

## **Analysis of Moral Dilemma Faced by Ideological and Political Education in Colleges and Universities and Countermeasures**

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**Abstract:** Ideological and political education is a common educational content in colleges and universities in our country. Vigorously carrying out ideological and political education is helpful for college students to cultivate noble moral sentiments, establish correct values, consciously follow the socialist value system, develop their own qualities in an all-round way and become comprehensive talents with excellent overall strength. Based on the understanding of the significance of ideological and political education, this paper analyzes moral dilemma and various shortcomings faced by the existing ideological and political education, and then puts forward corresponding countermeasures against the above problems.

### **1. Introduction**

With the continuous improvement of China's comprehensive national strength, the educational programs of higher education are also in the process of continuous reform and optimization. Ideological and political education is an important link in the education of colleges and universities, which plays a key role in the cultivation of talents. Persisting in the promotion of ideological and political education is conducive to the cultivation of patriotism and the correct orientation of values of college students, enriching the construction of spiritual field, and molding good will quality and moral sentiment. At present, colleges and universities in our country generally attach importance to the development and promotion of ideological and political education and actively carry out it, but in reality, they are faced with many dilemmas, and there are various deficiencies in the development situation.

### **2. Significance of Ideological and Political Education**

With the development of economy and society, our country has made great progress in all aspects. While the construction of material civilization is attached great importance, the construction of spiritual civilization has been an important field and important cause with a lot of concern. The great development of ideological and political education in colleges and universities is one of the effective means to build spiritual civilization, which is helpful to carry forward the socialist values, inherit and carry forward excellent national culture of our country, and assist students to set up correct values and shape a sound personality.

For college students, it is a great opportunity to accept ideological and political education to deepen the thought and correct ideological misunderstanding. With the deepening of reform and opening-up and the increasing influence of economic globalization, many cultural thoughts and cultural phenomena are pouring into the field of view of contemporary college students. Although college students already have the ability to think independently and have a high level of education, their character is not fully formed, and they lack the ability to discern things in the process of shaping and developing of personal will, character and moral standard. The acceptance of ideological and political education will help college students to understand what is the cultural content of the socialist value system, understand the methods of distinguishing cultural system and the opinions of expression, learn to contact the excellent cultural thought and cultural products, and eliminate the interference of garbage culture and decadent culture.

For the whole society, the promotion of ideological and political education will help to train the value system and moral sentiment of elite talents, build a good cultural atmosphere and educational environment, purify social atmosphere, establish the mainstream value guide, and play an example leading role. Moreover, ideological and political education is beneficial to deepen the education content of colleges and universities in our country, enrich the connotation of campus culture, add important teaching content to the knowledge system of college education, realize the all-round development of talents, and comprehensively improve the comprehensive quality of students. In the work of promoting ideological and political education, colleges are proposed to master the ideological dynamic state of contemporary college students in the form of educating them, find out misunderstandings of students' thoughts and values, and carry out the guidance with educational significance. Meanwhile, it is also propitious to think and improve the existing personnel training program in time, make meaningful rectification and innovation, and continuously provide assistance to the important cause of personnel training and education.

### **3. Moral Dilemma Faced by Ideological and Political Education in Colleges and Universities**

Firstly, the values of ideological and political education in colleges and universities are constantly in collision and impact with foreign culture. With the development of the society and the deepening of communication between our country and other countries, many ideological systems and cultural contents are constantly entering people's field of view. Contemporary college students, as the fastest-growing group, are very sensitive to these cultural contents. We are supposed to draw lessons and learn from the advanced cultural achievements and excellent cultural system based on our national conditions, as well as absorb and understand in time the advanced knowledge achievement. However, not all foreign cultural content and ideological system are worth learning, since some even deviate from the mainstream culture of our country. The influx of cultural dross and garbage culture will undoubtedly produce a negative impact on the ideological and political education results of our country. In the absence of discriminating ability, some colleges students are extremely vulnerable to the negative influence of dross culture, so as to set up incorrect values, enter into the misunderstanding of moral culture, and to have doubts and conflicts on the content of ideological and political education that has been accepted.

Secondly, the main connotation of ideological and political education is under the attack of untrue remarks on the Internet. With the development of Internet technology, people are allowed to accept news on the terminal equipment at any time and anywhere and make their own speech relatively freely. When the information interaction becomes more frequent, free and faster, many statements and bias without practical basis are also continuously fermented through network so that the main connotation of ideological and political education in colleges and universities is attacked by untrue remarks to some extent. Some people are not fully aware of the importance of ideological and political work in colleges and universities, make an irresponsible attack without going deep, distort the substance and connotation of the education, influence the contents and achievements of ideological and political education of college students to a certain extent and bring some resistance to the promotion of ideological and political education. Many college students, with a lack of thinking and belief, are not willing to understand the substance of ideological and political education in depth, and do not want to make an ideal judgment on related problems.

