Cultivation of Moral Education Carrier in Higher Vocational Colleges in the New Era

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Keywords: Higher Vocational Colleges, Moral Education, Carrier, Cultivation

Abstract. It is the responsibility of educators to complete students' moral education perfectly, but there are still some problems in the construction of moral education carrier in higher vocational. This paper takes the moral education carrier of higher vocational students as the research object, discusses the connotation and function of the moral education carrier of higher vocational colleges, discusses the characteristics of the development of the students in the new era on the base of literature, interviews and questionnaires, and analyses the current situation of the operation of the moral education carrier of higher vocational colleges, and puts forward the cultivation path and method of moral education carrier. The results show that colleges and universities should enhance the effectiveness of moral education, exert the synergistic effect of various carriers, realize the organic linkage and seamless connection of carriers, and form an ecological carrier benefit chain to promote the growth of high-quality talents.

Introduction

Virtue takes precedence, and it is the first criterion for evaluating a person. To build the young students with virtue is the fundamental task of higher education and the central link of moral education [1,2]. However, there are still some imbalances in vocational colleges, such as the rigidity of moral education content, obsolete methods, single carrier and solidification of the model [3,4]. Vocational college students are the new force to realize the great rejuvenation of the Chinese nation in the new era and build a powerful socialist modernization country, and they are a force that cannot be ignored. The quality of their moral education is particularly important.

"Building a strong and powerful country in education is a basic project for the great rejuvenation of the Chinese nation. We must give priority to the cause of education, speed up the modernization of education, and do a good job in education that is satisfactory to the people." This is the clear attitude of the Chinese government and the direction and responsibility of the educational circles and even the whole society [5, 6]. Moral education is the foundation of educational modernization. As an important part of higher education institutions, higher vocational colleges undertake the mission of training high-skilled and applied craftsmen for the society. To cultivate people with moral integrity is the central link. It is important for the education to insist on taking moral as the first step to enable the talents of higher vocational colleges to possess both the "soft power" of higher moral accomplishment and the "hard power" of promoting socialist modernization [7,8].

Therefore, learning and implementing the policy of Chinese government, taking it as the guidance the moral education development of college students in higher vocational colleges, grasping the unique characteristics of moral education in colleges, creating an efficient "carrier" of moral education and cultivating a new growth pole of moral education are the key initiatives which are available to enhance the pertinence of moral education, improve the effectiveness of moral education, solve contradictions in education and meet the educational needs of the new era [9].

Connotation and Function of Moral Education Carrier in Colleges and Universities

The so-called carrier of moral education refers to one or more forms that can carry the content or information of moral education [10]. This kind of carrier is the channel to realize the two-way communication between the subject and object of moral education, and an indispensable and
important part of moral education. As the source and purpose of morality, life is an important carrier of moral education [11,12]. For college students, life on campus, different locations of various learning and training, class activities, social practices, innovative competitions, and even online viewing, games are possibly all carriers of moral education [13,14].

Along with the rapid development of economic globalization and the new times of "Internet +", people's social production, life style and thinking ways have undergone a qualitative leap, and the forms of carriers have become more diverse. This has put forward new requirements for the modernization of moral education. Further study of the carrier of moral education has become the main point of the issue.

The Connotation of Moral Education Carrier in Colleges and Universities

Carrier is an important part of moral education. The "carrier" firstly has the meaning of "body", that is, form or entity, means to become a carrier of moral education, must be able to serve, use and accept control for educators on the basis of the subject and object of education to produce contact, interactive form or entity. And then, it has to satisfy the "carrying", or, transmitting, which refers to the functional attributes of carrying and transmitting. In order to achieve the goals set by educators, it can carry the corresponding educational content and information that meet the requirements of moral education, and transmit them, so as to promote the implementation of the process of moral education practice. Only by satisfying these two basic conditions can it be called a carrier of moral education.

If the selection of carrier is appropriate, twice the result can be got with half the effort. Carrier is the soil of moral education, where by choosing suitable condition can moral education take rooting, blossoming and resulting, and playing a greater role.

