



Research on the Construction Strategy of Teachers' Morality and Style in Chinese Colleges and Universities in the New Era

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Abstract. The construction of teachers' morality and style in colleges and universities in the new era is the "basic project" to improve the comprehensive quality of teachers and run a university that is satisfactory to the people. In the new era, teachers' morality and style in colleges and universities are faced with the following problems: the gap between ideals and beliefs and objective reality, the conflict between personal values and core values, and the imbalance between scientific research and teaching and educating people. In the new era, the construction of teachers' morality and style in Chinese colleges and universities needs to do the following five aspects: the first is condensing "one belief", leading the construction of teachers' morality and style with standardized and elegant virtues; the second is improving "two skills" and driving the construction of teachers' morality and style with the shaping of teaching; the third is grasping the "three breakthroughs", and promoting the construction of teachers' morality and style with the starting point of fine science; the forth is adhering to the "four unifications", standardizing the construction of teachers' morality and style with systematic and scientific standards; and the fifth is consolidating the "five qualities", and improving the construction of teachers' morality and style with the construction of a long-term mechanism.

Keywords: New era · Chinese colleges and universities · Teachers' morality and style · Facing problems · Construction strategies

1 Introduction

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out: "there is a must to focus on cultivating newcomers of the era who will shoulder the responsibility of national rejuvenation, strengthen education guidance, practice development, and institutional guarantees, give full play to the leading role of value leadership in national education, the creation of spiritual civilization, and the creation, production and dissemination of spiritual and cultural products, integrate the construction of teachers' morality and style into all aspects of college development, and transform it into the emotional identity and behavioral habits of teachers and students." [1] In the new era, how to improve the morality of college teachers and make them

grow into “good teachers who are satisfied with the government, parents and students” [2] is not only the practical need for college teachers to grow and fulfill their historical mission, but also an inevitable requirement for promoting the sustainable development of colleges and universities, cultivating newcomers of the era who are responsible for national rejuvenation, and realizing the great rejuvenation of the Chinese nation.

2 The Connotation of College Teachers’ Morality and Style in the New Era

The morality and style of teachers in colleges and universities is the general generalization and basic requirement of the society for teachers’ professional behavior, which means that the morality and style of teachers have the characteristics of the times. Different stages of social development have different requirements for teachers’ professional behavior. Since the 18th National Congress of the Communist Party of China, China has entered a new era. With the continuous development of society, the connotation of college teachers’ morality and style also needs to be extended and deepened.

2.1 Taking Understanding and Believing the Tao as the Core to Preach Tao and Teach Knowledge

“Tao” is a philosophical concept unique to Chinese traditional culture, which refers to the law of the operation of all things and the observance of the development and changes of things. “Teachers, are for preaching, teaching and disabusing.” [3] As a teacher, preaching is the first priority and the foundation of life. If a teacher wants to preach, he or she must first understand the Tao and believe the Tao. Since the 18th National Congress of the Communist Party of China, socialism with Chinese characteristics has entered a new era, and the “Tao” that teachers understand, believe and pass on is mainly Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. College teachers should actively guide college students to learn to use Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, link theory with practice, observe problems, examine problems, and solve problems, so as to draw understandings and conclusions that conform to the laws of development; If people understand “Tao” in terms of social norms, then “Tao” is the code of conduct that guides all members of society to abide by. The “Tao” that college teachers understand, believe, and pass on is laws and regulations, rules and regulations, moral etiquette, professional norms, etc. Teachers in colleges and universities should guide and train college students to be newcomers of the “four have” in the new era with “ideas, morals, discipline, and culture”, and then continue to help college students to successfully complete the internalization of social norms. If people understand “Tao” from the perspective of value standards, “Tao” is the yardstick for judging whether the object is valuable to the subject, and the social value standard is a yardstick for social judgment of right and wrong. The “Tao” that is understood, believed and passed on by college teachers is the teacher’s morality and style.

