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# Practical Problems and Path Exploration of Moral Education in Colleges and Universities in the New Era

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**Abstract:** It is extremely important to do a good job in moral education in the new era, which is of great practical significance to correct the moral deviation of college students, shape a sound personality, strengthen the value guidance of college students and promote the modernization of socialism with Chinese characteristics. Currently, universities have achieved certain results in promoting the work of cultivating virtue. However, due to constraints in areas such as the overall quality of the subjects, innovative carriers, and the educational environment, there are still some issues in terms of recognition, practice, and the subject in the process of cultivating virtue and nurturing talents in universities. To solve these problems, from the perspective of universities, it is necessary to carry out the work of cultivating virtue and nurturing talents comprehensively, involving all personnel, throughout the entire process, and in all aspects. This approach aims to enhance the target and effective nature of ideological and political education in universities, ensuring the implementation of the fundamental task of cultivating virtue and nurturing talents.

**Keywords:** Colleges and Universities; Cultivate Virtue and Establish Character; Reality Problems; Countermeasure

## 1. The significance of moral education in universities in the new era

The president of PRC, Xi Jinping, pointed out that "the Party's educational policy should be fully implemented, the fundamental task of educating people should be implemented, and socialism pioneers should be cultivated with all-round development of morality, intelligence, physical fitness, beauty and labor" in the Party's Report to the 20th CPC National Congress, which clarified the task and mission of personnel training in the new era. The realistic problem faced by fostering character and students' virtue in universities, which is the dilemma in universities during the process of theoretical construction and concrete practice. In the investigation, it can be found that the exploration of talent training and education mode in universities, has shifted from pursuing for quantity to seeking for the in-depth quality development now. Contemporary campus cultural activities and social practices are more aligned with the themes of the times, closely connected to real-life scenarios, and focused on the effectiveness of nurturing individuals. Simultaneously, there has been a shift from an extensive approach to an intensive reform in the developmental structure. The nurturing model has accordingly evolved, departing from a singular approach in the past. Both the moral and intellectual qualities of students and the quality of talent cultivation have notably improved. Presently, the nurturing model manifests in a combination of practicality, developmental orientation, and complexity.

## 2. The concrete manifestation of the realistic problems of moral education in colleges and universities

### 2.1 Problems in the quality of college education subjects

The educational subject in higher education plays a crucial role in the effectiveness of fostering moral character and talent, primarily in terms of the initiative, leadership, enthusiasm, and significance of the educational subject. Specifically, from the perspective of educators, teachers' ideological and moral level, words and deeds have an important impact on the educational results. While doing a good job in knowledge education, teachers should pay more attention to demonstration and emotional identification. In addition, from the perspective of education quality, there exists a challenge where some students lack awareness of active learning and self-education. Certain students may perceive ideological work as formalism, believing it to be unrelated to their specific academic disciplines. The combined influence of various factors results in a low level of acceptance among students, leading to bad outcomes in character development.

### 2.2 Problems in the innovation of teaching carriers in colleges and universities

At present, the ideological and political work in colleges and universities mainly relies on teaching materials, classroom teaching and other carriers, and it needs to be further strengthened in mode innovation and platform expansion. In addition to traditional classroom teach-

ing, the carrier of moral education in colleges and universities should also expand new online courses, online carriers and social practice platforms, carry out online ideological and political work, enrich teaching content by using campus practice platforms, promote the integration of production, teaching and research, and make ideological and political work better. At the same time, it is necessary to change the indoctrination and cramming teaching methods, make the ideological and political work in colleges and universities more warm, intense and deep, strengthen emotional education and experience, and promote the all-round and healthy development of college students.

### **2.3 Problems in the mechanism of moral education in colleges and universities**

The work of moral education in colleges and universities should fully grasp the laws of the times and educational principle. It requires exploring new methods of character development while achieving effective coordination and collaboration among higher education, social education, and family education. Currently, there is relatively little coordination and linkage between the moral education efforts in higher education and those in society and families. Moral education in universities is less coordinated with social moral education and family moral education. Among the three elements—higher education, societal education, and family education—each should play a distinct role. Higher education institutions should function as the primary channel for moral education, while family education provides the foundational role, and social education serves as a complementary force. The goal is to achieve effective coordination and mutual reinforcement among these three components, working together to promote the cultivation of moral character and talent, ultimately nurturing individuals suited to the demands of the times.

