

Practice Research of Characteristic Culture Education Brand of “Moral Lecture Hall”

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Abstract: With the continuous development of higher vocational education, the establishment of characteristic cultural education brand has become the mainstream trend. This paper mainly expounds the significance of “moral lecture Hall” characteristic cultural education brand in higher vocational education from the aspects of practical exploration and innovation carrier.

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As an innovative carrier for colleges to cultivate and practice socialist core values, the construction of “moral lecture hall” is conducive to the cultivation of college students’ good moral quality in the new era and the improvement of the level of moral education in colleges and universities. With continuous attempts and practices, we focus on combining the cultivation and practice of socialist core values with the actual situation of the school, explore new ideas and new mechanisms for students’ moral construction, and create the distinctive cultural education brand of “moral lecture Hall”, which has become a characteristic education base for students’ moral education practice. Its emergence, development and strength are the result of the combined effects of excellent cultural traditions, the needs of The Times, the support of teachers and students, and practical testing.

1. Practical exploration of building “Moral Lecture Hall” into a brand of characteristic cultural education

To innovate the working mechanism of ethics lecture hall construction, set up a leading group, formulate an overall plan and establish a supervision mechanism at the school level; At the departmental level, plan and implement each activity and give feedback in time; The construction of moral lecture hall should also be based on reality; The first is to replace the organizer with the team and ensure the standardization; Second, the content of the activity is close to reality to ensure The Times, pertinence and freshness; The third is to realize the normalization of moral lecture hall activities.

1.1 Common difficulties and reasons encountered in the construction of “moral lecture hall”

Moral lecture hall is an important platform for vocational colleges to carry forward Chinese excellent traditional culture and cultivate socialist core values. On the key issue of how to build moral lecture halls, it is necessary to establish clear guiding opinions, how to realize the construction of moral lecture halls to take root and blossom, to achieve the goal of institutionalization, standardization, normalization and platform construction of moral lecture halls, and to build moral lecture halls into a cultural bright scene and a characteristic cultural brand that students enjoy is a common topic faced by all schools.

1.2 Based on the reality, innovate the ideas and working mechanism of ethics lecture hall construction

1.2.1 Establish working mechanism and supervision mechanism

At the school level, a leading group is set up, the overall plan is formulated, and the supervision mechanism is established; At the department level, plan and implement each activity in detail and give feedback in time. Each department takes turns to undertake the task of building the ethics lecture hall once a month. Each activity is held on the last Wednesday of each month to highlight a theme.

And according to the singing of a song, watch a short film, recite a classic, tell a story, make a comment, send a blessing to the standard process and standard ceremony.

1.2.2 Innovative construction ideas

“Moral lecture hall +” model has become the innovation focus of moral lecture hall. The “Moral Lecture Hall · Perspective of teachers and students” is launched to show the hot, focal points and difficult issues concerned by teachers and students through melodramas, skits, etc. It not only focuses on telling good stories, but also reviews and interacts to form a consensus, so that everyone can perceive and understand morality. Launched the “Moral Lecture Hall · Perspective of Current politics”, through the study and implementation of the Party’s line, principles and policies, extol the great spirit of the great era, carry out special study of current politics to guide students to systematically grasp the rich theoretical achievements of socialism with Chinese characteristics, and establish the feelings of the Communist Party of China.

Teacher ethics lecture hall has become a special carrier to respect teachers and emphasize education. Strengthen teacher ethics education, deepen students’ love for teachers through teacher ethics stories and touching stories, deeply understand the imperceptible spiritual power of teacher ethics education, cultivate students’ humanistic feelings of respecting teachers, uniting classmates, loving school and family, and establish correct three views.

Student lecture hall has become an important platform for moral education. With gratitude education, moral education and vocational education as the focus, we will carry out various forms of theme lectures, deepen the cultivation of personality quality, educate people with morality and culture, establish ideals and beliefs, firmly assume the mission, actively act, practice internal skills, and aspire to become a grateful consciousness, guide the majority of young students to carry forward positive energy and achieve positive progress.

Walking lecture hall has become a new engine of red culture education. Lead the students to go out and visit the red base, tell a good red story, and help cast the soul and educate people.

1.3 Effectiveness of ethics lecture hall construction

From the perspective of the practice of school moral lecture hall, since the development of moral lecture hall in accordance with the model, due to the adherence to close to reality, close to life and close to students, the construction of moral lecture hall has basically realized the landing, root, sprout and blossom, and the goal of institutionalization, standardization, normalization, platform and branding of moral lecture hall has been realized, and obvious construction results and educational effects have been achieved. The moral lecture hall has become a bright cultural scene of the campus.