2.2 Taking Self-cultivation and Morality as the Key to Correct Oneself and Educate People

“A teacher is a model for people.” If teachers want to transform people, they must first correct themselves. Self-righteousness is morality, which is the most critical part of teachers' morality and style. From ancient times to the present, teachers have been required to be “strict teachers, clear knowledge and morality”. Confucius once proposed “being a teacher model”, “being a lead” and “practicing with oneself” as the moral code of teachers. In 2018, General Secretary Xi Jinping emphasized: “It is necessary to take the effectiveness of cultivating people by virtue as the fundamental standard for testing all the work of the school, truly educate people with culture and morality, and continuously improve students' ideological level, political awareness, moral quality, and cultural quality, so as to be wise, keep public morals, and be strict with private morals.” [4] It can be seen that the teacher's morality is the core embodiment of the “morality” established by college teachers in the new era. At the same time, the unification of great virtue, public morality and private morality in the new era has become the core connotation of “morality” for college teachers. Specifically, from the perspective of “clearing the morality”, the “morality” cultivated by college teachers is profound patriotism, firm political stance and clear political mind. From the perspective of “keeping public morality”, the “morality” cultivated by college teachers is public morality, work morality, and professional morality, and is the responsibility and purpose consciousness of teachers who take students as the foundation and serve their lives; from the perspective of “strict private morality”, the “morality” cultivated by college teachers is correct conduct, elegant conduct, noble character, being cautious, self-cultivation, and self-cleaning.

2.3 Taking Being Good at Academy and Learning as the Basis to Strictly Teach

A person with a high-level of knowledge storage is a teacher, and college teachers should be both “human teachers” and “classical teachers”. Proficiency in work and learning is the most basic quality of college teachers in the new era, and it is also the core element of the construction of college teachers' morality and style. From ancient times to the present, teachers have been required to study hard, think and learn well, and improve their abilities. The “professional” in Han Yu's “teachers, are for preaching, teaching and disabusing” refers to knowledge. Since the 18th National Congress of the Communist Party of China, with the advent of the era of big data, the cost of information transmission and knowledge acquisition has become lower and lower, and it is more convenient for students to acquire knowledge and master skills through big data. In this context, the “professional” required of college teachers is not only reflected in the mastery of knowledge, but also requires teachers to improve their comprehensive quality and possess compound knowledge. In 2014, during a discussion with teachers and students at Beijing Normal University, General Secretary Xi Jinping made a profound exposition on the “professional” of college teachers. The general secretary said: “Teachers must have a solid knowledge base, excellent teaching ability, diligent teaching attitude, and scientific teaching methods.” [5] The four aspects mentioned by General Secretary Xi Jinping are the core requirements of the “professional” that teachers should be good at and the “learning” that teachers should be good at in the new era.

2.4 Taking Benevolence and Loving Others as the Foundation to Respect and Love Students

Without teacher's love, there is no teacher's morality, let alone education. Teacher's love is the soul of teacher's morality. Confucius said that a teacher should "teach others without distinction" and "instruct others tirelessly". This fully reflects the spiritual core of "equality", "selflessness" and "dedication" of teacher love. In September 2014, at Beijing Normal University, General Secretary Xi Jinping put forward the standard of "Four Haves" for a good teacher. The most important one is that teachers should have a "heart of benevolence". The "heart of benevolence" is the "love" cultivated by college teachers in the new era. Specifically, from the perspective of the scope of teacher love, the teacher love in the new era transcends the scope of selfishness, gets rid of the "unbalanced" state, and is a kind of pure, naive and sincere love; from the perspective of the generation mechanism of teacher love, teacher love in the new era is a value quality derived from the love for the teaching profession, and it is an educational sentiment that transcends the secular. Therefore, the teacher's love of college teachers in the new era includes not only the love for education itself, but also the love for the students; from the perspective of the value orientation of teacher love, teacher love in the new era is a kind of "life-oriented" love, a kind of love based on equality between teachers and students, with students as the main body, and with the goal of morality and cultivating people.

3 Problems Facing the Construction of Teachers' Morality and Style in Colleges and Universities in the New Era

At present, the vast majority of teachers in China's colleges and universities learn to be teachers and behave in a world-class manner, and a large number of outstanding typical and advanced model teachers with noble teacher morality have emerged, demonstrating the value self-confidence and noble teaching style of the people's teachers in the new era, and having won wide praise and general respect from the whole society. However, while people fully affirm the mainstream of teachers' morality and style, it is also necessary to see that, Facing the impact of foreign culture, in a period of great change in which ideology and culture are increasingly diverse and changeable, and moral concepts are constantly exchanged, blended and confronted, college teachers in the highlands of ideological and cultural construction are inevitably affected by some negative influences, and the construction of teachers' morality and style in colleges and universities faces a series of new problems and challenges.

3.1 The Fall of Ideals and Beliefs and Objective Reality

Ideals and beliefs are the core of people's spiritual world. At present, in the face of severe shocks brought about by economic transition and social transformation, unfavorable social phenomena such as loss of belief, indifference, corruption, and moral decline appear among college teachers. Coupled with the impact of Western values of the supremacy of money, the value defense line formed by college teachers under the education of traditional ideals and beliefs is facing collapse. Some teachers, especially some

young teachers, face difficulties in supporting their families due to their low income, and are particularly prone to a sense of frustration and loss, which in turn leads to psychological imbalance, ideological confusion and value confusion, and finally, serious problems such as blurred ideals and beliefs, anomie of professional ethics, and weak awareness of educating people appear.

