

On the “Force” Effect of Teachers' Morality and Style Education under the New Media

Nanfei Xiong, Sainan Ye

Jiangxi Normal University Science and Technology College, Nanchang, Jiangxi, 330027, China

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Abstract: with the increase of the proportion of young teachers and the influence of new media in young people's life, the moral education of college teachers is more and more influenced by new media. Although the new media has brought opportunities to teachers' moral education, it has also brought challenges to the traditional ideological and political education for young teachers. Based on the opportunities and challenges brought by new media, this paper discusses the strategies to improve the construction of young teachers' Ethics in Colleges and universities.

1. Introduction

With the development of education system reform and the increasing number of college students, the proportion of young college teachers is also increasing. Under the influence of new media, the promotion of Ideological and political education for young teachers is becoming more and more difficult. On the one hand, the audience groups of traditional radio, television, newspaper and other publicity channels are mainly the middle-aged and old people, which are hard to cover; on the other hand, more and more young teachers have experience of studying abroad, which has a certain touch on the ideological and political work, and although new media channels such as microblog and wechat are under official supervision, they are difficult to control. It can be seen that under the new media environment, the ideological and political education of young teachers is becoming more and more difficult.

Teachers' morality and style is the ideological and political quality that teachers must possess in the process of teaching and dealing with people, which belongs to the category of Ideological and political education for teachers. Since the new era, the party and the state have made clear regulations on Teachers' morality and style. The ten standards of professional behavior of College Teachers in the new era issued and implemented by the Ministry of education on November 8, 2018 is the latest requirement for teachers' morality and style. According to the code, college teachers should be firm in political direction, patriotic and law-abiding, spread excellent culture, devote themselves to teaching and educating people, care for students, adhere to elegant words and deeds, abide by academic norms, uphold fairness and integrity, adhere to integrity and self-discipline, and actively contribute to the society. Strengthening the construction of teachers' morality and style has become one of the most important ideological and political work for teachers since the new era.

2. The new media has brought about a profound change in the soft and hard environment of young teachers' Moral Education in Colleges and Universities

With the development of economy, the number and proportion of young teachers in Colleges and universities increase, and the emergence of new media further aggravates the difficulty of the work of young teachers' ethics. New media is making profound changes in the soft and hard environment of the work of young teachers' ethics education in Colleges and universities. The new media has the characteristics of exceeding time and space, which can make people interact with each other in a very short time, break the “wall” of the work of moral education in Colleges and universities, and make the environment of moral education for young teachers in Colleges and universities more open, the content of education more abundant, and the way of education more diverse.

2.1 The New Media Makes the Working Environment of Young Teachers' Moral Education More Open and Broad

The super spatiotemporal nature of new media makes the information dissemination not limited by time and space, and teachers' behaviors are often viewed under the “magnifying glass” of new media, so that teachers pay more attention to their own words and deeds. But on the other hand, in the new media environment, the phenomenon of over packaging appears in various fields. Some teachers actively interact with all sectors of society in the new media environment, but behind it, they do things against the ethics of teachers. This kind of expression is more and more different in the new media environment. It can be seen that under the new media, the environment of moral education for young teachers in Colleges and universities is becoming more and more complex.

2.2 New Media Enriches the Content of Moral Education of Young Teachers in Colleges and Universities

New media has rich forms of expression. Sound, video, image and text are the main forms of information in new media, which enables new media to carry out information exchange activities in various forms and enriches the content of teachers' ethics education. Under the new media environment, the content of teachers' ethics education is no longer limited to the collective learning of teachers. Teachers will receive the ideological and political education of teachers' ethics through the “learning power” app and other channels, and communicate the implementation of specific teachers' ethics behavior through microblog, wechat and other channels, which not only enriches the content of teachers' ethics education, but also optimizes the way of teachers' ethics behavior. To improve the motivation of young teachers in the implementation of teachers' code of conduct.

