

*Original Paper*

# Research on Strengthening Teachers' Ethics in Colleges and Universities in the New Era

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## **Abstract**

*The new era of college education affects the level of national higher education, and college teachers as a group of teaching and educating people, is particularly important, teacher ethics and teacher style is the soul of the teaching profession. Strengthening the construction of teacher morality is a major issue related to the new era of education can establish moral character. At present, the overall construction of teacher morality and teacher style shows an upward and good state, but with the social reform and development, affected by a variety of factors, the thinking of some college teachers is also undergoing profound changes, there are still some problems in teacher morality and teacher style need to be corrected. The construction of teacher ethics in colleges and universities in the new era is very important.*

## **Keywords**

*Universities and colleges, Teacher ethics and teacher morale, Tertiary education, Teachers*

## **1. Introduction**

In the process of promoting the modernization of education in China, building a strong educational State and training new men of the times who can take on the great responsibility of national rejuvenation, the construction of the teaching force is receiving more and more attention, and new progress is being made under unprecedented efforts to promote it. Teachers are the foundation of education, the source of education, and the main force in establishing morality in schools. Currently the world is in a hundred years of unprecedented changes, China is moving towards the completion of a comprehensive socialist modernization of the country, to the second hundred years of the goal of the key moment, the development of education plays a crucial role, and strengthen the construction of the teaching force is related to the direction of the development of education, is related to the fate of the country's future. Education is a national plan, the teaching force is directly related to the heavy

responsibility of education development, and teacher ethics and teacher training is the focus and difficulty of the work of building the teaching force. Therefore, it is necessary to strengthen the construction of teachers' morality and ethics, to cultivate a high-quality teaching force, and to promote the social trend of respecting teachers and valuing education.

## **2. Conceptual Definition**

### *2.1 Teacher Ethics and Teacher Morale*

"Morality of teachers" is short for "Teachers' professional ethics", which is one type of professional ethics. "Teachers' professional ethics" is a branch of professional ethics, which means that teachers, through being educated and self-education, consciously internalize the norms and standards of teachers' professional ethics in their hearts, forming a kind of self-deity that regulates and restrains teachers' professional behavior in the field of teachers' profession, adjusts the relationship of all kinds of interests in the teachers' professional activities, ensures that the teachers' professional functions are properly performed, and promotes the orderly development of the teachers' profession, which is a kind of self-deity of teachers. It is a kind of self-deity that promotes the orderly development of the teaching profession, and it is a kind of professional quality and moral cultivation that teachers must have in their professional activities. Teachers' morale, in common sense, is the internal morale of the teaching profession. In a narrow sense, it refers to the group of teachers in the exercise of power and duties, showing a more stable ideological and moral and behavioral style; in a broader sense, it refers to the group of teachers in certain conditions of the formation of ideological and moral and behavioral style of the overall performance of the group of teachers, refers to a group of teachers by the ideological and moral and behavioral style of the group of teachers to jointly create a relatively stable working environment and living atmosphere. Generally speaking, the teacher's moral is expressed in the individual teacher's professional moral cultivation, and the teacher's style is the whole team of teachers to show the overall professional moral habits and ethos. Teachers' morality is the inner requirement of teachers' style, and teachers' style is the specific expression of teachers' morality.

### *2.2 Teachers' Morality and Ethical Construction in Colleges and Universities*

Teachers' morality construction in colleges and universities is a general term for the construction of teachers' morality and teachers' style in colleges and universities. Teachers' morality construction in colleges and universities is the sum of practical activities to cultivate individuals engaged in the profession of college and university teachers in their professional activities, as well as the study of mechanisms on how to transform these morals into ethical behaviors, and teachers' style construction in colleges and universities refers to the creation of a harmonious and healthy working environment and atmosphere for the group of people engaged in the profession of college and university teachers. It is the sum of activities to supervise and improve the professional ethics of college teachers, and to regulate the professional behavior of college teachers in their teaching activities, scientific research activities and activities of providing services to the society. College teachers' morality is a concentrated

