

Exploring the Practical Path of Ecological Moral Education for College Students in the New Era based on Labor Education

-- Take Guangdong W University as an Example

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Abstract

In the new era, along with the deepening of moral education theory and practice in colleges and universities, people pay more and more attention to the symbiotic development of humans, human and society, and human and natural areas. Xi Jinping's thought of ecological civilization provides theoretical and practical guidance for human beings to actively explore the practical path of harmonious coexistence between human beings and nature. Based on the rich practical system of labor education in colleges and universities, we actively explore and improve the fit between labor education and ecological moral education in terms of specific objectives, guiding ideology, and education methods, and enrich the practical education system of ecological moral education, which is conducive to the unique role of ecological moral education in the process of building a harmonious society.

Keywords

Ecological Moral Education; Labor Education; Ecological Civilization; Moral Education for College Students.

1. Introduction

Along with the rapid economic and social development in the new era, people are paying more and more attention to the importance of ecological civilization issues and are actively exploring the practical path of harmonious coexistence between human beings and nature. Xi Jinping's thought on ecological civilization is rich in connotation and profound in-depth and is a systematic summary and integration of a series of new ideas, thoughts, and concepts put forward by President Xi Jinping on ecological civilization construction and environmental protection. Adhering to the scientific nature view of "harmonious coexistence between man and nature" and the view of a community with a shared future for mankind scientifically answers the questions of how to build an ecological civilization and how to realize the sustainable development of human society. In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping put forward a series of new ideas, new requirements, new goals, and new tasks around the construction of ecological civilization and ecological environmental protection, which profoundly answered a series of major theoretical and practical questions on the construction of ecological civilization under the new situation. It provides strong theoretical support and practical guidance for further promoting the historical, strategic, and overall transformation of my country's ecological environmental protection from awareness to practice, and creating a new situation for my country's green development. As a new kind of moral education, ecological moral education in colleges and universities is not only the mission and responsibility to serve the national ecological civilization construction strategy, but also the objective requirement for colleges and universities in the new era to realize their green development, adhere to the fundamental goal of establishing moral education and

promote the comprehensive and free development of college students. In the new era, strengthening ecological moral education plays a unique role in the process of building a harmonious society, examining the current situation and problems of ecological moral education of college students, and constructing a practical path to promote a harmonious society by ecological moral education has become a major practical issue under the new historical conditions.

2. The Practical Significance and Challenges of Eco-Moral Education for College Students

General Secretary Xi Jinping pointed out in the report of the 19th National Congress of the Communist Party of China that "when the people have faith, the country has strength and the nation has hope. We must raise people's ideological awareness, moral standards, and civilization, and improve the civilization level of the whole society" [1]. Ecological moral education is a new moral education model based on the contemporary needs of building a harmonious society in the new era and the severe situation of ecological crisis. It attempts to establish a new view of life and nature in citizens' moral thinking, so that people understand the need to deal not only with the moral relationship between individuals and individuals, individuals and society, but also to examine the rights and wrongs, good and evil, between human beings and nature, and ultimately improve the relationship between human beings and nature by reasonably regulating their behavior, thus forming an all-round ecological moral education system of human beings and human beings, human beings and society, and human beings and nature. Ecological moral education requires people to recognize and establish the values and rights of nature, establish a new moral order between human beings and nature, and follow the code of conduct of human beings toward nature for the harmonious development of human beings and nature [2]. Thus, ecological moral education in colleges and universities cultivates new citizens in line with the construction of ecological civilization and harmonious society, which has an irreplaceable role in the growth of college students themselves, the development of colleges and universities, and the construction of social civilization.

2.1. Student-centered Value Orientation to Meet the Needs of College Students to Grow up and become Talented

General Secretary Xi Jinping pointed out that the modernization and ecological civilization we want to build is a people-centered pursuit of ecological values, and the ultimate value aim is to make the people's desire for a better life to a greater extent and to satisfy people's material and spiritual needs [3]. Building an ecological civilization society in the new era is ultimately to realize the demand of the people to improve their quality of life, and meeting this demand requires more people to understand and participate in the construction of ecological civilization. The ecological moral education in colleges and universities is oriented to college students, reflecting the student-centered value pursuit, integrating the promotion of the comprehensive development of college student groups with the construction of ecological civilization and harmonious society, making college students pay attention to and grasp the practical significance of the construction of ecological civilization, highlighting their strategic position and consciousness of ownership, and forming a good ecological cycle development path while they are self-achieving.

