

## Discussion on the Path of Model Education Leading the Moral Education of College Students in the New Period

Yao Yao<sup>1, a</sup>, Fan Lin<sup>2, b</sup>

<sup>1</sup>School of Environmental Engineering, Wuhan Textile University, Wuhan 430200, China

<sup>2</sup>Psychological Health Center for College Students, Wuhan Textile University, Wuhan 430200, China

<sup>a</sup>email: yaoyao1145@sina.com, <sup>b</sup>email:54440631@qq.com

**Keywords:** Model Education; Socialist Core Values; Morality

**Abstract:** Model education is an important way of ideological and political education in universities and plays an important leading role in moral education of College students. Taking the practical education activities of "Green Bud" studio of Wuhan Textile University as the research object, this paper probes deeply into the typical characteristics of model education, the cultivation mode of model characters and the dissemination mechanism of model spirit, and actively explores the path of giving full play to the ideological guidance of model education and enhancing the effectiveness of ideological and political education of college students.

### 1. Introduction

General Secretary Xi Jinping pointed out: "The great era calls for Great Spirit, and noble cause needs examples to lead." The power if models are endless and model education is an educational activity in which educators motivate and guide learners to internalize the spiritual qualities of models and generate self-values moral personality and innovative behavior through concrete carrier forms. Abbott Bandura, an American neo-behaviorist psychologist, believes that individuals can acquire new patterns of behavior by observing the behavior of role models and the results of their actions. The positive, guiding and encouraging nature of model education can effectively play an important guiding role in the process of college students' growth and development, and is conducive to the development of college students' ideological and political education.

### 2. Model education implies the new era implication of moral education in colleges and universities.

#### 2.1. Model education is a prominent manifestation and concrete application of the practice of socialist core values.

In the national medium and long-term youth development plan (2016-2025), it is clearly pointed out that the goal of youth ideological and moral development is to guide young people to actively practice the socialist core values, to further enhance self-confidence in the road, theoretical, institution and culture of socialism with Chinese characteristics, and to improve their ideological and moral level and civilized quality. We will further enhance the common ideological and moral foundation for the realization of the Chinese dream and consolidate it. The implication of moral education in colleges and universities of anew era contains the basic requirements of cultivating and practicing socialist core values, which requires colleges and universities to strengthen ideological and moral construction, focus on honesty and credit construction around "diligence, moral cultivation, clear discrimination and honesty", strengthen students' sense of social responsibility, rules, dedication and citizenship as well as the spirit of hard work, etc., and cultivate the "lovely, credible, valuable and promising" new youth of the times. On the one hand, the content and purpose of model education correspond to the socialist core values. For young students, the spirit of model is a perceptible and emulable value guide. The advanced ideas it advocates and contains can bring the spiritual motivation and moral nourishment to the majority of young people; on the other hand,

character selection is in line with the interests of young students' all-round development. The examples around them are selected around the development needs and types of college students in the new era. They are close to life and students, which can make young students feel and think more intuitively, arouse their resonance and play a leading role in model education more effectively.

## **2.2. Model education is a practical innovation and beneficial attempt focusing on the needs of students' growth and development**

If an idea or spirit is to be widely recognized and play a guiding role, it is important to see whether it reflects people's common aspirations and values. Whether we pay attention to the needs of college students' growth and development is not only related to the effectiveness of cultivating and practicing socialist core values, but also to the comprehensive development of young college students and the formation of their moral education. Model education guides and motivates students just through the selection of model figures, who can be the personifications of socialist core values and whose deeds highlight the rich elements of socialist core values. They are the model for young students to learn and imitate, which is conducive to transforming the general requirements of socialist core values into the real value pursuit of college students and their acting consciously. First of all, model education needs to adhere to ideological guidance and arms the minds of young students with theory, which requires us to stimulate learning and practice vitality with social core values, scientific socialism and other theories, and help young students buckle the first button in their life when we carry out model education; secondly, model education should adhere to human-oriented, pay close attention to the value pursuit of college students, choose the content and form of model education closely in line with the needs of students, and adopt the way that young students like, such as the use of online and offline media forms, effectively utilizing radio, school newspapers, network platforms, social media, etc. to achieve interaction and effective communication, so as to smoothen young students' channel of receiving education. Thirdly, model education should persist in reform and innovation, and form a long-term mechanism of education and training. The gradual process of education and training is a process of "theory-practice-feedback-revision". In the process of model education, we need to practice and improve constantly from the aspects of system guarantee and evaluation mechanism, so as to ensure the chronicity and the effectiveness of model education.

