

## Research on the Moral Status of Female College Students in Micro-culture

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**Keywords:** Moral Status, Micro-culture, Female College Students, Education.

**Abstract:** Female college students are not only a new type of high-quality talents in our country, but also shoulder the important task of educating the future generation of our country. Their moral research has urgent and important practical significance. With the influence of micro-culture, the mainstream of female college students' morality is positive, but there are also some potential crises that cannot be ignored. Establish a full range of moral theory education for female college students with micro-class teaching. Establish pervasive moral education with campus micro-culture as the carrier. Establish an open moral practice education with micro-culture as an intermediary. Advocate the "value rationality" of mainstream ideology, and reduce the distance between subject and object culture. Realizing the "perceptualization" and "lifestyle" of mainstream ideology, and breaking through the traditional education model. Accelerate the "digitalization" of mainstream ideology and change the discourse expression of mainstream ideology. To prevent crises, moral education with female characteristics should be carried out pertinently.

### 1. Introduction

With the rapid development of micro-culture, the opportunities brought to female college students' morality are also full of collisions and impacts, which leads to our confusion and thinking about female college students' morality. <sup>[1]</sup> Focusing on the current and future development of a new generation of female college students, in view of the high influence of micro-culture on female college students, it is of practical significance to strengthen the moral education of female college students by taking micro-culture as the link.

### 2. Micro-cultural Connotation

Micro-culture was first proposed by the micro-band lead singer Mai Zi in the 1990s. "Micro · The Wandering Wheat" expounded Mai Zi's micro-philosophical theory, and opened a blog named "Everything is Micro-Human Micro-Cultural Exchange", constantly to deepen the concept of "micro culture" to the outside world is of great significance to China and even human civilization, and to clarify the truth that warm is "micro". Academia generally interprets micro-culture in this way: It refers to the cultural phenomenon that focuses on the development of individuals and microcosms derived from the emergence and popularization of Weibo, an online platform. <sup>[2]</sup> Specifically, micro-culture is a new form of culture that is becoming more and more fragmented with new technologies and new media. Its representation is everything from WeChat, WeChat business, and micro movies to micro theory, micro courses, and micro photography. The emergence of micro-culture has changed the way of expression and behavior of people's creation, communication, understanding and interpretation of symbolic meaning, and has continuously reconstructed social cognition and values. In fact, micro-culture not only emphasizes the "small" of the individual, but also highlights the "huge" of the group's power. It is a dialectical organic unity between the individual and the group. On the one hand, the "micro" of micro-culture lies in its concise content, and on the other hand, because the participants are individuals.

### **3. Moral Opportunities for Female College Students in Micro-culture**

Facing the moral challenges of female college students in micro-culture, we must adapt to the new female characteristics of the micro-cultural era and female college students, pay attention to the different characteristics of female college students in the new era, conduct targeted moral education, and actively explore the current situation. New methods, new forms, and new methods for female college students' moral education work, and strive to grasp the moral opportunities of female college students in the micro-culture, and create a new situation in my country's female college students' moral education work.

#### **3.1. Establish a Full Range of Moral Theory Education for Female College Students with Micro-class Teaching**

Micro-class teaching is a new model of moral education in colleges and universities. We must strive to improve the teaching quality of ideological and political courses, especially the teaching quality of the "two courses" as the main channel of moral education, and give full play to the "two courses" for female college students. The leading role in the education of ideals, beliefs and values.<sup>[3]</sup> This requires us to change the simple, mechanical, tasteless, and rigidly instilled teaching methods and methods in the past, to timely capture the concerns and value confusion of female college students, and strive to make the ideological and political classes close. Practical, close to life, close to students, so that the "two courses" teaching is not only on the line, rich in education, but also happy to see, close to the reality of education, and give full play to its dual functions of political theory teaching and moral education. At the same time, we must change the situation of "two courses" fighting alone in ideological education, adhere to the educational principles of teaching, fully excavate the moral education content of other courses, and give play to their moral education functions. Establish the concept of multi-faceted education in the colleges and universities, and infiltrate moral education into every course and every corner of the school that students learn, truly teach and educate people, and let moral education enter the female college students. Deep down in his heart, a comprehensive moral education model has been established.