2.2. Enriching the Form of Moral Cultivation is in Line with the Education Concept of Establishing Moral Education in Colleges and Universities

In the white paper "Chinese Youth in the New Era", which is the first white paper issued specifically on youth groups in China, it is pointed out that Chinese youth in the new era follows the trend of social development, adapt to the requirements of modernization of national

governance system and governance ability, leads the new wind of the times in the construction of social civilization, and strives to be the advocate of positive energy and practitioner of the new style. College students in the new era have become important incubators for the modernization of the national governance system and governance capacity. In leading the construction of social civilization in the new era, to give full play to the fundamental education concept of morality and cultivating people in colleges and universities, we must first recognize that facing the new youth group, especially the "post-90s" and "post-00s" college students who grew up in the Internet and a better living environment, the traditional moral education methods such as moral indoctrination have many limitations, and their cultivation effect cannot reach the social-ecological civilization construction in the new era need. The traditional moral education methods such as moral indoctrination have more limitations, and their cultivation effect cannot meet the needs of the new era of social-ecological civilization construction. Morality, as a kind of code of conduct that relies on people's consciousness and voluntariness, can only produce the effect from the heart without relying on external forces when people agree with it [4]. Based on the new situation and new needs of students, ecological moral education in colleges and universities grasps the fundamental concept of moral education, incorporates the concepts of moral inculcation and moral cultivation, and forms a new school moral education paradigm.

2.3. The New Challenges of Cultivating New Citizens for Ecological Moral Education in Colleges and Universities

As an important base for cultivating and forming advanced productive forces, an important position for creating and spreading advanced Chinese culture, and an important place for realizing and serving the interests of the general public, it is of great significance to carry out ecological moral education in colleges and universities. It is not only directly related to the overall situation of ecological civilization construction, but also the long-term plan for the formation and development of the Chinese nation [5]. The ecological moral education in China started later than that in western countries, and the concept and mechanism of integrating ecological moral education into the education system of colleges and universities are not mature enough, and the resulting ecological moral education model of colleges and universities is facing many challenges. Universities, students, and teachers have an insufficient understanding of ecological moral education, which is reflected in the lack of overall planning and awareness of conscious and active participation in curriculum teaching, personnel training, and education management, the content and system of ecological moral education in colleges and universities are not complete, the methods of ecological moral education are still single and old-fashioned, the way of implementing ecological moral education is limited to the campus, and it has not been effectively updated with the traditional moral education method. In the new era, to carry out ecological moral education in colleges and universities and to strengthen the cultivation of ecological moral literacy and ecological moral behavior of college students, it is necessary to cooperate with colleges and universities, the state, society, and college students themselves. Organizing and carrying out ecological moral education practice activities in colleges and universities, making ecological moral education closer to students' life and study, and strengthening the unity of knowledge and action are the key grasp of ecological moral education in colleges and universities.

3. The Practice of Labor Education in the Ecological Moral Education of College Students

According to Marx, one of the key elements that constitute the real world in which human beings exist is human labor, and this labor is not the abstract level of labor, but the real-life sensual material labor of human beings, i.e. "productive labor" as the most basic form of human

practical activities [6]. It is an effective way to carry out ecological moral education for college students in the new era with the practice of implementing ecological education in labor education and the guidance of Marxist labor values and labor education concepts. Guangdong W colleges and universities accurately grasp the connotation of labor education in the new era, make clear the basic principles of insisting on ideological leadership, strengthening practical education, and focusing on coordinated promotion, giving full play to the role of education in guiding students to revere labor, respect labor, and love labor, integrating labor education into the whole process of talent cultivation, building a labor education system in line with the characteristics of the times and the laws of education, comprehensively improving college students' labor literacy and promoting the concept of ecological moral education to enhance and practice.

3.1. Strengthen the Construction of Labor Education Curriculum and Teachers

The curriculum is the basic carrier of labor education, and it is the basic requirement for promoting labor education to open all the compulsory courses in labor education.[9] It is difficult to carry the function of labor education in the new era by a single form of labor education practice, and contemporary labor education must move towards an integrated practice path to realize the organic integration of labor education resources in terms of curriculum and activities. The university combines the requirements of talent cultivation, relies on the construction of the curriculum of each major, opens the compulsory course of "Professional Practice and Labor" and the teaching of the general course of labor education, and integrates labor education into the teaching of professional courses and penetrates the professional education. In coordination with the resources of relevant departments, we provide training to improve the teaching level of front-line teachers who undertake to conduct labor education for students, such as instructors of student associations on campus, counselors, and career guidance teachers, and make labor education an important part of teachers' ideological and political education and cultivation training. By integrating the concept of ecological moral education into the construction of labor education in the teachers' team and professional courses, the university encourages teachers to self-improve the theoretical correlation between labor education and ecological moral education, and then strengthens the education of the Marxist concept of labor and ecological moral education ideology in the labor education courses. Offering and improving students' ability to identify problems and creatively solve them in teaching practice.