reflection of all the relationships in the professional activities of teachers in colleges and universities, indirectly reflecting the college teacher style, the process of building college teachers' morality is also the process of building college teachers' style, strengthen the construction of college teachers' morality can guide the college teachers' style positive to benign development, and, in turn, to strengthen the construction of college teachers' style to help regulate the college teachers' morality, although the college teachers' morality and college teachers' style is a different concept, but the construction of college teachers' morality and the construction of college teachers' style is the same process of the two. Teacher style construction is the same process of two aspects, one is indispensable, so it is usually collectively referred to as the construction of college teachers' morality and teacher style.

In the new era of China's university teacher morality construction, mainly around the "construction of what kind of university teacher morality" and "how to build university teacher morality" problem. "University teachers are the core of the university and the key to the success of the university, they are the leading actors in the practice of university education and teaching, the main body of research and the main force of reform", therefore, the new era must cultivate a team of teachers with excellent political quality, superb business ability and superb teaching ability to promote the internal development process of higher education, in order to promote the development of higher education. Therefore, in the new era, it is necessary to cultivate a team of teachers with excellent political quality, excellent business ability and superb teaching and educating ability, so as to promote the process of connotative development of higher education, so as to better implement the fundamental task of "cultivating morals and educating people" and realize the great goal of "a strong education country".

### **3. Problems of Teachers' Moral and Ethical Construction in Colleges and Universities**

#### *3.1 Weakness of the Main Body of the School*

##### **3.1.1 The Campus Atmosphere is not Refreshing**

First, some colleges and universities remain "officialism" and governmental style. Colleges and universities administrative institutions are inefficient, complicated procedures, administrative power to grasp the allocation of resources, resulting in some faculty members chasing administrative positions. While occupying the position of leading cadres, while often going out to participate in academic activities in the capacity of scholars, not only to participate in the academic resource allocation of leadership halo, and ordinary teachers compete for profit, but also the use of leadership status to crowd out academic competitors, triggering conflicts between the cadres and the masses. Second, the portal, inbreeding now. The phenomenon of creating a circle of interest with the friendship of the same family, teachers and students, the same door as a bond, the formation of a closed "circle". Some tutors distort the academic inheritance with parental style, control the academic discourse of young students, and suppress and exclude people with different academic views. To blackmail students with conditions such as passing thesis and smooth graduation, they engage in academic bullying. And to rely on the school to eat the school for the exchange of benefits, is another form of inbreeding. Some leading cadres and

staff of colleges and universities try to find ways to arrange their spouses and children and other relatives to work in the circle of colleges and universities. Third, over-ambitious and greedy for fame. The development and construction of colleges and universities requires a pragmatic style of work, but some university leaders do not seriously study the basic characteristics of the university, the law of development and school characteristics, blindly mention the creation of world-class, keen to speculate on the concept of school characteristics are not obvious, school positioning, disciplines, and professional construction, training of talents there are similar phenomena. Some universities and colleges leading cadres are accustomed to the high and mighty, unwilling to penetrate into the teachers and students and the front line of teaching and research, formulate policies without consulting, arbitrary, lack of investigation and research, rigid management, detached from the actual situation.

### 3.1.2 Insufficient Attention and Formalization of Relevant Work

Some colleges and teachers do not pay enough attention to the construction of teacher ethics. For colleges and universities, they spend a lot of energy and time on auditing and inspecting research results and teaching quality, but they have not formed a set of systematic, operable and enforceable programs on teacher ethics and morality. Although work arrangements or extracurricular activities are regularly set up or carried out for the construction of teacher ethics and morality in daily teaching life, there is the problem of serious formalization of work and low substantive effect. Sometimes, the purpose of carrying out some work or activity arrangements may only be to cope with inspections, and it is regarded as a task that must be accomplished as a last resort. As a result, work and activities are carried out in a perfunctory manner and in a haphazard manner.