Thirdly, the essence of ideological and political is belittled by some social groups. On the basis of various reasons, some social groups or individuals pay a little attention to the actual meaning and the important influence of ideological and political education work with a contempt attitude. It is considered that such education is of little significance for personnel training, or even is the expression of formalism, due to which, educational resources and time will be wasted. These wrong views come from some groups and individuals' insufficient understanding of the connotation and meaning of ideological and political education. Their thinking level is too shallow, and there is a lack of comprehensive vision and attitude in the view of talent training program. It is mistakenly thought that the elite only need to study professional skills and knowledge, but they neglect the demands of talents' all-round development demand of the improvement of talents' comprehensive

quality, so that the meaning and substance of ideological and political education is taken lightly. Although this attitude is not objective, it will have a certain effect as well as negative effects.

Finally, the value system of ideological and political education is constantly challenged by some social phenomena. Ideological and political education in colleges and universities is propitious to help students set up correct values, train noble moral sentiment, carry forward excellent culture and the mainstream values, and promote the establishment of the socialist value system. It can be said that, these higher moral standards and values system are more idealistic, belonging to the construction of spiritual level. However, many of the reality and practice in society conflict with or even deviate from the value system and the mainstream of ideological and political education. It is undoubtably a great impact on the promotion of ideological and political education. Some bad phenomena that exist in today's society are of great influence and impact to college students whose values are not perfect. These students have not yet developed enough capacity to resist temptation. For example, In today's society, some behaviors and opinions that promote material enjoyment and vanity produce bad influence on college students and also deviate from the values of hard work and frugality of ideological and political education in colleges and universities.

#### **4. Analysis of Countermeasures to Deal with Moral Dilemma**

Based on the analysis of the above problems, we can clearly see that the current ideological and political education work in colleges and universities in our country has received extensive attention and implementation, but there are various shortcomings and a certain degree of moral dilemma. After a sober thought and sufficient understanding of the existing problems, we would like to take an active part in the corresponding countermeasures.

First of all, to improve students' ability to distinguish good or bad culture, to learn from the essence of foreign culture and to remove the dregs through the education and guidance their ability of discriminating. In the course of ideological and political education, colleges and universities should guide and educate students in time, and realize educational results through the means of science. As for foreign culture, it is necessary to maintain an open-minded attitude and the mind of learning. We are required to learn from and draw lessons from the advanced cultural achievements and excellent cultural content and make an organic transformation to bring positive influence to the cultural cause and the value system of our country in combination with the actual national situation. For the negative culture and backward and corrupt foreign culture, we need to keep a conscious discrimination and firm rejection. In the process of learning and setting up individual values, many college students' discriminating ability is slightly insufficient, and it is not possible for them to timely and correctly distinguish cultural content that is worthy of learning and resolutely discarded the dross culture. They are often unconsciously influenced by some incorrect or immoral values. Therefore, in the course of ideological and political education, colleges and universities are required to make students come into contact with the cultural content of the socialist value system, to view foreign culture in a dialectical view, and to improve their discriminating ability. Colleges and universities should not only take a striking and contradictory point of view on the foreign culture, so as to prevent the educational effect from being counter-productive.

Secondly, to strengthen the guiding of mainstream values and purify the public opinion environment. As the organizations and units representing the level of advanced knowledge, colleges and universities should consciously accept the influence of mainstream values, and take the lead in resisting the negative effects of some unobjective and incomprehensive opinions, and make necessary response to the attack comments on the connotation of ideological and political education. Through some practical teaching means, we can emphasize the essential content and important role of ideological and political education, let students feel the results of education, fully understand the practical significance of education, and eliminate the interference of false speech.

Thirdly, colleges and universities can take a series of ways and means to strengthen the propaganda, improve the actual influence of ideological and political education, and let more people contact the substance of education, deepen the understanding of education content in combination with personal experience, re-examine the educational content and educational significance, correct

their incomplete and subjective ideas and impressions, and truly understand and give full attention to the role of ideological and political education.

Fourthly, to help students set up correct values in time, to learn to distinguish some unhealthy values and atmosphere of the society, to keep firm will, to adhere to correct values and to prevent from being affected by unhealthy atmosphere. Colleges and universities should focus on the will of students, improve their consciousness of firm socialist values, enable them to develop a true and firm will character and noble moral sentiment in the course of receiving education, keep free from the temptation of material, prevent from pursuing the enjoyment of superficial level, attach importance to the prosperity and construction of spiritual field, and become a man of firm will, integrity of mind and strong heart. and become the person of the real will, the integrity of the thought and the strength of the heart.

## 5. Conclusion

In view of the above, the ideological and political education in our country is getting an universal attention and great promotion. However, because of the influence of practical factors, there are various shortcomings and moral dilemmas in the promotion process. On the basis of practical situation and rational analysis, colleges and universities should take corresponding measures, apply effective targeted means and measures, set up mainstream values, strengthen the cultivation of students, enhance the influence of ideological and political education, guide social value orientation, make students truly understand the practical significance of receiving ideological and political education, improve their own value system during study, and cultivate firm will quality and noble moral sentiment.

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