

Research on the Cultivation Path of College Students' Public Welfare Spirit from the Perspective of Voluntary Activities

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Abstract: College students' voluntary activity is the most common project in colleges and universities of China to cultivate college students' cultural competence and play the role of social support. At present, a relatively mature college voluntary service mechanism has been formed in colleges and universities. Public welfare spirit, as the core connotation of voluntary service, is a good way to cultivate college students to improve their ideological and moral attainment. College students' voluntary activities play such a role as undertaking the cultivation of public welfare spirit, enriching the path of practical education in colleges and universities, and implementing the cultivation of public welfare spirit. Therefore, it is of great benefit to carry out the research on the cultivation path of college students' public welfare spirit which is characterized by majors in colleges, implemented by professional training and voluntary service, and guaranteed by the incentive mechanism of voluntary service.

Keywords: College students; Voluntary activity; Public service spirit; Cultivation path

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1. Introduction

The report of the 19th CPC National Congress has pointed out that it is necessary to promote the institutionalization of integrity construction and voluntary service, and strengthen the awareness of social responsibilities, rules and dedication. The voluntary service is a public welfare activity that is based on sacrificing personal time and experience ^[1] and engages in beneficial development for the public and the collective without compensation. As the main object of moral education in colleges and universities, college students' participation in voluntary activities is an important means to practice "Establishing Morality and Cultivating People," "Cultivating People in Three Aspects" and "Developing Five Items Education Simultaneously." It is an effective way to cultivate qualified and reliable socialist successors. As a sense of dedication and responsibility to work free of charge for others and society, public welfare spirit is not only the included meaning of the system of core values of Chinese socialism, but also the necessary quality to engage in voluntary activities. Therefore, we should seize the effective measure of "voluntary activities," and lead the cultivation of college students' public welfare spirit under the guidance of the core values of Chinese socialism, further implement the work of educating people in colleges and universities, and cultivate the qualified young Marxist under the guidance of the spirit of President Xi Jinping's "Speech on July 1."

2. Have a Correct View of Public Welfare Undertaking and Public Welfare Spirit

2.1. Public Welfare Undertaking

The meaning of public welfare undertaking in Modern Chinese Dictionary is: departments, enterprises and their facilities that directly or indirectly serve economic activities, social activities and residents' life. It mainly includes tap water production and supply system, public transportation system, supply system of electricity, gas and heat, health care system, culture and education system, sports and entertainment system, post and telecommunications system, landscaping system, etc. The specific implementation of public welfare undertakings is called public welfare activities; the content of public welfare activities includes community service, environmental protection, knowledge dissemination, public welfare, help for others, social assistance, social security, emergency assistance, youth services, charity, club activities, professional services and cultural & artistic activities. As the most extensive non-profit service, public welfare undertakings include voluntary services. The development of voluntary activities of college students is one aspect of the realization of public welfare undertakings ^[2].

2.2. Public Welfare Spirit

From a social perspective, the public welfare spirit is a kind of psychological attitude, values and personality quality shown by the subject of public welfare in a certain level of caring spirit and altruistic consciousness when they face the common concerns of some part of a social group. This kind of public welfare spirit is not formed overnight. It is the rational spirit and concept formed by individuals in the development of human emotion. It is the manifestation of the harmonious combination of altruism and self-interest. Therefore, the concept of altruistic public welfare is the essence of the public welfare spirit, and at the same time, there must be a sense of social responsibility and voluntary dedication.

The public welfare spirit not only embodies Marxist values, but also conforms to the moral requirements of Chinese excellent traditional culture. On the premise of correctly understanding public welfare undertakings and public welfare spirit, the core is to understand and appreciate altruism, which is also the era connotation of cultivating the current college students' moral attainment. It plays an important role in forming the integrity of personality and an open vision in the process of college students' learning and growth.

3. Problems in Cultivating College Students' Public Welfare Spirit

3.1. Self-analysis of the Group of College Students

Firstly, before entering the college campus, college students mainly learn knowledge in schools. Although they are interested in new things, their willpower is relatively weak, and they cannot form long-term attention and interest points. Such problems will also appear in the public welfare activities of college students' voluntary service. When they encounter setbacks in the process or do not get recognition in a short time, a sharp reduction in the willingness and heat of voluntary service will be created. Such a problem is common in college students' voluntary public welfare activities and must be paid attention to ^[3].