## **3. Model education embodies the new era model of practical innovation**

### **3.1. Hierarchical and classified training, practice education mode innovation**

Setting model characters and their selection activities of innovative are the practical application of model education method. By excavating and widely publicizing their advanced and typical deeds, typical characters play a leading role. Since the implementation of "Moving Textile Model Persons" for five years, 50 model personages and 50 nominated personages have been excavated and selected from 17 departments of the school, which helps create a positive learning atmosphere and actively exerts the positive education energy of model leading. We classified these students according to their different characteristics. Some of them are down-to-earth and devoted to scientific research; some are self-reliant and self-help; some are scientific and technological innovated and brave to climb the peak of entrepreneurship; and some are enthusiastic about public welfare and insist in environmental protection, who embody the college students' moral character in the period of social transformation, will lead and inspire more college students to cultivate their character, increase their talents, learn to be grateful, and be brave in devotion. The "Green Bud" Studio of Wuhan Textile University, based on the professional background of the college, explores a set of model education mechanism combined with the practical effect of educational activities in the past 10 years. On the one hand, in the activities of educating people, we take the socialist core values as the command, adhere to the concept of ruling by law, human-oriented, ecological environmental protection and comprehensive development, strengthen the ideological guidance and management of young

students, increase their recognition of the social value orientation of freedom, equality, justice and rule of law, and promote their value judgment and moral responsibility. On the other hand, according to the development of young students in different periods, we orientate our goal, focus on the goal of training innovative young environmental public welfare talents, form "three systems" of volunteer service, professional practice and scientific research on environmental public welfare practice, and cultivate environmental protection talents with the spirit of public welfare and practical research ability, and form an effective link between college students' public interest enthusiasm and public interest practice. The training process is as follows:

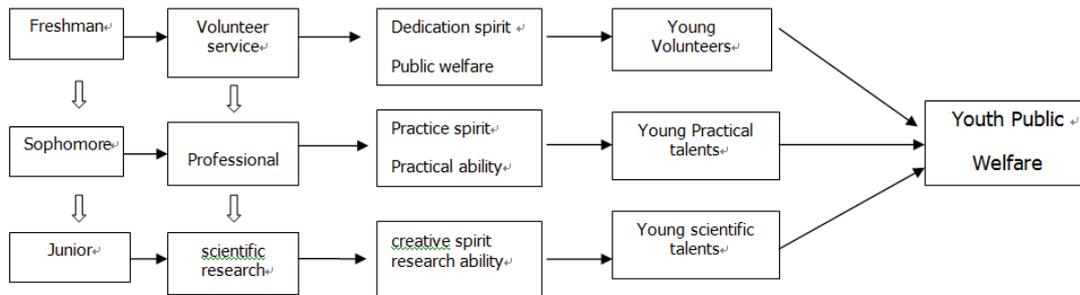


Figure 1: Practical education hierarchical system

### 3.2. Cultivate and select model characters and explore the application of demonstration effectiveness

The "Green Bud" studio has achieved remarkable results in the selection and recommendation of school model characters. It has been selected as one special award of the "Youth Power Moving Textile University" model characters, five model characters and four nominees. On the basis of selecting on campus and recommending them to the outside world, one person was selected as the National University Students' annual figure, one Xiaoping Science and Technology Innovation Team, one Branch of National University Vitality League, one Top 100 College Societies, one Star of Self-reliance for College Students in Hubei Province, one Innovation Award for "Yangtze River Students" in Hubei Province, and fifteen environmental friendly envoys in Hubei Province, and so on. Liu Ming's story of leaving school to aid Africa was reported by CCTV and reproduced by many medias; the story of water pollution control team's protecting lakes was reported by China Education Daily, China Youth Daily and other central medias; ZuoShiyu devoted himself to scientific research and pursuing environmental protection, and he published seven SCI stories during his undergraduated studies, which was published by Chutian Metropolitan Daily, Hubei Daily and other reports; Zuo Jiawei gave up literature for a military career, devoted himself to the grass-roots unit and joined the Tibetan aid program after his retirement, letting youth shine at the grass-roots unit. These typical figures all reflect the model figures' ethos of indomitable struggle, pioneering spirit and willingness to dedicate of the model figures, and set a lovable, respectable and learnable example for young college students.

The studio has tried to demonstrate the application of model education, and has initially formed a certain demonstration effect. The first one is to cultivate and publicize the typical characters, and discover the typical characters' deeds by carrying out activities, such as "You Recommend Excellent" and "Monthly Star Selection". By means of "Excellent Student's deeds Report Conference" and "Good Stories around the College", we publicize a number of noble moral examples with touching deeds and bring their leading role into full play around us. Secondly, relying on the subject background and teachers' team, we build up scientific research talents teams, create a dedicated and innovative scientific research atmosphere, and continuously incubate scientific research talents. Thirdly, we implement the blue project of "transmission and help belt", and continue to implement the typical senior characters to promote the growth of lower grade students, so as to avoid the problems of grade fault and character selection.

#### **4. Model education constructs a new era path for moral education.**

The report of the Eighteenth National Congress of the Communist Party of China puts forward a series of strategic plans, such as "taking moral education as the fundamental task of education" and "cultivating students'sense of social responsibility, innovative spirit and practical ability", which points out a new direction for the ideological and political education of college students. The continuous enhancement of the advanced and typical example strength of college students is a strong proof of the targeted effect of model education. The typical examples and story tour reports of model education set off an upsurge of advocating, learning and catching up with and surpassing the advanced in campus.

##### **4.1. Internalize in the heart and strengthen the spiritual motivation for college students to grow into talents.**

The core of the connotation of model education lies in grasping the core characteristics of the model figures, carrying forward their typical national spirit with patriotism at its core, the spirit of the times with reform and innovation at its core, the socialist core values, etc. The behavior and actions of the model figures concentrate on presenting the rich elements of the socialist core values. It embodies the requirements of socialist core values for value orientation of college students. Therefore, it is necessary for educators to abstract spiritual qualities from the behavior of model characters, so as to enable college students to recognize and absorb the process from inner identity to behavior transformation, and then achieve the goal of internalization of education. First, we should use diversified media to propagandize model figures. We should adopt network, new media, financial media and other ways to display pictures, texts and videos. By telling stories, we can increase the vividness, authenticity and objectivity of educational stories, enhance the appeal of education, and improve the effectiveness of model education; the second is combining excavating model figures and campus culture construction deeply. By cultivating and condensing the spirit of modern universities, cultivating behavioral culture, adhering to the unity of instrumental rationality and value rationality, and focusing on the cultural innovation of institutions of higher learning with industry characteristics, we can deeply excavate and publicize the characters and events that embody the core socialist values so as to make example education run through all aspects of campus life. It produces group effect and guides the change of ordinary students' behavior.