The Function of Moral Education Carrier in Colleges and Universities

As an important part of moral education, the carrier of moral education in colleges and universities serves the goals and tasks of moral education. It not only has the general function of the carrier, but also has its own special function, as shown in Fig. 1.
precondition for the process of moral education. It conforms to the social requirements and national interests, accords with the ideological concepts, values, emotions, the moral norms and so on of the trend of the times. Only by means of its carrying function can it be presented and perceived by the object of education. And carrying is the premise of transmission. When the information delivered by the carrier of moral education is transmitted and acts on the object of education, can the effective communication between the subject and object of education be realized and the benefit of education be improved.

The second function is about linking and interacting. As a kind of educational practice, moral education in colleges and universities depends on the carrier of moral education to play an intermediate role in the process of its implementation.

Thirdly, it has the function of strengthening and penetration. Moral education is not accomplished overnight, but is a life-long education with repeatability. Educators disseminate moral education content through comprehensive utilization of various carriers with various functions. Increasingly nurturing will promote the transformation of the internalized ideological and moral character of the educated into the externalized behavior, and make education receive remarkable results.

The fourth function refers to feedback and test. The carrier of moral education transmits educational information to the educated and makes the subject and object of education have a linkage effect, but it does not mean that the end of moral education activities in colleges and universities, the effect of education, the reflection and the acceptance of students need further feedback and verification of the carrier.

The Lack of the Carrier of Moral Education in Higher Vocational Colleges

With the popularization of higher education and the arrival of the new era of "Internet +", many examinees are stepping into the higher vocational colleges with the increasingly low threshold. The low score candidates are relatively lack of good learning habits, and have more contact with the bad habits of the society. They are easy to be induced by the bad news of the new media network, and have developed various bad behaviors, but with a poor self-restraint. All these have brought new challenges to moral education in higher vocational colleges. The problems of moral education in higher vocational colleges mainly include:

The first problem is the lack of theoretical attention. College education is becoming more and more enterprise-oriented, and the competition between colleges and universities is getting increasingly fierce. As a result, some colleges and universities pay too much attention to and emphasize the rigid indicators of basic construction, while weakening the investment in moral education, which makes moral education mere in formality, while the actual utilization of moral education generally low.

The second lack is of subject-specific. Different growth, life and learning environments of college students bring the individuals otherness. However, in the vocational colleges, much attention has been paid on the skill training rather than moral lessons, the programs of moral education are not designed to meet the needs of each individual, and the phenomena of "one-size-fits-all" and "one-pot cooking" are more serious. There is an imbalance between theoretical education and actual demand. The carriers of moral education and their selection and application are popular and undifferentiated, which cannot effectively solve the problems of students' ideological and psychological needs, but will make a big discount of the actual effect of moral education.

Thirdly, there is a lack of normative management. "Management" is also an important carrier of moral education, which can be divided into "administration" and "rationality", which includes rules and regulations, with strong constraints and compulsory; "rationality" is expressed as emotional encouragement, communication or behavioral supervision and persuasion, with certain emotional factors. The organic combination of the two can achieve a good combination of rigidity and softness. However, moral education in higher vocational colleges has long attached importance to "administration" rather than "rationalizing", focusing on managing and controlling students, which easily leads to students' rebellion and mental resistance, resulting in the phenomenon that moral
education is busy with affairs, mere in form and lighter in guidance, and making carrier of "management" not be adequately and properly used.

The fourth trouble is the lack of systematic integration. Moral education, as far as it is concerned, is a dynamic and open benign ecosystem, whose process is not single split, the goal of it could not be reached and the results could not been received simply by setting up a few moral courses and lessons or carrying out several related activities. Actually, the available carrier resources are also extensive and diverse, but they are mostly discrete and segmented in separate colleges and universities, and fail to realize the systematic integration of the carrier and the effective sharing of the resources. This makes the overall function of the carrier differentiate, and the resultant force of the carrier cannot be exerted to a greater extent, which affects the actual effect of moral education.

