

A Brief Analysis of the Value Guidance Work of Local College Students under the Background of Hainan Free Trade Port Construction

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Abstract: Value guidance is the primary responsibility for college ideological and political counselors, and it plays a vital role in the process of college students growing into qualified personnel. Under the construction of the Hainan Free Trade Zone (Port), the talent fostering work of local colleges and universities should pay attention to the value guidance work first, which will better meet the opportunities and challenges brought about by the construction of the Free Trade Port, so as to keep more local college talents in Hainan and devote themselves to the construction of the Free Trade Port.

Keywords: The Free Trade Port; Value guidance; Talent fostering; College students

On June 1, 2020, the Central Committee of the Communist Party of China and the State Council officially issued the The Overall Plan for the Construction of Hainan Free Trade Port, it marked that the major strategy of Hainan Free Trade Port construction has entered the stage of full implementation. On the one hand, careers are prosperous because of talents, and talents are gathered because of careers. The construction of a free trade port cannot be separated from the contribution of local talents. On the other hand, local colleges and universities need to further benchmark the construction plan of the free trade port to cultivate and keep talents from all walks of life.

1. The Necessity of Value Guidance for Local Colleges and Universities under the Construction of the Free Trade Ports

1.1 Value Guidance is the Need for Hainan to Build the Free Trade Port

At present, local college students in Hainan are seeing the best era. The first one is that socialism with Chinese characteristics has entered a new era, China's comprehensive national strength has been greatly increased, and social life has undergone tremendous changes. Besides, Hainan was born and prospered because of the Reform and Opening-up policy. Under the construction of the free trade port, Hainan has entered a new period of comprehensively deepening reform and further opening up to the outside world, which will surely bring unprecedented preferential policies and development opportunities to Hainan Island. However, the career development of local college students also faces major challenges. For example, the outbreak of the COVID-19 has led to further shrinking of global trade; the ideological confusion brought about by various social trends of thought; in addition, the construction of the free trade port is still in its infancy, and there are many uncertainties. Therefore, colleges and universities must guide local college students in terms of ideals and beliefs, and shoulder the responsibility of leading the values of college students^[1].

1.2 Value Guidance is the Need to Further Deepen the Ideological and Political Education in Colleges and Universities

Ideological and political education is the inevitable way and the most important part for colleges and universities to carry out value-leading work, and it is also the part that needs to be strengthened the most. Many western countries regard colleges and universities as "breakthroughs" and it result in the ideological infiltration of young college students in our country constantly intensifying, and they compete with us for positions, youth, and successors. The Ministry of Education issued Decree No. 16 to further strengthen the work of value guidance, as the value of ideological and political courses is the fundamental problem of classroom teaching and the soul of ideological and political education. This is also the need to achieve the educational goal of morality and cultivating people in colleges and universities and to further strengthen ideological and political education under the new situation.

1.3 Value Guidance is the Need of College Students' Physical and Mental Health Development

The college period is a critical period for the formation of college students' outlook on life, values and world outlook. There are basic standards for judging right and wrong for various things among college students, and they have not yet completed the formation of a scientific, stable and firm value theory system. There is a large space for growth and plasticity for them. In addition, many college students are far away from their parents and their hometown for the first time and begin to explore the university life alone. When

facing major events in their study, life, work, interpersonal relationships and society, they urgently need effective help and correct guidance.

1.4 Value Guidance is the Core of the Work of College Counselors

"If a nation or a country has no common values, and there is no consensus and nowhere to go, then the nation and the country cannot move forward."^[1] The common value, as the soul of the development and progress of the nation and the country, is also the foundation of colleges and universities, and the primary responsibility of the ideological and political counselor's work.

2. The Ways for Value Guidance

The value guidance of this paper means that colleges and universities in Hainan adhere to the direction of running schools of socialism with Chinese characteristics, fully implement the Party's educational policy, cultivate and practice socialist core values. We need take morality and education as the fundamental task, and focusing on students, caring for students, serving students in work, practicing the student-centered, constantly improving and developing students' political consciousness as well as their ideological level, cultural literacy, moral quality, and healthy psychology, so that they may become the builders of free trade ports and socialism with all-round development of moral, intellectual, physical and aesthetic.^[2]

The status and role of education in promoting the Hainan Free Trade Port to accomplish its mission cannot be ignored. The need for higher education in Hainan is more urgent than ever, and the thirst for scientific knowledge and outstanding talents is stronger than ever. In addition to actively introducing talents, it is very important for local colleges and universities to open up various paths to guide students in value, speed up the cultivation of various talents and keep them in Hainan.

2.1 Benchmark the Construction Plan of Hainan Free Trade Port to Form a Complete Talent Fostering System

The development of Hainan Free Trade Island is dominated by tourism, modern service industry, and high-tech industries, and more emphasis is placed on stimulating the vitality and creativity of the construction of the Free Trade Port through the comprehensive development of people. Local colleges and universities in Hainan can guide students in terms of learning direction and professional prospects, combining the positioning and development goals of each college, also benchmarked the free trade construction plan to planning, integrating and adjusting disciplinary construction and professional settings.

2.2 Pay Attention to the Value Guidance of Classroom Teaching, and Form a Collaborative Education Effect of Various Disciplines

Value guidance must make full use of the main channel of classroom teaching, especially ideological and political theory courses. Other courses must guard a channel and cultivate responsibility fields so that various courses and ideological and political theory courses can go together in the same direction. At the same time, local colleges and universities in Hainan must fully implement the Party's education policy and integrate the strengths of colleges, teachers, and society, then form a mechanism for collaborative education to achieve full education, whole process education, and all-round education.

2.3 Actively Build a Campus Culture and Seize the Online Platforms to Form an Online and Offline "Dual-line" Education Model

Value guidance platforms are multi-layered, including online and offline platforms. The online education platform should be well grasped, combined with social hot issues and students' study and life closely related content to create an interactive platform for students to communicate, and to provide value guidance to students' ideological concepts in a timely manner.^[2] Offline pays attention to educating people with culture, extensively develops the establishment of civilized campuses, carries out campus cultural activities in various forms, healthy and elegant, and builds colleges and universities into campuses with excellent school spirit and study style.

2.4 Carry out Extensive Social Practice and Form an Education Model Combining Theory and Practice

The ideology and politics of college students in the new era should also focus on key parts, give full play to the role of practice platforms, and carry out top-level design for professional and social practice. Colleges and universities should guide students to improve their professional skills, deepen the ability of understand, strengthen quality, and broaden horizons through professional training, innovation, entrepreneurship and social practice services. By combining ideological and political education with practical ways, the students will be trained into the builders of Hainan Free Trade Port with "ideals, pursuit, responsibility and achievements".

3. Conclusion

The construction of the Free Trade Island is the historical mission entrusted by the Party to Hainan in the new historical period, which also brings a once-in-a-lifetime development opportunity to students in local colleges and universities. Through the value guidance work, more and more local college students learn professional knowledge well, they may stay in Hainan to do hard work. With the spiritual realm of "not claiming credit for success" and the historical responsibility of "always making sure to contribute their share to the business of the cause", they contribute the youthful power to the construction of the Hainan Free Trade Port, and complete the historical mission and responsibility of Hainan's construction of the Free Trade Port as soon as possible^[3].

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