**From cognition to recognition and practice: the path to cultivating core values**

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Core Tip: [Abstract] To analyze the education of core values, we should follow the law of value internalization and explore the path of cultivating core values ​​from three dimensions: ideological cognition, emotional identification, and practical action. Ideological cognition is the basic premise of the internalization of core values, value identification is an important process of the internalization of core values, and practical action is the ultimate goal of cultivating core values. Only by putting core values ​​into practice can the role and value of core values ​​be brought into play.

【Abstract】In analyzing the education of core values, we should follow the law of value internalization and explore the path of cultivating core values ​​from three dimensions: ideological cognition, emotional identification, and practical action. Ideological cognition is the basic premise of the internalization of core values, value identification is an important process of the internalization of core values, and practical action is the ultimate goal of cultivating core values. Only by putting core values ​​into practice can the role and value of core values ​​be brought into play.

【Key words】cognition, identity, core values ​​【Chinese Library Classification Number】D64 【Document Identification Code】A

**Ideological cognition: the basic premise for internalizing the core socialist values**

The core socialist values ​​are a value system formed by the organic combination of Marxism and China's national conditions. Each aspect and each concept has rich ideological connotations, rigorous logical relationships and important contemporary value.

Core value cognition refers to the views, perceptions, memories, and imaginations of social members on the content, nature, meaning, and structure of core values. Perceptual cognition is the most basic factor in the internalization of core values. Only when people understand and comprehend the connotation of core values ​​and transform them into their own ideological cognition can they internalize core values ​​into their own emotional identification and value identification, and externalize them into their own social practice and conscious behavior. However, to transform core values ​​into individual value identification and conscious behavior, it is necessary not only to improve the public's cognition of core values, but also to elevate the perceptual cognition of "knowing what it is" to the rational cognition of "knowing why it is" through feeling, memory, and thinking, so that the public can accurately grasp the connotation of core values ​​and clarify the scientific nature and importance of core values.

In essence, the formation of the cognition of core values ​​is to "instill" the core values ​​from the outside through the intermediary link of "propaganda and education" and transform them into social common sense and ideological understanding of the public. In this process, newspapers, television, the Internet and other media play a vital role. They can create a social public opinion atmosphere for the promotion of core values ​​and subtly influence the public's ideological understanding. Therefore, in order to widely publicize core values, we should give full play to the role of media in public opinion propaganda, carry out various forms of publicity activities, and integrate core values ​​into all aspects of social life. For example, we can take festivals, celebrations, major events, etc. as opportunities to publicize the main content, basic requirements, and important significance of core values; carry out diversified publicity in easy-to-understand language on new media platforms such as WeChat, Weibo, BBS, etc., and guide the public to carry out various discussions on core value issues. In addition, schools should be used as an important base for the cognition and education of core values, and students should be taken as the object to carry out targeted and distinctive special education. For example, in ideological and political classes, teachers can use rich cases and modern teaching methods to explain core values, interact with students, and discuss together so that students can fully and systematically understand and grasp the basic content, important significance and basic requirements of core values. They can also organize special studies on core values ​​to guide students to systematically learn and understand core values.

**Value identification: an important process of internalizing the core socialist values**

In the education of core values, we should not be satisfied with just knowing or understanding the cognitive level of core values, but should also enhance the emotional and value identification of core values, and transform core values ​​into the ideology and value identification of members of society.

The identification of core values ​​is the psychological process in which members of society internalize core values ​​into their own emotions, consciousness, will, and beliefs. It is also a key link in the formation of a consensus on values ​​among the general public. At the same time, practice has shown that the core values ​​of members of society cannot be cultivated solely through propaganda and ideological indoctrination. It is also necessary to rely on environmental influence, emotional experience, psychological induction, and role model demonstration to enhance the public's emotional identification and value identification with core values. This means that the transition from core value cognition to core value identification is not achieved overnight, but requires a long and complex psychological transformation process. In this process, individuals must go through countless value evaluations, value judgments, value choices, and value reflections, gradually integrating core values ​​into their own value system and forming new ideas and value identification.

