

**Enlightenment of Combination of Knowledge and Practice on Network
Moral Education in Institutions of Higher Learning in the New Media Era**

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Abstract: This paper studies the quintessence of Chinese traditional culture from the point of educating people with culture and Internet. Based on Wang Yangming's idea of "the unity of knowledge and practice", the paper aims to promote the moral education of college students in the new media era. The contents include Wang Yangming's "ideological connotation of knowledge and practice, the status quo and problems of college students' moral education on the internet, the enlightenment of "the unity of knowledge and practice" on network moral education and so on.

Keywords: knowledge and practice, new media, network moral education.

1. INTRODUCTION

The advent of new media has made the environment and situation faced by network moral education in institutions of higher learning more complicated. However, at the same time, new media has made moral education in institutions of higher learning obtain more channels and more management measures. In this new media era, it is necessary to realize the "the unity of knowledge and practice" in network moral education in institutions of higher learning from the traditional Chinese cultural quintessence, when network moral education is confronted with a negative phenomenon of disjunction of knowledge and practice, lagging of educational philosophy and ignoring the dominant position of students.

2. THE CONNOTATION OF WANG YANGMING'S "THE UNITY OF KNOWLEDGE AND PRACTICE"

In Wang Yangming's concept of knowledge and practice, "the unity of knowledge and practice" does not refer to the general relationship between knowledge and practice, but rather refers to the relationship between people's ideological and moral awareness and people's moral fulfillment and practical action. From the perspective of education, this article tries to understand Wang Yangming's "the unity of knowledge and practice", mainly including the following aspects:

2.1 Emphasis on the people's dominant position and people-oriented thought

Wang Yangming advocated " In accordance with educatees' aptitude, education can contribute to the greatest achievement of educatees. " Wang Yangming believed, in the education process, emphasis should be laid on the moral quality of educatees to help students become virtuous and rational people. In order to achieve the education aim, he put forward teaching students according to their aptitudes, emphasizing the dominant position of education, taking the educatees as the main body of education and respecting the individuality of students. Different students have their own personality, growth experience and growth environment as well as the differences of individual strengths. Therefore, there are certain differences in terms of learning ability and subjectivity of role and status emerging in learning practice. In order to achieve the "good" effect of education, the "unity of knowledge and practice" requires that object to comply with the subject and takes the educatees as education core. Besides, educated people's autonomy, freedom, self-discipline, initiative and purpose of practice should be all given full play to.

2.2 Emphasis on the equal importance of "knowledge and practice" and the combination of "theory and practice"

The key point of "the unity of knowledge and practice" is that both knowledge and practice should be given equal attention to each other and can not be separated. Wang Yangming pointed out that " Without action, we cannot call it true recognition. Only by practicing, you will acquire this knowledge. Even if you read many books and learn many theories, you will not be able to actually acquire this knowledge if no practice in reality." If theoretical study doesn't have practice , you can not really obtain the true knowledge, whereas a lack of guidance of correct theory in practice will not achieve the effect of practice and even hinders practice. From this aspect, "the unity of knowledge and practice" is consistent with the basic principle of Marxist philosophy—"concrete and historical unification of theory and practice". Theory and practice complement each other and the two are indispensable. The combination of theory and practice can play the greatest role. Theory guides practice and practice innovates theory. Both of them promote each other and develop together.

2.3 Emphasis on conscience and promotion of harmony between people and society

Wang Yangming put forward the idea of leading a conscience, as follows : conscience is inherent in human beings and it exists in people's hearts. People rely on conscience to produce the correct moral behavior. Conscience is heavenly principles. Through conscience can people's behavior be judged whether it is good and evil. People apply conscience to things and then that things will conform to heavenly principles. Only if human behavior conforms to conscience and heavenly principles, external things can be consistent with heavenly principles. Human beings are the main body of society. If everyone abides by the code of ethics and regulations and laws, follows the laws of nature, restrains their self-behavior and has a kind heart, social harmony can be surely improved. The all-round development of human beings and social harmony are mutually reinforced.

3. THE IMPACT OF NEW MEDIA ON COLLEGE STUDENTS' INTERNET MORAL EDUCATION

Network moral education refers to the network ideological and political education. It is not only the ideological education of students, but also the management and service of students through the Internet. It is the embodiment of the integration of education, management and service in the management of college students in the Internet. The impact of new media on college students' internet moral education is mainly reflected in the following aspects:

3.1 The changes New Media has brought for interpersonal communication methods

The advent of new media has brought about more forms of interpersonal communication. On the one hand, new media makes people's communication more convenient, instant, interactive and shared, moreover, full of novelty and fun. On the other hand, new media can make the identities of two sides virtual and full of unknown mystery. In this realistic and virtual world, everyone is "showing himself unscrupulously", but at the same time he is easily losing his moral bottom line and sense of responsibility through self-restraint.

