



# The Present Situation and Countermeasures of the Idea of Strengthening Moral Education and Cultivating People in the Ideological and Political Education of Colleges and Universities in the New Era

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**Abstract:** Strengthening moral education and cultivating people profoundly reveals the essential law of education, which is one of the primary and fundamental tasks of ideological and political work in colleges and universities in the new era. With the impact of world economic integration and multicultural integration, the ideological and political work in colleges and universities is under increasing pressure. It is a common problem that the ideological and political work in colleges and universities is faced with whether they can consistently implement the teaching concept of moral education and cultivate people, and make the work of moral education more vivid, scientific and effective according to their own reality. Focusing on this topic, this paper first briefly introduces the connotation and significance of strengthening moral education and cultivating people, and analyzes and sorts out the main problems of strengthening moral education and cultivating people in the ideological and political education of colleges and universities. The article proposes comprehensive countermeasures to work hard from four aspects: strengthening quality, doing research, focusing on key points, and telling stories, and to build an ideological and political teaching system that convinces people with theory, educates people through culture, educates people online, and shapes people with behaviors. It is hoped that it will provide some reference for further improvement and improvement of moral cultivation and ideological and political work in colleges and universities.

**Keywords:** strengthen moral education and cultivate people, ideological and political education, problems, countermeasures

## Introduction

At the National Conference on Ideological and Political Work in Colleges and Universities, President Xi Jinping emphasized that the ideological and political work of colleges and universities is related to the fundamental issues of what kind of people colleges and universities cultivate, how to cultivate them, and for whom to cultivate them. It is necessary to adhere to the central link of cultivating people with morality, and to put ideological and political work throughout the whole process of education and teaching, to realize the whole process of education and all-round education, and strive to create a new situation for the development of my country's higher education. Strengthening moral education and cultivating people profoundly explained the socialist nature of education in our country, clearly pointed out that the education front shoulders the major responsibility and mission of cultivating builders and successors of the socialist cause, and reflects the core concept of higher education in my country. Therefore, strengthening moral education and cultivating people has become one of the primary teaching tasks in colleges and universities, and the educational achievement of strengthening moral education and cultivating people is a yardstick for measuring the ideological and political courses and even all educational achievements in colleges and universities. Colleges and universities should thoroughly study and implement President Xi Jinping's important expositions on strengthening morality and ideological and political education, resolutely implement the decision-making and deployment of the Party Central Committee and all levels, closely follow the fundamental task of morality and education, and effectively strengthen and improve ideological and political education in colleges and universities so as to provide strong intellectual support and talent guarantee for the Chinese nation's dream of building a strong country and high-quality economic and social development.

## 1. The connotation and significance of the idea of moral education

### 1.1 Deep understanding of the scientific connotation of moral education

Moral education means two aspects, one is to cultivate people and the other is to develop morality. Moral means the values of socialism with Chinese characteristics in the new era, including socialist core values common ideal of Socialism with Chinese characteristics national spirit and historical responsibility in the new era, etc. Moral means to educate and guide

college students to establish a positive outlook on life values, cultivate good moral concepts and party spirit, consciously and actively combine personal ideas and beliefs with the future and destiny of the motherland, and transform it into a powerful motivation for study and work. The fundamental task of cultivating people in colleges and universities in the new era is to cultivate generation after generation of useful talents who support the leadership of the Communist Party and aspire to struggle for socialism all their lives.

Accomplishing this fundamental task is the fundamental guarantee for realizing the Chinese Dream and the fundamental driving force for the great rejuvenation of the Chinese nation. Finally, we should clarify the relationship between cultivating people and developing morality. Morality is the basis and means, and cultivating people is the goal. The relationship between virtue and cultivating people is progressive and dialectical unity. Colleges and universities should thoroughly implement the basic idea and strategy of moral education and integrate moral education into the work of moral education.

### **1.2 It is clear that moral education is the foundation and core of ideological and political education in colleges and universities**

The core of ideological and political work is the ideological work of people, and moral cultivation is the work carried out around the ideological and ideological values of college students. As the main position of ideological and political education for young talents, the mission and significance of moral cultivation work is self-evident. In order to do a good job of moral education in colleges and universities, we should grasp three key points. First, we should pay attention to the characteristics and highlights of the curriculum. Ideological and political work has always been given excessive focus on theory with tediousness. College teachers should further explore down-to-earth teaching methods, creatively design teaching content, and make good use of classroom ideological and political teaching methods to increase the attraction of ideological and political education.