3.2 Conflicts Between Personal Values and Core Values

The unity of personal value and core value is based on a sound social system. Xun Zi said: "When a country is going to prosper, it must esteem teachers and cherish teachers; and if esteeming teachers and focusing on teachers, laws will survive." Realizing the great rejuvenation of the Chinese nation and respecting teachers and valuing education are inherently related and unified. However, due to the fact that the country's governance capacity lags behind economic construction, inconsistencies between personal values and social values occur from time to time at this stage, and sometimes it is necessary to sacrifice personal values in exchange for social values. In the face of the conflict between personal value and social value, some college teachers only consider issues from a personal point of view. They emphasize on taking and giving less, pay less on return, less on the individual and less on the collective, having formed a self-centered interest pattern, and resulting in the lack of teachers' morality and style.

3.3 The Imbalance Between Scientific Research and Teaching and Educating People

A "master" is not only a "classical teacher" who "teaches lessons and solves doubts", but also a "personal teacher" who "preaches"; college teachers should not only be "knowledge teachers" who open the door to students' wisdom with rigorous and truth-seeking academic attainments, but also "character teachers" who infect students with their own noble moral sentiments and personality charm. College teachers should always bear in mind the sacred mission of teaching and educating people, "being kind and loving students", "being not tired of learning, and tireless in teaching", and they should be willing to be the stepping stones for students' growth and development. In reality, some colleges and universities do not regard talent training as the most fundamental mission of the school, resulting in some teachers' tendency to focus more on scientific research than on teaching, more on teaching than on educating people, more on intellectual education than on moral education, more on skills than on conduct, more on scientific cultivation than on humanistic care. As a result, there trends to be unbalanced between scientific research teaching and educating people.

4 Strategies for the Construction of Teachers' Morality and Style in Colleges and Universities in the New Era

Teachers are the foundation of education and the source of education. They are the navigators and guides of the great project of shaping the soul, life, and people. They are responsible for the prosperity of the country, the rejuvenation of the nation, the

happiness of the people, and the development of education. This requires cultivating a team of high-quality professional teachers with noble morality, superb professional skills, reasonable structure and full of vitality.

4.1 Condensing “One Belief” and Leading the Construction of Teachers’ Morality and Style with Standardized and Elegant Virtues

The essence of education is to awaken one soul with another. As “preachers”, college teachers must first build their own souls and thoughts and stick to their ideals, in order to truly educate and guide students to keep their “original intentions” and keep their ideals. First, college teachers must be virtuous and firm in their ideals and beliefs. College teachers should be guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and incorporate good teacher ethics into their teaching practice. At the same time, it is necessary to insist on arming ourselves with General Secretary Xi Jinping’s discourses on “Four Haves Good Teachers”, “Four Guides” and “Four Unifications”, and regard cultivating “qualified builders and reliable successors of socialism with Chinese characteristics” as a for important responsibilities. Second, college teachers must abide by public morality and strengthen public awareness and purpose awareness. Public morality is the “virtue” of the public, the “virtue” of public power, and the “virtue” of work. College teachers should consciously regard patriotism and dedication as their personal values. They should not only love the country and the school, but also love their jobs and work, and actively participate in education and teaching practice with an honest and friendly attitude, and serve students wholeheartedly. Third, teachers in colleges and universities should be strict with their personal ethics and strengthen their sense of self-discipline. College teachers, as engineers of the human soul, whether their teachers’ morality is noble or not is directly related to the implementation of teachers’ morality and style in colleges and universities. Teachers in colleges and universities should accumulate more power and insist on strengthening self-cultivation and self-discipline in small matters and details. They need to be cautious and careful at the beginning, be cautious about desires, and insist on “do not fail to do good even if it’s small, do not engage in evil even if it’s small”, and do it every day to “do not be distracted by the temptation of small profits, and do not be confused by the temptation of five colors (the colorful world)”. The teachers also need to cultivate the virtues of treating people with sincerity, winning people with faith, being tolerant with people, treating people with harmony, and establishing people with virtue, to standardize elegant virtues, so as to lead students to progress and promote the construction of teachers’ morality and style.