2.3 New Media Makes the Teaching Style of Young Teachers More Diversified

With the innovative application of modern technology in education and teaching, there are various ways to teach young teachers in the new media environment. On the one hand, the propaganda of socialist core values in various scenes makes teachers accept the most basic moral concepts of the style of teachers' ethics imperceptibly; on the other hand, new media records a lot of touching stories of excellent performance of the style of teachers' ethics, and also stores a lot of tragedies caused by the style of teachers' ethics. Under the diversified education of positive publicity and negative teaching materials, young teachers are aware of The recognition of teachers' ethics is increasing, and the exploration of teachers' ethics education with the help of new media has never stopped.

3. The challenge of new media to the moral education of young teachers in Colleges and Universities

Although the new media has many advantages in the work of moral education for young teachers, it can not be limited by time and space, can make teachers' behavior be supervised by public opinion, and can better regulate teachers' behavior. However, it also brings many challenges to the work of moral education, such as some teachers' irregular behaviors become more hidden, some young teachers who are in conflict with each other become afraid to express their objections, it is difficult to carry out the supervision of university teachers, and it is difficult to evaluate the effect of moral education of young teachers.

3.1 New Media Challenges the Guidance of the Work of Moral Education for Young Teachers in Colleges and Universities

The publicity environment of new media is extremely complex. Although there are many official accounts to guide public opinion, there are many self media that confuse right and wrong. These self media often lead the ideological and political education work to areas that normal people never thought about, such as the discussion of “religion”, “homosexuality” and “race relations”, and cause the discussion of social groups and ideological opposition. In this kind of discussion, the guidance of ideological education will be distorted and the influence will be weakened. In addition, due to the

over hype of some events by the new media, a large proportion of teachers are actively choosing to stay away from the new media platform, and young teachers are reducing the use of microblog, wechat and other new media platforms, which is becoming a new trend, which also makes the ideological education work more difficult under the new media, and the promotion of the ideological education work of young teachers may need to be in other emerging areas. Work harder in the new media. Moreover, the new media, as a “magnifying glass”, can not find all the teachers' misconduct, but it may be found by young teachers, which also weakens the influence of ideological education.

3.2 The New Media Makes the Moral Education of Young Teachers in Colleges and Universities in a Complicated Information Vortex

Public opinion is usually difficult to control. In order to avoid being in the whirlpool of public opinion, young teachers often dare not express their opinions on public opinion information too much. Although this avoids the risk of saying wrong words, it also makes it difficult to identify the cognitive errors in the ideological and political cultivation of young teachers, so as to increase the work difficulty of moral education. For teachers, although not expressing their opinions is not in line with the requirements of positive actions in Teachers' standards, saying wrong words may lead to losing their jobs, which directly leads to more young teachers' affiliation in the ideological and political meetings and less people who put forward practical opinions, which makes it difficult for ideological and political education for young teachers to find problems in the education process. To avoid being in the whirlpool of public opinion is a choice for young teachers to seek benefits and avoid disadvantages. This choice is not only a manifestation of inaction for teachers, but also a violation of teachers' code of conduct. Therefore, how to make teachers willing to take the initiative in the new media and publicize the positive energy of teachers' morality and style is another difficult problem in the ideological and political work of colleges and universities.

3.3 The New Media Challenges the Way, System and Mechanism of the Work of Moral Education for Young Teachers in Colleges and Universities.

Under the new media environment, the lag of traditional ideological education work and the tediousness of education links are further exposed. Under the condition of having efficient new media information dissemination channels, young teachers are difficult to adapt to the learning mode of the ideological education seminar, and they are more accustomed to grasp information quickly and efficiently in combination with modern information technology. New media brings new challenges to the way, system and mechanism of traditional ideological education. On the one hand, it is difficult for traditional ideological education workflow to be adjusted from the grass-roots level; on the other hand, teachers are also tired of coping with the complicated ideological education work. How to integrate new media into Ideological Education work is becoming a big problem for teachers' moral education work.