Secondly, some students stay at the ideological level for social public welfare activities, but rarely put the ideas practical action. Most students have good intentions when facing others who need help, but they do not make good deeds. These good intentions are only the work of their inner minds. Some people do not want to give their actual actions, and some people are willing to help others but do not know where to start. Such a situation shows that there is a very broad soil for training the public spirit of college students, but there is also a certain degree of difficulty.

Thirdly, some college students' inner subjective initiative does not play much role in the process of voluntary service. This is mostly due to external factors, such as the rigid conditions of various excellence and awards in schools, which promote their behavior. This is not to say that it is wrong to realize personal

wishes through voluntary service, but people must realize their self-worth after serving others and doing something beneficial for the society. This good combination of the two is the best result of real voluntary service [4].

Finally, because the volunteer service of college students often does not go through professional education and training, they have certain defects in service skills, experience and organization and management, which directly leads to the low quality of service. For example, in the voluntary activities of college students serving old people's homes, there is a lack of demand survey for the elderly in old people's homes. Volunteers can only rely on their own judgment, coupled with the limitations of existing funds, they cannot carry out the most appropriate voluntary services, resulting in the deterioration of voluntary activities.

3.2. Influence of the School and Family

Parents are the first teachers of children, and the role of family concept plays a crucial role for college students who have just entered adulthood. The role of parents as role models in social morality directly influences the values and cognition of the new generation of college students in this regard. However, the lack of moral cultivation of parents due to the fast-paced life makes students can only obtain cognition of this area from the outside world. However, the education received by youngsters admitted to the university is basically "judging a hero by his scores," and the investment in quality education has not been paid attention to. The combination of the two makes every student's cognitive concept of public welfare and ideological and moral character too narrow and one-sided.

3.3. Influence of Social Environment

First of all, the ways and means to cultivate the public welfare spirit of college students with volunteer service as the carrier have not received the general attention and strong support from the society, and the society generally places the voluntary activities of college students in a dispensable status, and even thinks that it is just a simple social practice of college students. The voluntary service of college students has not received the support and participation of all sectors of society. Such a situation has caused a certain degree of "taking-a-form" service activities in the process of participating in public welfare activities, rather than students' inward desire to help others; In this case, the internalization effect of public welfare spirit will be greatly reduced.

What's more, there is a lack of a sound incentive management mechanism. The cultivation of college students' public welfare spirit with voluntary service as the carrier has some problems, such as relatively backward concept, mechanization of organization and management, insufficient support and so on. The organizations and activities are too single and formalized, and the corresponding incentive and commendation mechanism cannot be established effectively. The preparation and understanding of the activities carried out are not combined with the actual situation, and there is no sufficient self-renewal and summary reflection after the activities.

4. Analysis of Volunteer Activities- the Connotation of Cultivating Public Welfare Spirit of College Students

The goal to be achieved in the process of cultivating public welfare spirit is "dedication, love, mutual help and progress," which is the fundamental basis and foothold of public welfare spirit service. The cultivation of public welfare spirit mainly based on college students' voluntary activities is the most effective and operable way to carry out such activities on campus, and the cultivation of public welfare spirit also provides the theoretical soil for volunteer service activities, which guides the volunteer service activities of colleges and universities and indicates the direction for them. "Dedication" is the foundation, then we can

cultivate the concept of “friendship” and form a good atmosphere of helping others, and then form a virtuous cycle of “you help me, I help you.” This is the truth of “mutual assistance and progress” in the cultivation of college students’ public welfare spirit. Common progress in mutual assistance has formed the basic code of conduct in the process of college students’ voluntary service activities ^[5].

As a practice of cultivating the public welfare spirit among college students, the development of voluntary service activities has brought the theory to practice, which better proves the formation of altruistic values among college students in volunteer organizations and their moral practice, instead of just staying at the level of ideology. At the same time, voluntary activities, as a good platform for the cultivation of public welfare spirit among college students, can present the theories of public welfare spirit and dedication in the classroom to the greatest extent. With the theories vividly displayed in front of college students, we may enhance their sense of participation and self-experience; thus, we can better understand the kernel of ideological and political education and public welfare spirit cultivation, and better guide volunteer activities after internalizing the meaning of public welfare spirit ^[6].

