How to Strengthen Female Students’ Traditional Virtue Education

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Abstract. Strengthening the moral construction must undertake the traditional virtues of the Chinese nation. Morality is rooted in the fertile soil of national culture and is the continuation and sublimation of traditional virtues. To undertake traditional Chinese virtues, we must take the background of traditional Chinese morality as the basis, carry forward the contents of these traditional ethics that meet the requirements of the times and contribute to the coordinated development of the economy and society, and promote them to all people. With the popularization of higher education in our country, more and more female college students, as the elites of women, the female college students have a unique role in promoting the family virtues of the Chinese nation and establishing a good family style. In the process of higher education, the education of female college students 'family virtues has been weakened. Based on the analysis of the factors influencing the weakening of traditional virtues of Chinese women, this paper discusses the measures to strengthen the traditional virtues education of female college students.

Introduction

The basic spirit of Chinese traditional culture, in essence, is the national spirit of the Chinese nation. The traditional virtues of the Chinese nation refer to China's 5,000 years of history, which has influence, can be inherited, and has been continuously innovated and developed, which is beneficial to the outstanding moral heritage of the next generation. To sum up, it is the sum of the excellent moral qualities, fine national spirit, noble national integrity, noble national feelings and good national habits of the Chinese nation. It marks the "shape" and "soul" of the Chinese nation. It is also the crystallization of our people's practice of dealing with human relations, human and social relations and human and natural relations for more than two thousand years. Women are of great significance to the development and strength of a nation. Under the current market economy, the traditional virtues of Chinese women are constantly weakening, and it is very important to cultivate a large number of outstanding women who promote Chinese traditional virtues.

The Traditional Virtues of Chinese Women are Weakening

The Chinese people have always been proud of their traditional virtues. The cultural accumulation of 5,000 years has made Chinese culture unique. In particular, the traditional virtues of Chinese women seem to give the world a significant difference compared with Western women. The traditional virtues of Chinese women give the impression that they are conservative, chaste, virtuous, considerate, gentle, kind, diligent and thrifty.

However, in the more than 100 years of the world's female revolution, Chinese women seem to have gradually moved away from these traditional virtues. Instead, they are less and less distinct from Western women and are even more open in some ways than Western women. More and more, there is not much relationship with tenderness, virtuous, diligent, considerate, etc. Instead, it is selfish, overbearing, barbaric, and especially Chinese women are more and more open in terms of sex. Lovers, second wives, and infidelity often become Chinese women's fashion news. In particular, after more than 30 years of reform and opening up, Chinese women have become less and less traditional in China. It can be said that Chinese women and Western women have little
difference in concept, especially in terms of sex. In terms of traditional virtues such as virtuous, gentle, and considerate, Chinese mainland women can be said to have less and less traditional virtues in this area.

The Influencing Factors of Chinese Women's Traditional Virtue Impressed by Modern Civilization

Today, these unique virtues of Chinese women that have been handed down for thousands of years are being eroded and destroyed. Many virtues are no longer reflected in modern women. The reasons are as follows:

The Impact of the Market Economy Wave

In the turbulent market economy, our ideas have undergone great changes and traditional ideas have been subverted. The phenomenon of money worship is widespread, and the popular "everything to money" trend of thought in society also hits the campus. The temptation of money has caused some students to lose their calm mood, and their interest in learning has declined, resulting in different degrees of worship. There are more women who worship money blindly, regard money value as the highest value, and submit all values to the ideas and behaviors of money value. Heavy living pressure, high house prices and prices, strong expectations that parents want their daughters to marry rich people, and vanity comparisons between peers and friends are all the main reasons for the money worship.

The Erosion of Foreign Culture

The erosion of foreign cultures, such as Japanese, Korean, and bizarre Western cultures, has caused many women's ideas to undergo dramatic changes, even blind imitation, and has challenged traditional cultures. The vices of gold worship, pleasure, rebellion, and jealousy are obvious to some contemporary women, and some of them are confusing to the people of the country.

The Influence of Film Entertainment

Some female entertainment stars have played a role in fuelling the role, some stars can be said to be shameless, life erosion. With the popularity of television and TV drama, family drama, blind date programs and so on filled the screen, TV culture, this new cultural form on female college students increasingly impact the concept of marriage and love. The exaggeration of love drama and family ethics drama in television culture, the values of "money worship" and "materialism" amplified in TV dating programs, and the aestheticism of emotional Korean drama have had different degrees of influence on the concept of marriage and love of female college students.

