

Study on the Practice of Jinjiang Spirit to Contemporary College Students' Ideological and Political Education

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Abstract

Under the impetus of reform and opening up, the establishment of a socialist market economic system, and the "Jinjiang experience". Jinjiang people rely on "Dare to be the first in the world", "Love will fight to win" courage and discouragement, have developed the "Jinjiang Model" and formed the "Jinjiang Spirit." The "Jinjiang Spirit" has an important influence on the country's prosperity and national rejuvenation, and has far-reaching significance for the ideological and political education of contemporary college students. While exploring the connotation of the "Jinjiang Spirit", this article believes that it is necessary and feasible to carry forward and practice the "Jinjiang Spirit" in the process of carrying out ideological education among college students. It is conducive to improving the creative ability of contemporary college students and cultivating the character of contemporary college students' hard work. It is also conducive to the healthy growth of college students, and puts forward some reference measures for colleges and universities to carry out "Jinjiang Spirit" related education.

Keywords

"Jinjiang spirit"; contemporary college students; ideological and political education.

1. Introduction

College students are the pillars of the country and the hope of the nation. It is an indispensable force for realizing the "Chinese Dream" and realizing the great rejuvenation of the Chinese nation. It is the goal that ideological educators have been pursuing to cultivate a large number of comprehensive and excellent college students with ideological and political awareness, and comprehensive development of morality, intelligence, and beauty. With the globalization, networking and digitization of the economy, the social situation has gradually become more complicated. Some college students are eager to pursue material, and they firmly believe that they will get something for nothing. They lack the awareness of fighting and fighting, and lose their sense of responsibility and creativity. Therefore, contemporary college students should humbly master the "Jinjiang spirit" and integrate the "Jinjiang spirit" into the life of college students, which can enhance the effectiveness of college students' ideological and political education and the enthusiasm of innovative learning, and achieve the significance of cultivating outstanding college students in the new era.

2. The basic Connotation of "Jinjiang Spirit"

From the county-level cities where the land is poor and the resources are scarce, it has become the most powerful city in Fujian. Behind the miracle of the Jinjiang River, the "Jinjiang Model" and "Jinjiang Experience" guidelines are inseparable from the "Jinjiang spirit" represented by Jinjiang people as "Dare to be the first in the world" and "Love and fight to win". The commodity consciousness, competition consciousness and open consciousness formed by Jinjiang people since ancient times have become the "Jinjiang Spirit" with distinct historical culture and era

characteristics. The "Jinjiang Spirit" is a comprehensive display of the self-consciousness and thought of Jinjiang people and an important part of the Chinese national spirit.

The "Jinjiang Spirit" is divided into three levels: First, Jinjiang people's intuition agrees with "Dare to be the world's first"; "Love will strive for victory" and other "Jinjiang spirit" with local characteristics; the second level is the past development, progress, truth-seeking, and the inheritance, self-confidence, openness, hard work, win-win, and innovation of the past. The third level is the officially recognized by the government in 1989. The first generalization of Jinjiang is the integrity, humility, unity and hard work. Although the three levels are different, their connotations and essences are mutually integrated, and they can be brought together into a new era of "Jinjiang Spirit" of "strive for progress, honesty and courtesy, and focus on innovation."

2.1. Strive for Progress

"Love will fight to win" "Dare to be the first in the world" is a true portrayal of Jinjiang people's "strive and enterprising" spirit, and is also the most characteristic of Jinjiang in the "Jinjiang Spirit". From the ancestors of the Jinjiang dynasty to thorns and thorns, the wilderness farming and hard work, to the modern Jinjiang dare to say, dare to dare, dare to try, dare to do. The spirit of hard work and advancement of Jinjiang people is the prosperity and development of Jinjiang's economy and society, building a well-off society in an all-round way, and realizing the great rejuvenation of the Chinese nation.

2.2. Honesty and Courtesy

At the beginning of reform and opening up, Jinjiang's economic development mainly relied on overseas investment promotion. Jinjiang people adopted the social atmosphere of "sincerely recruiting customers from the world and trusting the four parties", and the idea of "credit Quanzhou" attracted a large number of overseas investments and promoted Jinjiang Economic. Humble and respectful to learn from overseas people all kinds of favorable scientific production technology, management experience, etc., so that Jinjiang enterprise technology management and other aspects have been strengthened, and the local economic structure has been enriched and improved.

2.3. Focus on Innovation

Jinjiang people know that the secret of long-term development of enterprises, in addition to the soft power of corporate culture and enterprise quality, but also the strength of their own products, not to be eliminated by the world. Therefore, Jinjiang people focus on the innovation of product technology, such as the professional technology of "Double Shock Absorption Technology" developed by Anta Company and the design of "Zhonghua Liling" of Qipai Company, which makes the competitiveness of the company significantly improved.

3. The Significance of "Jinjiang Spirit" to Contemporary College Students' Outlook on Life, Responsibility and Career

Although the "Jinjiang Spirit" has local characteristics, its outstanding connotation of the times and the outstanding quality of the Chinese nation are worthy of the study of contemporary college students. It is of great significance for cultivating the sense of responsibility and struggle of contemporary college students and establishing a correct outlook on life.