Second, we must keep pace with the times. It is necessary to pay close attention to national policies and public opinions, especially the contents that college students generally care about, strengthen the guiding role of theory and practice and public opinion, timely guide the mainstream public opinion of colleges and universities, and firmly grasp the main ideological position of colleges and universities. Third, we need to be problem-oriented. Ideological and political education should be combined with the work of university labor unions to focus on students' practical difficulties, ideological difficulties, confusion and confusion, so as to transfer ideological values, promote positive energy on campus, and solve students' practical problems, so as to truly realize internalization in mind and externalization in practice.

### **1.3 Persisting in taking moral education as the basic standard to test the effectiveness of ideological and political education in colleges and universities**

The fundamental purpose of education in colleges and universities is to cultivate the four talents of the new era who love the party, love the country, and be loyal to the people. Moral education is not only the goal and starting point of ideological and political work, but also the basic standard to check the ideological and political work in colleges and universities. Colleges and universities should adhere to the five education simultaneously, strengthen the three measures of education, cultivate young talents with all-round development morally, intellectually, physically, aesthetically, and labor. Colleges and universities should attach great importance to moral education, take multiple measures and make great efforts to cultivate students' love of the Party, patriotism, patriotism, dedication, humanistic quality and innovative spirit, comprehensively improve students' comprehensive quality and strive to build qualified successors to the great cause of China in the new era.

## **2. The main problems existing in the ideological and political education in colleges and universities**

In recent years, all parts of the country have adhered to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, further improved systems and mechanisms, consolidated political responsibilities, strengthened team building, created ideological and political teaching models, enriched the content of ideological and political teaching, and continuously promoted the establishment of morality. The concept of human beings has been incorporated into textbooks, classrooms, and the minds of teachers and students. Positive results have been achieved in ideological and political teaching work. The majority of teachers and students have different identifications with the party's innovative theories, ideals and beliefs. The common ideological foundation of the young generation's unity and struggle has been continuously consolidated. However, with the continuous changes in the domestic and international situation, the situation and tasks faced by the ideological and political work in colleges and universities are more arduous, and some problems have gradually been exposed in the work of cultivating morality and ideological and political education.

## **2.1 The external environment is more complex and diversified, and the work of moral education has not attracted enough attention**

After the 18th National Congress of the Communist Party of China (CPC), with profound changes in the international and domestic situations, the external environment became more strange and the internal thoughts became more diversified. The external influence on college students was unprecedented, especially the western capitalism led by Britain and the United States, which never gave up the invasion of China's ideological field. While college students are in the most active period of life thinking. The outlook on life is not fully mature, they are prone to be affected by the external environment. Besides, utilitarianism, money worship, academic fraud, excessive personality and moral anomie and other undesirable trends and tendencies developed in some colleges and universities, which are especially worth our vigilance. In this context, there are still some colleges and universities pay insufficient attention to the ideological and political work of moral education, especially the concept of moral education does not pay enough attention to the concept of moral education. They do not take the overall and healthy growth of students as the first priority, closely regard the education work as teaching work, attach importance to the proportion of highly educated teachers and so on. Paying too much attention to imparting knowledge and accumulating skills is obviously insufficient to temper and cultivate students' ideals, beliefs, values, innovative spirit, professional ethics and psychological qualities, which deviates from the essence of higher education to a certain extent.

## **2.2 The ideological and political level of the teachers is uneven, and they do not have a deep understanding of the connotation of the idea of moral education**

Teachers are the backbone of moral education in colleges and universities. At present, colleges and universities generally carry out the teaching mode of whole-professional ideological and political teaching, such as classroom ideological and political teaching, and moral education has become the necessary work task of every teacher. However, except professional ideological and political teachers, front-line teachers generally lack systematic ideological and political knowledge, and the theoretical basis of Marxism is relatively weak, so there is a fuzzy understanding of moral education. They do not have a deep understanding of its connotation and extension, and they are not familiar with the three aspects and five aspects of cultivating talents. Especially, some teachers still have the problem of traditional emphasis on professional knowledge over moral education, which leads to the work of moral education floating on the surface. Ideological and political elements and ideological and political content are not closely combined with professional knowledge, and the separation of knowledge is stiff and rigid. Some teachers have poor ability to keep pace with the times, do not pay attention to the hot spots of political and current affairs, are not familiar with the thoughts and thoughts of college students, and cannot effectively mobilize students' interests. All these comprehensively lead to the limitation of the development of moral education work in colleges and universities.

