

# Analysis on the Construction Standards and Assessment Methods of Teachers' Morality in Colleges and Universities in the New Period

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**Abstract:** University are the cultivation bases for advanced social productive forces, as well as the important birthplace and dissemination place of advanced culture. The professional ethics of teachers determines the specific behaviors of teachers in scientific teaching, personnel training, serving the society and inheriting innovative culture. Whether the teacher's style is correct or not, therefore, the teacher's morality and style of college teachers are related to the quality of personnel training. Teacher morality is an important part of social morality. Strengthening the construction of teachers' morality in university will help to promote the reform and development of my country's higher education, and then profoundly influence and promote the construction of civic morality and economic and social development in China. This paper expounds the meaning of teachers' morality and teachers' style, emphasizes the importance of strengthening the construction of teachers' morality and teachers' style in university, and puts forward the awareness that college teachers should focus on training in strengthening the construction of teachers' morality and teachers' style in university, and how to build a harmonious socialist society. The idea of constructing teachers' morality and professionalism in the middle of the paper, and finally put forward some measures to strengthen the construction of teachers' morality and professionalism in university combined with the current situation of teachers' morality and professionalism in university. Strengthening and improving the construction of teachers' morality and style is an important part of the construction of college teachers. It is an urgent and urgent task, and it is also a long-term and arduous systematic project. Only by persevering in it can we achieve results.

## 1. Introduction

Is the foundation of teachers' education, and teachers' morality is the soul of teachers. Teachers in university should not only have profound knowledge, but also have noble moral sentiments. However, the reality is that some university have not paid enough attention to the construction of teachers' ethics, which leads to problems in teachers' ethics in some university [1]. The construction of teachers' morality and ethics in university is an important part of ideological and political education in university, which has far-reaching influence on ideological and political education of college students [2]. Contemporary college students are the future of the country and the builders and defenders of the motherland. If there are problems with teachers' ethics, college students will be influenced and infected by them in the process of education, and the consequences can be imagined. Under the background of the new era, with the rapid development of modern science and technology, the emerging media forms are diversified and diversified, and the speed of information dissemination is rapid. The development of new media provides new ideas for the construction of teachers' morality and ethics in university [3]. Therefore, under the background of the new era, it is particularly important to explore the construction of teachers' morality and ethics in university, and university should pay enough attention to it. Combining with the educational environment in the new era, this paper analyzes the problems existing in the construction of teachers' morality and ethics in university in China, and puts forward some suggestions suitable for the construction of teachers' morality and ethics in university in the new era, aiming at providing certain theoretical basis and guidance for the construction of teachers' morality and ethics in university in the new era.

Morality exists depending on the subject of morality, and has the value orientation of goodness

[4]. The moral subject's identification, experience, resonance and internalization of the relevant moral evaluation standards are reflected by the moral subject's independent choice and behavior externalization, which is manifested as a certain external behavior style [5]. To standardize, guide, correct deviations, and correct the moral subject's value orientation and behavior style, so that when the subject turns moral requirements into his own code of conduct, he realizes the internalization of the moral norm system, and gradually forms moral beliefs, so that he can "choose and choose". Follow those who are good, and change those who are not good." [6] Teachers' morality and style have the function and effect of influencing the formation of students' morality [7]. In daily education and teaching activities, teachers' words and deeds have a certain value orientation. Such words and deeds with value orientation will inevitably have a demonstration effect on students and have a value-oriented role. Teachers' moral quality and behavior style have a subtle influence on students all the time, and have a profound impact on students [8].

## **2. Connotation of teachers' morality and style**

### **2.1. Teachers' ethics is a special professional ethics**

Professional ethics is a unique moral norm and requirement for a certain professional range [9]. Teachers' professional ethics exceeds the scope and standard requirements of general professional ethics constraints [10]. Because of the particularity of teachers' profession, that is, teachers' words and deeds inside and outside school will have an impact on students [11]. Therefore, people's expectations and requirements for teachers' ethics have penetrated into teachers' daily life inside and outside the school. The requirements for teachers' professional ethics and behavior style are far beyond the scope of teachers' occupation. Because of this special status of teachers, teachers should measure their words and deeds according to the standards of teachers' morality and style. Some private moral requirements, such as whether the dress is dignified and tidy, whether the words and deeds are generous and decent, are not included in the general professional ethics requirements, but are included in the teachers' professional ethics and code of conduct, which constitute the constraint standard of teachers' morality and style. "Learning high is a teacher, being a model", the demonstration of teachers' professional ethics is very strong, which has a great influence on students. Therefore, teachers should first be able to do what students are required to do, that is, "teacher of words" and "teacher of deeds". Teachers should be educators, not teachers who make a living by teaching. Therefore, the requirements for teachers' morality and style are higher than those of ordinary professionals.

