Several Issues on the Education of the Core Values of Military Enterprises in China—Take Young Employees as the Research Perspective

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Abstract. The diversity of social value causes a certain impact on the core values of military enterprises, and it particularly brings obvious negative effect on the young employees in physical and psychological changes. Guiding young employees to form a correct cognition as the primary link, the education of core values of military enterprises systematically integrates the content and connotation of core values of enterprises into their minds through authoritative interpretation and educators’ guidance. Identity education, the key link of the education for core values of military enterprises, is the bridge between value cognition and value practice. Educators should promote young employees to identify with the core values of military enterprises from both emotional and rational dimensions. Value practice, the fundamental purpose of the education for core values of military enterprises, organically integrates the core values of military enterprises into daily life. Through the transformation of daily life, it makes the core values of military enterprises become the dominant value orientation of young employees.

Introduction

Undertaking the task of defense research and production, the military enterprise provides a variety of weapon equipment researches and production activities for the armed forces of a country. Its importance is self-evident. China is in the comprehensive deepening reform period, various ideas are emerging. Meanwhile, foreign culture in various forms is penetrating into that of China strongly and continuously. Hence social values show a trend of diversified development. Pluralistic value system easily leads to the digestion of the dominance of the core values in military enterprises. In the period of diversified social values, it is of great practical significance for national security and social stability to ensure that the core values of military enterprises play a leading role in the enterprises. “The enterprise value is the value standard and value orientation recognized by all the members of the enterprise, which provides a guide consciousness for the common goal within the enterprise, but also a directional premise for the everyday behavior specification of employees in the enterprise. Therefore, it is the spiritual source of the lasting solidarity and cohesion an enterprise produced, and the ideological basis of the enterprise spirit and enterprise ethics” [1] The core values of military enterprises are the core of value system in military enterprises and are the high concision and concentrated expression of the value system of military enterprises. It mainly includes serving the motherland, dedication, honest and trustworthy, law-abiding. Young employees are typical population in military enterprises. on the one hand, they are the future and hope of military enterprises, because they are entrusted with the task of developing
military enterprises; on the other hand, they are in the important period of physiological and psychological changes, especially psychology, their consciousness and thinking tend to independence, so they are reluctant to be limited by the shackles of traditional values. Instead, they have the characteristics of novelty and change, thus, they are the main group which needs accepting the core value education of military enterprises. The education of the core value for young employees is as follows: value cognition, value identity and value practice.

The Cognition Education for the Core Values of Military Enterprises

The cognitive education for the core values of military enterprises, essentially, is to lead employees to form a correct concept of the connotation, value and significance of the core values. In general, the more comprehensive, profound and specific the core values of military enterprises are cognized, the more helpful it is transformed into inner idea and corresponding behavior. Hence, the cognitive education for young employees in military enterprises is the foundation and premise to further realize their identity and practice of the core values of military enterprises. Without the precondition, it will be difficult for young employees to produce the cultural self-confidence and strong will to practice the core values of military enterprises. Certain cognition laws should be followed to guide young employees to form correct cognition for the core values of military enterprises. The authoritative interpretation on the core values of military enterprises is necessary to ensure the correctness and direction of the content in the process of educational activities through various forms of education carrier and propaganda way to guide young employees to form correct cognition.

The firstly, the authoritative interpretation on the core value of military enterprises is determined by two reasons: firstly, due to the rich connotation the core values of military enterprises have, different subjects have different interpretations, which is easy to cause the connotation generalization of the core values of military enterprises and further make the educated be at a loss. Therefore, the content and connotation of the core values should be defined accurately by the authoritative department.

The secondly, owing to the differences in young employees' background knowledge and social experience, their understanding of core values also exists differences. If there are other preconceived value orientations in young employees’ minds, it is easy to penetrate those value orientations into the interpretation on the core values of military industry, which will virtually lead the digestion of the "core" role in the core values of military enterprises. Authoritative interpretation team should be firstly formed for the authoritative interpretation on the core values of military enterprises. Based on repeated discussions and screening, the team should make a concise explanation for the background, significance, connotation, value and so on put forward by the core values of military enterprises, and compile the corresponding textbooks, combining the connotation of core socialist values and the cultural traditions and development ideas of military enterprises.