The service process of volunteers can make the cultivation of public welfare spirit of college students develop from explicit education to implicit education. The traditional cultivation of public welfare spirit is more biased towards theory and classroom teaching, and college students will have psychologically resistance more or less. The cultivation method of voluntary service is more open and diversified. People may go out of the classroom, go to the society and carry out diversified practice activities of public welfare spirit with voluntary activities as the main line. This training method not only improves the practicality, but also infiltrates the purpose of public welfare spirit education and ideological and political education in colleges and universities in all links.

5. Volunteer Activities - the Path of Cultivating Public Welfare Spirit of College Students

5.1. Give Full Play to the Role of Characteristics of Majors in Colleges and Universities

As the fresh blood of the society, college students have a more comprehensive consciousness and independent thinking, initially possess their own values, and are able to adapt to the new things of the times. Therefore, the colleges’ ideological education and guidance can be combined with current new things and social hot spots, which not only mobilizes the enthusiasm of students to cultivate the spirit of public welfare, but also makes it operable at the same time. First of all, the departments in charge of students’ voluntary activities on university campuses can make use of students’ organizations of each school to push news in the form of network or broadcasting to enhance the acceptability and usefulness of the news, so that every student can understand that voluntary activities are really around them. At the same time, objective reports and reasonable guidance of hot social events are carried out, and students are allowed to discuss and research within a reasonable range through various channels. It can be presented in the form of social practice reports, essays, current affairs reviews, etc., which not only improves students’ self-ability, but also builds a bridge between voluntary activities and students. We can reflect the form of voluntary activities through the unique characteristics of the college or university, instead of simple labor or dedication in the past. What’s more, the preparation, analysis and specific operation of voluntary activities are carried out by each college ^[7] with specific professional characteristics, which not only reflects the unique features of the major’s characteristics and college volunteers, but also reflects the professionalism of voluntary activities. In this way, we can better serve the groups in need of help in society. Therefore, such volunteer activities can make every college student feel that the public welfare spirit is actually displayed through their professional knowledge and promoted by professional learning. This is a way of promoting the cultivation of public welfare spirit through professional learning.

5.2. Provide Volunteer-related Professional Training and Skills Learning

Firstly, we can consider introducing courses related to public welfare spirit in the university curriculum, or we can try to teach in elective courses in the form of theory and practice, so as to enhance the professionalism and science of voluntary service itself. We can replace simplification with specialization to stimulate college students' interest in volunteer service and enthusiasm for participation. In this way, college students may gain knowledge and skills in learning, practice and experience through voluntary service and truly apply what they have learned to serve the society. Secondly, labor education, as an effective way to cultivate good quality of college students, can be combined with voluntary activities to carry out practical activities of skill enhancement, such as flower cultivation, life first aid, etc. It is a way of enriching voluntary service activities by practical means ^[8].

5.3. Improve the Incentive and Guarantee Mechanism of Voluntary Service

If the professionalization of volunteers' team is the important content of voluntary service, then the incentive and guarantee mechanism of voluntary service is the prerequisite and necessary condition for sustainable development. In the process of public welfare activities, college students often have a sense of ambiguity and uncertainty. Some people really make good deeds with "the spirit of Lei Feng" and some other people go for credit or reward, whose process of activities is "taking a form." Such activities make most of the students who are still wavering turn to the strange circle of self-satisfaction and self-paralysis. Such volunteer service activities will make the activity itself more meaningless and be despised and ignored by more students ^[9].

Therefore, the guarantee and incentive mechanism of voluntary service should be improved systematically, for example, a special volunteers' department should be set up under the school's Youth League Committee as a special place for handling affairs, which can not only enhance its status and importance, but also make the whole school's volunteerism run systematically. In terms of incentives and rewards, we can increase the publicity of voluntary activities, expand the scope of rewards, change the previous evaluation criteria and focus on the evaluation of students' moral quality; in the section of comprehensive assessment, the weight of the bonus points for voluntary service can be appropriately increased to attract more outstanding students to participate, and also encourage students who love voluntary service to do better and influence the students around them to participate in public welfare activities. At the same time, voluntary activities can also be incorporated into the employment work, such as recommending outstanding and willing students to participate in the "Western Project." In the employment work, they will successfully enter the society and maintain the cultivation of the spirit of public welfare.

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