4.2 Improving the “Two Skills”, and Promoting the Construction of Teachers’ Morality and Style with the Shaping of Teaching

Teachers in colleges and universities should improve their teachers’ ability with “being able to teach” and “being good at teaching” [6], and promote the improvement of professional teachers’ ability in colleges and universities. Teachers can only be excellent in their studies, and college teachers will not be abandoned in the new era only by enhancing their knowledge reserves and improving their professional quality. First, college teachers should be based on “being able to teach” and have a solid theoretical

foundation. Exquisite basic knowledge is the foundation of teaching and the basis of teachers' morality and style. "If the accumulation of water is not thick, it will not be able to carry the big boat." The lack of knowledge of college teachers will inevitably lead to the narrowness of their teaching vision and the constraints of teaching methods. General Secretary Xi Jinping quoted Tao Xingzhi as saying that "to be born is to break through the darkness, and to enter the coffin is to graduate", in order to warn college teachers to establish the concept of lifelong learning, accumulate theoretical knowledge, and improve teachers' ability. Only when college teachers have a deep humanistic quality and a high theoretical level can they answer students' doubts through clear and thorough theoretical analysis, and guide students to progress through the power of truth. Second, college teachers should focus on "being good at teaching" and continuously improve their teaching ability. The teaching ability of teachers is closely related to the learning effect of students, and is closely related to the effect of the construction of teachers' morality and style. According to the new requirements of higher education in the new era, college teachers should focus on improving the ability of college teachers to innovate, write and organize teaching materials, effectively master the ability to apply technology, and fully understand the learning needs of students, so as to promote college teachers in the process of self-improvement to strengthen teachers' ability and forge their morality. Teachers in colleges and universities should also improve the innovative spirit of "being good at teaching". Teachers are the initiators and disseminators of human wisdom. College teachers should constantly innovate teaching methods to stimulate students' enthusiasm and initiative in theoretical learning. At the same time, college teachers must face the bottlenecks that hinder the reform and innovation of higher education and the constraints faced by the construction of teachers' morality and style in colleges and universities, make bold explorations, be brave in practice, and crack the system and mechanism obstacles of strengthening moral education and cultivating people.

4.3 Grasping the "Three Breakthroughs" and Promoting the Construction of Teachers' Morality and Style with Fine and Scientific Starting Points

To cultivate the morality and style of teachers in colleges and universities, there is a must to always pay attention to the three entry points of value guidance, establishment of models, and innovation of the system, so as to ensure the pertinence and effectiveness of the construction of teachers' morality and teaching style in colleges and universities. The first is to do a good job of value leadership. In the construction of teachers' morality and style in colleges and universities, in the face of the mutual agitation and collision of diverse and changing social thoughts, it is necessary to respect differences and tolerate diversity, but also to lead in diversity and neutrality, seek consensus in diversity, and set direction in change; it is also necessary to innovate the methods and methods for the construction of teachers' morality and style, enrich the forms of education guidance, transform one-way indoctrination into two-way interaction, and focus on convincing people with reason, emotion and morality in the education process; these is a necessity to expand the educational carrier for the construction of teachers' morality and professionalism, not only to focus on the construction of college teachers' morality and professionalism through traditional channels such as seminars, keynote reports, and central group learning, but

also to take the initiative to occupy the position of online public opinion, and actively use Weibo and WeChat, and other emerging media to carry out value education, and expand the coverage and participation in the construction of teachers' morality and style with a high degree of integration of online and offline media. The second is to establish a model. Schools can be organized to carry out teacher morality and morality creation activities such as the selection of "Teachers' Morality Models" at all levels. Through the establishment of advanced models and outstanding deeds, with points leading to the surface, radiating and driving, teachers can use their personal growth stories and struggle footprints to inspire and motivate teachers, and focus on showing the high-spirited spirit and ideal and lofty value pursuit of school teachers in the new era. The third is the construction of innovative systems. Guided by the "Opinions on Establishing and Improving the Long-term Mechanism for the Construction of Teachers' Morality in Colleges and Universities" issued by the Ministry of Education, it is of great significance to innovate the methods and methods of the construction of teachers' morality and style in colleges and universities, improve the construction system of college teachers' morality and style, and promote the refinement, scientific and normalization of the construction of teachers' morality and professionalism in colleges and universities.

