

# On Contemporary University Moral Education Efficiency Path

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## Abstract

**University moral education task is to improve college students' Ideological and political quality, to serve for socialist construction. The contemporary university moral education has relatively conservative, the lack of such deviation model educational concept and mode. The moral educators should grasp the individual needs and social needs, the relationship between active and passive, theory and reality, to establish the system of global education concept, the combination of traditional and modern educational methods, inspected the democratic and systematic moral quality of the students, to improve the effectiveness of moral education in universities.**

## Keywords

**University; Moral education; Efficiency path.**

## 1. Introduction

Since the 18th CPC National Congress, General Secretary Xi Jinping has expounded on the importance and necessity of moral education for the construction of socialism with Chinese characteristics on different occasions. In the national Conference on Propaganda and Ideological Work, General Secretary Xi Jinping clearly proposed the new task of propaganda and ideological work "to consolidate the guiding position of Marxism in the field of ideology, and to consolidate the common ideological foundation for the unity and struggle of the whole Party and the whole people" [1]. Comrade Deng Xiaoping said: "Ideological and political work and the ideological and political work team must be greatly strengthened and must not be weakened." [2] The moral quality of college students will determine the development direction of the whole Chinese society. The construction of spiritual civilization in colleges and universities is the power car of the construction of spiritual civilization in urban communities. Colleges and universities are the experimental field and promotion station for the construction of social spiritual civilization, and the progress and development of socialist spiritual civilization depends largely on the creative achievements of colleges and universities in this respect.

## 2. Problems of Moral Education in Contemporary Colleges and Universities

Under the tide of market economy, moral education in colleges and universities has been continuously strengthened, but the effect is not satisfactory. What factors affect its effect?

(1) The concept and method of education is relatively conservative. The backward educational thought is reflected in the relationship between subject and object, that is, the traditional educational idea ignores the student's subjectivity and only emphasizes the student's plasticity and one side as the object. Therefore, the moral education of students is mostly based on the spoon-feeding method and the educators' subjective wishes to shape the students.

(2) The influence of society on moral education. Colleges and universities do not exist in isolation from the society, and moral education in colleges and universities cannot but be influenced by various values of the whole society. When the two are consistent, the social

influence promotes moral education, and the difficulty of moral education is much less. When the two are inconsistent, biased or even opposite, the role of society will be negative. The difficulty of moral education lies in not only overcoming the non-moral values in students' minds, but also having to contend with all kinds of values existing in the society. But the latter is often very powerful, even enough to kill the positive outcome of moral education, "5+2" is equal to "0".

(3) The model power in moral education in colleges and universities is lacking. It is the successful experience of our party's ideological and political education to set up model figures to promote the ideological progress of the group so as to promote the development of revolution and construction. The role of setting up an advanced model lies in establishing a living standard for people's spiritual pursuit, guiding the masses to stride forward to socialism ideologically, and making greater contributions to socialist construction under the encouragement of this spirit. The power of the model will have a magnifying effect, a subtle influence on people. In the moral education in colleges and universities, the most basic model power comes from two groups: one is the teacher, the other is the outstanding student. However, in the two groups of colleges and universities at present, there is neither a strong effect of individual model power to arouse students' enthusiasm for progress, but more importantly, that kind of subtle great power is fading for various reasons.

(4) The impact of market economy rules on moral education. Marxism holds that the essence of man is the sum total of all kinds of social relations formed on the basis of social practice to meet his own needs. Its premise is to satisfy oneself need, the foundation is social practice. Since the reform and opening up, with the gradual establishment of market economy, due to the change of ownership, the change of distribution system, the meticulous social division of labor, the intensification of social competition and the acceleration of information transmission, people's social relations are increasingly diversified, and this change is carried out around property rights.

The progress of social civilization makes individual property rights independent, clear and sacred from a latent and neglected state. The inherent law of the development of market economy requires the property right system, "no constant property, no perseverance", there is no enthusiasm and enthusiasm for social creation. Therefore, the essence of human beings under the condition of market economy is the contradiction and conflict between the individual interests of property rights, the general interests of the society and the interests of others. In this way, individuals' pursuit and protection of their own interests and personal property become more and more intense, while the handling of people's social relations becomes more and more utilitarian and pragmatic. Although this attitude may not result in sharp opposition to the national collective interests due to the provisions of the legal system, it is less and less likely to sacrifice personal interests to meet the collective and national interests when they are in conflict. The principle of collectivism is applicable only when the collective and individual interests are recognized within the scope of public ownership or in the sense of the overall interests of the society. However, it is difficult to apply it when the conflicts of public and private interests within the local scope are resolved in the case of multiple ownership systems. The guarantee of national and collective interests often depends on the legal system and the moral character of individuals. This reform of human nature brings a difficult problem to moral education in colleges and universities: it inevitably affects students' ideas and behaviors when dealing with public and private interests or similar relations. They may be more inclined to take legal measures to maximize their personal interests, rather than voluntarily give up their personal interests.