3.2. Construct Labor Education and Practice Education System

A single form of labor education and practice education is difficult to bear the realization of the function of labor education in the new era. Contemporary labor education must move towards an integrated path of practice to realize the organic integration of labor education resources in terms of courses and activities [6]. The school focuses on daily labor education, which carries out collective labor education and practical activities in classes and student organizations in the form of thematic class meetings, labor education knowledge contests, and labor achievement demonstrations to cultivate students' daily labor habits. The university has set up a labor and practice education studio for college students to carry out studies and research related to labor practice, targeted to solve the hot and difficult issues in labor practice, and promoted the formation of guiding results. Furthermore, the school gives full play to the attraction of the second classroom practice platform, and guides students to participate in labor education practice with the "Challenge Cup", College Students' "Internet +" Innovation and Entrepreneurship Competition, and other disciplines competition activities as the starting point. At the same time, we focus on the innovative practice week every semester and the social practice activities of "Bring Scientific and Literacy Knowledge and Offer Medical Service to Rural Areas" during winter and summer vacation. Relying on the school's existing practice base

and public service platform, we should build a labor education platform with professional integration and practice guidance, and deepen the practice of productive labor education, so that students can feel the changes in nature and society in the labor practice inside and outside the school, and enhance their understanding of ecological civilization.

3.3. Create a Harmonious and Green Campus Labor Culture Atmosphere

According to the educator Sukhomlinsky, the art of education lies in using the environment, the scene around the students themselves and everything in the rich collective life for education. The first step of ecological moral education in colleges and universities is attaching importance to optimizing the campus environment [7]. By setting up special columns and releasing multiform theme propaganda on official websites, WeChat public numbers, E-Class and other platforms, the university creates a good public opinion atmosphere for labor education propaganda. Emphasizing giving full play to the cultural and educational function of school library and school history museum, the school conducts on-site visits and studies, lectures and special exhibitions to guide teachers and students to participate in the study and publicity of labor culture. Moreover, combined with the major situation needs for Rural Revitalization and COVID-19 prevention and control in the new era, the university actively excavates and set up the deeds of the role models around students. What's more, giving full play to the leading role by example and peer education of the advanced backbone of students, vigorously creating a good campus labor atmosphere, cultivating teachers and students' labor concept, and enhancing their civic, social and service awareness.

3.4. Establish Coordination and Joint Protection Mechanism and Measures

The school and college specifically set up a labor education-working group to do top-level design and guidance, study and formulate school labor education-related policies and systems, and coordinate and promote the development, evaluation and supervision of labor education. Combining with the risks of labor education for teachers and students, the school arrange labor tasks that meet the needs of students' growth, scientifically assess the safety risks of labor practice activities, and improve the emergency and accident handling mechanism of labor education activities. At the same time, guaranteeing the investment of funds for labor education courses, labor education practice and labor practice bases to ensure the normal development of related activities. As the saying goes, the system is the key guarantee of all schoolwork. Where the system is stable, everything will be stable; where the system is shaky, everything will be shaky; where the system is loose, everything will be loose and chaotic [8]. In labor education, we should design the top-level system, the process coordination system, the evaluation and supervision system, and carry out the practice of labor education in the new era together with the system as a guarantee.

4. The Path Construction of College Students' Ecological Moral Education in the New Period

4.1. Focus on Theoretical Guidance and Perfect the Theoretical Understanding of Ecological Moral Education in the Course of Labor Education

As a new moral education concept or a new education paradigm, ecological moral education refers to that educators guide the educated to establish a new outlook on life, nature and survival development from the moral concept of man, man and society, man and nature. In the social field, we should constantly adjust the relationship between man and man, man and the collective, and man and society, to make people's behavior meet the needs of the collective and society. On this account, creating a humanistic ecological environment of mutual respect and interdependence among people and promote the harmonious development of society. In the nature field, we should expand the long-established moral principles and moral norms,

consciously control man's blind behavior toward nature, and create a natural ecological environment where man and nature live in harmony and mutual benefit [7]. Ecological moral education, which can reflect both the ethical relationship between man and nature and the ethical relationship between man and society, is the inheritance and development of traditional moral education. In the process of labor curriculum construction and teaching staff construction, it is the theoretical guarantee to carry out ecological moral education for college students to combine labor education, ecological moral education and quality education organically, and complement and improve each other to realize the whole staff, all-round and whole process education. Consequently, it is necessary to consolidate the theoretical foundation of ecological moral education in the preparation of professional teaching compilation, curriculum teaching settings and teacher training, and emphasize the penetration and complementarity of multi-disciplines.