##### **4.2. Externalizing and finding the way to meet the needs of college students' development.**

According to the humanistic psychologist Rogers, everyone has the potential to develop, grow and change in a healthy direction. This potential can lead to through various ways to promote the transformation of learners' behavior. Therefore, through the example education, the educatees can enter into the core of the socialist core values, national spirit and the spirit of the times, form a conscious understanding, and externalize the concept into a positive way of behavior. Firstly, we should guide college students to understand themselves and analyze their advantages and disadvantages. Clear self-awareness and accurate positioning are the basis of college students' self-development and self-improvement in the new era. The process of externalization of model education is the unity of knowledge and practice. Only when college students insist on starting from their own reality and implementing the requirements of core values into their daily behavior can they promote the cultivation of practice and enhance the consciousness and the ability of practicing the core of conscious practice. Second, we should attach importance to the construction of practical platform for example education both inside and outside schools. Practice can deepen college students' understanding and thinking of theory, and then change their standpoints and viewpoints. In school, we can carry out model education through student associations, innovation and entrepreneurship bases and other platforms, and analyze the quality of model samples in the process of communication and learning. Outside school, we can use professional internship, volunteer service and social practice and other forms to allow college students to freely choose models that meet their own learning needs when they are in full contact with the society, and gradually

transform their learning imitation of model words and deeds into their own behavior habits, human behavior and achieve self-improvement. It is this tendency that leads people to generally positive and healthy behavior. Educators themselves have the potential of model behavior. Educators should fully guide learners so as to explore the fit point between model learning and their own growth and success in real life.

#### **4.3. Peer to peer, play the role of teachers in guiding and demonstrating students.**

College teachers influence the life and study of college students. A teacher with noble morality can be more recognized by students and influence their words and deeds. Teachers' words and examples can influence students imperceptibly in the teaching process, and play a vital role in guiding the value of college students, which is specifically embodied in three aspects: one is to impart moral norms and moral spirit to students through word-telling; the other is to set up an emulable example for students through self-teaching, with their own moral behavior and moral personality; and the third is to help students identify and choose models that can be emulated in real life and traditional culture. On the one hand, it takes a good blacksmith to make steel. Teachers must have firm ideals, beliefs and good theoretical literacy to guide students' thinking; on the other hand, teacher is the one with both high knowledge and moral integrity. As the general principle and basic standard of teachers' morality and style, teachers must win admiration with noble personality charm and model. We should set an example in our words and deeds, strengthen our beliefs, preach and educate people, combine the construction of teachers' ethics with the cultivation of college students' core values, and use good teachers' ethics to influence and infect students. Through the evaluation of teachers' morality, implementing teachers' morality lecture hall and other forms, students are nurtured and guided by outstanding teachers' deeds and morality.

### **5. Conclusion**

Exploring the role and beneficial ways of model education in moral education of college students in the new era is to combine the rich connotations of socialist core values, grasp the law of youth growth and development, innovate the methods and carriers of Ideological and political education of College students, and guide them correctly. This study has achieved certain results in the selection of model figures and the hierarchical training of young people. How to exert teachers' infiltrating role in students' moral education needs further study.

### **Acknowledgement**

This paper is a periodic achievement of an ideology and politics special research project of Hubei Province college student work boutique project "professional community services to explore the growth mechanism of university students" (project No: 2017XGJPF3018) as well as Key Projects of Ideological and Political Education Coordination Center of Wuhan Textile University in 2019, Key Project of Counselor's Workshop of Wuhan Textile University.

### **References**

- [1] The Central Committee of the Communist Party of China and the State Council issued the Medium and Long-term Youth Development Plan (2016-2025). Chinese Government Network [http://www.gov.cn/xinwen/2017-04/13/content\\_5185555.htm#1](http://www.gov.cn/xinwen/2017-04/13/content_5185555.htm#1)
- [2] Feng Gang: Focusing on Cultivating College Students' Socialist Core Values. The Theoretic Front of Colleges and Universities, No. 9, 2012
- [3] Jin Yan, Li Qiongying: An Analysis of the Application of Model Education in the Education of College Students' Socialist Core Values. School Party Building and Ideological and Political Education, No. 12, 2014
- [4] Yuan Wenbin, Liu Pu: Theoretical Basis and Psychological Mechanism of Model Education, Journal of Hebei University, No. 1, 2010