In essence, the identification of core values ​​is a kind of emotional identification and value identification, which needs to go through an internalization process. This process involves multiple psychological activities such as rational cognition and emotional experience. However, in the education of core values, mainstream media and propaganda departments put most of their energy on theoretical indoctrination and ideological propaganda, and have not well transformed core values ​​into the public's social consciousness and value identification, which has weakened the internalization effect of core value education to a certain extent. Therefore, in the education of core value identification, we should combine persuading people with reason and moving people with emotion. We should not only explain the content, meaning, and role of core values ​​thoroughly and clearly, but also transform core values ​​into lively, novel and fashionable online discourse, and into lively, personalized, amiable and respectable mass discourse, so as to enhance people's understanding and conscious identification of core values. For example, we can start from real social life, carry out advanced person selection activities, establish advanced models of core value education, play the leading role of advanced models, create a social atmosphere of mutual help and learning, advocating advancedness, and being proactive, and use core values ​​to subtly influence people's ideas and value identification. For example, we can organize educational activities such as "three going to the countryside" activities, grassroots experience, red tourism, etc. to guide people to experience and feel the profound connotation and significance of core values.

**Practical Action: The Ultimate Goal of Cultivating Socialist Core Values**

Practice is the activity and process of externalizing an individual's thoughts, cognition, value identification, etc. into living habits and conscious behaviors. Practice is the basic way to test the effect of internalization of core values, and it is also the ultimate goal of core values ​​education.

Core values ​​are a kind of value concept and social consciousness. They are also a value system formed in practice through people's perceptual cognition and rational thinking. Marx once said that philosophers only interpret the world in different ways, but the problem is to transform the world. If ideas only stay at the rational stage, they will become boring and meaningless abstractions. The essence of social life is practice. Without practice, there is no social life. The so-called practice is the medium and bridge for the subject to act on the objective world. It is also an objective activity unique to human beings to transform the world. It has the characteristics of materiality, dynamism, and purpose. The practice of core values ​​is the process in which social members transform core values ​​into their own behavioral consciousness and integrate them into their own learning, life, work and other activities. It is the value purpose of core value education and the advanced stage of core value internalization. Only by putting core values ​​into practice can the effectiveness and value of core values ​​be fully exerted.

Practicing core values ​​means using core values ​​to guide social practice and life practice, and implementing core values ​​in the fields of politics, economy, culture, etc. In the practice of core values, we should first implement core values ​​into social governance activities, transform them into policies, regulations, legal systems, etc., and use laws and systems to regulate the behavior of social members. In order to integrate core values ​​into social governance activities, it is necessary to establish scientific and reasonable interest coordination mechanisms, social consultation mechanisms, and appeal expression mechanisms, etc., and practice core values ​​in various forms of social governance activities. For example, core values ​​can be used to guide the reform of the distribution system, establish an income distribution system guided by fairness and justice, and resolve the problem of income distribution gap; core values ​​can also be used to guide people's livelihood construction, establish a complete medical insurance, pension insurance, unemployment insurance and other systems, so that all members of society can share the fruits of social development. In addition, various forms of core value practice activities can be carried out. Practicing core values ​​is not only the social responsibility of leading cadres and theoretical workers, but also the social responsibility of every member. Leading cadres should practice core values ​​in a clean and honest manner, and self-sacrifice and dedication to the public, while private economic practitioners should practice core values ​​in abiding by laws and regulations and operating with integrity. Therefore, in the core values ​​education, we should establish a daily practice platform for core values, carry out various forms of core values ​​practice activities, and integrate core values ​​into all aspects of social life. For example, focusing on enterprises, communities, and rural areas, we should carry out various forms of moral practice activities and civilization creation activities, guide social members to abide by laws and regulations, act bravely, love their jobs, and maintain social fairness and justice, so as to create a good social atmosphere for practicing core values.

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