

Research on the Regression of Traditional Virtue Education of Diligence and Thrift for College Students in the New Period

Wang Liang

*Zibo Vocational Institute, Zibo, Shandong, China
739279465@qq.com*

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Abstract: Diligence, frugality, and thrift are traditional virtues of the Chinese nation. The special national conditions of our country at this stage require us to still advocate for the virtue of diligence, frugality, and thrift in today's prosperous market economy. College students in the new era are the builders and main force of the future socialist cause. Advocating for the revival of traditional virtue education, emphasizing diligence, frugality, and thrift among college students, is not only the hope for achieving national prosperity and rejuvenation, but also an inherent requirement for the comprehensive construction of a moderately prosperous society. It is also a necessary path towards the great rejuvenation of the Chinese nation and the realization of the "Chinese Dream." In the new era, it is necessary for society, schools, families, and individual college students to form an educational synergy and form a new socialist trend of "saving glory and wasting shame".

Diligence, frugality, and thrift are the fine traditions and virtues of our Chinese nation. We should vigorously promote the excellent tradition of diligence, frugality, and thrift of the Chinese nation, actively advocate the honorable ideology of thrift, and strive to make diligence, frugality, and opposition to waste a common practice throughout society. Through this, we can recognize the importance of hard work and thrift. Especially with the deepening development of China's reform and opening up and market economy, facing the trend of luxury and waste in social life, it is even more necessary to put frugality and frugality education on the agenda. In the new era, college students bear the heavy responsibility of building socialism in the future. Therefore, it is very important and urgent to attach importance to and strengthen the hardship, simplicity, and frugality and frugality education of college students. Today, in the process of building a conservation-oriented society, educating college students to uphold and carry forward the spirit of hard work is the hope for achieving national prosperity and national rejuvenation.

1. The Significance of Education on Traditional Virtues of Diligence, Frugality, and Economy among College Students in the New Era

Diligence, frugality, and thrift are the heirlooms of the Chinese nation, endowed with new historical significance in the new era. The spirit of diligence, frugality, and thrift is not outdated. On

the contrary, it is a good medicine in the development of China's market economy, always promoting the continuous development of socialism with Chinese characteristics, providing endless positive energy to society, and always inspiring young people in the new era to forge ahead and strive hard. [1]

1.1. The Education of Traditional Virtues of Diligence and Frugality among College Students is an Inevitable Choice for Realizing the Great Revival of the Chinese Nation and the "Chinese Dream"

The Chinese Dream, in the final analysis, is the dream of the people. It depends on everyone's hard work and hard work. Currently, China is still in the primary stage of socialism. In the new era, whether it is society, schools, families, or individual college students, we should raise awareness, form educational synergy, promote the return of traditional virtues of diligence, thrift, and thrift education in universities, promote the growth and success of college students, and promote the process of the Chinese Dream through the realization of countless personal dreams.

1.2. Education on traditional virtues of diligence, thrift, and thrift among college students is an inherent need for building a moderately prosperous society in all respects

The goal of building a moderately prosperous society in all respects is clear, and the task is arduous. At the same time, it has drawn a beautiful blueprint for China's future development. However, the reality of China's large population, limited resources, and weak environmental carrying capacity has formed constraints on the road to building a moderately prosperous society in all respects. Young college students are the new force of the future socialist cause. Facing reality, cultivating a consciousness of diligence, frugality, and thrift, and translating it into action, has become the call of the times.

1.3. The education of traditional virtues of diligence, frugality, and thrift among college students is the fundamental requirement for the formation of a correct worldview, outlook on life, and values among college students

The resource-saving society we advocate for requires a shift in cultural concepts and value orientations. College students have formed their own worldview, outlook on life, and values in a certain social environment and practice, which in turn guide their actions. To make the traditional virtues of diligence, frugality, and thrift rooted in the minds of college students, and to form a correct worldview, outlook on life, and values, it is necessary for all parties in society to create a cultural environment of thrift, carry out thrift education, and make college students consciously resist the temptation of materialism and hedonism, and continuously experience and grow on the path of life.[2]

1.4. The Education of Traditional Virtues of Diligence, Frugality, and Conservation for College Students is an Important Guarantee for Their Growth and Success

The traditional virtues of diligence, frugality, and thrift are essential qualities for college students in the new era, and are moral requirements for them to achieve their life ideals. Currently, it is necessary to strengthen the ideological and moral cultivation of college students, improve their ideological realm, and cultivate the character of hard work, thrift, and thrift. Effectively improving the unhealthy mentality, concepts, and behaviors of seeking pleasure and extravagance, enabling college students to develop a healthy personality, enjoy equal opportunities for excellence in life,

and truly grow and succeed.

2. The Current Situation of College Students' Consciousness of Diligence, Frugality, and Economy in the New Era

Due to factors of the times and policies, the proportion of only children in universities in the new era has greatly increased compared to before. There are generally problems among college students, such as a lack of awareness of diligence, frugality, hard work, and struggle. When we examine the material living standards of students in higher education institutions, on the one hand, we are pleased with the improvement of their material and cultural living standards, and on the other hand, we are deeply concerned about the lack of frugality and thrift among some students. As universities in the new era bear the heavy responsibility of talent cultivation, their normal operation cannot be separated from developmental consumption such as resources, operational consumption such as water and electricity, and daily consumption such as food, books, and medical care. Perhaps small waste may seem insignificant to us, but it will undergo qualitative changes over time. The author has provided a brief list of the current widespread waste phenomena in universities.