3.2 The shock new media has caused to the mainstream culture of Institutions of Higher Learning

New media has completely demolished the "wall" of Institutions of Higher Learning and made the society and schools seamlessly linked. The events both inside and outside the campus and in the world are presented to students. Western culture, ideas and trends are also pouring into institutions of higher learning. Network language, network dogma, network soul chicken soup, etc. are relished by students, while the mainstream culture, such as traditional culture and morality advocated by institutions of higher learning, is in danger.

3.3 The low network information literacy of overall students

The massive amount of information in the new media makes it difficult for our students to accurately identify and select, who do not know what is the essence and what is the dross, let alone abandon the dross to take its essence. In the face of tens of millions of new media information, whether it is right or wrong, "giving many likes", "transponding information", "showing pictures" have become a fashion and trend. Therefore, internet frauds, like "naked loans", "blue whales", "cyber-violence", take the chance and enter, against our students.

3.4 The challenges the authority of moral educators' face

In the new media world, people have "equal" status ". Becoming mutual fans and enlarging the circle of friends are thought as "true love." However, the traditional relationship between "educatee" and "educator" makes students more and more contradictory. Many students even consider they no longer need someone to "interfere themselves", for they can acquire knowledge on their own through new media, even make an independent choice. When students no longer accept our education and management and selectively shield us, the "right of speech" of moral educators is gradually lost and the authority of education disappears.

3.5 Convenience new media technology brings

New media technologies such as "two micro ends," "cloud platforms," and "e-class" have made moral educators better educate, manage and serve students. Through these technologies,

information management becomes smoother and more convenient. Communication between teachers and students enhances the feelings of teachers and students. Work experience sharing enables teachers' work to be well guided and improved. Online celebrity teacher has also become a favorite of students.

4. THE ENLIGHTENMENT OF "THE UNITY OF KNOWLEDGE AND PRACTICE" ON NETWORK MORAL EDUCATION OF COLLEGE STUDENTS IN THE NEW MEDIA ERA

The enlightenment of Wang Yangming's idea of " the unity of knowledge and practice " on network moral education of college students in the new media era can be mainly explored from the aspects of network moral education philosophy, network moral education methods and the content of network moral education.

4.1 Changing the concept of network moral education, emphasizing the dominant position of the people

Network moral education is the work of being a human being, and should be people-oriented. The emphasis should be on "taking students as the center" and putting students at the center of moral education. Based on the students' actual status and individual characteristics in the new media era, internet moral education should regard the students' growth and success as the fundamental purpose. Educators should respect, care for and understand the students, further helping students give play to their own subjective consciousness and subjective initiative, and making them initiatively participate in the network moral education, management and service. In addition, the consciousness of the position of network moral education should be established. The new media has already become a battlefield of university moral education, where people can not see the smoke. If moral educators do not take the initiative to occupy, then others will be the first to occupy. Although we no longer get into a panic when talking about "internet" , we either exaggerate the negative effects of new media. Even so, educators must still have a high degree of political acumen and a strong sense of responsibility to fight for every inch from "passive defense " to " initiative occupation, with the aim of controlling the right of speech of new media..

4.2 Improving students' information literacy, achieving the combination of theory and practice

On the one hand, it calls for the whole society to participate in information literacy promotion. Through proper guidance of social media and ideological education in institutions of higher learning, educators guide students to establish the correct three views and nurture a positive, healthy, progressive moral atmosphere. On the other hand, schools should offer information literacy education courses and promote practical courses in information technology. First, educators should improve their own information literacy and do well in using new media platforms and new media technologies; then, educators should also guide students how to correctly use new media and how to select resources, obtain and absorb useful information; last, educators should teach students how to distinguish information independently and acquire the

ability to use information resources, but also encourage students to take the initiative to explore their own innovative information resources and improve their own information literacy.