The teacher's morality is the soul of the teacher and the professional moral cultivation of the teacher, and the teacher's style is the thought and work style expressed by the teacher, and the two are an inseparable whole. Teacher morality is the foundation of teacher morality. Without good teacher morality, it is impossible to create a good teacher morality; at the same time, teacher morality is also an important condition for cultivating teacher morality. Teacher's morality is a kind of social consciousness, and it is the reflection of moral phenomena and moral relations in educational activities in ideological form. The style of teachers determines the atmosphere of a school, affects the spiritual outlook of the school, and is a concrete manifestation of ideology and work style. What kind of teacher morality a school has, determines what teaching behavior the school and teachers will adopt in the end, and then forms an ethos. A good teacher's moral concept helps schools and teachers to take correct actions in the process of building a teacher's morality and style, and promotes the establishment of a good teacher's style in university. At the same time, the style of teachers is conducive to the improvement of the level of teachers' morality in university. The college has established a noble atmosphere as a whole, and teachers are affected by the noble social atmosphere and will consciously abide by the norms of teachers' morality. Teachers' morality and style affect the overall quality of the entire teaching staff and are related to the development results of education. Strengthening the construction of teachers' morality and style in university plays a very important role in cultivating qualified talents suitable for the socialist modernization construction with Chinese characteristics. In the current period of rapid development of socialism in

our country, information technology has been greatly improved, which provides good conditions for the construction of teachers' morality and professionalism. The construction of teachers' morality and professionalism must keep pace with the times and adapt to the general trend of education development.

## **2.2. Teachers' ethics and style are special role norms**

Teachers' morality is a special role norm. On the one hand, teachers are those who "preach, teach and dispel doubts", and their task is to "teach and educate people" and cultivate useful talents for the country and society. Teachers' role morality appears before teachers' professional ethics, and teachers' morality and style are formed after teachers become an independent profession. People used to call "venerable morality as a model" and "learning high as a teacher", and these "venerable morality" and "learning high" who are responsible for "teaching" are given special role requirements. Other industries will not have this special role moral requirement. On the other hand, teachers' morality and style is a kind of quality generated by teachers' own initiative internalization, as well as the personal behavior style influenced by it, which is consistent with teachers' individual roles. Teachers' morality and ethos can be gradually generated by teachers through self-conscious learning and internalization in the process of practicing. Teachers' morality is synchronized with the process of individual teachers' acceptance and internalization of the specific social role of teachers, and it also varies from person to person, either fast or slow, or high or low, which is closely related to teachers' self-cultivation. As a teacher, we must actively learn and master the skills and knowledge that can meet the needs of teaching, so as to adapt to the changing demands of teachers' occupation brought about by the development of social economy and science and technology. This has contributed to the fact that teachers' morality and ethics have become a special norm of teachers' roles.

Teachers are role models for students and guide students to develop in all aspects. The majority of teachers have established correct values. Most college teachers adhere to the world outlook, outlook on life and values of socialism with Chinese characteristics. Most teachers believe that the full development of the individual can only be achieved in the collective, and the individual cannot realize its value without the collective. Most teachers are able to do their jobs with devotion and dedication. The basic requirement of teachers' morality and style is that teachers should love their work and regard the realization of educational work as the standard of their own value realization. The responsibility of teachers is to teach and educate people. Teachers must cultivate qualified successors for the construction of characteristic socialism. Therefore, teachers who love their profession and educate their students earnestly realize the value of their existence. Most teachers can take their work seriously and care for their students. Teachers are role models for students. Teachers take teaching seriously and will guide students to take seriously the tasks they want to solve. Teachers should understand and communicate with students and guide students to cultivate noble ideological and moral cultivation.

