

An Analysis of the Current Situation of Rural Teenagers' Values and Educational Countermeasures in the New Era

-- Based on the Investigation of Yangzhuang Village in Jining City

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Abstract

According to the report to the 19th national congress of the Communist Party of China (CPC), the principal contradiction in China's society has been the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life. One of them is the mismatch between ideas, especially values, and economic development. Through the investigation of Yangzhuang village in Jining city, it is found that some rural teenagers are biased in their values, which are manifested in the excessive pursuit of star dreams, the lack of feelings of family and country, and the prevailing wind of comparison. It is mainly caused by the imbalanced of emphasis of family education, the formalization of school value education, the impact of the deviant content in the new media and the influence of the bad atmosphere in the village. To guide and educated rural teenagers to set up correct values, we can start from four aspects: family, school, new media and the overall atmosphere of the village, so as to promote the cultivation of their correct values.

Keywords

Values, rural youth, country feelings.

1. Introduction

Values are the guide of life, the right values can lead people to the good and beautiful, the wrong values may lead people to the road of crime, resulting in the corruption of social morality. During the epidemic, academician Li Lanjuan said that after the epidemic, she hoped that the country would set a correct direction for young people and leave high salaries to front-line scientific researchers, instead of letting young people blindly chase after celebrities. This rise and fall of a country depends on education, science and technology, and medical care. Therefore, we should establish a national advocate doctors, scientists, teachers, soldiers, they are in the support of the national backbone! It can be seen that some young people in China have problems in their values. However, rural areas are relatively backward in spiritual civilization and ideological and moral construction. Most parents do not pay attention to the moral education of their children, and the phenomenon of biased values among teenagers is more serious.

2. The Problem That Rural Youth Values Exists

Most of the rural youth are honest, kind and hard-working, but some of them have many problems in their values, which are mainly reflected in their biased attitude towards stars, the country and consumption.

2.1. Excessive Pursuit of Star Dream

Rural youth from childhood to experience the hardship of rural life and the difficulty of making money, or more or less to rural life and rely on agriculture to survive. Almost all rural teenagers grow up to see glamorous stars on TV and envy them for their high incomes. And the majority of rural youth think they will not be engaged in the face of the loess back to the sky after hard work, believe that they will become a star eventually and one day will burn the whole country. Therefore, most rural teenagers will not go to work with their parents in the fields. Instead, they will hold a mobile phone or a TV, study the daily clothes, words and behaviors of stars, and take what they say and do as the benchmark of their lives. Eat the food endorsed by the stars, wear the same cloths as the stars, go to the scenic spots that stars have been to, and take it as a vegetarian, thinking that doing so is keep moving forward on the road to becoming a star. The excessive pursuit of the star dream of rural youth do not care about the family, do not care about the study, but only care about themselves. Into Yangzhuang village, groups of young people with mobile phones, gathering together to talk about tidbit news, new products and family background of a certain star, can be seen every day. A teenager in the village told me that he wanted to be a person like Lu Han because he could make money easily. I can't help but feel sad that these teenagers pursue their dreams mainly for the money, and they don't understand the efforts behind the stars, they just want to relax and earn a few bucks. The extent of rural youth's biased values can be seen through this angle.

2.2. Lack of Feelings for Home and Country

The report to the 19th national congress of the Communist Party of China (CPC) pointed out that the country prospers when the young prosper, and the country is strong when the young are strong. The vast majority of young people should realize the Chinese dream in the vivid practice of youth dream, in the tireless struggle for the interests of the people to write a chapter of life. "The feeling of homeland is a deep emotion for one's family, hometown and motherland. It is a culture gene that cannot be copied in other regions and countries." [1] During this break, however, most of the Yangzhuang teenagers don't take COVID seriously, don't comply with the requirements of the relevant policies, not wearing a mask, casually go out, don't contribute to the nation, but messed up the country. Investigate its reason, just because at home stuffy. Most of the rural youth did not take into account the country, what they care about is the happiness at the moment. In a rural youth patriotism survey data show that "in about 'if you focus on national policies and current affairs at home and abroad' survey, 15.53% said 'very concerned', there are 33.3% ,14.27% and 4.87% of the respondents said 'generally', 'occasionally' and 'never'; in the survey on 'if you have the opportunity to study abroad, what is your motivation', 35.7% said their motivation is 'to learn advanced scientific knowledge and serve the country', 30.29%,21.31% and 12.63% said they study abroad in order to 'feel the exotic culture, enrich themselves', 'develop themselves, seek better development in foreign countries' and 'promote the competitiveness of the jib in the future' ". [2] The data above show that only little part of rural youth care about national and international events, have strong feelings to motherland and willing to improve myself for my country, but most of them are lack of the feelings, don't care about national politics; the majority improve their capabilities for their later a better life, not for the development of the country.

