Research on the Social Influence and Promotion Path of College Students' Filial Piety Cultural Identity

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Abstract
"Filial piety comes first in all the virtues". As an important part of Chinese traditional culture, filial piety culture is a value system with origin and basic position in Chinese traditional culture. With the continuous development of globalization, marketization and other social effects, college students are easy to have deviations in the identification of filial piety culture, such as weak filial piety consciousness, weak gratitude consciousness, lack of sense of responsibility and so on. By strengthening public opinion propaganda, occupying the network position, integrating community resources and developing tourism resources, college students' filial piety cultural identity can be effectively promoted.

Keywords
Filial Piety Culture; Cultural Identity; College Student.

1. Introduction
As a precious spiritual wealth left by our ancestors, filial piety culture should be vigorously promoted and inherited. At present, China has entered a new era of socialism. College students, as builders and successors of the future society, need to carry forward and develop filial piety culture on the basis of deeply understanding the practical significance of filial piety culture. However, college students are not yet mature mentally and lack of social experience, but they are facing an increasingly complex social growth environment. The mutual agitation of social thoughts and multiple value choices will make them feel confused, at a loss, and easily lead to deviation in their recognition of filial piety culture. Strengthening college students' recognition of filial piety culture can not only cultivate college students' sound personality, but also make them consciously undertake the responsibility and mission of carrying forward and inheriting Chinese excellent traditional culture. Therefore, it is of great significance to study the identity of College Students' filial piety culture.

2. Defining the concept of filial piety cultural identity of College Students
To study college students' filial piety cultural identity, we should first clarify the concept of college students' filial piety cultural identity, which is the logical basis for theoretical analysis of college students' filial piety cultural identity. In this study, college students' filial piety culture identity is defined as: college students' individual or group tend to recognize and accept filial piety culture, internalize it into their own personality and psychological structure, form self-affirmation, self-identity and self-cohesion, generate stable and strong cultural self-confidence and pride, and on this basis, reflect the dynamic development process through daily study and life practice. College Students' identification with filial piety culture includes not only the identification with the form of filial piety culture, but also the identification with the norms and values of filial piety culture; It includes not only the recognition of filial piety culture, but also the recognition of filial piety culture emotion, will and behavior. It should be reflected in students' thoughts, feelings and practical actions, and realize the unity of knowledge, emotion,
meaning and action. At the same time, college students’ filial piety culture identity is a dynamic development process, which will not be static. The current filial piety culture is constantly developing and changing according to the requirements of socialism with Chinese characteristics in the new era, and is constantly innovating and developing on the basis of criticizing and inheriting the traditional filial piety culture. Therefore, college students should look at problems from the perspective of development, keep pace with the times, learn constantly and be new, truly understand and comprehend the spiritual core of filial piety culture, defend the dignity of filial piety culture, enhance the sense of filial piety culture identity, and then enhance their self-confidence and sense of identity with Chinese excellent traditional culture.

3. The social influence of College Students’ filial piety cultural identity

The university stage is the key period for the formation and establishment of College Students’ world outlook, outlook on life and values. The transformation and change of society will have an important impact on the formation and development of their values. Economic globalization, reform and opening up, socialist market economy, etc. will have a great impact on their inner world, bring challenges of cultural identity and confusion of value choice, and to a great extent affect college students’ recognition and practice of filial piety culture.

3.1. The challenge of cultural identity brought by economic globalization to college students

Economic globalization makes the world increasingly connected, and makes every participating country stand the test of other countries’ culture and ideology. Economic globalization has promoted the exchange and collision between Chinese and Western cultures, impacted the inner world of college students, affected their dialectical understanding of Chinese excellent traditional culture to a certain extent, and produced a crisis of cultural identity. In addition, the western countries’ cultural aggression and hegemony against China never stopped. Under the cover of economic globalization, they make full use of the advantages of cultural resources such as internet, film and television music works, news media, etc., and infiltrate their values and ideology into us, thus changing and controlling people’s thoughts, and finally achieving the goal of peaceful evolution of China. This naked cultural hegemonism has done great harm to China. To a certain extent, it has weakened the Chinese people’s self-confidence in Chinese culture and reduced their recognition of Chinese excellent traditional culture, including filial piety culture. College students are easily confused by the so-called cultural advantages of western countries because they are not familiar in body and mind and lack of life experience. They blindly praise western culture and are indifferent to the broad and profound Chinese excellent traditional culture, which will affect college students’ recognition and practice of filial piety culture to a certain extent.