## **3. The path exploration of moral education in colleges and universities in the new era**

### **3.1 To strengthen the construction of teachers, to create a high-quality ideological and political team**

The most important prerequisite for doing ideological and political education well is to build a high-quality ideological and political team. Present Xi Jinping asked the teachers about ideological and political courses to achieve "six essentials" in his speech at the symposium of teachers of ideological and political theory courses in schools. "Six Essentials" is not only a requirement for ideological and political teachers, but also useful for science, technology and education<sup>[2]</sup>. Building a high-quality ideological and political education team requires focusing on enhancing teachers' political awareness, professional abilities, and improving classroom management skills. Teachers should also develop their own teaching styles, showcasing personal and theoretical charisma.

As advocates and practitioners of moral education, university teachers should establish the image of exemplary mentors and friends in the minds of students, influencing them through both words and actions. The collective responsibility of all teachers is to foster moral character and talent, combining the roles of teaching and nurturing. On the one hand, we should guide students and teach them to actively learn professional knowledge; On the other hand, there should be a focus on treating students with equality, engaging in open communication, and facilitating effective interaction. This approach helps students develop correct ideological perspectives, and it is essential to implement ideological and political work into everyday teaching activities. Teachers play a crucial role in not only imparting academic knowledge but also shaping the ethical and moral development of students through genuine interactions and practical examples.

### **3.2 To promote the reform and innovation of ideological and political theory courses, highlighting the role of the main channel**

In the new era, ideological and political theory education in universities should not only improve students' quality education, but also pay attention to students' intelligence education; It emphasizes the cultivation of students' natural abilities while also paying attention to the development of their social skills. Essentially, ideological and political theory education are about shaping individuals, and the task of fostering moral character and talent in universities is to effectively educate and cultivate students. Therefore, teachers of ideological and political theory courses must actively engage in learning together, participating in activities together, sharing responsibilities together, and establishing a student-centered philosophy. They should sincerely respect, understand, and care for students, placing students at the forefront of their considerations and treating them as confidants.

Implement the practical teaching method. Present Xi Jinping said at the "two sessions" in 2021: "We should make good use of the Great Ideological and Political Course". Ideological and political lessons should be taught not only in the classroom, but also in social life. Ideological and political education in universities can not be carried out independently without social practice. Society serves as the second classroom for the growth of high school students, and it is also the most crucial and authentic classroom for cultivating students in higher education. Effectively aiding college students in understanding society, analyzing and contemplating the issues existing in the country is one of the most feasible approaches to enhance the sense of social responsibility among university students. Scientifically utilizing the internet for education entails fully leveraging the role of the internet to disseminate correct theories of ideological and political education through online channels. This ensures that the moral and character-building efforts in universities align with the requirements of the era and are more targeted.

### 3.3 To build a multi-level and all-round coordination mechanism, and to build a "three-round education" pattern

Utilizing Curriculum Synergy for Student Development. Classroom teaching and learning constitute a primary channel for higher education students. The design of various courses should integrate ideological, theoretical, and political subjects to collectively establish the fundamental task of moral and character education. At the initial stages of education, emphasis should be placed on nurturing ideal beliefs and convictions, embedding courses related to ideological and political theories into the fabric of academic life. Through continual practice and innovation, meeting the evolving needs and expectations for students' growth, this approach aims to enhance the resonance and adaptability of ideological and political education. Implementing the fundamental mission of moral and character education within higher education requires comprehensive consideration and balance, ensuring robust support and safeguards for the educational teaching processes in universities.

Effectively integrating moral and character education into today's higher education regarding ideological and political instruction requires actively and reasonably allocating resources. It involves harnessing the collective strength of schools, families, and society to form a multi-faceted cooperative mechanism, generating comprehensive efforts towards moral and character education. Universities should proactively foster a positive campus culture, creating an environment conducive to ideological and political work. Simultaneously, they should actively promote exemplary moral standards on campus, embedding the ethos of moral and character education within cultural activities. Regarding families, the foundational education provided by family environments is crucial for individuals' growth. Family education also serves as the cornerstone of ideological education for university students, offering support to educational initiatives within institutions. Society plays a complementary role and acts as a third party in educational efforts.

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