The thirdly, it is significant to promote the development of the core values of military enterprises from an academic perspective and continuously demonstrate and deepen the connotation of the core values of military enterprises, making them more in line with the requirement of times and enterprise development so as to increase young employees’ desire for conscious cognition; finally, it is important to favorably respond to pluralistic value orientations and disputes to improve cultural and theoretical self-confidence on the core values of military enterprises. The authoritative interpretation for the core values of military
enterprises is to make the so-called “targeted” clear so that young employees have a correct understanding of the content.

The Identity Education for the Core Values of Military Enterprises

We are faced with how to make young employees produce the identity of the core values after they have formed the correct understanding of the core values of military enterprises. Basically, to know one thing and to agree to one thing are to do the thing on two levels. To know one thing does not mean that it will be recognized at the same time. The former is the category of epistemology, while the latter is the category of psychology. The identity education for the core values of military enterprises, fundamentally speaking, is to make the enterprise employees form the value identity of the core values of military enterprises. The so-called value identity refers to “individual or social community (nation, state, etc.) recognize and share one or a kind of value in concept through social interaction. It is people's value orientation and orientation in their social lives, and shows the formation of common values.”[2], Which shows that the identity of the core values of military enterprises for young employees needs to be guided from both emotional and rational dimensions. In terms of the emotional aspect, improve the recognition and sharing of the core values of military enterprises based on the emotional integration; as for the rational aspect, form a common understanding on the concept of core values of military enterprises based on mutual understanding between young employees and educators, then make the values of young employees tend to be in the direction of the core values.

Fundamentally speaking, the recognition and sharing of the core values of military enterprises for young employees are psychological issues, namely, whether the young employees can produce emotional identity for the core values. To guide and educate young employees’ identity on the core values of military enterprises, the most important is to promote the emotional experience of young employees on the core values of military enterprises. Through emotional experience so that they consciously accept the core values of military enterprises from the psychology, and gradually identified with it. This is mainly achieved through two aspects: on the one hand, the educators use infection education to teach core values so that young employees can effectively obtain emotional experience for the core values of the military enterprises. “The so-called infection education is the method for receiving education by the influence of a certain infection or environment, nurture and persuasion when people are in the unconscious state.” [3] The use of infection education for young employees will have a multiplier effect when educating the core values of military enterprises. Infection education makes the course more vivid, lively and natural, and has more humane color than purely theoretical preaching. For young employees, they are in a dynamic and emotional period, so the feelings of color contained by infection education are very easy to make them produce emotional resonance. “serve the motherland” as an example, organize the young employees to visit revolutionary bases and military museums, or communicate with the older generation of military enterprise devotees, or enjoy relevant music, dance and film, etc, all of which can effectively stimulate their emotion to serve the motherland, thus producing the identity for the core value “serve the motherland”.

On the other hand, combine the core values of military enterprises and individual needs organically. Marx said that people’s struggle is for their interests. “Once ‘thought’ leaves ‘interests’, it will make a fool of yourself.”[4] In social practice life, individuals always make the corresponding evaluation according to whether their interests can be satisfied. When
something can meet the interests of individuals, they will be emotionally identified with this thing; otherwise they will be far away from it, which is similar to young employees’ acceptance about the core values of military enterprises. If the core values can meet the interests of young employees’ development, they will identify with the core values; if the core values are far from their development, they will choose other values. Modern military enterprises are one part of market economy, and competition and survival are the existence form of market economy. Young employees are faced with great competitive pressure in their work, so the survival and development of the individuals are always put in the first place. When carrying out the education of core values of military enterprises, first of all, take young employees’ needs into account, and respect their rights and dignity, particularly, pay attention to their career development issues, helping them solve the difficulties encountered in their lives and work. Combine the concept of the core values of military enterprises with their needs for career development. In such a social interaction, young employees’ interests and the concept of the core values of military enterprises will have common foundation, therefore, it will be easier to form a psychological resonance, and young employees will tend to identify with the core values emotionally.