The last but not least is about lack of effective penetration. Moral education in China is not a solidified theory and concept, while is usually combined with the reality of China's development, and has obvious characteristics of the times and particularity. Moral education in colleges and universities is not a once-and-for-all education, which needs to be constantly strengthened and infiltrated.

At present, there seem to be many carriers available for moral education in colleges and universities, but there are few practical applications, and its penetration effect is relatively weak. If colleges and universities only rely on the theoretical inculcation of moral education curriculum carriers and do not pay attention to the consolidation and expansion of the "second classroom" carriers and new media carriers, their results are definitely little.

The Way to Cultivate the Carrier of Moral Education in Higher Vocational Colleges

Promoting Cohesion and Leading to Build an "Expert-Type" Team of Educators

It is significant to build a unified leadership pattern of Party committees with the participation of all departments. Party committees at all levels are the leaders of moral education in colleges and universities, who should regard moral education as a prominent work of intensive development and striving for excellence in higher vocational colleges. Every effort should be made to build a leadership with clear responsibilities, remarkable benefits and vigor, which is jointly led by Party committees, administrative departments, propaganda departments, student offices and school and League committees. Collectively, give full play to the call of the organization, strengthen the research and interpretation of the major theoretical and practical issues of moral education in colleges, and actively respond to the major theoretical concerns of students.

It is also important to make an innovation of the educational concept and improve the teachers' carrier ability and comprehensive quality. College teachers play a main role in the moral education of their students, and they are the guides for the healthy growth of college students [15]. With the rapid development of new media network technology, the environment that moral education are facing in colleges and universities is becoming more and more complex, and the good and bad of network information are uneven, which has a certain impact on college Students' outlook on world, life, values, moral judgment of right and wrong, and urgently requires teachers to change their educational concepts, improve their theoretical literacy, media literacy and other comprehensive abilities to adapt to the development of the new era.

Integrating Educational Resources to Strengthen the Optimum Use of Carriers of Moral Education

It is vital to choose moral education carriers that are targeted, artistic, effective, knowledgeable, interesting and audio-visual unity. If colleges and universities want to integrate and refine moral education resources constantly, the selection, design and application of moral education carriers should choose the right entry point, give interest and enhance effectiveness, they should base themselves on the current characteristics of higher vocational students' thought and behavior and their demands for growth and development, strengthen pertinence and guide them according to the situation. Use advanced technology to realize the organic integration of tradition and modern, and
enhance the attraction of moral education. For example, with the help of tremolo, micro-video shooting, artistic forms or works of art and other lively ways to achieve moral education internalization in the heart, improve the quality of moral education, promote moral education externalization in action, realize the development of students' knowledge and ability, and the unity of knowledge and practice.

**Constructing carrier salon and cultivating new growth pole of moral education carrier**

On the one hand, the educators should consolidate and deepen the existing traditional moral education carriers, such as giving full play to the main channel and position of curriculum carriers, which are still the main ones of current moral education in colleges and universities. They have stable carrier forms, strong educators' leading role, scientific and systematic educational content, and rational recognition of the role they play in human beings. Knowledge and other prominent features still play an irreplaceable role in promoting socialist core values and cultivating qualified builders and reliable successors of socialism. At the same time, the organizers and the whole stuff should promote the connotative extension of social practice carrier and strengthen the invisible infiltration of campus culture carrier. On the other hand, a constantly cultivating and upgrading of the new growth pole of moral education carrier must be paid much more attention and be enhanced continuously.

The construction of dormitory carriers for college students should be strengthened. Deeply implementing the "apartment plus" model, and giving full play to the effective influence of the great ideological and political pattern are considered to be available. College dormitories are equivalent to the "second classroom" of moral education. Colleges and universities should constantly improve the infrastructure construction of the dormitories, fully tap the moral education effectiveness of peer groups, strengthen network supervision, and do a good job in the training of dormitory logistics managers. At the same time, college counselors should regularly communicate with students, participate in the assessment of students' moral education, and timely find feedback on students' problems, so as to do a perfect work of psychological counseling, enhance the self-discipline and heteronomy education of college students, create a good dormitory environment for the students, and give full play to the radiation drive of dormitory carrier of the university.