The reason for this is that the importance attached to the construction of teacher ethics is still not high enough, and it is difficult to realize at the ideological level that it is difficult to implement it into concrete actions. In addition to insufficient awareness at the ideological level, it may also be due to the singularity of the form of activities.

### 3.1.3 Lack of Training and Learning, Imperfect Assessment and Evaluation System

Most colleges and universities teacher ethics training is often limited to the induction training of new teachers, for other teachers of the training is little or basically no, and only the induction series of training, teacher ethics training accounted for only a small part, or only held one or two and teacher ethics related to the report will be held or exchanges, the teacher's teacher ethics is difficult to be generally improved. Some colleges and universities have no teacher ethics training and learning at all levels of organization, or the content of the learning is superficial, resulting in a very low level of teacher ethics among a significant number of teachers.

“The first criterion for evaluating the quality of the teaching force should be the construction of teacher ethics.” Some colleges and universities lack the corresponding system assessment in the construction of teachers' morality and ethics, and cannot make effective monitoring and assessment of the work of college teachers in the construction of teachers' morality and ethics in a timely and effective manner, and there is no way to formulate effective incentives and penalties to ensure its implementation.

Teachers' assessment and evaluation mechanism is backward, evaluation index system can not keep up with the needs of the situation, it is difficult to fully mobilize teachers' work enthusiasm, initiative and creativity, affecting the spirit of the entire college teachers, it is difficult to mobilise the majority of teachers to give full play to the positive energy; although some colleges and universities to develop a series of assessment and evaluation of teacher morality assessment of the documents on the content of the examination, the assessment procedures and the use of the assessment results. Although some colleges and universities have formulated a series of assessment and evaluation documents on teachers' morale and ethics, the content of the assessment, assessment procedures and the use of the assessment results, etc., but the implementation of the policy is still difficult, often in a formal manner, most of the assessment methods are to take the combination of individual self-assessment and mutual assessment among teachers, the evaluation is too subjective and human factors and other aspects of the reasons, and the final results of the assessment of the whole teacher through the assessment, can not be done to assess the true objectivity.、

#### 3.1.4 Teacher Moral Warning Education Learning is not Deep, Moral Education Typical Publicity is not Enough

The Ministry of Education has issued a notice on the education system to carry out special education on teacher ethics, which requires schools around the world to regularly organize teachers to hold a teacher ethics warning education conference, requiring schools and colleges (departments) with problems of teacher ethics violations to be informed in detail at the meeting of the problems of teacher ethics violations and the results of the treatment, and to organize teachers to discuss and analyze the reasons and self-examination in comparison with the investigation, so as to make the warning alarm bells ringing. But for colleges and universities without major problems can not be combined with the practical, in-depth study.

Some colleges and universities of teacher morality publicity to set up the example of the phenomenon of false, big, empty, the lack of living vivid practical examples around; some colleges and universities for many years do not engage in the selection of outstanding teachers in teacher morality, the lack of advanced typical characters and advanced deeds.

### 3.2 *Teachers' Quality Needs Improvement*

#### 3.2.1 Lack of Professional Ethics and Insufficient Moral Development

Enhancing the professionalism of university teachers is the fundamental guarantee for cultivating a high-quality teaching force and realizing the connotative development of higher education. Strengthening the moral cultivation of college teachers is an important guarantee for the comprehensive implementation of the fundamental task of establishing moral education. At the present stage, the problem of college teachers is that they neglect their own moral cultivation, and the level of teacher ethics is not high. The effect of the new era of college teachers' moral and ethical construction depends most importantly on the level of teachers' ideological awareness and their own behavior and demeanor cultivation and so on.