2.3. The Prevailing Wind of Comparison

The concept of consumption has a profound impact on people's consumption behavior. The wrong concept of consumption can lead to people's blind consumption beyond their own economic capacity. Comparison is more serious among rural teenagers. The vast majority of rural teenagers think they are grown up, so they have the right to choose and decide, and they are long for recognition and praise. But in fact their experience, communication style and mental development level haven't yet reached the mature state. "The fierce social competition

makes many teenagers feel dissatisfied and lack confidence in reality. When they encounter setbacks, they lack confidence and compete with each other in consumption.”[3] They hope to get the result that their consumption level is higher than that of their peers through comparison, and gain the sense of superiority that deeply desire, so as to get others’ recognition and respect. As a matter of fact, this kind of comparison wind exists more in rural middle schools. Young students wear better clothes, eat more expensive food and spend more to show their dignity and superiority and improve their confidence in getting along with their classmates. Middle school students in Yangzhuang village often get together on weekends to talk about their expenses for the week, including what they have bought and done, the brands of their clothes and foods, how much they will spend next week, and so on. In Yangzhuang village, quarrelling between parents and teenagers can often be heard. The reason is very simple: parents don’t allow teenagers to spend money on “good items”, which are owned by their peers. It is undeniable that there has always been the wind of comparison. What’s worse is it has spread to the vast number of rural youth groups, seriously affect the formation of their correct values, which makes us have to raise the vigilance of prevalence of comparison.

3. Reasons of Rural Youth’S Biased Values

Some rural teenagers are biased in their values, and there are many reasons. This paper analyzes them from four aspects: family, school, new media and village ethos.

3.1. The Imbalance of Family Education

Most rural parents know the importance of knowledge, so they want their children to study hard and get into famous universities, so that they can get out of the countryside. But in fact, when parents agree with this idea, they have largely ignored moral education for children, which contributes to the formation of the idea that: I only need to study hard, get high scores and that’s enough, at the bottom of teenagers’ hearts when they were little babies. Teenagers, together with their parents, pay little attention to the cultivation of moral education and only think highly of the marks in school tests. Moreover, when rural parents gather in the slack, they always talk about their children, especially what they have achieved in school. Parents will feel honored, accepting the praise from neighbors, if their child has excellent achievements. Those parents whose children don’t get great grades will come home angrily and scold their child for their bad performance at school. The youth is a stage that they are very proud, they won’t stay behind others. Most of them will study harder to get better grades, particularly for the praise, the sense of superiority and they can show off to others. In the investigation, I interviewed a parent in Yangzhuang, who has repeatedly told the child to study hard. He will talk happily if the child did well in exams, but when the child didn’t get good results, he will lose his temper. In fact, this parent is just a lot of rural parents in miniature. Parents and teenagers will go further and further on the road of valuing talent over virtue, in this way.

