

## Research on the Coupling of Moral Quality and Ideological and Political Education of Township Civil Servants

Guiping Luo<sup>1</sup>, Zhiyao Wang<sup>2</sup>

<sup>1</sup>Chengdu Polytechnic, Sichuan Chengdu, 610000, China

<sup>2</sup>Zigong First People's Hospital, Sichuan Zigong, 643000, China

Email: guizhi\_321@163.com

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**Abstract:** Moral quality, ideological and political education are the important contents of quality education that every township civil servant should accept. They play an important role in the work of township civil servants. At the same time, moral quality and ideological and political education help to improve the professional level and working ability of civil servants, establish a good image of serving the people, and contribute to social harmony stable. This paper studies the significance and principles of the coupling of moral quality and ideological and political education, and puts forward the coupling path of strengthening the moral quality and ideological and political education of township civil servants, aiming at improving the comprehensive quality of township civil servants, so as to better serve the people.

Whether the township civil servants have noble moral sentiment and strong comprehensive quality has a direct impact on the service function of the government. Moral quality and ideological and political education require township civil servants to put the interests of the people in the first place, serve the people as the most important work, uphold the practical and realistic, impartial, solidarity and mutual assistance, honest and clean attitude in the actual work, and constantly improve their working ability and level. This paper studies the coupling of moral quality and ideological and political education of township civil servants to enhance their awareness of serving the people and improve their ability to serve the people, so as to maintain social stability and promote social unity.

### 1. Significance of the Coupling of Moral Quality and Ideological and Political Education

#### 1.1 Guided by ideological and political education, it is helpful to cultivate the moral quality of township civil servants

The cultivation of moral quality of civil servants in towns is the basic work of strengthening ideological and political education. With the continuous progress of China's social level and the large-scale transformation of the industry, the construction of civil servants in towns and townships also constantly put forward new requirements. The poet Dante said: "an incomplete knowledge of the people can be made up with morality, and a moral incomplete of the people is difficult to make up with knowledge." It can be seen that the cultivation of rural civil servants' moral quality cannot be separated from the cultivation of personal moral quality, which has a very important influence on the former. It helps to improve the political consciousness and professional level of township civil servants, and determines whether grass-roots civil servants can do good things. The ancients said, too on the virtues, followed by meritorious service, followed by speech. Moral integrity is the most important. As the vanguard of serving the people, the moral quality of rural civil servants is directly related to the implementation effect of rural talent revitalization. Therefore, township civil servants make full use of the night school, study strong country and cloud learning opportunities to strengthen ideological, political and moral education, consolidate the "people-centered" work concept and implement the service attitude of serving the people wholeheartedly, can really use the

views, methods and positions of Marxism to deal with and solve problems.

## **1.2 The Cultivation of Moral Quality is Conducive to Integrating Ideological and Political Education**

Moral quality is an important manifestation of the ideological and political quality of civil servants. In the process of cultivating the moral quality of the township civil servants, we should constantly enhance their professionalism, the spirit of serving the people, and strengthen the cultivation of professional ethics, to integrate the content of ideological and political education, effectively combine the moral quality and ideological and political education with the actual work of the township civil servants, and comprehensively improve the overall quality of the civil servants, so as to lay a solid foundation for their work.

## **2. Principles of Coupling Moral Quality with Ideological and Political Education**

### **2.1 Must adhere to the principle of Marxist ideology**

In the construction of socialism with Chinese characteristics, the construction of Marxist ideological discourse system is the core and soul of ideological and political education. Therefore, in order to innovate and develop the ideological and political education of township civil servants and enhance their moral quality under the historical conditions of the new era, we must adhere to the leadership of Marxism in the field of ideology. Whether it is moral education or comprehensive education, ideological and political education is put in the first place to cultivate talents. Similarly, in the training process of township civil servants, ideological and political education should run through the whole work, so as to cultivate a group of excellent cadres for the country and the society. Ideological and political education is the foundation of settling down, is an important part of human resources development and training excellent cadres. To carry out ideological and political education, we should adhere to the "Four Consciousness" and "Four Confidence", strengthen the township civil servants' patriotic consciousness and the working concept of serving the people, and enhance the political character of "loyalty, cleanliness and responsibility". Integrating moral quality into ideological and political education can enhance this attribute of civil servants, strengthen the direction of their work, and constantly improve their moral quality.