Lack of Family and School Education

The essence of education is the development of personality and the mastery of skills. Students with all-round development have greater learning ability and development potential. Parents and schools now pay more attention to students' achievements and studies, and there is a lack of traditional moral education for female college students.

How to Strengthen Female Traditional Virtue Education in College Education

Creating a Good Atmosphere

It is generally believed that strengthening campus culture construction is a weapon to create a good atmosphere. Campus culture is a specific cultural environment and spiritual atmosphere formed within the school. It includes values that are commonly followed and assimilated, codes of conduct, school spirit, school ethos, school style, and campus cultural facilities. The establishment of students' correct outlook on life, the cultivation of noble moral qualities, and the promotion of healthy aesthetic taste are all affected by the positive campus culture. Therefore, strengthening
campus culture construction will certainly play a positive role in promoting the implementation of quality education.

**Strengthening Classroom Education for Female University Students**

Teacher is the engineer of human soul and the direct influence of value education. The teaching of teachers’ words and deeds has played a subtle role in educating students. To educate and cultivate female students with good quality, the quality of teachers is the key. Teachers must correctly and consciously implement Chinese traditional virtue education for students. Teachers also pay attention to osmosis education, with their own correct values and good psychological quality to shape the new generation of young women's personality. Teachers must not only teach knowledge, but also teach female students about outlook on life, values, thinking methods, dealing with people, thinking style, and working style.

**Strengthen the Management of Entertainment Network Media**

The media profoundly influences the growth of contemporary female college students in China. On the one hand, the media platform plays an irreplaceable role in the growth of contemporary female college students and has positive significance for the healthy growth of female college students. On the other hand, the lack of media literacy education has also caused contemporary female college students in China to be negatively affected in their growth. According to the sample survey data, the positive and unfavorable factors in the media literacy education of contemporary female college students in China coexist. The main positive factors of contemporary female college students in media literacy education in China are: female college students have the basic ability to distinguish and analyze media information, and they are optimistic about the impact of media. The main disadvantages are: students are addicted to and dependent on Internet media, which affects their learning and life to a certain extent.

We can improve the media literacy of female college students through many ways. The first is to give full play to the role of family supervision, and to guide and guide children in receiving and applying media information in a new way. Second, make rational use of the guiding function of mass media, and ensure the steady advancement of media education by improving the media-related mechanisms. The third is to give full play to the publicity and education role of campus positions, so that it becomes the main channel for female college students to accept media literacy. Through these ways, female college students are strengthened with traditional female virtues.

**Strengthening Marriage and Love Family Concept Education for Female College Students**

As the age increases, the rhythm of life increases, and the pressure of life increases, some "post-90" female college students are more likely to choose the marriage style that often appears in Korean dramas. For example, new terms such as "flash marriage" and "Dink" also followed each other in China, and they were recognized and accepted by some "post-90" female college students. In the film and television works, the handsome and golden actor, the romantic and beautiful story, the luxurious and beautiful background, and the lyrical music are all full of temptation and longing for female college students who are in adolescence, so that female college students can establish the correct concept of marriage and love. It needs the correct guidance of society, family and school and the joint efforts of the students themselves. The government should strengthen the management of film and television, strictly check it, actively absorb foreign excellent film and television, and resolutely resist the invasion of foreign harmful film and television, ensure the quality of foreign film and television, reduce the negative effects of film and television works, and create a good social film and television atmosphere. To create a clean and beautiful film and television environment for the female college students, so as to establish a healthy concept of marriage and love. Schools and families should combine the physical and mental development characteristics of "post-90" college students to guide them to establish a correct concept of marriage and love and cultivate a sound love personality. And strengthen aesthetic education, improve the ability of college students to appreciate the art of foreign film and television, actively guide college students
to learn beneficial things in film and television, and strive to improve their own concept of the love and marriage, so as to establish a correct concept of the marriage and love.

Napoleon said: "A child's behavior depends entirely on his mother." The moral status of a nation depends mainly on the education they receive in the family. Then, the issue of women's education should be regarded as a question of the future of the nation. The quality of women determines the future of a nation.

References