Research on Paths to Build up Morality and Cultivate People in Colleges and Universities in the New Era

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Abstract. The fundamental task of Universities in the new era is to build up morality and cultivate people. Build up morality first and cultivate people as the foundation. The emergence of building up morality and cultivating people has profound realistic logic, theoretical logic and practical logic. Universities must uphold the overall leadership of the Party, broaden the channels of ideological and political education, promote the development of new media, carry forward the advanced model spirit, and strengthen the construction of teacher morality to complete the fundamental task of building up morality and cultivating people in universities in the new era.

1. Introduction

Building up morality and cultivating people is the fundamental pursuit of higher education in the new era, as well as the value goals. It not only reveals the essential laws of education, but also points out the direction of higher education. Every step forward in theoretical innovation, theoretical arms must follow further. The path research on building up morality and cultivating people in universities in the new era is important for building a new pattern of "three-dimensional education", implementing the Party's educational policy and training socialist builders and successors.

2. The Essence of Building up Morality and Cultivating People

Building up morality is first and cultivating people is the foundation. Building up morality is first of all requirements for teachers. Teachers are the mirror of students. Only by correcting oneself can they educate students. In the new era, college teachers must clarify what morality should be built from three levels, which are ideals and beliefs, value pursuits and moral cultivation. This is the prerequisite for fulfilling the fundamental task of building up morality and cultivating people. Regarding to cultivating people, General Secretary Xi Jinping has given a clear answer from the perspective of the overall situation of the country that our socialist education is to train socialist builders and successors, who develops moral, intellectual, physical, aesthetic and labor education in an all-round way. Building up morality is the prerequisite and foundation, and cultivating people is the purpose and destination. Building up morality is a process by which college teachers project their own value orientation on students through precepts and deeds to regulate students' morality. Cultivating people is the core of the educational work of universities, and it is the destination of talent cultivation in universities. The dialectical unity of building up morality and cultivating people in universities is in educational practice.

3. The Inner Logic of Building up Morality and Cultivating People

3.1. Starting From Realistic Logic, Building up Morality and Cultivating People should Consciously Follow the Law of Formation and Development of College Students’ Ideology and Morality

Chen and Zhang (2007) claimed that the formation and development of college students’
ideological and moral character was the result of the interaction of subject and object in the process of subjective practice. After college students receive the influence of the objective environment in social practice, subjective internal factors coordinate with each other, and finally realize the internal contradiction of individual thoughts. Building morality and cultivating people is a process in which college students gradually coordinate various internal psychological factors under the influence of teachers’ practicing morality and delivering morality, internalize morality in psychology, rise to thought, and finally externalize to action. It is consistent with the law of formation and development of college students’ ideology and morality. From a realistic perspective of the formation and development, building morality and cultivating people follows the law of the formation and development of college students' ideological and moral character, and on this basis, completes the transformation from existing morality to requiring morality.

3.2. Starting from Theoretical Logic, Building up Morality and Cultivating People Inherited and Carried forward Marx’s Theory of Human Free and All-round Development

Marx (2009) believes that the free and all-round development of human beings means in a comprehensive way, that is to say, as a complete person, he possesses his own all-round essence. The free and all-round development of humans includes the physical quality, ideological and moral quality and scientific and cultural quality, that is, moral, intellectual, physical, aesthetic education and other qualities, which provide an important theoretical basis for our Party’s educational policy. Throughout our Party’s educational policy, from taking building up morality and cultivating people as the fundamental task of education, to implementing the fundamental task of building up morality and cultivating people, to cultivating socialist builders who have comprehensive development of moral, intellectual, physical, aesthetic and labor education. It embodies the continuity of building up morality and cultivating people and promoting the all-round development of people. The theory of the free and all-round development of human beings inherently contains building up morality and cultivating people, which is the theoretical basis of building up morality and cultivating people. Building up morality and cultivating people is the inherittance, development and innovation of the theory of free and all-round development.

3.3. Starting from Practicing Logic, Building up Morality and Cultivating People Deeply Fits the Main Contradictions and Changes in Our Society From the Field of Education

Socialism with Chinese characteristics has entered a new era. People’s needs for a good life include not only the "hard needs" of basic material life, but also the growing spiritual needs and derived "soft needs" including sense of security, sense of gain, sense of happiness, democracy, fairness, and justice, that put higher demands on the moral standards of all members of society. At the same time, the country is still in the process of unbalanced and insufficient development. To solve the unbalanced and insufficient development of the country, it is necessary to train generations of young people with both ability and political integrity to fight for it. This requires the leading force of education in the process of building up morality and cultivating people and takes it as the starting point and end point for the activities of universities. It needs higher education to build up morality and cultivate people for socialism, improve the people’s moral standards, and gradually solve the problem of people’s growing spiritual needs, and then contribute to the solution of national imbalances and insufficient development. Therefore, building up morality and cultivating people deeply conforms to the changes in the main contradictions of our society, and provides a practical path in education for solving the main contradictions.
4. The Realization Paths of Building up Morality and Cultivating People

4.1. Uphold the Overall Leadership of the Party and Strengthen the Top-level Design of Building up Morality and Cultivating People