### **2.2 The opening principle of ideological and political education must be adhered to**

There are various ways and carriers of ideological and political education. In order to meet the requirement of lifelong education and constructing harmonious civilized society, we must carry out deep moral quality education and advocate the theory education of harmonious civilized society development on the basis of adhering to ideological and political education. Its education form in addition to the classroom education, can also take the social activities and team activities, such as form, the township civil servants can be in the actual work and social practice into the spirit of the Chinese excellent traditional virtue, absorbing the essence of the contemporary advanced productivity and advanced culture, forms, guidance of higher vocational students set up the service society, people's broad ideal and serve the motherland's noble sentiment, in the new era of values and moral norms discipline yourself, improve yourself, make the civil servants can in fulfilling work life to form a new outlook on life, values and world view.

### **2.3 Principle of Practice**

The integration of ideological and political education and specific practice should make clear the main position of ideological and political education and the auxiliary role of practice, and make clear the difference between the primary and secondary roles of the two, so as to stick to the bottom line and keep the true character in the integration. The theoretical nature of ideological and political education is mainly reflected in the depth and difficulty of the educational content, and its practicality is reflected in how the educatees internalize the ideological and political education into the moral quality and externalize it in the actual work. Generally speaking, township civil servants only in the actual work of moral requirements and moral cultivation into their pursuit of life value

goals. Only by forming the unique moral quality of civil servants in practice can they improve their cognition of ideological and political quality. Only by correctly grasping the status relationship between the theoretical and practical carrier of ideological and political education and maintaining proper tension can we prevent the ideological and political education from being "alienated", so as to realize the coordinated development of ideological and political education theory and practice.

## **2.4 We must carry forward the principle of socialist core values**

As Xi Jinping has pointed out, "The history of the development of human society shows that for a nation or a country, the most lasting and deepest source of strength is the core values recognized by the whole society. Core values carry the spiritual pursuit of a nation and a country, and embody the value standard by which a society judges right and wrong." The core values of socialism contain rich moral concepts and values. The development of the ideological and political education of township civil servants in the new era needs to be rooted in the traditional Chinese virtues, and the core values of socialism must be carried forward. In order to promote the development of ideological and political education for civil servants in towns and townships, the moral concept and public order and good customs of traditional Chinese society are sublimated and taken seriously. Continue to deepen the education of socialist core values, inherit the traditional virtues, carry forward the new virtues of The Times, integrate "model worker spirit" and "labor spirit" into the path of ideological and political education development of township civil servants in the new era, and expand the content of ideological and political education.

## **3. Coupling Path of Moral Quality and Ideological and Political Education of Township Civil Servants**

### **3.1 Strengthen the cultivation of moral quality to lay a foundation for the dissemination of ideological and political education**

Professional ethics internalized in the heart and externalized in the behaviors. Internalized professional ethics can provide a strong driving force for people to constantly improve themselves, so as to improve work efficiency. The externalized professional ethics can't act as long as it meets a little resistance, thus reducing work efficiency. Therefore, in view of the characteristics of professional ethics, to strengthen the moral quality training of township civil servants, it is necessary to select appropriate methods to achieve the expected goal. First of all, we should strengthen the professional ethics and requirements of the township civil servants, make them have the moral cultivation of internalization in the heart, and provide a strong internal driving force for the civil servants to have good behaviors. At the same time, ideological and political education should be carried out to form the civil servants' correct outlook on life, values and world, so that the civil servants can have the spirit of dedication, unity, democracy and have a strong sense of responsibility, mutual assistance and patriotism, and cultivate their honest, practical and realistic noble professional ethics and standardized administrative behavior for the people [2]. Secondly, we should strengthen the moral quality of externalization in practice, strengthen the binding force of laws and regulations, and coordinate with the moral cultivation of internalization in the heart, so as to promote the continuous improvement of ideological and political quality. Although our country has issued the relevant legal system to restrict the behaviors of administrative personnel, due to some civil servants' low quality and weak awareness of law enforcement, to a large extent, the legal system doesn't play a deterrent role. It can be seen that strengthening the moral quality training of township civil servants is an internal requirement, and strengthening the ideological and political education is an inevitable requirement. To ensure that the moral quality and ideological and political education go hand in hand is an important means to form the professional ethics of township civil servants.

