

Research on Problems and Cultivation Approaches for College Students' Ideological and Moral Qualities in the New Era

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Abstract: There is no doubt that the improvement and development of college students' ideological and moral qualities have a great impact on their life and even the development of the whole country. This paper studies the present situation of college students' ideological and moral qualities and analyzes the factors influencing the development of college students' ideological and moral qualities in the new era. Then it discusses the ways to improve the ideological and moral qualities of college students in the new era.

1. Introduction

After the 18th CPC National Congress, China's economy has achieved a stable development and the national happiness index has been increasing every day, thus entering a new era. In recent years, college students' living conditions and other aspects have undergone significant changes, along with many problems, which have made it necessary to timely conduct ideological and moral quality education.

2. Problems existing in the ideological and moral quality of college students

2.1 Psychological immaturity

The ideological and moral complexity of college students is due to their age and psychological characteristics. The life in college stage is a growing process from passive acceptance to active thinking, from sensibility to rationality, and from immaturity to relatively maturity. They have many outstanding advantages and yet obvious disadvantages, the intertwining two of which lead to a overall positive complex situation with negative extremes. Their psychological characteristics are mainly manifested as rich and extreme emotions, individual curiosity and changeable psychology, and the contradiction between ideological development and social experience. With age and knowledge growing, college students has been greatly improved in their emotional self-regulation and self-regulating abilities than middle school students. However, their situation is still in an unstable state with limited experience. They are highly emotional, often impulsive and prone to do things without thinking about the consequences. With a strong herd mentality, they cannot consciously practice those good moral norms when facing all kinds of immoral and uncivilized phenomena in the society. For some, their knowledge of moral civilization is even out of touch with and practice.

2.2 Weak sense of social morality

In college campus, we often witness many uncivilized phenomena: cuddling in public, littering peels and paper scraps of, spitting everywhere, smoking and drinking, and damaging public properties. Although these are just uncivilized behaviors of a few people, they has exerted a extremely bad influence on campus spiritual civilization construction. Therefore, it is incumbent for teachers to enhance the education of public morality and cultivation of noble morality among college students.

2.3 Lack of responsibility

The advanced education systems in various countries boast a common sense in the cultivation of

college students' responsibility. In ancient China, Confucianism strongly advocated and cultivated the sense of responsibility of their students. Zengzi said, "a scholar should not fail to be magnanimous and resolute with a long way to go. Don't you think it's your duty? After death, it is not far," and "a gentleman could be trusted to support an orphan of six feet and to pass missions for a hundred miles, unyielding in face of catastrophes." The cultivation of the sense of responsibility of "regarding benevolence as one's own responsibility", coupled with the persistent moral practice of Confucian morality integrating individuals into families, social groups and the state, gradually cultivated the moral values of Chinese intellectual class. This is the success of the education in ancient China on the cultivation of people's sense of responsibility. Today, when the development of socialist currency market economy makes great changes in Chinese society, when China is realizing the "rejuvenating the country through science and education", it is particularly important for our ideological education workers to cultivate college students' sense of responsibility. At present, when the competition in the currency field intensifies and the concept of interests, especially the concept of personal interests, becomes increasingly prominent, college students are undoubtedly greatly affected. As for college students' own study and life, the relative independence of school life and the fact that learning is more of a personal behavior make them often self-centered to observe and deal with problems. In the long run, college students' sense of responsibility for others, families and the nation will be weakened. This is extremely detrimental to the cultivation of useful talents who are riddled with the prospect of the country. Therefore, in my opinion, under the current situation, the cultivation of college students' sense of responsibility should be systematically and strictly carried out. First of all, college students should be trained to be responsible for their words and deeds, to abide by the law and the rules and regulations of the school, and to earnestly learn how to do things and live an honest life. Now our colleges and universities often have thefts. This shows that the sense of responsibility of students is extremely poor, though some students have a basic quality of honesty and trustworthiness. Secondly, train college students to be responsible for their families. College students are a relatively independent social group. they are separated from the family in form but still depend on the family in the essence. At present, due to the increase of the cost of study and living, their main economic source is from their families. On the one hand, this dependence has led to behaviors of laziness, blind comparison and high consumption among some college students. Such behavior is actually irresponsible for parents' hard work and expectations.