#### **3.2. Establish Pervasive Moral Education with Campus Micro-culture as the Carrier**

Female college students are active in thinking, lively and full of energy. Therefore, we can infiltrate the content of moral education into campus micro-culture, and use campus micro-culture as a carrier to strengthen moral education for female college students. For example, we can organize online mutual help and mutual assistance activities to advocate solidarity, mutual assistance, kindness and friendship, and improve the social responsibility and public ethics consciousness of female college students, and cultivate their love and mutual assistance spirit. This kind of civilized and rich campus micro-cultural activities not only conforms to the physiological and personality characteristics of female college students, but also enriches the students' humanistic knowledge, improves their humanistic quality, and cultivates sentiment. So in this way, we have instilled boring thoughts into various campus micro-cultures, so that students can be subtly influenced by the interesting spiritual experience, thereby achieving the purpose of moral education.

#### **3.3. Establish an Open Moral Practice Education with Micro-culture as an Intermediary**

Moral education is not a simple political theory and moral indoctrination. It is not about cultivating a "bag of virtue". It requires the object of education to internalize the theoretical knowledge learned into its own moral requirements and belief behavior. Therefore, we must attach importance to the role of micro-culture, guide female college students to experience and perceive in micro-culture, and emphasize the role of subtlety, individual awareness and social practice. Therefore, we must use micro-culture as an intermediary to establish open moral education, so that female college students can learn to know and experience themselves in social life, exercise their ability to distinguish right from wrong, make independent choices, and learn to live in social life. Consciously resist the erosion of bad morals and values, and improve their own moral standards.

## **4. The Reasons Affecting the Moral Status of Contemporary Female College Students**

There are many reasons for the moral problems of contemporary female college students, both subjective and objective reasons.

### **4.1. Subjective Reasons**

The Chinese nation has a long-standing fine moral tradition, which not only attaches importance to the tempering of moral character, but also strengthens the cultivation of internal virtues. As the saying goes, "My day and my body are three times", good morals are long-term self-cultivation. With the changes of the times, influenced by the bad utilitarianism, the objective environment for moral cultivation is lacking, contemporary female college students have a weak sense of moral cultivation, lack the inherent need to improve their moral level, lack of self-discipline ability, and neglect self-discipline. It is impossible for people who do not want to understand, and people without self-discipline spirit and self-discipline consciousness will not form a noble ideology and morality. Contemporary female college students are mostly only children, often self-centered, lacking self-discipline consciousness and ability. The moral education of colleges and universities for female college students often only stays in the lectures in the classroom, and exists in the uploaded documents. The established norms come from the punishment of authority, not the internal standards, and the moral norms have not been transformed into their inner binding force. Therefore, female college students who lack self-discipline and self-control will inevitably expose their lack of moral cultivation.

### **4.2. Objective Reasons**

#### **4.2.1. The Impact of Social Changes and Market Economy on Moral Education**

Engels said, "People consciously or unconsciously, in the final analysis, always get their own ethical concepts from the actual relationship on which their class status is based --- from the economic relationship in which they carry out production and exchange." At present, China is positive. In the historical period of constant change and transformation, the old and new systems are in transition, the legal system is not sound enough, the new moral system has not yet been established, and the moral and ethical concepts and education are lagging behind the development of the economy and society, especially the establishment of the socialist market economy system. Excessive economic desire will inevitably lead to the prevalence of money worship, individualism, and hedonism among female college students, and this adverse effect is rapidly spreading from the market to university campuses, seriously affecting the moral quality of contemporary female college students. The micro-cultural exchanges and collisions of multiple values, the rapid development of modern science and technology, and the widespread use of mass media have violently impacted the hearts of contemporary female college students. Social changes have brought about the disorder and chaos in the soul space and the depths of their hearts. Earthly affects the formation and development of contemporary female college students' moral concepts and the choice of moral behavior. However, contemporary female college students are immature in their psychology and physiology. They are in a critical period of growth in outlook on life, values, and morals. They are extremely susceptible to the negative consequences of social transformation and transformation, which in turn leads to ideological confusion and value.