3.4 The New Media Weakens the Effect of the Traditional Moral Education of Young Teachers in Colleges and Universities

The freedom and interaction of the new media environment make the young college teachers no longer willing to accept the traditional forms of ideological education, such as symposiums, branch learning and essay soliciting activities, while the equal mode of ideological exchange has not yet been established in Colleges and universities, which further weakens the effect of the traditional Young College teachers' moral education. With the popularity of the mobile Internet, more and more young teachers express their personal voice through the Internet in the form of private accounts, and their willingness to express their own demands is also growing, which also makes more and more teachers' moral misconduct found, and affects the collective image of educators. Therefore, how to improve and adjust the traditional ethics education in the new media environment is another problem.

4. On the “force” effect of teachers' morality and style education under the new media

Under the new media, the “force” learning effect of teachers' ethics education means to enhance the influence of teachers' ethics education, enhance the vitality of Ideological and political education, improve the teachers' ability to implement the teachers' code of conduct, and enhance the cohesion of teachers' groups with the new media, so as to promote the healthy development of teachers' ethics education.

4.1 Seizing the Opportunity and Seizing the Main Position of Moral Education of Young Teachers in Colleges and Universities

In order to enhance the influence of moral education in Colleges and universities, we should first pay attention to occupy the main position of public opinion propaganda in Colleges and universities, and combine the new network media to carry out ideological and political education. The party committees of colleges and universities should actively use the new media such as wechat, microblog, and online teaching platform to design teachers' ethics education activities based on the principle of exchange and interaction. They should combine the online work and offline work of teachers' ethics education, strengthen public opinion education online, and strengthen behavior practice guidance offline, so as to improve young teachers' ethics and teaching style in ideology and practice. Quality. Since the influence of each new media platform will be weakened due to the aesthetic fatigue of users when it reaches its peak, we should also pay attention to the development opportunities of new media. Colleges and universities should actively carry out ideological education for young teachers in combination with each new media platform. For example, the Communist Youth League of China has settled in new media platforms such as Bilibili Billie and buffering short video, striving to exert the influence of guiding public opinion in various new media platforms, and has made better response.

4.2 Grasp the Guidance and Spread the Socialist Core Value System Represented by “Chinese Dream”

Cohesion is another requirement of young teachers' moral education. Only when young teachers have cohesion can they help each other and reduce the burden of teaching. The construction of young teachers' cohesion should be combined with the socialist core values represented by the “Chinese dream” to carry out ideological and political education and publicity. Therefore, the party committees of colleges and universities should increase the combining and publicity of socialist core values and “Chinese dream” in their new media publicity channels, so that teachers can actively invest in education, contribute to China's education, and add impetus to the collective progress of teachers.

4.3 Making Good Use of New Media to Strengthen the Construction of Ideological and Political Education Team of Young Teachers in Colleges and Universities

As an important direction of Ideological and political education, the moral education of teachers can't be sustained only by the organization of the Party committee of the University. To make the moral education of teachers have vitality, we need to strengthen the construction of the ideological and political education team of young teachers, and help the underachievers with the advanced teachers, so that the vitality of the moral education of teachers follows. With the expansion of the teaching staff. Combining with the new media to strengthen the construction of Ideological and political education team, we can promote the relevant work from the new media interactive ways such as teachers' campus style video, teacher-student interaction, etc., record the beautiful moments of teachers' help to students in the form of video, enhance the emotion between teachers and students in the form of teacher-student interaction, guide the construction of Ideological and political education team in the form of new media content construction, so as to enhance the youth. The attraction and appeal of teachers' Network Ideological and political education in

4.4 Guide the New Civilization, Guide the Young Teachers of Colleges and Universities to Set Up the Correct Concept of Using New Media

Action is the ultimate requirement of moral education. To strengthen the action ability of young teachers is the highest requirement of moral education. Young teachers in Colleges and universities should set up correct views on the use of new media, lead the new civilization on campus with the socialist core values, build a harmonious campus environment with excellent teachers' ethics, maintain the online order with correct words and deeds, and finally achieve the improvement of teachers' action in Teachers' Ethics.

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