The Practice Education of the Core Values of Military Enterprises

For the education of military enterprises, whether cognition education or identity education, its fundamental purpose is to guide young employees to put the core values into practice, and it serves as the attribution of military enterprises to survive and develop. At the thirteenth Politburo collective study on February 24th, 2014, General Secretary Xi Jinping pointed out: “One kind of value which really plays a role must be integrated into society, so that it is perceived and understood by people in practice. Note that what we are advocating should be closely linked to people's daily lives. Great efforts should be made in meticulousness, detail and implementation.” As a kind of ideology, the core values of military enterprises come from daily life, but also their final purport is to build a better daily life. However, the core values of military enterprises are theoretical forms in essence, and they are higher than the daily life. The gap between theory and practice is easy to make them into valueless situation. Therefore, the connotation and concept of the core values of military enterprises should be taken into the everyday life, such as managers’ education activities, enterprise culture, symbols or signs of special meaning, demonstrations of advanced figures, so that young employees truly feel this culture and identify with it in a subtle way. If the core values of military enterprises cannot be practiced in the concrete world of daily life, their value and significance will gradually become nothingness. Therefore, it is necessary to guide and educate young employees to practice the concept of the core values in their daily lives so as to make them truly accept the core values.

Firstly, the core values of military enterprises should be integrated into the rules and regulations of the enterprises. The core values embedded in daily life must be put into practice as the behavior norms in enterprise's daily life, so that young employees can know and feel the core values, promoting the transformation of their daily lives. This path is to integrate the core values of the military enterprises into the enterprise rules and regulations. The rules and regulations of the military enterprises for young workers’ thoughts and behaviors have great guidance and education function. To make young employees continue to put the core values of military enterprises into practice, the rules and regulations of the enterprises should well reflect the concept and spirit of their core values. From serving the motherland to abiding by the law, these contents must be absorbed into the whole rules and regulations. Without these rules and
regulations as a guarantee, the core values of military enterprises tend to be a mere formality or cannot be practiced for a long time. Young employees are able to consciously use the moral standards of the enterprises to assess their behaviors with the expansion of their social scope and the increase of their moral practice experience. All kinds of rewards, punishments, promotions and secrecy systems of military enterprises are closely related to the interests of young employees. Young employees prefer to choose these types of rules and regulations to change their thoughts and behaviors. We can make use of the authority of these systems to promote the popularization of the core values of the enterprises, restricting and regulating the thoughts and behaviors of young employees by actual rewards and punishments, so that young employees start to practice the core values of military enterprises unconsciously.

Secondly, the core values of military enterprises need transforming into the cognitive schema form of young employees’ daily lives, which requires the assistance of various educational carriers in the enterprises, such as practical activities. Various kinds of practical activities in the enterprises can effectively promote the young employees’ practice on the core values of military enterprises. Practical activities in the enterprises can effectively promote the development of young employees’ ideology and morality, thus the educators in the enterprises should pay more attention to carrying out all kinds of practice activities, and embed the requirements and spirits of the core values of the military enterprises into these activities, consciously guiding young employees to practice the core values in the activities. Young employees can unconsciously accept the cultivation of core values of military enterprises, because the practical activities of enterprises are direct and simple, and easy to operate. Due to the three-dimensional characteristics of the practical activities, Young employees are unconsciously brought into the value scene in practical activities and choose a certain value role independently, which is useful for them to experience and understand the spirits of the core values of enterprises. Their thoughts and behaviors will also change in a certain degree so as to seek the unity of their value orientations and the core values. It is of great significance for young employees to consciously and actively practice the core values of the enterprises.

Summary

The diversity of social value brings obvious negative effect on the young employees. Therefore, it is urgent to strengthen the core values education of military enterprise employees. In the practice, it should be implemented through the recognition of education and value practice. Concretely, on the one hand, the core values of military enterprises should be integrated into the rules and regulations of the enterprises. On the other hand, the core values of military enterprises need transforming into the cognitive schema form of young employees’ daily lives.

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