

Challenges Facing College Moral Education in the New Era and Coping Strategies

Yan Zheng

Guangzhou Civil Aviation College, Guangdong Guangzhou, 510403, China

Abstract: With the development of society and the progress of science and technology, college moral education is facing unprecedented challenges. Moral education, as a part of higher education, undertakes the important task of cultivating students and strengthening their morality. In the new era, college moral education is confronted with the challenge of validity and authority. Exploring effective solutions in the face of major challenges to maximize the strengths and minimize the weaknesses is an urgent and essential issue.

Keywords: New Era; College; Moral Education

Moral education is the process by which educators cultivate the ideological and moral character of the educated. As a vital part of the all-round development education in our country, moral education is crucial to the development of the students, the implementation of the educational activities, and the progress of the society. Moral education in colleges and universities is the battlefield of promoting the all-round development of students. However, in the process of constructing a system of talent training, college moral education is affected by new challenges that the intrinsic contradictions remain unsolved while new problems continue to emerge. To deal with the challenges facing moral education, corresponding solutions should be put forward.

1. The Function of College Moral Education

1.1 Meet the Self-improvement Needs of College Students

Moral education can promote college students to learn social roles and norms, and form a complete system of social values. Under normal circumstances, everyone should tend to pursue self-improvement, and only in this way can they become a happy person. Virtue is an indispensable aspect of a person's self-improvement. A depraved person will never be happy while a virtuous giver will be respected and loved by others, and achieve spiritual satisfaction by obtaining happiness in helping others. Moral education teaches students to be righteous, and this makes it easier for them to not only remain physically and mentally healthy and experience the happiness of life but also create a better future for themselves^[1].

1.2 Promote the Physical and Mental Health of College Students

According to the definition of health in modern society, mental health is one of the important standards of individual health, which is directly related to the individual's mood and emotions. A morally cultivated person is generally mentally healthier, more open-minded and generous. Therefore, in a positive way, moral education can help cultivate college students' good conduct as well as correct outlooks on life, values and the world, which will enable them to correctly deal with the relationships between themselves and the society, maintain positive mental states, and avoid one-sidedness in cognition, extreme emotions and misbehaviors.

1.3 Conducive to Social Stability

Since ancient times, moral education has been a basic section of school education, and it is of great significance in consolidating and developing social norms and ethos. Moral education regulates the development direction of people by cultivating their ideological and moral character, so that they can become citizens constructive to social stability and development. In addition, moral education can influence the thoughts and behaviors of students' family members and people around them, thereby influencing the society. Moreover, the social ethos can be influenced by the positive school atmosphere and environment, thereby affecting the development tendency of the whole society.

2. Challenges Facing College Moral Education

2.1 Challenges from Market Economy

The rapid development of our country's economy greatly improves people's material living standards. Meanwhile, profound changes are taking place in the economic system, social structure, and national ideology. Such changes are formed in the context of globalization and diversification of the world, and therefore appear to be more complicated. The pursuit of wealth and fame, the expansion of selfish desires and self-interest, and the advocacy of sensory pleasures have resulted in people gradually separating themselves and their happiness from caring for others and society, reflecting their lack of obligation and responsibility. For children and young people living in this era, it is inevitable to be affected by this environment. In addition, many phenomena caused by changes in

urban and rural employment structure and family structure also pose challenges for college moral education^[2].

2.2 Challenges from the Internet

With the progress of society, the speedy development of emerging media marked by the Internet has offered new accesses to learning and entertainment for college students, but at the same time has caused difficulty for school moral education. In the Internet world, which is characterized by virtual space and hidden identity, college students fully satisfy their curiosity through independent choice and expression. However, the influence of moral education from family and school is unwittingly dissipated in the process due to the students' lack of judgment, responsibility and self-control. Some students are so obsessed with the Internet that they eventually suffer from mental emptiness, self-lost, misbehavior, and even commit crimes. How to guide students to make good use of the Internet and not to be enslaved by emerging media is a new issue facing college moral education in the new era.

2.3 The faculty Resources of College Moral Education are Relatively Insufficient

As a long-term and tedious task, college moral education is different from cultural education in that it can't achieve the expected results in a short time. In order to achieve a momentous effect with half the effort, sufficient attention and support from society and school should be given to moral education on the one hand, and on the other hand, the faculty resources must be improved. As colleges continue to expand enrollment plans, the number of moral education teachers in many colleges and universities has not reached the corresponding standards, therefore the faculty resources of college moral education are relatively insufficient. Compared with the speed of college development, the growth of moral education teachers has not kept up with the pace, and has not been able to reach the requirements brought by social and economic development in the new era^[3].

3. Approaches to College Moral Education in the New Era

3.1 Innovate the Methods of College Moral Education

Facing the challenges of moral education brought by emerging media such as the Internet, college teachers can exploit the situation, find opportunities and innovate the educational methods of college moral education. First, the simple teaching methods can be changed by information technology, and various software can be used in the class. Second, the traditional classroom teaching mode can be transformed by utilizing channels students enjoy such as the official accounts on WeChat to combine moral education with current affairs in the articles, in order to influence students in a subtle way. Moreover, students should be guided to participate in practical activities within and out of the university and patriotic education activities in which moral education will be included, so as to improve their moral quality and enhance their understanding of the relationship between the group and the individual.

3.2 Improve the Content of College Moral Education

The simple educational content of college moral education should be changed into exploring a new model of moral education led by the core socialist values, and integrate traditional cultural education into moral education. The content of moral education comes from life and should be the distillation of life. It needs to keep pace with the times, satisfy college students' curiosity about current affairs and stimulate their interest, so as to mobilize students to actively participate in educational activities, express their opinions and gain correct perception in classroom interaction.

3.3 Enhance the Development of Faculty Resources of College Moral Education

Moral education teachers in colleges and universities are important executors of moral education. First of all, the number of college moral education teachers should be matched according to the ratio of students to teachers, since the lack of teachers will directly affect the effectiveness of moral education. Second, the training of the teachers should be strengthened. Only when the teachers continuously improve their theoretical level and their teaching content and methods in the teaching process can they adapt to the requirements of the new era for moral education teachers. In the process of college moral education, moral education teachers act as an important part, but they are not the only ones. In fact, relying solely on moral education teachers will reduce the effect of moral education. Therefore, all teachers in colleges and universities should integrate the content of moral education into the education process, not only to teach students cultural knowledge, but also to educate them on how to behave properly.

4. Conclusion

In the context of the new era, college moral education is facing challenges from all aspects. Only through innovating educational methods, improving educational content, and enhancing the development of faculty resources can we effectively tackle the problems brought about by the new era. All in all, only by actively responding to the challenges can colleges overcome the shortcomings of traditional education in the new era and boost the development of college moral education by focusing on students and keeping up with the times.

References:

- [1] Song Hui. (2021). The current situation and Countermeasures of moral education in Colleges and universities in the new era. *Journal of North University of China (Social Science Edition)*, 37(03), 140-143.
- [2] Liu Feng. (2020). Moral education in Colleges and universities in the new era from the perspective of modern education governance. *Journal of Taiyuan Urban Vocational College*, (11), 148-150.
- [3] Qian Feng. (2020). On the current situation and path of moral education in Colleges and Universities. *Education and Teaching Forum*, (40), 63-64.