3. Utilitarianism in the ethical and moral value orientation

The characteristics of the market economy system and the defects formed in the process of its implementation in China result in the short-term and utilitarian behavior of people. This has challenged the noble moral sentiment, such as selflessness, comity, uprightness, selfless dedication, of college students in their ideological concept. Although some college students are healthy and positive in their life value orientation, they show a utilitarian mentality in the process and way of realizing value. Their value orientation are being regarded as whether their own needs can be met. The utilitarianism on the ethical and moral value orientation of current college students is essentially the reflection of social problems existed in the process of reform and transformation. The characteristics of market economy's behavior subject's benefit determines that it becomes a universal social trend to focus on benefit and actuality, which leads to a small number of college students' one-sided pursuit of individual interests and autonomy of interests choices.

4. Ways to cultivate the ideological and moral quality of college students

4.1 To improve the quality of teachers is the key to the ideological and moral quality of college students education.

Teachers are the engineers who shape the human soul. He should not only preach, impart knowledge and answer doubts, but also influence students with his noble personality. As a special

college of adult education, the university enrolls students with its particularity. Therefore, the requirements for teachers are more stringent. If teachers themselves are the first to ignore moral cultivation, how could they strengthen the moral cultivation of students? Now many teachers only focus on the teaching task of the textbooks, ignoring the ideological and moral education. When the teachers are on the stage, some students are speaking below, reading novels, eating snacks and so on. Such uncivilized behaviors shall be severely punished, showing no respect to the teacher. While students are educated after all, if the teacher does not say or lazy to say, it is irresponsible for education. Therefore, it is necessary to strengthen the ideological and moral cultivation of teachers. Secondly, a set of scientific and complete ideological education system should be established throughout the education of universities. Relevant ideological and moral education textbooks should be applied and special research institutions should be set up to teach students in accordance with their aptitude. Our students in the ivory tower of university campus are the future builders of our great motherland when getting into to the society.

4.2 To adhere to the ideological and moral education of excellent traditional culture to guide college students to be virtuous people.

Chinese traditional culture is the sum total of the material and spiritual achievements created by the Chinese nation with philosophy, education, history, economy, literature, art, religion and science and technology as the main contents, while Chinese excellent traditional culture is a concept that across the time and space of human existence with the characteristics stretching beyond the historical stage. It is the carrier and embodiment of the spirit as well as the crystallization of the diligence and wisdom of the Chinese nation. It with a long history, rich content and profound implication, lofty artistic conception, magnificent mettle, unites the Chinese nation, reflecting the great diligent and constantly-striving spiritual outlook and temperament of the Chinese nation, showing the Chinese national character and spiritual pursuit, exhibiting national qualities of ethnic theory and humanistic value.

4.3 To strengthen public morality education and cultivate the noble moral sentiment of college students.

On the whole, contemporary college students have a certain sense of social ethics and social responsibility. Most young students can realize the importance of observing public order, caring for public property, paying attention to public health, respecting others, and handling interpersonal relations with others. However, in terms of the above behaviors, the level of college students' consciousness of public morality is relatively low. In the campus of university, we often see many uncivilized phenomena: cuddling in public, littering peels and paper scrap, spitting everywhere, smoking and drinking, fighting and graffiti on the walls. Although these uncivilized behaviors are only done by some people, they have exerted a very bad influence on the construction of campus spiritual civilization. Social ethics is a must to maintain the order of public life of human society. It is a code of public service behavior with strong psychological implications. Therefore, such uncivilized behaviors also affect the overall improvement of college students' awareness of social ethics. In view of this, strengthening the public moral education of college students and cultivating their noble moral sentiments have become the incumbent responsibility of moral educators.