Higher education teachers and students in contact with the students have a subtle influence on the students. Part of the teacher's own quality is not good, not only did not bring more positive energy to the students, but also made some saddening and even chilling things. Some of the young teachers in colleges and universities are generally heavy teaching tasks, in addition to the pressure of title promotion, but also to face a variety of tenure, annual and other assessments, coupled with a lot of trivialities at work and in life, so that some teachers feel stressed, physically and mentally exhausted, and prone to boredom with the work of the psychology. This kind of bad psychology often leads to teachers in their daily work to treat students and teaching are to take a coping attitude, this attitude will subconsciously affect the physical and mental health of college students.

Some teachers in the work of the lack of enthusiasm and true feelings, often show a negative attitude towards work, in order to complete the teaching task and teaching, teaching as a profession, deep down the lack of passion and enthusiasm for education and teaching, and will not be sublimated to the level of teaching art and creativity, but rather step by step to complete the various teaching tasks. Lack of professionalism and dedication in teaching and research work, teaching and research work is not serious, resting on the status quo, do not seek progress, not seriously prepare for classes before class, reading from the textbook, after-school counselling is not serious, exams focus on the human points, years of scientific research, years of not writing a thesis, do not engage in scientific research projects; there are also a number of teachers outside the school company or engage in part-time work, the concept of personal interest is too heavy, will be focused on a second career, while ignoring their own. There are also some teachers who run companies outside the school or engage in part-time jobs, have too much personal interest, devote their energy to the second career and neglect their own work, and have a mentality of coping with the work of the school, which not only affects the smooth implementation of teaching and research, but also affects the quality and level of training of talents in colleges.

### 3.2.2 Weak Political Character and Lack of Ideals and Beliefs

Xi emphasized that teachers in the new era "must have ideals and beliefs", and that "having ideals and beliefs" means that teachers should have strong political integrity, so that people with faith can speak about their beliefs, be good at looking at things politically, and remain politically sober in the face of major issues of right and wrong. Correct ideals and beliefs are the guiding light for teaching and planting seeds for the future.

Teachers in colleges and universities in the new era should have a correct political position, a distinct political attitude, a strong political awareness, a keen political thinking, and a firm and correct political position. For example, on 14 December 2021, a teacher at Shanghai AURORA College made false statements about the number of victims of the Nanjing Massacre in the classroom, questioning the history of the country and other major political issues, which brought a very bad impact on students and society. Part of the university teachers political theory level is not high, ignoring the school at all levels of organization of political theory learning, political theory learning on the surface, part of the teachers

are just posing for the camera, no actual implementation of the specific requirements. Seriously affects the actual effect of political theory learning of college teachers, but also seriously affects the improvement of the level of political theory of teachers, these behaviors cause the lack of ideal beliefs, the spirit of dedication is not strong.

The new era of teacher ethics in colleges and universities, is to “build political quality” of high-quality team, therefore, the political character of college teachers should be strong, have a firm ideals and beliefs. Adhere to the political standards, political requirements to measure their own words and deeds, carry forward the main theme, spread positive energy, adhere to the reform and opening up and the comprehensive construction of a strong modern socialist country, in order to achieve the great rejuvenation of the Chinese nation to train qualified builders and reliable successors.

### 3.2.3 Lack of Scientific Research Spirit and Academic Morality

Academic ethics is a unique professional ethics in education, with the development of network information technology, more and more academic misconduct incidents have been disclosed and reported. Some college teachers lack of academic research spirit, lack of awareness of the importance of their own academic research ethics, resulting in the theoretical basis can not effectively support academic research, resulting in academic misconduct phenomenon.

Teachers in colleges and universities should have a rigorous attitude to scholarship and scientific research, but some teachers run counter to the requirements of academic ethics, and there are plagiarism, patchwork and other academic corruption in the process of academic research, which has a serious impact on the image of teachers and hinders academic progress. Some teachers are forced to publish papers in order to evaluate their titles and fulfil various assessment tasks. Some teachers no longer engage in academics because they love scientific research, but simply do so for the sake of publishing papers, and publish a large number of low-level articles with no practical use value. In addition, some teachers pay money to find intermediaries to publish papers on their behalf and use their personal connections to sign contracts with enterprises for projects with no practical significance and application value, so as to achieve the purpose of meeting the requirements of the title evaluation and tenure assessment of scientific research project indicators, and other academic misbehaviors.