## **3. Construction path and assessment method of teachers' ethics and style in university in the new era**

### **3.1. Countermeasures for the construction of teachers' ethics and style in university in the new era**

University should strengthen the development of teachers' ethics education carrier. Combine online and offline, and actively carry out the education of teachers' morality and ethics. Offline training mainly includes special reports on teachers' ethics and morals in the annual training of new teachers and series of reports. Advanced individuals with teachers' ethics and morals in the school are invited to do offline centralized training for teachers and students in the whole school, and outstanding teachers who have won the honorary titles of "Model of the Times" from other schools can also be invited to make special reports in the school. For online training, we can search the information of the report meeting related to teachers' morality and ethics every day through the

relatively practical Tencent meeting, push the meeting notice to the teachers through new media such as WeChat group, QQ group or WeChat official account, and invite the teachers to join the online report meeting, so that the teachers can continue to grow in learning through the power of role models, and show lofty character in the teaching position. Through the development of material culture carrier and spiritual culture carrier, the purpose of recessive education can be achieved. The material carrier mainly refers to the humanistic heritage contained in the material resources in and around the campus. Through this kind of campus culture construction, teachers are in the campus and are subtly infected, so as to achieve the goal of recessive education. The spiritual carrier mainly plays the recessive role of educating people such as school spirit, school motto and campus cultural activities. Make full use of the educational function of new media, take cultivating good teachers' ethics as the core content of campus culture construction, and guide teachers to devote themselves to learning and teaching. Using WeChat group, QQ group and WeChat official account to broadcast the typical deeds of teachers' morality model at the same time, through multi-platform and multi-means publicity.

In order to thoroughly implement the establishment and improvement of the long-term mechanism for the construction of teachers' morality, fully implement the fundamental task of building morality and cultivating people, further strengthen the construction of the teaching staff, effectively improve the quality of personnel training, summarize and promote the work experience of teachers' morality construction, and encourage the innovation and development of school teachers' work, the Specialized institutions of the school set up special funds for the construction of teachers' morality and style, and are responsible for the application, supervision and assessment of projects. The specific requirements are as follows: First, clarify the project positioning. To create a platform for the research on the construction of teachers' morality in university, to solve the common problems in the practical work of university in the new era, with reference value and operability, and to highlight the effectiveness and innovation of the construction of teachers' morality. Second, strictly control the project members. The majors and research directions of the project team members are reasonably allocated, the division of labor is clear, and the title and number of project team members are limited. In order to ensure that the project team members can have enough energy to participate in the completion of the project, each person is required to participate in the declaration of two projects at most, and the project leader can only preside over the declaration of one project. Third, clarify the task of conclusion. Complete the project research tasks according to the expected results stipulated in the project proposal and submit the final report. It is stipulated that key projects should publish at least a few relevant papers in Chinese core journals or have achieved significant work achievements in moral cultivation and teacher moral construction, and general projects require at least the number of relevant papers to be published publicly. For projects with poor final evaluation and failed final exams, applications for subsequent related projects will be restricted.

### **3.2. Establish and improve the assessment mechanism of teachers' ethics and style**

The construction of teachers' morality is a major event related to the stability and development of the school, and it is also a major event related to teachers' self-cultivation and life. However, how to build teachers' morality is not an easy task for a long time. Moral style is not as easy to quantify as skill learning, and the results are clear at a glance. Moral style construction is often a subtle process, and it is not always possible for you to prove your morality and style at any time. This often requires the common evidence of time and society to judge, which is usually difficult to achieve. In view of the formalization of assessment, it is necessary to establish a complete annual assessment mechanism, which is as follows: scientific reward and punishment mechanism. ① Incentive mechanism. For the vast majority of people, virtue and style are also based on food and clothing. Only by solving the basic life problems of teachers can we talk about morality and style. For the current social development, making teachers' living standards reach or slightly exceed the average level of society is not only the affirmation of teachers' work and teachers' morality, but also a great honor for teachers personally, which can greatly arouse teachers' work enthusiasm and put more

enthusiasm into teaching and serving students. ② Punishment mechanism. No matter which unit works, punishment is a mechanism that coexists with reward. If there is no punishment on the reward side, the reward will lose its comparative significance, thus becoming pale and powerless. In today's university, although the punishment mechanism has been very perfect, it has not been fully implemented. Sometimes, it's even a lot of thunder and little rain, and there is little concrete implementation. This is caused by many reasons: on the one hand, it is the lack of scientific evaluation and supervision mechanism, which makes it difficult to determine who is more responsible for the mistakes in work, and it is even more difficult to determine with some excuses; On the other hand, the traditional thought of eating from the same pot causes the teacher's behavior to be lax and lazy. To solve these problems, first of all, we should continue to improve the quantitative evaluation mechanism, refine each item of work, implement it to everyone, and change the evaluation conclusions from subjective to objective, thus fundamentally narrowing the space for some people to shirk their responsibilities. Of course, to completely eliminate this phenomenon, we need continuous work innovation and system innovation. The assessment content of teachers' morality is shown in Figure 1.