#### **4.2.2. Insufficient Family Moral Education**

Many parents grow their children into greenhouse flowers and spend a lot of money to train their children to participate in various learning classes. They attach importance to the learning of knowledge and the cultivation of skills, but they neglect the education and guidance of children's moral qualities. Parents often think that learning well is the kingly way, but they don't know that this will bring many disadvantages to their children's growth, and also lead to the lack of innate development of female college students. Parents are the children's first teachers, and the dissatisfaction with social contradictions and phenomena expressed by parents in front of their children will often shake the children's moral cognition learned from books and produce emotions

that are opposed to the positive education of the school. In addition, excessive interference by parents and abuse of parental authority in family education also make children's temperament go to another extreme.

#### **4.2.3. The Lack of School Ethics Education**

The formation and development of moral character is the systematic operation process of moral cognition, moral emotion, moral will and moral behavior. Optimizing and perfecting moral quality cannot be achieved by simply instilling theoretical learning or duck-filling education. Morality is not a question of knowledge, but a question of self-cultivation. If there is knowledge, there must be morality, or even morality. If you have any knowledge, there is morality. Ignoring the cultivation of moral emotions, the guidance of moral psychology, and the exercise of moral behavior are the main criticisms of moral education in schools at present. It is only confined to the dry teaching in the classroom. It is seriously divorced from the real life and social practice. Moral education cannot enter the female college students. The heart of her cannot stimulate the moral resonance of female college students, and cannot achieve moral internalization. In addition, under the exam-oriented education system, the ineffective construction of the campus cultural environment, and the indulgence of bad campus practices such as cheating on exams and vandalism of public property, all affect the formation of college students' good morals at all times.

In short, in addition to the relationship between culture and culture, the influence of micro-culture on the moral education of female college students is more profoundly the control of technology over people, and the intrusion of technology into culture is an extension of technological power. The rapid update of technology promotes the rise of micro-culture, which makes the value of individual value, individual status and individual freedom continue to expand, resulting in the differentiation or split of the value system, which in turn has a direct or indirect impact on the moral development education of female college students. Once the micro-culture based on network technology is produced, it is no longer limited to the will of the subject, but continues to evolve along its own logic and exhibit explosive growth. At the same time, the self-recognition ability of female college students is in the forming stage, and it is in the critical period of internalizing various objective cultures, which has an impact on the moral education of female college students.

### **5. Thinking and Solving Strategies of Female College Students' Moral Dilemma from the Perspective of Microculture**

Behind the impact of "microculture" on the mainstream ideology of college students is the tension between subjective and objective cultures and the invasion of culture by technology. To this end, we not only need to reflect on the value rationality and education model of the mainstream ideology, but also adapt to the technological development belt. The recent changes make the content of the mainstream ideology more in line with the characteristics of "microculture" and its development logic, and seek the integration between the two. Facing the impact of micro-culture on female college students' moral development education, colleges and universities should continue to study and explore the new development of female college students' moral development education under the new situation. Its content is more in line with the characteristics of micro-culture and its development logic, and seeks a high degree of fit and internal integration between the two. The use of micro-culture to improve the moral education of female college students requires us to start from many aspects to creatively do a good job in the moral education of female college students.

#### **5.1. Advocate the "Value Rationality" of Mainstream Ideology, and Reduce the Distance between Subject and Object Culture**

In order to solve technological alienation and its intrusion into culture, it is necessary to advocate the "value rationality" and "communication rationality" of mainstream ideology, build a bridge between the ideology in the system world and the "microculture" in the life world, and realize the two Seamless docking of the participants. Strengthen the value rational education of mainstream ideology, reduce the instrumental rationality of college students to learn mainstream ideology, and

finally make the basic content of mainstream ideology reach a consensus among the subjects of college students, and form shared knowledge among the subjects. From the perspective of the ideological structure of the mainstream ideological identity of college students, the "decentralization" of "microculture" itself means the formation of "multiple centers", which requires mainstream ideological identity education as one of the "centers", and Other "centers" form a healthy competitive relationship.

