restricts free choice for people.

In fact, some college students who have not yet fully matured their outlook on life and values are unwilling to strive hard to pursue a better life at a higher level under the bewitching of consumerism. They shift and project various goals and expectations into the process of vulgar material desire satisfaction. The content that led to the cultivation of college students' struggle spirit was deeply deconstructed. What needs to be more vigilant is that in the digital age, the personalized and "private customization" production model based on big data makes the individual's position in the reproduction of capital more prominent. In this context, consumerism appears to be more relevant. The trend of in-depth integration of individualism further dissolves the ideological and value implications of the content of the spirit of struggle for college students. In the era of digitalization and comprehensive deployment, the consumption that is the most unique and best reflects the individual's own situation is highly praised, and the overall evaluation standard seems to no longer work. Individuals are immersed in the so-called "little luck" and small beauty, mistakenly regard personal happiness as the full meaning of struggle, obscure the important dimension of people's happiness, and distort the content of the spirit of struggle for college students ideals and beliefs, national spirit, family and country sentiments, and cultural identity have also been dissolved and deconstructed. What's more serious is that in the process of deconstructing the content of college students' struggle spirit cultivation, the alliance of consumerism and individualism deconstructed the content of college students' struggle spirit cultivation with capital logic and individualistic values, giving them a vulgar, dry, and narrow color.

3.2 Internet media continue to create and amplify social anxiety and impact the public opinion atmosphere cultivated by college students' struggle spirit

In the new era, online media uses advanced media technology and rich information dissemination channels to "allow fragmented information to surround the immersed 'digital people' at all times. The viral spread of 'hot tweets' on social media always covets the value-oriented position and conveys the anxiety of bursts that have been packaged by consumer culture." These highly speculative articles are flooded with cyberspace, trying to construct a narrative framework for contemporary youth success.

Under the influence of this, the good public opinion atmosphere cultivated by college students' struggle spirit has been impacted. Under the subtle influence of the utilitarian environment, some college students will become more eager and eager to prove their value, and as time goes by, they will become more and more worried about the inability to keep up with the pace of peers in the race of time creates a sense of frustration and anxiety. When college students are unable to quickly change their social status or achieve a class leap, they will criticize themselves, have doubts about the value of struggle, and distort their emotional attitude towards struggle. The emergence and spread of phenomena such as unwillingness to struggle and not daring to struggle among college students is an important manifestation of the lack of emotional recognition of the spirit of struggle and the value of struggle among college students. Because whether it is a decadent youth who resists and escapes the mainstream culture, or a youth who is catering to the mainstream values on the surface, and actively "struggles" in the circle of friends but is unwilling to struggle, the spirit of struggle seems to them to be

used to advertise themselves and impose themselves on themselves. The label on the body, they often enjoy the short-lived and fragmented emotional feedback they receive from online social communication behaviors, and at the same time are affected by the social anxiety created by online media, and attribute their failures to the solidification of social class and social differentiation. The existence of other social problems, if things go on like this, the emotional experience and attitude response of college students to constructing and practicing the spirit of struggle will become more and more deviated from the normal state, and eventually a distorted or even morbid social mentality will develop.

4. Strategies for cultivating college students' struggle spirit based on the development of the times

To promote the cultivation of the spirit of struggle of college students, we must fully understand the challenges brought to the cultivation work by the interweaving and turmoil of multiple social thoughts in the new era, the collision of multiple values, the magnification of network media, and the changes in the ways of youth network communication. To this end, it is necessary to inspire the spirit of struggle of college students through the construction of a complete and comprehensive knowledge system, innovating and cultivating discourse, and optimizing the form of expression, and guide them to establish correct values of struggle, and transform them into promoting their own comprehensive development, constructing a better life and realizing it, the real power of the Chinese dream of the great rejuvenation of the Chinese nation.

4.1 Pay attention to the influencing factors in the cultivation environment, and strengthen the value guidance of the cultivation of the spirit of struggle for college students in the new era

From the perspective of value appeal, cultivating the spirit of struggle of college students is to teach them a systematic and comprehensive knowledge system, to guide them to deeply understand a series of questions such as "why to struggle, why to struggle, how to struggle", and to help college students to establish a one this kind of correct values of struggle will strengthen the faith and direction of struggle of college students. The reason why the content deconstruction and emotional alienation of the cultivation of the spirit of college students in the new era is a big reason is that there are many deceptive negative factors in the cultivation environment, that is, the aforementioned trends of consumerism and individualism. The materialization and narrowness of a better life, and the excessive amplification of social anxiety by online media, make the nurturing environment contain a lot of fragmented and emotional information related to the cultivation of the spirit of struggle of college students, resulting in the cognition and emotion of struggle of college students of divergence.

