

The influence of consumerism on college students from the perspective of health ethics

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Abstract: In recent years, the phenomenon of campus loans has emerged in endlessly on university campuses. The reason behind it is the influence of consumerism, which has not only changed the consumption habits of college students, but has been replaced by the rise of consumption in advance, hedonism and the change of college students' aesthetic and health values. From the perspective of health ethics, this article analyzes the harm brought by consumerism and explores the way to deal with the problem.

Key words: consumerism; college students; Health ethics

Consumerism is a social phenomenon or ideology spread from the West to China. The extension of consumerism is inseparable from the economic rise of developing countries. It has changed people's consumption, aesthetic and health concepts. College students, as the main force of new affairs receiving foreign things, have profound significance to study the changes of college students under the influence of consumerism.

In the Manifesto of the Communist Party, Marx and Engels clearly put forward that "the bourgeoisie, because it has opened up the world market, has made the production and consumption of all countries worldwide."^[1] With China's accession to the World Trade Organization in 2001, China is in the midst of the great wave of the world economy, and economic globalization has brought about the intersection and impact of cultural trends of thought. The impact of consumerism on contemporary college students is not only limited to the concept of consumption, but also the erosion of college students' healthy life.

1、The Influence of Consumerism on College Students' Aesthetic Outlook and Health Outlook

Featherstone believes that the definition of consumerism, "Consumer culture, as the name implies, refers to the culture of the consumer society. It is based on the assumption that the mass consumption movement is accompanied by the reorganization of symbol production, daily experience and practical activities. Following hedonism, pursuing immediate pleasure, cultivating self-expression lifestyle, developing narcissistic and selfish personality types, all of which are the contents of consumer culture."^[2] The prevalence of consumerism, It is not uncommon for contemporary college students to overdraw in advance. What's more, the phenomenon of campus loans and naked loans are emerging in endlessly on college campuses, affecting the life circle and living conditions of college students.

Under the influence of the wave of consumerism, over-consumption and the aging of cosmetics are also common phenomena. With the rapid

development of the economy, the alienation of capital to people has become a worrying puzzle for the society, and the changes in aesthetic values that can be seen everywhere are also worth pondering. It is not difficult to find the reason behind it is consumerism. The idea of consumerism has made some people with good economic conditions express consumerism in their actual consumption behavior, but some people with no income or low income level, such as college students, have gradually been replaced by consumerism in their consumption view. It can be seen that the prevalence of consumerism is not only an impact on the concept of consumption, but also an impact on college students' aesthetic values and life and health issues. This consumerism actually advocates a "symbol consumption". People not only need the material, but also need the value behind the material. As a result, many college students advocate the wrong values of hedonism and money-worship, and gradually immerse themselves in the expansion of emotional desire, but they do not know that the standard of rationality is receding.

2、Health ethics and its ideological essence and criticism of consumerism

Taking the protection of the people's physical health as the key point, we should build a "healthy road" to serve the people. The party and state leaders have paid close attention to the general health of the people. With the support of health ethics, college students' consumption concept, aesthetic concept and health concept need to be changed and adjusted. The original intention and mission of higher education is to cultivate high-level talents with sound personality and all-round development, and the definition of all-round development must first have rational thinking and healthy physique. Colleges and universities carry out comprehensive quality cultivation in the way of ideological and political class, lack of specific system of classroom to train rational thinking, and the way of theory and practice is not novel enough.

College is an important time for the formation of health knowledge. In the youth stage, they have basically the ability to choose healthy behaviors. But in this period, we will also encounter the situation of immature mental development. The dazzling world is full of temptations, which may lead them to unhealthy lifestyles. Unhealthy life and behavior, if not corrected and guided in time, will become a major factor affecting future life. When carrying out the health guidance project, colleges and universities should fully study the psychological and physiological characteristics and various social problems faced by students at different stages of development, and implement the guidance work in different categories.

3、Probe into the way to deal with consumerism

The world is a community of shared destiny, and the links between countries are also increasing day by day. The global village where we live together is bound to be affected by western consumerism. The concepts of excess, luxury, advanced consumption and symbolic consumption advocated by consumerism are unhealthy concepts, which will inevitably lead to a series of hazards.

On the one hand, college students must strictly prohibit the erosion of extreme individualism and hedonism, oppose the illusory alienated consumption habits, advocate the habit of hard work and thrift, and maintain an optimistic and enterprising attitude. On the other hand, as a group of college students, we must always keep a clear head and abandon the concept of perceptual consumption. We should establish rational consumption concepts and form healthy spending habits. We should consider comprehensively according to our actual needs and consumption strength to promote the healthy development of college students.

Establish a correct aesthetic view. College students still lack social experience, and their level of knowledge and ability needs to be improved. In the process of exploring beauty, they may only pay attention to the appearance, but ignore the significant core. Therefore, college students spare no effort to improve the external beauty, but they do not realize the

importance of improving the internal beauty. First, pursue beauty and be good at recognizing beauty. College students should take the beauty of nature as our pursuit of aesthetics, rather than taking independence as the standard. College campuses should also attach importance to the aesthetic education of college students, endow aesthetics with an important position, and fully understand the importance of aesthetics in the quality improvement of college students. Aesthetic education should also be carried out in every process of school education. College students need to improve their horizons, not only limited to the campus, but also use the aesthetic resources of the whole society. For example, some historic ancient cities, museums, cultural centers and so on are all places to enhance aesthetic values. The elegant art held in colleges and universities has brought college students deeper understanding of the excellent traditional culture of our country, improved their ability to perceive and appreciate beauty, established a positive aesthetic outlook, and promoted the comprehensive development of college students. We should establish Marxist aesthetic standards, establish noble aesthetic standards, and resist the corrosion of backward aesthetic standards. We should not only pursue external beauty, but also internal beauty.

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