### 3. The Relationship between Moral Education in Colleges and Universities Should be Handled Correctly

Moral education is different from other forms of education. It can be said that moral education is a kind of "mind shaping project". Due to the abstract nature of the educational content and the inner rejection of the original "belief" formed by the educatees, moral education is faced with certain difficulties.

(1) The relationship between party building and ideological and political education for college students

The strengthening of ideological and political education is conducive to the development of students' party building. First of all, ideological and political education is shaping people, all kinds of remoulding, the goal is to cultivate "have ideal, morality, culture and discipline of socialist successors, powerful ideological and political education will inevitably impact on the student cadre mature, it lay the talent base for the party construction, thus is advantageous to the work of party building. Secondly, the effect of ideological and political education should be reflected by the quality of the student cadres it cultivates, and almost all of them are active applicants to the Party, and quite a few of them are already student Party members, that is, there is a positive correlation between the cultivation of student cadres and that of student party members.

The strengthening of party construction is also conducive to the development of ideological and political work. In 1957, MAO Zedong pointed out in his speech on Correctly Handling contradictions among the People that all departments should be responsible for ideological and political work. It has formed the situation of the party, the government, the workers and the league, which is also the traditional advantage and characteristic of our country's ideological and political education. Therefore, the strengthening of party construction, whether from the educational theme, educational object, educational environment, or from the exemplary role of student Party members, student cadres, can promote the development of ideological and political work.

(2) The relationship between active and passive in moral education. "It takes ten years to grow trees, but a hundred to rear people." This sentence vividly illustrates the long-term problem of education. Moral education is mainly aimed at people's ideological and spiritual education activities. Human spirit and thoughts are relatively stable. Once a certain thought is fixed and formed, its change is relatively slow. This is the difficulty of moral education and the passivity of moral education.

Moral education should reflect the dominant position, become passive to active. The persuasiveness and attraction of Marxist theory itself; Events of great influence in the educational process; The charm of the educator himself; The theoretical literacy of the educatees and other factors may become the important factors for the educatees to accept the Marxist theory, which is also the embodiment of the time variability and effectiveness of moral education. In the process of moral education for college students, educators should correctly understand its timeliness, not only realize the permanence of moral education, but also see its mutability. In this way, educators can always occupy the dominant position in educational activities and lead moral education activities better.

(3) The relationship between moral education theory and reality. The degree of cohesion between theory and reality can be said to be the criterion to test the success of moral education. The "reality" mentioned here not only contains the practice internally, but also includes the question of whether the theory is consistent with the national conditions of Our country, the ideological situation of the educated and the overall ideological atmosphere of the society. In the course of moral education for college students, educators should understand the

relationship between theory and reality and guide them to use theory to understand reality and solve problems.

#### **4. The Path of Moral Education Enhancement in Contemporary Colleges and Universities**

The success or failure of moral education in colleges and universities and whether they can bring up a group of young Marxists are important matters concerning the rise and fall of socialism. Faced with complex contradictions, how to carry out moral education effectively in colleges and universities?

(1) We should establish a systematic concept of overall education and adopt a combination of traditional education and modern education. Moral education is an organic part of university education, which is closely related to other kinds of education. People's ideological and political quality is the soul of other qualities and the most important quality. Other qualities have positive effects on the improvement of ideological and political qualities. Therefore, the cultivation of students' ideological and political quality is not only what the course of moral education can accomplish, nor is it only the work of moral education workers. It should permeate into the cultivation of students' various qualities, carry out various humanities and students' various cultural and sports activities, so that every educator is not only the disseminator of scientific and cultural knowledge, but also the cultivation of ideological and political qualities. We should make moral education daily and daily. Life is the most direct, valuable and effective education to man. Is life is education, is not life is not education, is a healthy life is healthy education, is not a healthy life is not a healthy education. Therefore, we should build a positive and healthy living environment for students, including a beautiful natural environment, a civilized and progressive cultural environment, and an equal and democratic institutional environment. It is necessary to carry out a variety of recreational and sports activities to cultivate students' positive and healthy mental state and outlook, so that the majority of students in this democratic, civilized, progressive, healthy, active living environment always and everywhere receive subtle education.