3.1. Strive for Progress Is Conducive to the Establishment of A Correct Outlook on Life for Contemporary College Students

With the globalization, digitization and networking of the economy, in the tide of reform and opening up, some money worship, hedonism, extreme individualism, and even the ruinous lifestyle of the bourgeoisie have affected the current society to varying degrees. As a young

generation of college students, their thoughts are simple, their plasticity is strong, and they are most susceptible to these ideas. As a result, the value orientation of college students tends to be self-fulfilling, and their outlook on life and values are unstable. More and more college students appear to show off their wealth, and the phenomenon of ruining their education playing games in the bedroom. They also want to get something for nothing. General Secretary Xi Jinping said: "A life that struggles can be called a happy life." Contemporary college students are the main force for realizing the "Chinese Dream" to realize the great rejuvenation of the Chinese nation and the intermediate force for realizing socialist modernization. Therefore, it is necessary to join the "Jinjiang Spirit" represented by "Struggling for Progress" into the quality training course for college students, so that contemporary college students can establish a character of Love and fight to win, hard work, unremitting struggle, step by step. Only in this way when such a college student first enters the society can he resist the temptation in the face of the test of money, interests, status, etc., and demonstrate the spiritual outlook that contemporary Chinese college students should have.

3.2. Honesty and Courtesy Is Conducive to Cultivating the Social Responsibility Quality of Contemporary College Students

"Integrity and courtesy" has always been the traditional virtue of the Chinese nation. "Integrity" also includes "seeking truth from facts" and so on. Contemporary college students can't deny that there are still some unhealthy phenomena such as the fact that they do not go deep into the surface, treat people with arrogance and incompatibility, be frivolous and unsteady, and do things with great exaggeration. These bad spirits not only affect the university atmosphere, but also affect the mental health of college students. Therefore, in the process of carrying out ideological education for college students, we must integrate the "Jinjiang spirit" of "integrity and courtesy", seek truth from facts, treat people with sincerity and friendliness, and be courteous and courteous. In the study work, they do the exam without cheating, and learn from the teacher humbly. In the future work, they should not be interested in doing things that harm others, do your job well, and establish a good sense of social responsibility for the people.

3.3. Honesty and Courtesy Is Conducive to Cultivating the Social Responsibility Quality of Contemporary College Students

With the development of science and technology, innovation has become an indispensable skill that contemporary students need to master. Jinjiang enterprises are also becoming the focus of the world because of their focus on innovation and research and development. As a reserve army of China's contemporary science and technology research and development, contemporary college students need to study deeply and understand the doorway analysis clearly. They can't float on the surface. Technology research and development is a difficult task. Only when you sink your heart can you make effective progress. Only by focusing on research, reform and innovation will we not be at the forefront of the world, so as to unite the wisdom and strength of contemporary college students, overcome difficulties and obstacles in the cause of reform, opening up, and modernization, overcome various difficulties, and create a new situation in socialist modernization.

4. The "Jinjiang Spirit" Integrates into the Practical Path of Contemporary College Students' Ideological Education

4.1. Integrating the "Jinjiang Spirit" into the Classroom of Ideological Education

Classroom is the main channel for contemporary college students to accept ideological knowledge. Integrate the "Jinjiang Spirit" with the red spirit of "Yan'an Spirit" and "Red Boat Spirit" into the classroom. Through the teacher's graphic and video materials to explain the

birth of Jinjiang spirit, the status quo and the story behind Jinjiang's well-known enterprises, students understand the connotation of "Jinjiang Spirit", which is beneficial to college students to understand the "Jinjiang Spirit" and practice in practice. The spirit of the Jinjiang River has contributed to the great rejuvenation of the Chinese nation.

4.2. Integrating the "Jinjiang Spirit" into Practice Construction

Social practice is an important channel for contemporary college students to engage with the outside world and understand the implementation of relevant Chinese policies to improve their own capabilities. The school can establish a practice or practice base with well-known enterprises in Jinjiang, or the students can contact the Jinjiang local enterprises to practice internships, so that the students can experience the operation mode of Jinjiang enterprises and the working attitude of Jinjiang people in Jinjiang enterprise practice or internship. Combine theoretical knowledge with practical experience, and then personally experience the "Jinjiang Spirit" of "strive for progress, honesty and courtesy, focus on innovation", and enrich the ideological connotation of contemporary college students.

4.3. Integrating the "Jinjiang Spirit" Into the Daily Life of College Students

There is an old saying in China called "Sneak into the night with the wind, and the things are fine and silent." Colleges and universities can integrate the "Jinjiang Spirit" into the daily life of college students and the construction of campus culture. For example, carry out various extracurricular activities for the "Jinjiang Spirit", publicize on the relevant news media of the school academy, post poster slogans, invite The famous enterprises in Jinjiang gave lectures and other ways to let more college students understand the inner meaning of the "Jinjiang Spirit" and the "Jinjiang Spirit".

5. Conclusion

"The Spirit of Jinjiang" is a product of the traditional culture of the Chinese nation. As a unique Chinese spirit of the times, the spirit of "strive for progress, integrity and humility, focus on innovation" is worthy of in-depth study by college students, to establish a correct outlook on life, values and social responsibility, through hard study, unremitting struggle to write a gorgeous chapter of their own life. At the same time, the "Jinjiang Spirit" should echo the red spirit of "Yan'an Spirit" and "Red Boat Spirit" to improve the ideological education of contemporary college students from different aspects, and become an all-round and innovative talent in material civilization, political civilization and spiritual civilization. In the course of construction, we will bring in wisdom and wisdom, benefit the people, promote social progress, and realize the great rejuvenation of the Chinese nation.

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