3.2. School Values Education Is A Mere Formality

Although quality-oriented education has been carried out for many years, some schools, especially those in rural areas, still regard scores as the hero to a large extent. In addition, the unbalanced distribution of educational resources makes it more difficult for students to enter higher schools. In this context, improving scores has naturally become the focus of attention in rural schools. When the overall level of the teacher isn’t high, the only way to improve score is to lengthen the class time. Although there are courses such as “morality and rule of law” and “ideological politics” in the class schedule, some teachers aren’t active in teaching this course, and students aren’t serious when attending classes. School and teachers only focus on subjects with a large proportion of entrance examination for secondary school or college, such as Chinese, math and English, leading students to unconsciously ignore the importance of

ideological and moral lessons. And some rural middle schools even make teachers and students have classes on weekends. During the investigation, I've learned that a rural middle school connected with Yangzhuang has a regulation that students should have make-up lessons every Saturday or Sunday since they entered Grade 7. The so-called "ideology and morality" course only appears on the curriculum schedule when checked by senior leaders, and most secondary schools in other towns do so. Rural school specialized courses in guiding youth values cultivation is very few, besides, most teachers are only concerned about students' scores and graduation rates. Teachers won't talk with students about how to develop correct values until they've made serious mistakes, which are on the contrary of sound values. Thus it can be seen that most rural schools do not pay enough attention to the education of students' values.

3.3. The Impact of Anomie Content in New Media

The arrival of new media era enables rural youth to have convenient access to all kinds of information. However, many new media have a low threshold of entry and lack high-quality, healthy and upward content. The information they convey tends to be vulgarized and anomalistic. Some new media are full of bad information such as sex, gambling and drugs, which impact the values not fully established by teenagers and make them convert to negative aspects such as money worship and national nihilism. In addition, "most parents of teenagers in the countryside hold a laissez-faire attitude towards the children's media use, lacking basic supervision; most rural school media use for youth is a simple form of 'authority control', which lacks the cultivation of students' ability and quality of media use and the basic awareness of guiding students to use media correctly." [4] Almost all rural teenagers are proficient in using entertainment social software such as QQ, Kuaishou, weibo and, without correct values, what they usually focus on are entertainment news, funny jokes, leisure movies and TV shows, etc. If there is no right value guide, it is easy to go astray. In Yangzhuang, it is common that teenagers are absorbed in Kuaishou and concentrated on web celebrity, some even take their parents' hard-earned money to desperately brush gifts. These teens often imitate web celebrity behavior and don't discriminate between what is right and wrong. The virtual network environment built by new media enables all kinds of information to be spread in a short period of time on a large scale. However, young people are in an important period of value formation and cannot accurately discriminate the information, so they tend to absorb all kinds of contents promoted by various software without judgment. Although there is no lack of positive energy, there is also negative content which is of no benefit, transmitting the idea of money worship, utilitarianism and consumerism, can easily the youth's unformed values away. Though the rise of new media is a progress of times, the content it propagandas is not conducive to the cultivation of correct values among teenagers to a large extent.

3.4. The Influence of Bad Tendency in the Village

Village is the place where rural teenagers are born and grow up, thus, they are influenced by the overall values of the village from childhood. At present, China is in a critical period of social transformation, but the whole cultural level of rural areas, especially the construction of values, is relatively backward. Some rural parents are inclined to worship money and egoism, which sets a bad standard for their children to develop their values; some of the village cadres are vegetarian in the village construction, but take the lead in the rise of comparison, worship money and other bad habits; in addition, some villages are equipped with card games where people gather, causing chaos and smoke, which bring bad impact to whole village. In Yangzhuang, there is still a serious phenomenon of gift giving in the last few elections of village cadres, which has an adverse effect on the youth whose values are being formed. Worse still, the elected cadres tend to do nothing when they are needed. For most of the young in Yangzhuang, being a village cadre is a position to call the shots and make money, but not to serve the people. In recent years, although the rural economy has developed greatly, the overall

construction of spiritual civilization, especially the construction of values, has not achieved much. There is no special place for the cultivation of values, and no effort has been made to publicize the correct values. In contrast, rural Internet cafes have been opened in villages, providing conditions for teenagers to indulge in the Internet and “shut their ears to things outside the window”. And the neighbors before the anchor baht will be compared, the situation of swearing from time to time. Some even break public property and insult the old. All these are the deviation of the overall values of the village from the right direction, which leads to the breeding and spread of distorted values among the youth.