Ideological and political workers in colleges and universities should take cultivating students' moral sense as one of the key tasks of education. In the history of education in countries all over the world, the education of goodness has always been associated with the education of truth and beauty and occupies the core position. Aristotle once said: kindness is the purpose of all activities. In China, the tradition of education for goodness is deeply rooted. A history of Chinese education can be said as a history of education theory and practice with kindness as the core. In the current education of college students, moral education is no more but less. This has led to many misunderstandings, the most important of which is that the improvement of college students' knowledge level is not directly proportional to the accomplishment of moral civilization. Therefore, I think it is very important to cultivate and develop college students' moral sense. Kindness is the heart of love, tolerance and others. Adhering to goodness in rationality is the basis of practicing morality in behavior. In the

university stage, college students should not only know what is good and what is moral, but also should practice goodness and the order and requirement of moral. We should not only cultivate the moral concept of taking pleasure in and honor of goodness, but also bring this moral concept into our lives.

Secondly, the cultivation of excellent citizenship consciousness. The so-called excellent citizenship consciousness requires college students not only to be citizens but also to be good citizens, to bring good moral language, moral feelings, moral beliefs and moral actions into society, to influence more citizens to join in, and to improve the moral quality of the whole nation. College students are the wealth of the society. They can not only bring material wealth to the society with their realistic creativity and ability to control knowledge, but also bring rich spiritual wealth to the society with their emotional appeal and influence of spiritual personality. Modern society has rational reasons to put forward higher requirements over college students. In the cultivation of excellent citizenship consciousness, we should take the cultivation of basic civilized quality as the basic point. But we can't just stop at such aspects as no littering the peels, paper scraps and so on. College students should be concerned about national affairs and the revitalization of the nation. They shall care about family affairs, state affairs, world affairs and everything. We should not only talk about public morality and practice, but also carry out all great missions the vast world by ourselves, so as to influence more people and the whole society. At the same time, college students should pay full attention to social justice, equality, democracy and freedom, support and actively participate in the cause of social progress and human's pursuit of good wishes. College students' social practice should not only stay in the sense of the action itself, but also rise in the sense of people's social moral consciousness and the formation and affirmation of values. College students should be the backbone of the society for a better future.

4.4 To create a sound environment.

College stage is important for us college students to form values and outlook on life. Due to China's backward economy, although China allocates a large amount of education special fund every year, education investment is still too small compared with developed countries. After all, education system is still based on examination-oriented education, and the students who enter the university education are the winners after fierce competition. In the middle school stage, education is mainly based on the strategy of question sea. Parents and teachers generally believe that a student with high score is excellent, while the shortcomings of other aspects are covered by marks. In this way, students will relax and enjoy themselves when they enter the university. It is dangerous for them to indulge themselves without burden service in the long run. So it can be seen that ideological and moral education is particularly important for the education of the university. Therefore, our university education should pay attention to the transformation from professional education to quality education. They shall have an independent consciousness. When learning cultural knowledge, they can experience, feel and comprehend some profound truths. Therefore, a good social environment also plays an indispensable role in the moral cultivation of college students.

4.5 To pay attention to college students' mental health education.

Attention should be paid to the mental health education of college students to strengthen their self-growth ability. First of all, we should focus on the psychological characteristics of young students and improve the psychological environment of college students according to the reality of the only generation. We should provide a relaxed atmosphere and enhance their self-confidence so that they can consciously adjust themselves from psychological losses and confusions and live with healthy and positive emotions. Secondly, we should pay attention to education of multidisciplinary corporation and improve students' psychological quality. Psychological education for college students should not be limited to the establishment of only one or two elective courses but the cultivation of all teachers' psychological quality concepts, permeating psychological education and counseling into various disciplines to achieve a impact on students in a subtle way. Meanwhile, we should take the following specific measures shall be applied to intervene in the psychological crisis of college students: strengthening psychological health education for college students; contacting

parents to supervise college students psychological status; establishing psychological counseling institutions to encourage college students make regular counseling; establishing and improving college students' psychological files.

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