The key to strengthening the cultivation of the spirit of struggle of college students in the new era lies in the construction of a systematic, complete and comprehensive content system for the cultivation of the spirit of struggle, strengthening the value guidance of college students, and promoting college students to form a struggle value that blends cognition and emotion. On the one hand, a complete and accurate cognition of the spirit of struggle is an inevitable prerequisite for correcting and deepening the emotional identification of the spirit of struggle of college students. Fragmented and emotional information can easily cause dislocation of the emotional experience of college students. In the new era, in order to better stimulate the endogenous motivation of college students to strive for progress, it is necessary for college students to fully and systematically understand and recognize the meaning and value of struggle. That is to say, in the process of teaching the content of the spirit of struggle, teachers must not "blind their eyes", ignore the content of multi-level knowledge, and even devalue or distort the value and meaning of struggle with extreme and extreme personal emotions, which causes the emotional struggle of college students dislocation. On the other hand, while teaching and helping college students construct a complete and objective knowledge system, they should also focus on strengthening the value guidance for college students. Paying attention to the influencing factors in the nurturing environment is to effectively eliminate the various negative effects of these factors on college students' ideological concepts, to help college students construct correct values of struggle and the concept of struggle practice, and to understand which are true struggles and which are pseudo struggles. The level of "knowledge" is elevated to the level of emotional "faith". Under the dual impetus of reason and emotion, it consciously internalizes the spirit of struggle and enhances the consciousness of struggle. That is to say, the cultivation of the spirit of struggle of college students should promote the resonance of cognition and emotion of college students, and education and guide college students to form a system of struggle values that promote each other's knowledge, affection and intention, so as to effectively transform the spirit of struggle into practice of struggle, and let youth flowers bloom where

the party and the people need it most.

4.2 Innovatively cultivate discourse, firmly grasp the spirit of struggle of college students in the new era, cultivate discourse power

In a certain sense, the formation of subculture is "the result of a certain crowd's anomie and surplus that the mainstream discourse is in the process of strengthening itself." In the new era, improving the effectiveness of the cultivation of college students' struggle spirit cannot simply continue the traditional cultivation work, but must reinvent the dominant discourse and reshape the discourse power. At present, network technology has deeply participated in the evolution of modern communication context, making media discourse gradually become people's discourse in communication and life. For example, the discourse of "Buddhism" is the special network cultural practice of the youth group represented by college students. These words originate and multiply in the life world of college students, and are closely connected with the daily life world of college students. If the cultivation of the spirit of struggle still stays on the traditional discourse, propaganda and interpretation with abstract theoretical discourse, blunt preaching discourse, and grand narrative slogans, it will be difficult to win the recognition of college students in the new era.

For this reason, it is necessary to realize the transformation of cultivating discourse into life. "If training, training, and education are confined to the school and separated from the boiling real life, then we will not trust." The content of the discourse to cultivate the spirit of struggle should reflect the daily life practice of college students, and take care of the ideological dynamics and interests of college students; be problem-oriented, highlight problem awareness, and make a powerful counterattack against various erroneous social thoughts and values that dispel the spirit of struggle of college students, and continue to enhance the leading power of discourse. In addition, we should also pay attention to the communication and interaction between the two sides of the discourse in the cultivation of the spirit of struggle of college students, discover and solve problems in the dialogue and interaction, and carry out ideological correction and value guidance in a timely manner; The discourse material is refined in the discourse, while ensuring the complete and accurate expression of the meaning of the discourse, it also enhances the freshness and interest of the discourse, deepens the recognition of the discourse of college students, and stimulates the enthusiasm of college students for struggle. In recent years, China has urged people to take responsibility and work hard. When he said, "Roll up your sleeves and work hard", "Happiness is the result of struggling", "Simultaneously, live up to your youth" and "Let youth be where the party and the people need it most." "Blooming beautiful flowers" and other words are very popular among college students. It can be seen that the realization of the transformation and innovation of cultivating discourse is of decisive significance for mastering the spirit of struggle of college students in the new era and cultivating discourse power.

5. Conclusion

The new era is a new historical period in which the party leads the people of the whole country to continue to advance the cause of reform and opening up and socialism with Chinese characteristics, and to realize the Chinese dream of the great rejuvenation of the Chinese nation. From the perspective of history, reality and future development, it is necessary to cultivate the striving spirit of college students so that they can shoulder the mission given by history and the times. In the research on the cultivation of the spirit of struggle of college students in the new era, we should accurately grasp the dynamics of contemporary college students' thoughts and behaviors, and straighten out the inner relationship between social thoughts, media, subculture, youth online communication behavior guidance and college students' value modeling. How to sublimate the spirit of struggle demonstrated by college students in the process of practice, how to judge and respond to the impact of some emerging ideological and cultural phenomena in college students on educational work, and how to tap and develop more theoretical resources to enhance the effectiveness of education, we do further in-depth research.

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