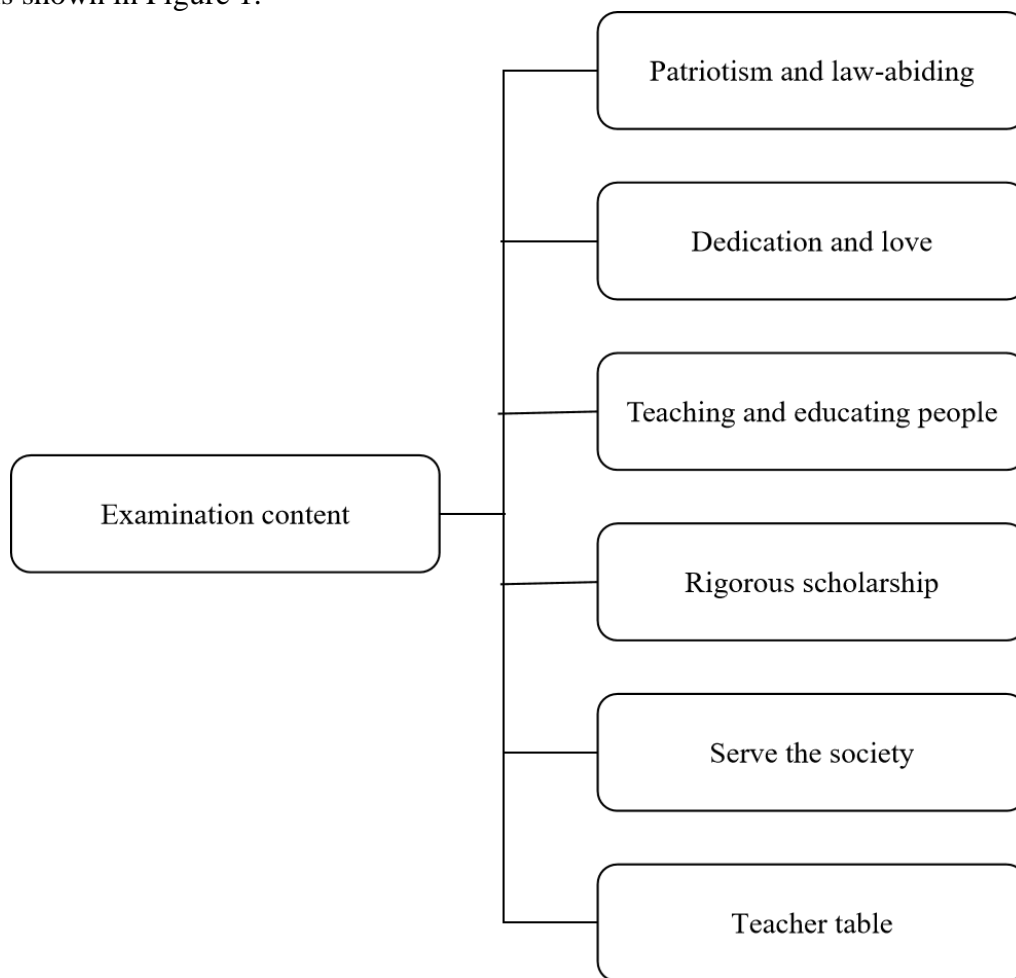


Figure 1 Contents of the assessment of teacher morality and style

Scientific supervision mechanism. It solves the problems of quantitative indicators and reward and punishment mechanism, and needs a perfect supervision mechanism to ensure the correctness, authenticity and fairness of the evaluation process. In the past practice, the supervision of teachers' ethics and style in university has been quite perfect. The main supervision means include the following three aspects: ① a comprehensive supervision organization headed by school leaders is formed to supervise teachers' teaching, attendance and various activities of teachers' ethics and style construction through random inspection, inspection and acceptance. ② Through the questionnaire of students, parents and other personnel related to teachers' daily work, or hire teachers' ethics supervisors to supervise the construction of teachers' ethics and style. ③ Set up a reporting mailbox,

reporting telephone, reporting microblog or wechat, and arrange special interviewers to directly supervise the construction of teachers' ethics and style. These three aspects basically cover all aspects of the supervision of teachers' ethics and style, but there is one place that needs special attention, that is, the supervision of the evaluation process after the quantitative evaluation of teachers' ethics and style, after ensuring the authenticity and reliability of the collected information, the fairness and transparency of the evaluation process should also be ensured, which is insufficient in the previous work, Most university ignore this. The assessment procedure of teachers' ethics and style is shown in Figure 2.