Academics have the way, integrity is moral, some college teachers are not enough academic reverence, misconduct occurs. “The rise of education is the rise of the country, education is strong is the strength of the country”, college teachers teacher moral misconduct, not only affects the academic development, hindering scientific and technological progress, but also affects the teacher’s reputation and the teacher’s own moral cultivation, hindering the construction of a new era of high-quality professional teachers, jeopardizing the educational ecology.

## 3.3 Teachers Linking Students’ Questions

### 3.3.1 Time Distance

At the National Education Conference, Xi pointed out the need to resolutely overcome the persistent and chronic problems of “meritocracy”, “promotion”, “diploma”, “thesis” and “hat”. “Only papers,

only hats, only titles, only academic qualifications, only awards” lead to college teachers to their own time allocation is unreasonable, the work engaged in only as a profession and means of livelihood, the lack of a sense of sacredness of the cause of education, and part of the teachers on the teaching of perfunctory, some teachers and students to communicate with the time is too little, to the student’s ideological situation does not care, to the student’s disciplinary behavior without criticism. Some teachers teach perfunctorily, some teachers spend too little time communicating with students, do not listen to the students’ situation, do not criticize and educate students’ disciplinary actions, and are unwilling to spend more time to understand what students think and feel, all of which are contrary to the professional ethics of teachers. In particular, some teachers are unable to educate and guide their students well after their students’ ideological and psychological problems have emerged, and some of them are even indifferent or even discriminatory towards their students, which causes great harm to their psychology and seriously affects their physical and mental health.

### 3.3.2 Spatial Distance

Most of the teachers in colleges and universities are far away from the school, less staff dormitories in colleges and universities as well as fewer teachers living around the school, resulting in colleges and universities living far away from the students, resulting in little communication between teachers and students, for the various situations of the students do not understand, unable to grasp the mental health and ideological dynamics of the students, but also affects the students in the initiative to participate in the ideological education activities such as the initiative of the students, the teachers and students do not have high levels of trust between the teachers and the students. Teachers and students live far away from each other is also one of the outstanding problems faced in the process of reform and development of higher education in China.

### 3.3.3 Spiritual Distance

Teaching is the duty of teachers, but more importantly, it is the cultivation and molding of students’ personal moral qualities. Xi proposed to unify teaching and educating people, in the construction of teachers’ morality in colleges and universities, the majority of teachers are required to “serve as a model, to teach by example”, “learning as a teacher, behavioral model”, which inevitably makes the students and teachers have a sense of distance between them. Confucius day: “the gentleman has three fears: fear of heaven, fear of adults, fear of the words of the sages.” It means that people with moral cultivation have three kinds of fear: fear of heavenly destiny (nature), fear of people in high positions (or elders), and fear of the words of the sages. Students have a sense of reverence for their teachers, and when students have a sense of reverence, they will be more cautious about their teachers’ teachings.

With the development of the online media, some teachers have had inappropriate relationships with students, and have committed acts of molestation and sexual harassment against students. Such behaviours accounted for the highest proportion and had the worst impact in the published teacher misconduct of university teachers, and caused the most serious damage to the image of universities and teachers, some of which have been suspected of committing crimes and have been punished by the



judicial organs, and the impact of the society has also created a spiritual distance between the students and the teachers.

#### **4. Suggestions for Strengthening Teacher Ethics in Colleges and Universities**

##### *4.1 Strengthening Learning and Building a High-quality Team*

Teachers in colleges and universities should strengthen their theoretical learning, study in depth the important expositions of Xi on teacher ethics, implement the spirit of Xi's important expositions on the "Three Firmly Established," the "Four Good Teachers," the "Four Guiding Lights," the "Four Unities," and the "Six Essentials," and so on, so as to strengthen the ideals and beliefs.