## **2.3 Inadequate efforts in the innovation of teaching mode and superficial understanding of moral education**

At present, the main battlefield of moral education in colleges and universities lies on classroom teaching. The main methods also focus on specialized ideological and political courses and courses of other majors. Both of them have problems such as insufficient innovation of teaching mode and teaching carrier. The idea of moral education has not been fully integrated into the teaching thoughts and work of frontline teachers. The application of cutting-edge teaching carriers such as Internet and multimedia as well as emerging teaching methods such as inquisitive classroom teaching and flipped classroom teaching is insufficient. Classroom teaching is not attractive enough to effectively arouse students' interest in learning, and ideological and political teaching is not effective as a whole. In professional ideological and political classes, political theory is relatively boring. The traditional didactic model theory is not enough to connect with practice, and is not enough to combine with college students themselves, so it is not widely accepted by students, and it is difficult to arouse ideological resonance.

At the same time, most ideological and political courses in colleges and universities generally take the form of large courses with relatively few class hours. Generally, courses are arranged once a week or longer, with a large number of students. Teachers also generally adopt the way of serial lectures, which lacks pertinence and practicality. In the aspect of ideological and political curriculum, the political theories of teachers in professional courses are not systematic and comprehensive, and ideological and political elements and contents in professional courses are not fully explored, which is easy to cause the separation of professional content and ideological and political content in class, and the silent teaching effect cannot be achieved. Finally, practical teaching is also an important part of moral education and ideological and political education in colleges and universities, which is a beneficial supplement to classroom teaching. At present, the practice teaching of moral education in many colleges and universities is still in a relatively blank state, and the red cultural resources

on campus or in local areas are not exploited enough, and the collective ideological and political practice activities are not organized regularly.

### **3. Shore up weakness and deeply develop moral education**

#### **3.1 Enhance the ideological awareness of moral education and lay a solid foundation**

As the main body of moral education in colleges and universities, teachers should first of all work hard on their own quality, and teachers should be a model for education and solution providing. Like the majority of college students, teachers should accept the education of ideals and beliefs, be clear and faithful, establish the correct three views, adhere to ideals and beliefs, firmly believe in Marxism and the proletariat, and be good communicators of Xi Jinping's Socialism with Chinese characteristics for a New Era. We should further strengthen the construction of teachers' ethics and conduct, and adhere to the principle of setting a good example for teachers and clarifying their doubts.

#### **3.2 Strengthen academic research on moral education and ideology and politics, and lay a solid theoretical foundation**

To strengthen the work of moral cultivation in colleges and universities, the accomplishment of political theory is the foundation. College teachers should further strengthen the study of political theory, adhere to the party's innovative theory and keep pace with the times, and actively combine with their own professional courses, dig out moral cultivation and ideological and political teaching resources, and lay a good foundation for further work. Professional ideological and political teachers should devote themselves to the study of moral education, especially in combination with current social hot issues and common concerns of college students, so as to form targeted theoretical results.

#### **3.3 Focus on teaching methods and methods to improve the overall efficiency of class**

College teachers should further improve the teaching methods of moral education. On the one hand, they should stick to the application of platform carriers, introduce more teaching modes such as short videos, pictures and objects, and strengthen the application of cutting-edge technologies such as Internet, big data and artificial intelligence in ideological and political classes to improve classroom attractiveness. On the other hand, it is necessary to improve teaching methods, adopt more down-to-earth language expression, closely combine political theory with topics that students are interested in and practical life, explore more open teaching mode, strengthen students' participation in class, and improve the overall classroom teaching effect.