### **3.2 Pay attention to the psychological needs of civil servants and reflect the connotation of cultivating professional quality of ideological and political education**

In the process of ideological and political education, we should take "civil servants as the center", fully consider the demands of civil servants for ideological and political education and the influence of the carrier of ideological and political education on the self-education of civil servants, and combine "sentiment" and "reason" to truly reflect the importance and respect to civil servants. Especially for the young civil servants who have just entered the society, we need to help them understand and grasp the moral norms in township construction, distinguish right and wrong, good and evil, and be able to maintain a firm and correct stand, make the right decision and take the right behavior in the face of the big right and wrong. However, they need more time to experience, to think, to feel. Only through the test of practice can we become rational and strong, can we cast a firm and noble character. Of course, the cultivation of these qualities are not overnight, they need to find wisdom from the details of the work, find the way to solve the problem, learn to bear pressure, and can be persistent cut thorns, temper the will, form habits, overcome difficulties. The ideological and political educators need to use their own wisdom to guide young civil servants, so that they can actively and consciously improve the ideological and moral quality, and constantly enhance the ability of self-education, self-management and self-promotion, so that every township civil servant can become the beneficiary of the achievements of professional moral quality education.

### **3.3 Build a harmonious and civilized town with the village culture as the basis of ideological and political education**

Taking township culture as the foundation of ideological and political education, first of all, we should pay full attention to and respect township culture, which is not only the respect for the township masses, but also the humanistic care and spiritual encouragement for township civil servants to refine their culture. The ideological and political education in towns must be carried out on the basis of full respect for their moral culture, and can not deviate from the direction of local moral culture. Secondly, township civil servants and villagers need to work together to find a way out in carrying forward the township culture, which can not only trigger the ideological resonance of the people, but also stimulate the people's vigorous enthusiasm, so as to carry out positive ideological and political education, regulate their social behavior, and promote the development of a harmonious society. Only the ideological and political education based on the moral culture of the villagers can become a source of water, a tree with roots, and can have a long history and last forever. Finally, the ideological and political education should start from many aspects, from many angles, many ways of propaganda. Rural traditional moral culture, there are a lot of spirit to inheritance and development, one of the "folkway is antique store" life, through multiple channels, multi-channel publicity, not only the excellent folk to transmit, but also the effective means of ideological and political education, make the civil servants in gradually improve their political quality, the traditional culture moral as a code of conduct.

### **3.4 Create a good moral quality network environment and build ideological and political education positions**

Under the background of rural revitalization, township governments should integrate the thinking of "Internet +" into the cultural construction of towns and townships, effectively carry out the work of network public opinion in towns and townships, and build ideological and political education positions. First, timely collection of public opinion information, strengthen online platform supervision, do a good job of positive guidance. Pay close attention to the villages and towns often gather online communication platform, on the QQ group, WeChat group of network interactive platform for timely monitoring, expand public opinion information collection channels and scope of mining in time about the current politics, education, social life valuable information about public opinion, to delete the spam for heel stick interpretation of the incorrect information and guidance, more positive events and publicity of the typical advanced, excellent comment to enlarge, purify network environment, advanced gradually formed the moral quality of the environment.

Second, the construction of rural civil servants' moral archives, the basic information of civil servants, the moral norms of the file, the phenomenon of moral anomie recorded in the archives, and the corresponding moral education. The third is to pay attention to the cultivation of online villagers, through the appeal of villagers to expand the mainstream voice on the Internet, with positive speech to isolate non-mainstream speech, enhance positive control.

### **3.5 Follow the rules of ideological and moral construction and enhance the sense of ownership of township civil servants.**

The formation of the sense of ownership of the integration of all forces, personal development in the whole environment, enhance the sense of ownership can not be separated from the macro environment of the township. In the ideological and political education work, the sense of ownership is not only rely on a certain link or a task can be completed, we must build a system, comprehensive, the whole process of the mechanism of cultivating the sense of ownership of township civil servants. On the one hand, establish the subject status of villages and towns public servants, excavate the subjectivity of the civil servants, strengthen the consciousness of masters and need active steps "towards" township civil servants, go into the fields and the masses, and peasants more heart-to-heart communication, understand the real thoughts of peasants through various channels, to master the people the practical difficulties, "suit the remedy to the case" for the people. Township civil servants, on the other hand, as the last kilometer of ideological and political education, to fully develop good young civil servants, strengthen the ideological and political theory study and practice, the effect of ideological and political education work into effect, make the ideological and political education scientific system and spiritual concepts into civil servant's heart, make its have strong ideological and political quality, high professional quality, good moral image.

## **4. Conclusion**

To sum up, ideological and political education and moral quality training play an important role in promoting the construction of township civil servants. In the process of constructing the service-oriented function of township government, strengthening the coupling research of moral quality and ideological and political education plays an important role in promoting the professional ethics and requirements of civil servants, and ensuring that the township civil servants have the ideological and political education and noble moral quality that keep pace with the times, improve their working ability and the overall level of the township government.

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