4.4 Adhering to the "Four Unifications" and Standardizing the Construction of Teachers' Morality and Style with Systematic and Scientific Standards

In December 2016, at the National Conference on Ideological and Political Work in Colleges and Universities, General Secretary Xi Jinping proposed the "four unifications" of accelerating the construction of teachers' morality and style in the new era. First, there is a must to adhere to the unity of teaching and educating people. Whether a teacher is an excellent teacher depends on the comprehensive quality of the teacher, including profound academic accumulation, rigorous academic attitude, pragmatic professionalism, being proficient in the subject knowledge in the professional field he or she is engaged in, drawing on relevant scientific and cultural knowledge, having acquired excellent skills, having occupied the academic highland, and being able to be a sincere and good guide for students' learning. Second, it is necessary to adhere to the unity of words and deeds. Teachers should educate students by words and deeds and being the models of students. In the process of teaching and educating people, teachers need to pay attention to details, be an example for others, be the lead, influence and drive students with good teacher morality, help students strengthen moral awareness, improve moral cultivation, improve moral quality, consciously practice moral standards, and promote comprehensive development. Third, there is a must to adhere to the unity of studying and asking about society and paying attention to society. The "Tao" here refers to the morality and style of teachers. Learning and asking questions are the basic professional quality requirements of teachers. They must stand on the people's standpoint, pay attention to the nature of human social life and the laws of social development, master scientific methods, explore in practice, have the courage to explore, and be good at answering the propositions raised by the times and demonstrate the value of knowledge. Paying attention to the society is not only the value orientation of knowledge, but also the source of the strong vitality of knowledge. Fourth, there is a necessity to adhere to the unity of academic freedom and academic norms. Academic freedom is the most precious foundation on

which all first-class universities strive and stand on, and it is a necessary prerequisite for the prosperity of science and culture. The healthy development of academic activities is inseparable from academic norms, and social progress and development are inseparable from theoretical innovation. Academic freedom provides the premise and guarantee for theoretical innovation and creates conditions for scholars to play the role of think tanks. However, "nothing can be accomplished without norms or standards", advocating academic freedom, does not mean that one can let oneself go. Academic freedom needs the constraints of academic norms, and academic achievement needs to be assessed by academic norms.

4.5 Consolidating the "Five Qualities" and Improving the Construction of Teachers' Morality and Style with the Construction of a Long-Term Mechanism

The construction of teachers' morality and professionalism in colleges and universities is a systematic project. To promote the construction of teachers' morality and professionalism in colleges and universities needs to always focus on the combination of teachers' political quality, ideological quality, professional quality, moral sentiment and psychological quality, so as to improve the comprehensive quality of college teachers and optimize the quality structure to help improve the long-term mechanism for the construction of teachers' morality and style. The first is to improve the ideological quality of college teachers. There is a must to guide teachers to establish a correct world outlook, outlook on life and values, consciously use the standpoint of teacher morality and style construction, analyze and solve theoretical hotspots and practical problems encountered in teaching and scientific research, and continuously enhance the scientific spirit and innovation consciousness, emancipate the mind, change the concept, and establish a moral concept and work style that meet the development needs of the new era. The second is to improve the professional ability of teachers. Colleges and universities should create conditions to guide teachers to firmly establish the concept of lifelong learning, develop the habit of hard study and rigorous study, so as to continuously update and optimize their own knowledge structure, so that they can calmly teach and educate people. The third is to improve the moral quality of teachers. To carry out the cultivation of teachers' morality and professionalism is to carry out the construction of teachers' morality and professionalism, improve teachers' professional ethics, incorporate the results of teachers' morality and professionalism evaluation into the primary content of teachers' assessment, appointment and evaluation, and form a long-term effect mechanism of the construction of teachers' morality and style. The fourth is to improve the psychological quality of teachers. A good psychological quality is an important foundation for the cultivation of college teachers' values and the construction of teachers' morality and style. Facing unprecedented changes in China and foreign countries, college teachers should have strong self-adjustment ability, maintain a positive and healthy psychological state, and strive to shape their own distinctive personality, sound personality, elegant interest, optimistic attitude, and strong will. It is necessary to be good at preventing and resolving psychological pressure in a variety of ways, continuously improve one's own mental health quality, and then pass on the experience of improving one's own psychological quality to students.

5 Conclusion

In a word, the construction of teachers' morality and style in colleges and universities in the new era not only requires teachers to strengthen their own moral literacy and the improvement of their values, but also needs to be promoted as a whole through a series of carriers such as college teacher team construction, campus culture construction, and practical teaching, so as to enhance consensus and build synergy, so that the construction of teachers' morality and style can be highly recognized among college teachers, deeply rooted in the hearts of the people and can be consciously practiced. And then the teachers should teach by personal example as well as verbal instruction and strengthen moral education and cultivate people.

Authors' Contributions. This paper is independently completed by Donghai Jin.

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