#### **3.4 Tell China's stories and stories around us well, and make ideological and political work more relevant and dynamic**

Ideological and political teaching in colleges and universities is not only a political task, but also a subject art. Ideological and political courses only close to the needs of students, cater to students' thinking, can trigger the resonance of people's thoughts, stimulate the strength of progress, to achieve a better effect of moral education. When carrying out ideological and political education, front-line teachers should tell Chinese stories well in light of their professional conditions and inspire students to love the Party and the country. We should pay attention to explore typical cases around students, give full play to the power of practical examples, form a positive and positive atmosphere, than learning to catch up with the good atmosphere, so that ideological and political work more down-to-earth, more energy.

### **4. Take multiple measures to build a ideological and political teaching system integrating theory, culture, online education and behavior**

#### **4.1 Focus on the study of political theory and consolidate the knowledge base of moral education**

Scientific political theory has strong vitality and guiding power. To strengthen the work of moral cultivation, we must first work hard to improve the political theory level of college students. Colleges and universities should always adhere to the propaganda and implementation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the primary task, and closely combine with daily teaching and publicity work, to ensure that the brain, heart and action. On the one hand, give full play to the role of ideological and political courses as the main channel. Xi Jinping Thought on Socialism with Chinese Characteristics for a new Era should be concretized and practical, closely integrated with college students' daily life and thoughts and behaviors, fully utilize the Party's innovative theories to explain social phenomena, solve practical problems, and make ideological and political courses more attractive. On the other hand, it is necessary to promote the

ideological and political course. Deeply excavates the moral factor of professional courses, closely integrates the family and country feelings, national spirit, unity and endeavor, reform and innovation and other factors with professional courses, so as to achieve the silent teaching effect.

#### **4.2 Focus on carrying forward campus culture and creating a good moral environment**

Campus culture is the most profound and profound value power of a university. Colleges and universities should adhere to the integration of moral education into the construction of campus culture, and create a good campus environment atmosphere of elegant civilization with clean conducts and vigorous style of study. First, we should pay attention to enhance campus culture. We should integrate the concept of moral education into the construction of campus culture, infiltrate into the professional practice of organizational activities, organize and carry out patriotic traditional Chinese culture education activities regularly, and improve the high grade of campus culture. Second, to guide students to participate in campus cultural innovation, we should focus on the fundamental task of cultivating talents through online and offline activities, carry out campus culture practice and innovation activities, enhance cultural identity through personal participation, and achieve the realization of cultivating talents through strengthening campus cultural activities. We focus on the common life and psychological needs of contemporary college students, combined with the actual situation of colleges and universities, targeted launch of a number of campus cultural associations or league construction activities, and constantly enhance the affinity of campus culture attraction.

#### **4.3 We will strengthen online ideological and political education and improve the main ideological front of moral education**

In the new era, making full use of Internet technology to carry out online ideological and political teaching has become one of the main tasks of moral education in colleges and universities. Colleges and universities should actively explore the new mode of network education and keep align with the times and consolidate the ideological basis of unity. First, we should consolidate the ideological work. Colleges and universities should strengthen the construction of other network platform carriers on campus Intranet, focus on hot spots of public opinion and campus, timely guide correction, and create new media products featuring academic innovation on epidemic prevention and control to enhance the transmission power and appeal of campus network. Second, strengthen campus network management. We should set up the network evaluation team, strengthen supervision of the major public opinion and timely guide the campus public opinion to create harmonious campus environment. We should strengthen the supervision of campus network information, establish the working mechanism of campus network ideology to ensure that the campus culture is positive. We should strengthen the management of network community among teachers and students and we media.

#### **4.4 Adhere to the close combination of theory and practice, and do a good job in all practical teaching work of moral education**

Colleges and universities should actively combine moral education with students' social practice and work practice, cultivate students' professional dedication and dedication, and nourish the national feelings and enterprising spirit in serving the society. First, moral education will be widely integrated into the social practice activities of professional courses, to jointly carry out training activities of "craftsman spirit", "innovative spirit" and "spirit of endeavor" with practice enterprises, so that students can grow up in the process of exercising. Second, strengthen ideological and political education practice. In combination with themed education and Party history education activities in recent years, we have carried out activities such as college students' volunteer service, red society practice and rural revitalization to guide students to understand the connotation and significance of moral education. Third, we will strengthen demonstration and guidance. Implement the long-term mechanism of teachers' moral construction and put an end to the phenomenon of teachers' moral anomia. So that the majority of teachers really become the pioneers in dissemination of scientific knowledge.

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