3.2. The negative phenomenon in social transformation leads to the confusion of value choice

At present, China is in a period of extensive and profound social transformation, and the negative phenomena in the process of market economy and reform and opening-up can easily lead to the confusion of college students’ value choice. University is a key period for college students to mature their ideas and values. Although college students are active, positive and dare to try, their immature body and mind make them vulnerable to the influence of external negative information and go astray. If college students can’t look at the market economy rationally and accurately distinguish right from wrong, wrong ideas such as money worship and utilitarianism will easily grow in their hearts, which is not conducive to the formation of a sound personality and correct values. Thus, they are confused and questioned about the
connotation and value of filial piety culture, and it is difficult to form filial piety culture identity consciously. In addition, since the reform and opening-up, the gap between urban and rural development and residents' income in China is getting bigger and bigger, which is inconsistent with the fundamental principle of realizing common prosperity. It is easy to cause confusion and questioning among college students, which leads to the dilution of their ideals and beliefs and the distortion of their value orientation. Some negative phenomena brought about by the reform and opening-up have adversely affected the correct value orientation of college students, and will inevitably affect their recognition of filial piety culture.

3.3. The impact of scientific and technological progress and network development on spiritual identity

With the advancement of science and technology, our material life has been met with unprecedented satisfaction, but the improvement of material life has not brought about the simultaneous improvement of spiritual life, and the emptiness of spiritual and cultural life has become a problem for many people, including college students. Some college students rely too much on science and technology, but downplay their responsibility and obligation to honor their parents. The development of network also has an important influence on the filial piety cultural identity of college students. The network is not restricted by region, and it is convenient to convey information, with a wide audience and strong timeliness. It has incomparable advantages in convenient communication and timely and efficient access to information. With the development of the Internet, college students can get the information they need more freely and conveniently, and even many college students have suffered from "mobile phone dependence", which makes it difficult to leave the Internet. The network is mixed, the quality of network information is uneven, and monitoring is difficult. It is difficult for college students who are not mature physically and mentally, are not deeply involved in the world, and have insufficient life experience to distinguish right from wrong. College students are easily infringed by bad information on the Internet, which will inevitably disturb their ideology, cause a serious impact on their values, and is not conducive to college students' recognition of filial piety culture.

4. The promotion path of College Students' filial piety cultural identity

A good social environment has a positive role in safeguarding people's thoughts and behaviors. College students' ideological and psychological development is not yet mature, and they are easily influenced by the surrounding environment. Therefore, we should actively create a good social atmosphere and provide necessary social security for improving college students' filial piety cultural identity.

4.1. Strengthen public opinion publicity and strengthen the positive guidance of mass media

As an important media of contemporary social information, the mass media should play an active role in carrying forward and inheriting filial piety culture with a sense of social responsibility, and play a good role in public opinion, supervision and publicity. First, give full play to the public opinion role of mass media. Make full use of various channels to create public opinion that is conducive to the dissemination of filial piety culture, so that college students can be more influenced and infected by filial piety culture in their daily study and life, and strengthen their concept of filial piety and morality. Secondly, strengthen and optimize the supervisory role of the media. The media should take the initiative to take the responsibility of supervising the filial piety of the public, and face the phenomenon of violating filial piety and morality, and adopt a resolute opposition and criticism attitude. Only under the supervision and guidance of social media, purify the social environment, create a clean and positive social
atmosphere of filial piety culture, and identify the seeds of filial piety culture will really take root in the hearts of every college student. Thirdly, strengthen the positive publicity of filial piety culture by the media, constantly present the excellent works of filial piety culture and the moving deeds of filial piety role models to college students, let them draw a steady stream of spiritual strength from it, and encourage them to advocate filial piety and learn from the advanced. Through the correct guidance of mass media, it is conducive to the natural formation of College Students’ concept of filial piety in daily life, so as to further enhance the cultural identity of filial piety.