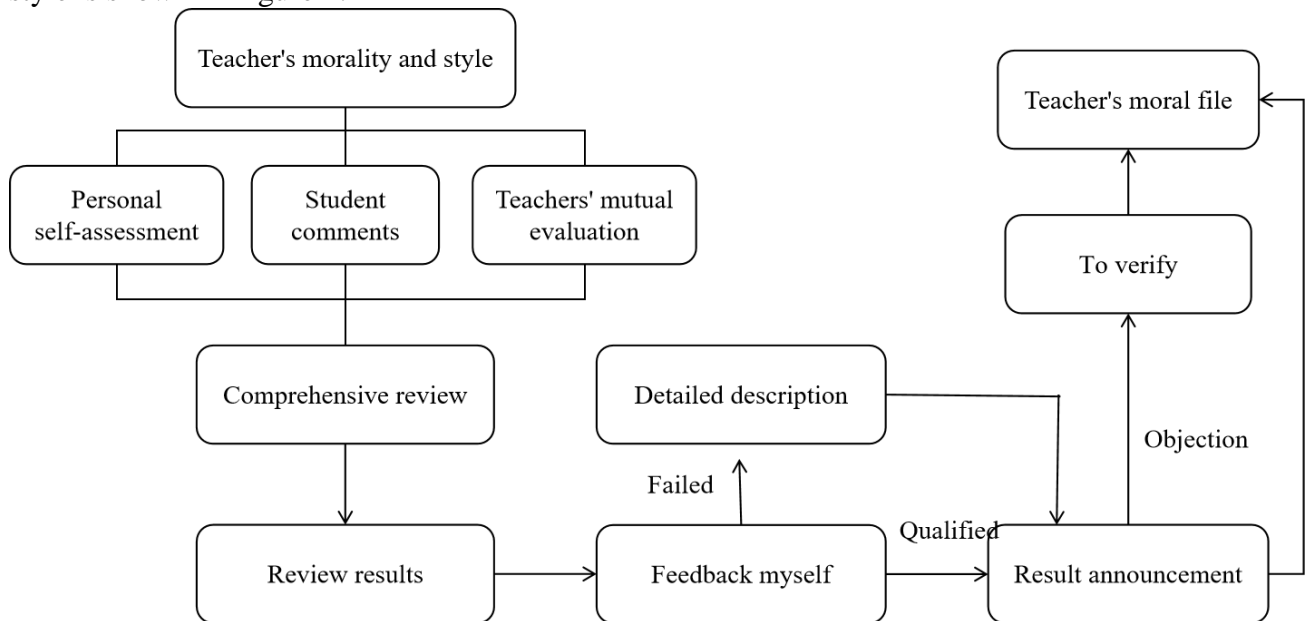


Figure 2 Assessment procedure of teachers' morality and ethics

To sum up the above parts, we have thoroughly analyzed the institutional problems faced by the construction of teachers' morality and ethics, and put forward some new ideas. The construction of teachers' morality in school construction should be higher than that of teaching and scientific research. Only in this way can we provide more fertile soil for teaching and scientific research, maintain long-term competitiveness in the fierce competition in the 21st century, and become the ideal university that every student yearns for.

#### 4. Conclusions

The construction of teachers' morality and style in university is an important part of my country's socialist spiritual civilization construction, the focus of teacher team construction, and a necessary condition for doing well in teaching and cultivating high-quality talents. How to strengthen the construction of teachers' morality and style and shape the good professional morality of teachers is an important topic of continuous research, continuous practice and continuous innovation. Strengthening the construction of teachers' morality in university is conducive to guiding the healthy development of young students' ideology and morality, and cultivating university to become the pillars of the motherland; it is conducive to creating a good style of teaching and learning and the survival and development of university; it is conducive to the realization of my country's higher education Education goals, and promote the construction of my country's socialist material civilization and spiritual civilization. This paper puts forward the awareness that college teachers should focus on training in strengthening the construction of teachers' morality and professionalism in university, and the idea of constructing teachers' morality and professionalism in the construction of a socialist harmonious society. Each of our educators must fully realize the importance and urgency of strengthening the construction of teachers' morality and professionalism in university, effectively strengthen the construction of teachers' morality and professionalism, and cultivate more qualified talents for socialist modernization.

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