It is essential to innovate the construction of new media network carrier in colleges and universities. To carry out the "Internet + moral education" thoroughly, schools should make full use of the new network media and take the initiative to seize the new position of moral education in the network new media, so as to provide a powerful platform for mutual learning and exchange of experience among college students. Efforts must be made to develop the campus network into an ideological education platform which integrates knowledge, interesting, ideological and service, with strong service function, wide coverage and large amount of information, so that it will become the mainstream media to carry forward the main theme and carry out network moral education. At the same time, it should be further standardized of the construction of new media carriers such as mobile short message group, micro-message group, QQ group, micro-blog, forum, and encourage teachers and students to interact, communicate and learn actively and healthily through these ways.

Standardizing the construction of the carrier of college students' associations is absolutely an effective way, which enable colleges and universities to standardize the management of college students' associations with clear rules and regulations, foster innovative consciousness, create special brands such as "moral education studio" and "life planning room", improve the scientificalness and rationality of the construction and development of student associations, raise the guidance level of student associations and optimize management methods. The investment and guarantee should be expanded to cultivate and innovate the characteristic cultural activities of student associations, and give full play to the positive guiding function of student associations. For example, Shandong Water Conservancy Vocational College regards reading classics of Chinese classics as an important way to strengthen moral education and improve traditional cultural accomplishment of college students. It extensively carries out reading activities of Chinese classics

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such as "reading classics, talking about and discussing classics" among college students, vigorously promotes traditional Chinese virtues and solidly promotes the ideological path of the college. The work of moral construction has effectively opened up a new situation of moral education in the colleges.

It is profitable for colleges and universities to give full play to the synergistic educational effect of carriers, to realize the organic linkage and seamless connection of carriers, construct a harmonious and orderly carrier salon, and form an ecological carrier benefit chain.

Conclusion

Public's ideological values are changing along with the development of the times and the different social needs. As an important way to reflect the ideological theme of the times, promote social progress and push people's all-round development, moral education for college students should keep pace with the trend of the times. Moral education is the basic content of higher education in our country, and it is a remarkable ideological guarantee for training qualified socialist builders and reliable successors.

The vigorous development of new network media in this new era has promoted the rapid spread of information technology. With its unique advantages, new network media has been favored by higher vocational college students. It has changed the life and learning style of higher vocational college students, broadened the scope of interpersonal communication of the students, and also provided excellent service for the development of moral education in colleges and universities [16].

But at the same time, because of the wide and concealed sources of information presented by the new network media, multiculturalism and values are sweeping in. Some backward and decadent ideological culture and values have a great impact on the moral education of higher vocational college students, and also challenge the normal operation of moral education in the universities. The transformation has made the moral education environment in colleges and universities more and more complicated.

Higher vocational college students are in an unstable state of "marginal people" in the transition to adults. They are self-conscious and eager to be recognized by the society and understood by others, and also, they oppose the traditional restraints and show strong anti-psychology. In this case, it is an indisputable fact that the effectiveness of moral education in colleges and universities is not perfect enough. Building an effective carrier of moral education in colleges and universities is positively a beneficial attempt to improve the effectiveness of moral education in colleges and universities.

Acknowledgements

This paper is supported by (1) Department of Social Sciences, Ministry of Education, 2019 University Demonstration Marxist College and Excellent Teaching and Research Team Construction Project "Teaching Research on Promoting the Prosperity and Prosperity of Socialist Culture in Higher Vocational Colleges" (No. 19JDSZK109); (2) Educational Science Planning Project "Research on Differential Teaching of Ideological and Political Courses in Higher Vocational Colleges Embodying Vocational Characteristics" (No. 2015GB310).

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