4.3 Innovating the mode of work of Network moral education, pushing knowledge and practice to advance with the times

First of all, educators must make use of new media to spread the truth. The new media can be written, pictures, or audio and video. When moral education adopts a new form of new media, educators should make the core values of socialism in China, the spirit of Chinese dreams, the socialism ideology of Xi Jinping in the new era, the essence of Chinese traditional culture, patriotism, loving the party and other theoretical knowledge more vivid, which can make our students easily learn and accept it. Second, we must make use of new media to transmit positive energy. Moral educators should be actively involved in students' new media world and "show interest", "make friends" and "offer praise", and also form a good friend relationships with students, where teachers and students respect each other, and equally treat each other, tolerate each other and trust each other. Through new media, educators can pay more attention to students' dynamic state, master students' psychology, give students appropriate affirmation, appreciation and praise, enhance positive energy transmission, and guide students to establish a healthy and positive new media spiritual culture world. Once again, it is necessary to actively build a platform for new media of moral education. The construction of "two micro ends" has been carried out and implemented in all major colleges and universities. The "e-class" and "University City Cloud Platform" also provide a good platform for moral education in colleges and universities, helping to build more excellent official website of the caucus organization, WeChat public platform and personal WeChat public platform of excellent counselors. Through the above means of new media, colleges and universities can timely release information related to the students, such as education, mental health, party class, league class, patriotism, loving the schools and so on. Besides, schools can organize activities through New media platforms, such as polls of evaluation, deeds of outstanding students, contests of campus micro-movies and micro-video, live broadcasts of campus evening party, etc., so as to keep students' spiritual and cultural life away from time and space constraints.

4.4 Enhancing ethics cultivation of moral educators

First of all, moral educators should put educating students in the first place. "Education is not only a process of imparting knowledge, but more importantly, a process of teaching people in which educators educate the next generation to grow into those with communist ideological qualities." There is an old famous saying "teachers are people who preach, teach knowledge and solve confusion". "preaching" is imparting the methods of learning the textbook course, the way of acquiring knowledge, as well as the way of behaving themselves and the way to establish a right world outlook, life outlook and value outlook; "teaching" is teaching the professional skills, "solving confusion" is not only explaining knowledge problems, professional questions, but also cultivating the ability of solving the value and life confusion. It can be seen that the fundamental purpose of education is to cultivate talents with both ability and political integrity for the society. As to moral educators, an important content of their own

professional ethics and self-cultivation is "educating people", which undoubtedly coincides with the essential attributes of education. Second, moral educators should love education and dedicate themselves to their profession. "Loving education" means a delight in education. Educators should teach students with happiness, joy and love. Our attitude determines our actions. Therefore, we must first raise our awareness of education. Education is the foundation of the great rejuvenation of the Chinese nation, an important condition for the realization of China's socialist modernization, an important method of shaping China's socialist qualified builders and successors in the future, and a best way to achieve personal value. "Dedication" means respecting our teacher profession. Moral educators should regard their occupation as a noble and sacred cause and something more important than life. Meanwhile, educators continue to encourage ourselves, overcome difficulties, perform our own duties and missions, and make continuous efforts for the education in colleges and universities. Moral educators in colleges and universities also have a special historic mission, so educators are more worthy of people's respect and love. In addition, moral educators should set a good example as a teacher. "That is to say, educators should set a model of virtue for students and use "right words," "right behavior" and "righteousness" to educate and influence students. The content of moral education is a kind of education with thought of value judgments and morality. It is not objective knowledge and information. Moral education must be internalized and externalized by educatees in order to realize its educational process effectively. In the process, the moral character and demeanor of moral educators have played a crucial role.

4.5 Creating a harmonious network environment and achieving the harmonious development of man and society

First of all, we must urge the whole society to create a good online environment where everyone can access the Internet in a legal and civilized manner. First, we must control from the source to prohibit the wanton dissemination of harmful and unhealthy information on the Internet. Second, we must step up the investigation and crackdown on cybercrime so that the criminals will have the fear. Then , colleges and universities should set up a network supervision association to specially take charge of the supervision of new media on campus: the first step is to formulate relevant new media systems and standardize the application, operation and management of new media on the campus; the second step is to guide the new media platforms to actively disseminate positive energy, positive news and correct ideas; the last step is to create a positive and healthy campus network environment in colleges and universities. On the one hand, it is necessary to standardize students' online behaviors and restrict and deal with uncivilized behaviors on the Internet; on the other hand, it is necessary to strengthen supervision and guidance on online public opinions and handle network emergencies in a timely manner; and finally schools manage to enrich the campus culture and guide students out of the network to participate in active and healthy campus activities.

5. CONCLUSION

In 2016, General Secretary, Xi Jinping, in the National Ideological and Political Work Conference, pointed out that "ideological and political work in colleges and universities is the key of what kind of people are trained in colleges and universities, how to cultivate people and for whom to train talents . We must adhere to people-centered education, moral education first principle, take high moral values establishment and people cultivation as the fundamental task of education. The ideological and political work goes throughout the entire process of teaching to achieve full education, all-round education, and strive to create a new situation in the development of China's higher education. " Nowadays, online moral education has become an important front for ideological and political education in colleges and universities. How to carry out good moral education in the internet and hold on to our position has become an arduous task that ideological and political education in colleges and universities should not wait for. Only through regarding students as the center and really realizing the "unity of knowledge and practice", the aim of completing the fundamental purpose of moral education will come true.

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