### **5.2. Realizing the "Perceptualization" and "Lifestyle" of Mainstream Ideology, and Breaking through the Traditional Education Model**

French feminist pioneer Simon de Beauvais said: "A woman is not so much " as a woman, as it is 'formed'. There is no physical, psychological or economic naming that can determine status of women in society is the culture as a whole that produces the so-called "female" between men and asexual."<sup>[4]</sup> This shows that it is particularly important to train and educate female college students in modern female consciousness.

If the mainstream ideology is to be recognized and accepted by the general public, it must root the ideological content of enlightenment in the "life world" of ordinary members of the society, and enhance the humanistic care of the mainstream ideology. This requires the "perceptualization" and "lifestyle" of the ideology with strong theorization, and the value beliefs and ideal principles of the mainstream socialist ideology should be integrated into the perceptual consciousness and perceptual behavior of social members. In the educational model, strengthen the interactive teaching of daily life, extract realistic problems from social practice as raw materials for teaching design, adopt teaching methods suitable for college students' cognitive level, and enhance mainstream ideology's understanding of social facts, social actions, social structure and society The interpretation of the system guides students to internalize mainstream ideological theories in the process of analyzing and solving problems. At the same time, in the construction of campus culture, as far as possible, the students' practical life should be combined with the actual problems they are facing, and the content of mainstream ideology should be penetrated in the activities, so as to achieve the effect of "moistening things silently" in implicit education. This requires constant adjustment and updating of the discourse text structure of the mainstream ideology, advocating a practical and life-oriented ideological discourse, which can transform the classic works of the mainstream ideology into stories, aphorisms and other forms to satisfy the subjective opinions of college students' interests.

### **5.3. Accelerate the "Digitalization" of Mainstream Ideology and Change the Discourse Expression of Mainstream Ideology**

"Digitalization" and " Miniaturization " of the content of mainstream ideology is an important measure to actively occupy the micro space. "Digitalization" is the process of processing the theoretical content of mainstream ideology into image, sound, text, and data integrated network information to spread on the Internet and micro-media, just like the various mainstream ideology shown in "Learning China" Micro-classes, micro-news, and micro-comments, etc., use the mainstream socialist ideology to lead the micro-thought and seize the "micro" position. Mental health education and counseling for post-college female college students continue to eliminate their psychological barriers, and through various channels, enable them to clarify their life goals and correct their attitudes towards life.<sup>[5]</sup> This requires us to transform the mainstream ideology's discourse expression, and even adopt the style of quotations, comments, and paragraphs. The colorful, humorous and humorous styles, such as novels, and popular Internet languages, have "softened" the "hard" theory and strengthened the interest and resonance of college students in mainstream ideology. It is about transforming the ideological political discourse and academic discourse with strong theorization into popular and popular discourse acceptable to college students. Only in this way can university students be attracted to actively pay attention to the ideological knowledge that is beneficial to their own development, and subtly internalize the content of the mainstream ideology into the subjective culture, thereby reducing the external tension with the objective culture and gaining individual self-identification. The political identity of the country and the cultural identity of the society.<sup>[6]</sup>

## 6. Conclusion

Today, with the rapid development of network technology and continuous updating, the era has created new women and achieved micro-culture, and micro-culture has also created a new three-dimensional sense for new women in the new era. At the same time, micro-culture also has a profound impact on the development of moral education for female college students. While holding on to the moral pure land position, we must scientifically and reasonably play the role of micro-culture, conduct moral education and promotion for female college students, and deepen the improvement of female college students in four aspects of moral cognition, moral emotion, moral will and moral behavior. Use the power of moral culture to shape its sound moral personality and soul.

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