Firstly, there is a serious waste of public property in universities. Here, it mainly includes the waste of water, such as using the faucet without turning it off while people are lost; The waste of electricity, such as the classroom being empty and the lights still on, the dormitory lights being on all night, and the laptop running overloaded; Waste of food, such as throwing away the whole Mantou and a large number of meals at will; The waste of paper, such as excessive use of A4 paper, printing a large amount of exam materials, and basically not reusing them after the exam; The waste of disposable items, such as takeout in university cafeterias, often selling disposable plastic bags, lunch boxes, chopsticks, and other items along with meals, is very common in today's universities.[3]

Secondly, college students' consumption psychology and behavior are unreasonable, and their awareness of thrift is weak. For example, some college students are influenced by social trends, have distorted consumer psychology, blindly compare with others, pursue fashion, admire vanity, and blindly follow the trend without considering their family's affordability. For example, some students blindly follow the trend, frequently replace electronic communication products, and even regain their so-called "face" at the cost of not sparing their own lives in order to buy an Apple combination; Spending a lot of time not on reading but on online games and often staying up all night; Some female classmates even devote their time entirely to online shopping, blindly infatuating themselves with famous brands, fashionable clothing, cosmetics, etc. Such unreasonable consumption has become common on university campuses, and unconsciously, college students have become a high consumption group.

3. Strategies for the Return of Traditional Virtue Education of Diligence, Frugality, and Economy among College Students in the New Era

We advocate for educating college students on the virtues of diligence, thrift, and thrift, which is aimed at the current social situation in China. The current reality of hedonism, extravagance, and waste is not optimistic, and the era calls for a rational return to the virtues of diligence, thrift, and thrift.

3.1. Create a social atmosphere of diligence, thrift, and thrift

We need to mobilize social forces to carry out education on the virtues of diligence and frugality and basic national conditions throughout society, promote the traditional virtues of diligence and

frugality, protect and reasonably utilize resources, and create a good social environment for the education of diligence and frugality among college students. In specific practice, education should be carried out through media such as the internet, newspapers, television and radio, inheriting the ancient virtues of thrift in China, drawing on foreign excellent thrift culture, carrying forward the tradition of hard work and struggle, and achieving spiritual frugality and reasonable material consumption. For example, the "Clean Your Plate Campaign" widely advocated by the society a few days ago is conducive to improving the saving consciousness of social members, forming a good social atmosphere of "saving is glorious and waste is shameful", exerting a subtle influence on the formation of college students' values, and providing good social conditions for the return of college students' traditional virtue education of thrift and diligence.

3.2. Creating a campus culture of diligence, frugality, and thrift

Universities can learn from the experience of foreign youth conservation education, highlight the spiritual value and era connotation of conservation, and establish conservation education with the core concept of 'respecting people' and 'respecting the environment'. Schools should strive to create a positive and upward campus culture, fully leverage the guiding function of ideological and political education, and guide college students to establish correct worldviews, outlooks on life, and values. Extend the "Two Courses" education, strengthen students' daily management, standardize and constrain students with strict systems, provide frugal cultural education for college students, vigorously praise advanced deeds of collective and individual conservation, expose serious waste of resources and money, and guide college students to consume scientifically. At the same time, we will vigorously promote the excellent deeds of ancient and modern figures who have worked hard, so that college students can deeply understand the importance of hard struggle. We should also be good at discovering and excavating advanced models of hard struggle among students. As vivid textbooks, they are the most persuasive and use their excellent qualities of hard work and self-improvement to educate and influence students around us. Actively organize and carry out various social practice activities, educate college students on frugality and thrift in practice, and cultivate the willpower and character of hard work and struggle.[4]

3.3. Carry out arduous family education

Family education is a life education for students, and due to the deviation of educational concepts, the educational effects are also different. Some parents have responded to their children's various material demands, which undoubtedly promotes their hedonism. Family education should cooperate with social and school education to cultivate the excellent qualities of college students who work hard. The process of diligent and thrifty education is a comprehensive and purposeful, planned, and organized influence on people. Schools can not only leverage their own systematic, planned, and organizational educational advantages, but also adopt various ways to educate students by utilizing favorable factors in society, so that school education can be organically coordinated with family and social education. As parents, they should set an example and cultivate frugality awareness, Provide frugality education to college students, while paying attention to methods and methods, rejecting extravagance and waste, cultivating their good habits of being hardworking, forming a rational consumption concept, and recognizing the hardships of labor.

3.4. Strengthening the Moral Cultivation of College Students

College students should pay attention to strengthening their self-cultivation, consciously resist hedonism, materialism, and extreme individualism, and establish a correct and noble outlook on life

and values. Self-cultivation is the only way for contemporary college students to become modern people. The college stage is an important turning point in life, a crucial stage for cultivating and improving oneself. College students should attach great importance to the cultivation of personal frugality, cultivate a correct consumption concept, personally experience the hardships of labor, and respect and cherish the achievements of every worker. In real life, do more things within your power, don't "wait, rely, ask", take the initiative to take responsibility, and cultivate a correct attitude towards life. "In the ideological and political education, the education of life attitude is mainly to carry out revolutionary optimism education, education of hard work and entrepreneurship, education of getting rich through hard work, frustration and survival education." To build a conservation oriented society, college students must strengthen the education of thrift and self-discipline of college students, develop the habit of thrift, and strive to be the undertaker of the construction of a conservation oriented society, as well as the communicator and practitioner of the trend of thrift and thrift.

4. Conclusion

Diligence, frugality, and frugality are virtues, habits, and attitudes towards life. In the new era, college students should start from small details and become practitioners of the traditional virtues of diligence, frugality, and frugality. Frugality is not stinginess, but a kind of demeanor. As builders of the future socialist cause, college students in the new era should view the virtues of diligence, frugality, and frugality from the perspective of national prosperity and decline, in order to build a sustainable and beautiful China, Make your due contribution to the realization of the "Chinese Dream" of the great rejuvenation of the Chinese nation.

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