4.2. Occupy the network position and strengthen the monitoring role of functional departments

In order to ensure college students’ physical and mental health and sound personality, all parties in the society should pool their wisdom, pay attention to the cultivation of college students’ good moral character, strengthen network monitoring, optimize the network environment, and provide a good platform for college students to identify with filial piety culture. On the one hand, all functional departments should pay attention to the optimization of network environment subjectively, accelerate the pace of their own network construction, and educate the majority of college students and netizens with progressive ideas and culture. Colleges and universities should study and analyze the new situations, new contradictions and new hot spots caused by the various influences of the network world on college students from the practical problems of college students, so as to actively and pertinently carry out some network cultural activities related to filial piety culture, advocate and support network literary works that promote filial piety culture, seize the network position with new attitude and new thinking, and open up new channels for inheriting and promoting filial piety culture. On the other hand, society, universities and relevant functional departments should strengthen the management and control of network information, strictly control the entrance of network information, constantly purify the network environment and ensure that college students will not accept the infringement of bad network content. So as to make the progressive, healthy and beneficial filial piety cultural information occupy the network vision of college students and ensure their physical and mental development in a healthy direction.

4.3. Integrate community resources and carry out various filial piety cultural activities

Based on the unique role played by the community in carrying forward and inheriting filial piety culture and the characteristics of high-quality community activities. Communities should combine their own characteristics, fully integrate resources, be close to the reality of college students, and carry out filial piety culture activities with various forms and rich contents. The community can organize a volunteer service team of respecting the elderly and filial piety for college students, and organize them to care for the special people who have lost their independence, empty nest, disability, old age and destitute in the community by taking advantage of their holidays. This kind of caring for the elderly in the community is a moral enlightenment and enlightenment for college students, which is a model of educating college students to respect the elderly and filial piety, and plays a significant role in enhancing their awareness of gratitude and filial piety and enhancing their filial piety cultural identity. Therefore, the community can fully tap the educational resources of filial piety culture, build a practical platform of gratitude and filial piety for college students, and establish a system of caring and caring system with flexible organization, clear division of labor and good effect, so that the personal filial piety of college students and filial piety and respect for the elderly in the community can be perfectly integrated. It is necessary for college students to get more opportunities to practice filial piety, and for the elderly groups in need in the community to enjoy their old age, so as to promote the activities of respecting the elderly and filial piety in the
community to a scientific and rational level. During the activities, college students learn to be grateful and appreciate the value and significance of filial piety, so as to consciously enhance filial piety culture identity.

4.4. **Develop tourism resources and fully tap the traditional filial piety culture**

Compared with filial piety culture education in schools, filial piety culture tourism has incomparable advantages in promoting college students' filial piety culture identity. Its educational form is vivid and vivid, which can blend the spiritual connotation of filial piety culture into the leisure and entertainment that college students like to see and hear, so that their thoughts can be influenced in a subtle way, thus spontaneously enhancing their recognition of filial piety culture. Therefore, college students can make full use of holidays and other leisure time to go out of school, participate in tourism related to filial piety culture as much as possible, and experience the rich cultural implication of filial piety culture. Xiaogan City combines filial piety culture with local tourism resources. Vigorously developing tourism resources of filial piety culture not only promotes the formation of a local humane environment with prosperous filial piety, simple folk customs, harmony and stability, but also provides a solid spiritual support for local economic and social development, injects strong cultural power, and directly promotes the promotion and dissemination of filial piety culture, setting a good example for the promotion and development of filial piety culture, which is beneficial for college students to better identify with filial piety culture. Therefore, it is necessary to actively develop the tourism resources of filial piety culture, fully tap the traditional filial piety culture, so that college students can feel the existence of filial piety culture more intuitively, comprehend the profound connotation and the value of the times through direct contact, and enhance the filial piety culture identity.

**References**