As the main front for implementing the Party’s educational policy, universities must uphold the Party’s overall leadership, shoulder the main responsibility of Party governing and running schools, unwaveringly disseminate Marxist scientific theories, cultivate good learning spirit, teaching spirit and school spirit to ensure that the Party's lines, principles and policies are fully implemented and executed, and promote the harmonious, stable and healthy development of college education. Universities should insist on starting from reality, focus on top-level design, internalize building up morality and cultivate people into various fields, aspects, and links of university construction and management, so as to take cultivating people as the core and building up morality as the foundation. Universities should also bring the “locomotive” role of the Party branch in teaching and research sections, laboratories, teaching and research teams and student classes into full play, firmly establish the “Four Consciousnesses”, earnestly organize life at the grassroots level, and establish a long-term mechanism of “Three Meetings and One Lesson”.

4.2. Broaden the Channels of Ideological and Political Education, and Enrich the Effective Carriers of Building up Morality and Cultivating People

The ideological and political theory course is an important course in the aspect of carrying through building up morality and cultivating people. Teachers of ideological and political theory course should continuously improve and innovate the teaching methods in practice, and introduce teaching methods such as situational teaching method, case analysis method, thematic teaching method, narrative teaching method, MOOC and micro-classes into the ideological and political theory course. By setting classroom scenes, students' curiosity is stimulated, students' enthusiasm is aroused, and students' learning and analysis ability are improved. Guided by the needs of students, universities should strengthen campus greening, beautify the campus environment, and plant the genes of Chinese excellent traditional culture, revolutionary culture, and advanced socialist culture in students' hearts and blood through the Chinese traditional culture contest, Party and group knowledge contest, singing red songs to enrich the effective carriers of building up morality and cultivating people.

4.3. Promote the Integrated Development of New Media and Expand the Space-time Filed of Building up Morality and Cultivating People

To promote the integration and development of new media and ideological and political education, educators must change their inherent thinking, study and judge development trends, conduct deep research on the thinking methods and behavioral logic of college students, and continue to explore new laws of integration and development on the premise of improving media literacy, and master the right to speak for integration development. Teachers should take advantage of the timeliness and convenience of the new media teaching platform, establish special official accounts, WeChat groups, QQ groups, personal Weibo, etc., release useful information related to students' studies and life in a timely manner, use "fragmented" information to integrate students’ "fragmented" time, and extend classroom teaching and education to students’ study and life to ensure that teachers teach in class and solve puzzles after class. This broadens the time field and increases the infection of ideological and political education. At the same time, the new media also liberates students from fixed learning places, so that students’ learning places are not restricted by space, and they can receive education anytime and anywhere. This broadens the space field, promotes the effectiveness of ideological and political education, and improves the quality of talent training.
4.4. Strengthen the Construction of Teachers’ Morality and Style, and Fortify a Key Link in Building up Morality and Cultivating People

The construction of teacher's morality and style is a key link in fulfilling the fundamental task. To reinforce the construction of teachers’ morality and style, it is necessary to strengthen the ideals and beliefs of educators first, so that teachers can consciously become firm believers, active disseminators, and model practitioners of Marxism. It is necessary to boost the moral consciousness of educators and guide teachers to combine teaching and educating people with self-cultivation, so as to stand by morality, learn by morality, and teach by morality. Teachers should establish the concept of lifelong learning and innovative consciousness firmly, and become better consciously. It is necessary to establish a standard mechanism, guidance mechanism and evaluation mechanism for reinforcing of teachers’ morality and style, and improve the supervision and incentive mechanism for the construction of teachers’ morality and style. Universities should establish the correct "Three Views" of teachers, strengthen teachers' sense of self-discipline, encourage teachers to combine explaining in words and teaching by example, guide students with good morality, link the evaluation of teachers’ morality and style with professional title evaluation, awards and evaluation, and institutionalize the supervision of teachers’ morality and style.

4.5. Carry forward the Advanced and Exemplary Spirit and Lead the Fashion of Building up Morality and Cultivating People

The great era calls for the great spirit, and a noble career needs to be led by an example. Role models directly influence the formation of college students' morality through value guidance, goal motivation, and behavior demonstration. Heroes are the most shining coordinates of a nation. From Zhang Fuqing during the war years to Liu Rui in peace times, from the academician Zhao Zhongxian, the winner of the highest science and technology award, to Tu Youyou, the winner of the Medal of the Republic, from the advanced deeds of excellent teachers around college students to the exemplary role of peer groups, the power of role models always inspires college students to move toward the moral requirements of the new era. Universities should call on college students to watch the model feature program, conduct role model lectures, build role model practice platforms and other activities, so that college students can penetrate the role model’s work and life, embody abstract moral norms, internalize the spirit of role models, persist Marxist moral principle, socialist moral principle, practice socialist core values consciously, and achieve the unity of personal values and social values.

5. Conclusion

Building up morality and cultivating people has important strategic significance in the new era. Universities should continue to actively explore the path of building up morality and cultivation people, so that college students can strengthen their ideals and beliefs in understanding national history, national conditions, Party history, and contribute to national rejuvenation with better quality.

References