4.2. Strengthen Practical Experience and Enhance the Consciousness and Ability of Ecological Moral Education in the Practice of Labor Education

The so-called ecological experience, which refers to the holographic feeling of human reaction to the external environment, the reality of acceptance and the psychological environment composed of their internal language, is the intersection of human understanding of the subjective world and the objective time. The purpose is to lead people to a new spiritual realm, cultivate healthy personalities and achieve a new spiritual realm from the living conditions of contemporary people [8]. Taking ecological experience as the starting point to carry out ecological moral education is an effective path to carry out moral education activities for students in Colleges and universities. According to the needs of students' physical and mental development and combined with the school's professional talents training program, we organize and encourage classes, volunteer teams and practical groups to carry out rich and colorful campus cultural activities. Such as developing thematic activities by using festivals like "Tree Planting Day" and "World Environment Day", organizing social practice activities in winter and summer holidays, and establishing Rural Revitalization Support Group and Teaching Assistance Group to go down to the grass-roots units research and experience. Relying on students' favorite form of competition activities, we go deep into schools, communities and other places to carry out labor theme research. Besides, giving full play to students' main role in labor education practice, and stimulating students' awareness of the social-ecological environment around them to cultivate their feelings for ecology, and give students rich and available knowledge and ability of ecological protection.

4.3. Build an Ecological Evaluation System and Guarantee the Level of Ecological Moral Education in the Improvement of Labor Quality

Ecological moral education in labor education practice revolves around both teachers and students. Ecological evaluation system building plays an important guiding role in the smooth implementation of ecological moral education. Based on the existing evaluation standards for moral education in schools, we incorporate ecological factors, and evaluate them with ecological moral cognition, emotion, will, behavior and other aspects. In addition, incorporate labor literacy into students' comprehensive quality evaluation system, and build an ecological evaluation system. In the process of exploration, the school should gradually establish an assessment index system with distinct orientations in line with the characteristics of the school. Students' performance should be included in labor education in the assessment index system of various work, such as joining the Party, evaluating awards, and postgraduate candidates exempt from admission exam. Forming the index system of a comprehensive examination of moral, intellectual, physical, aesthetic and labor [9]. Utilizing the role of Internet technical support, school develops small programs with functions of releasing labor projects and collecting and analyzing students' labor effects. It provides complete data and a technical basis

for the establishment of an all-around ecological moral education evaluation system. The deeper cultural connotation of labor education lies in reiterating the essence of "labor creates human beings" so that students can better understand themselves, get closer to nature, return to life, and enter society through physical and mental integration, physical action, and multidimensional labor. Therefore, in addition to strengthening their physical functions, students grow into "complete human beings" who contain self-awareness, physical and mental liberation, personal freedom, and comprehensive development [10].

4.4. Play the Main Function of Synergy and Construct the Ecological Moral Education Environment in Multi-Linkage

The construction and development of ecological moral education in colleges and universities require the mutual connection and participation of school, family, society and network. Each part has a vital role to play its main body and synergy, and exploring the formation of a strong synergy mechanism. Schools should play their functions, combine the goals of ecological moral education with the characteristic positioning of colleges and universities, and actively lead the construction of courses and teachers for ecological moral education. Families should cooperate with the requirements of the school and students' ecological moral literacy improvement, and strive to form a harmonious ecological family environment so that students can establish a correct outlook on life, values and ecology in their daily lives. Society, especially enterprises, is an important base for the ecological experience of college students. Building a good social-ecological environment, and forming a positive ecological moral atmosphere will directly affect college students' ecological moral level. In addition, the internet is the gathering place for college students' life and growth in the new era. We should strengthen college students' online moral education and the construction of the network ecological culture. Furthermore, playing the role of new media supervision and propaganda, enriching ecological moral culture, enhancing the interest and attraction of communication, making ecological moral consciousness penetrate the hearts of college students, and forming a good college ecological environment.

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