4. Cultivate and Guide the Path of Rural Youth Values

General Secretary Xi Jinping pointed out that the teenager stage is the “jointing booting stage” of life, which needs careful guidance and cultivation. “The ideological education of young people in rural areas is related to economic development, social stability and national prosperity.”[5] Therefore, we have the responsibility and obligation to bring their biased values into the normal. Based on the reasons that lead to the biased values of the rural youth, we can guide the cultivation of the correct values of the rural youth from four aspects: family, school, new media and the overall atmosphere of the village.

4.1. Family Values Education

“As the saying goes: ‘parents are their children’s first teachers.’ The way parents educate their children can have a direct impact on their healthy development.”[6] Therefore, parents should adopt correct educational methods to cultivate their children’s correct values. The most important is to lead by example. Parents themselves should form right value orientation to live in harmony with the neighborhood, down to earth, with their own behavior to tell the children right and wrong. In the ordinary family chat, consciously increase the content of positive energy to the current national politics, socialist core values and so on, but talk about trivial daily life which is not conducive to the development of correct values of teenagers less. Family education is the earliest way of education that children are exposed to when they grow up. Attaching great importance to education of family values can fundamentally prevent teenagers from distorting their values. With the family values education and the parents by example, can make the rural youth form correct values unconsciously. If parents pay enough attention to the values formation of teenagers, it is highly possible to find out when children’s values are wrong, and can help them timely, fastening correctly “the first button of life”.

4.2. Schools Pay Attention to the Cultivation of Values Among the Youth

The vast majority of rural schools only focus on the intellectual education of students, but pay insufficient attention to values, or just ignore it. The construction of spiritual civilization can’t only rely on government and family, school also has the responsibility can’t evade, and is the main place of education, particular in cultivating the successors of socialism in the New Era. Adding the course of cultivating the correct values in the school curriculum is an immediate way. Secondly, teachers should take the initiative to improve their awareness of the trend of students’ values. Teachers ought to pay close attention to the moral development and mental health of students, instead of just concentrating on the graduation rate and test scores. If possible, teachers can be specially trained to guide teenagers to develop correct values. It is also advisable for schools to hold lectures to guide the youth to develop correct values not regularly, so that teenagers can be influenced unconsciously, contributing to the formation of correct values. There are mental health counseling rooms in most schools, but they usually perform practically no function. It is necessary to really play the role of psychological counseling rooms, enabling students’ psychological problems can be timely eased and their values can be led to the right direction.

4.3. Purify the Content of New Media

There are various information conveyed by entertainment and social software, when lacking clear access to the threshold and content classification, a mass of information of no quality can be found everywhere, such as affairs of stars, goods recommendation by web celebrities or a variety of videos used to relax time, there are also some malicious merchants take the opportunity to sell pornography, gambling, drugs and other harmful content. The youth are in the growing stage, with strong curiosity but weak judgment ability, so it's easily for them to fall into the trap of wrong values without knowing it. Therefore, it is of great significance for relevant departments to formulate policies and regulations to regulate the contents of different media, clean up the undesirable contents, purify the network environment and make sure a clear space for new media. Targeted to increase the guidance of young people to develop the right values of high quality content, teenagers can subtly accept the good values of the edification while using new media to relax and entertainment, so as to promote the development of their correct values.

4.4. Optimize the Overall Values of the Village

The village is an important place for the development of the values of the rural youth, and the optimization of the overall village values is conducive to the development of the correct values of the rural youth. The village can set up a special place to guide the youth to develop their values, invite the respected villagers to speak by themselves and make a down-to-earth speech, so that the rural youth can get the edification of excellent values in the friendly and familiar dialogue. And it also provides a place for young people with different values to debate, so that they can compare with each other to feel and distinguish right from wrong. Village cadres may not regularly organize movie-watching activities to pass on socialist core values, so the youth can be influenced by correct values in their leisure time. What's more, villages can regularly elect good people with good deeds to encourage villagers to form right values with material and spiritual rewards. Meanwhile, they pay attention to praise teenagers for their positive deeds, so as to provide good soil for teenagers to develop correct values.

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