(2) Moral education must carry out the spirit of quality education to open a way for students to become. the moral education to make students have to adapt to the socialist market economy and the progress trend of ideological and political quality, has to face the social complex political and social phenomenon, tumultuous thoughts and values, based on their political attitude, political views, ideas and theoretical accomplishment and moral character and form of resilience, flair, judgment, and PiPanLi propaganda force. These qualities are required based on the status and role of college students in the future society, mainly in the following aspects: We should have the quality to adapt to the sustainable development of the society. The concept of sustainable development is the belief that social development should be sustainable, stable and permanent. We should adhere to the identification and pursuit of the spiritual principles and value basis of socialist democracy, on the other hand, we should maintain a cautious attitude and tolerance towards the gradual process. The development of society, especially the advent of knowledge economy characterized by knowledge innovation, requires the sustainable development of human beings, that is, human beings should be able to constantly adapt to the developing society. What matters to an individual is no longer the knowledge and ability he already has, but the ability to update his knowledge.

With the acceleration of information transmission, the distance between people, civilizations and countries has been narrowed, the exchanges and conflicts among world civilizations, and the mixing of various beliefs and values have been increasing. To adapt to this trend, college students must have the spirit of tolerance to different cultures, the spirit of the world's excellent culture, the subject consciousness of traditional Chinese culture, the ability to judge and choose

multiple values and the ability to criticize wrong values and beliefs. Therefore, only with profound Marxist theoretical cultivation and adherence to Marxist principles, attitudes and methods can we always adhere to the socialist and communist values and represent the development direction of advanced culture in this complex trend.

(3) The ways of examining students' ideological and political qualities should be democratic, diversified and institutionalized. The purpose of the examination of students' ideological and political quality is to make the conclusion conform to the real situation, so the examination should adhere to the principles of science, democracy and efficiency. Due to the limited energy of educators and the enlargement of teacher-student ratio, some educators are unable to have a deep understanding of students, which makes the investigation of students' ideological quality become an unrealistic conclusion based on the results of "two courses". The ideological and political quality of students is not accidental but inevitable and often reflected in daily life. Therefore, according to the principle of science and democracy, the investigation of ideological quality should be as close to life itself as possible. This not only will not lead to the complexity of the work, on the contrary may greatly reduce the ideological educators workload, reflects the principle of efficiency. And it's far more scientific than having teachers make distant subjective judgments based on grades. This also allows for the flexibility of the survey to be carried out as needed. The forms of investigation should also be diversified, which can be carried out through voting, democratic evaluation and the combination of self-investigation and mass investigation, which is conducive to the cultivation of students' democratic living habits. The investigation should be institutionalized. The purpose, leadership, organization, time and content of the investigation should be established, and the system should be developed and perfected in the operation of the system.

(4) To solve the problem of lack of models, we should focus on two tasks: first, to build a team of moral educators with excellent quality; Second, pay attention to the construction of student Party organizations. Educators must have good humanistic quality, profound Marxism-Leninism theory cultivation, good moral quality and noble personality, and have a sense of democracy, equality, legal system, quality education and so on. The establishment of this team should adhere to the principle of "rather than give too much", because the particularity of moral education makes the effect of bad words and deeds of educators stronger and wider than that of good words and deeds. The quality of student party organization construction not only determines the cohesion of the Party itself, relates to the image of the Party, but also affects the students' centripetal force and positive mental state. Accordingly, construction of student party organization should have special person to catch, and must catch well. On the one hand, party members must be recruited in strict accordance with the procedures for party membership stipulated in the Party Constitution. On the other hand, it is necessary to establish a learning system and a review system for Party members and constantly improve their Level of Marxist theory, policy and application ability so that they can become qualified party members ideologically. We must ensure that the Party's development moves in and out of the party through examination and resolutely weed out undesirable elements in order to ensure the purity of the organization.

The prominent position of college students in the future social development determines the extreme importance of moral education in colleges and universities, while the social reality of the current transformation determines the arduous nature of moral education in colleges and universities. Moral education in colleges and universities cannot achieve remarkable results without relying on the development of socialist market economy and the fundamental change of the whole social ideology determined by it.

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