2. The exploration of cultivating and practicing socialist core values in the school moral lecture hall

The school morality lecture hall always adheres to the goal of inheriting and promoting the traditional culture and traditional virtues of the Chinese nation, cultivating and practicing the core values of socialism, enhancing the effectiveness of moral education, and integrating the virtues of patriotism and law-abiding, mingling etiquette and honesty, solidarity and friendliness, and dedication into our hearts. Guide teachers and students to consciously become the disseminators of traditional culture and traditional virtues, and practitioners of socialist core values.

2.1 Strengthen the theme of moral lecture hall

With the construction of social ethics, professional ethics, family ethics and personal morality as the main content, the moral lecture hall pays attention to mining various advanced typical materials, closely links the people and things around teachers and students, combines moral preaching with cultural transmission, appropriately increases the content of self-cultivation, civilized etiquette, current affairs news and so on, and constantly enriched the content of preaching. Strive to enhance the interaction, fun, ideological, educational, experience, enhance the attractiveness and appeal of the moral lecture hall.

2.2 Subject education permeating ideals and beliefs

Moral lecture hall teachers can use major historical events to educate socialist core values in the teaching of the Outline of Modern History, the History of the Party, the History of New China, the History of Reform and opening up, and the Development History of Socialism. In the teaching of “Commemorating the 78th anniversary of the victory of the Chinese People’s War of Resistance Against Japanese Aggression and the World Anti-Fascist War” and “Commemorating the 45th anniversary of reform and opening up”, special lectures were held to guide students to establish a sense of patriotism, and pay attention to excavating the classic events in real life around the socialist core values education; In response to the epidemic prevention and control incident, the “How Should We Love our country under the epidemic?” Special lecture, encourage students to patriotism to people-oriented, starting from love themselves,

to be a strong and confident Chinese.

2.3 Combination of moral lecture hall and moral education practice

The moral lecture hall is combined with practical activities to educate students on socialist core values, and the cultivation and practice of socialist core values is taken as the main line throughout the activities, so that the propaganda and education of socialist core values are everywhere and everywhere like air.

Take various festivals as an opportunity to organize students to carry out moral education practice activities, integrate socialist core values into activities, encourage students to express their hot feelings of home and country and lofty ideals and aspirations, and cultivate students' patriotic feelings. Combined with major historical events, it penetrates the education of socialist core values, inspires students to learn to be grateful to the country, society, school and parents, cultivates students' noble moral fashion, effectively promotes the improvement of students' ideological and moral quality and the level of campus civilization, and promotes the regular development of moral education activities.

2.4 Integration of moral lecture hall and campus culture

The construction of moral lecture hall embodies the construction of socialist core values as the guidance, the construction of good school spirit, teaching style and learning style as the core, and the optimization and beautification of campus environment as the focus, so as to achieve the construction of rich and colorful campus culture as an effective carrier of socialist core values education. Through careful design, the educational purpose and scientific and cultural knowledge into every corner of the campus.

Make full use of all kinds of resources of the morality lecture hall to carry out campus cultural activities, and the school radio station arranges the broadcasting of current affairs and politics in the morality lecture hall, and the appreciation of literary works. Organize Yiyuan Calligraphy and Painting Society, Jinfan Literature Society and other societies to collect and sort out special materials of moral lecture hall and regularly produce special news of moral lecture hall, which are distributed by grade level for students to understand and learn, and imperceptible middle school students to form correct self-cognition. The construction of campus culture has become a garden for teachers and students to communicate information and exchange ideas. It provides a good platform for promoting moral education and harmonious campus, and creates a good learning and living atmosphere.

Light the spiritual beacon, spread the moral power. To carry out the construction of "moral lecture hall" is a systematic project with the pursuit of noble morality as the main theme now and in the future. Based on the basic principle of being close to reality, close to life and close to teachers and students, we should establish "moral lecture halls" with rich content, lively forms, high participation rate and wide coverage to spread moral stories, promote the moral practice of teachers and students, gather moral forces, form moral trends, further improve the social civilization of teachers and students and the moral quality of citizens, and strive to build a civilized and harmonious cultural environment. Make every effort to launch the "moral lecture Hall" characteristic cultural education brand.

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