This team of teachers in colleges and universities does not only mean that the professional knowledge is excellent, but also to be a pure culture. The first is to go to the administrative, to break the official position, we must vigorously create a cultural atmosphere of morality and happiness, to carry out a variety of cultural activities, the use of some of the activities to strengthen the teachers' patriotic education, guide teachers to carry forward the "love of duty, pragmatic and innovative" traditional culture, inheritance of the "learning to be a teacher, behavioral demonstrations "noble teacher ethics, to strengthen the teacher moral excellent typical advanced deeds publicity and learning. Continuously selecting and publicizing teachers' outstanding models, thereby stimulating teachers' professional pursuit, dedication and sense of responsibility, setting up the orientation of all for the sake of education, promoting noble teachers' morality and dedicating themselves to building up a moral character, and devoting themselves to the cause of education with heartfelt sincerity, dedication and benevolence.

##### *4.2 Constructing Long-term Mechanism and System Construction for Teachers' Morality in Colleges and Universities*

Colleges and universities to strengthen the construction of teachers' morality and ethics as the first standard, to improve the rules and regulations, to build a system of teachers' morality and ethics construction system in colleges and universities, to strengthen the construction of the system, the process of management and the disclosure of information, in order to ensure the fairness of education, and to put the work of the construction of teachers' morality and ethics on the track of institutionalization.

Establishing and improving the long-term mechanism for building teacher ethics, and establishing and improving the six major systems of education, publicity, assessment, supervision, reward and punishment. Constructing a system of daily education and guidance for teachers, forming a bank of experts on teacher ethics and building a good base for teacher ethics. It is clear that participation in a certain number of hours of teacher ethics training is a "hard target" for university teachers to continue their education, and the teacher ethics evaluation and supervision mechanism has been improved, with the important supervisory role of the Teaching Supervisory Corps and the Professors' Committee, and the strict implementation of the "one-vote veto" system for teacher ethics. Improve the system of inquiring about the entry of teaching staff, improve the honor system for teachers, and give play to the

leading role of typical exemplars. Those with outstanding performance in teacher ethics should be recognized, and incentive policies should be adopted to give them priority in various selections.

#### *4.3 Humanizing Teachers and Improving Teaching and Living Conditions*

Colleges and universities should provide teachers with a good working environment and living conditions and solve their worries. The administrative departments and affiliated departments of universities should strengthen their services and assistance to teachers. First of all, in teaching and scientific research, adhere to the “old with new” pass, help, bring, help young teachers to quickly adapt and grow! Secondly, services such as picking up and dropping off young children at school and after school are provided for university teachers in difficulty, so as to give the services a warm and human touch; Once again, gradually improve teachers’ salary, fully mobilize teachers’ work enthusiasm and initiative, so that they can devote themselves to teaching, scientific research and daily management of students, and improve the quality and level of the construction of teachers’ morality and ethics.

#### *4.4 Building a Benign Scientific Research Competition Atmosphere*

The formation of a benign scientific research competition in colleges and universities can effectively stimulate teachers’ sense of competition and ability. At present, young teachers lack of work experience, some teachers lack of professional ethics training, but they have the spirit of progress, dedication, and eager to achieve self-worth, easy to be inspired to establish a sense of competition; therefore, universities can be in teaching, scientific research and other work in the introduction of benign competition, the use of incentives for competition, the organic combination of material rewards and spiritual rewards, to eliminate the “only paper” "only hat", "only project" tendency, the good performance in the construction of teacher ethics and teacher moral character. ", "only hat", "only project" tendency, in the construction of teachers’ morality and good performance of teachers to be certain rewards, such as titles, positions, grade promotion, etc., to stimulate teachers’ enthusiasm and initiative, for the cultivation of higher education personnel to contribute to, and actively contribute to the return of higher education. The teachers are motivated to contribute to the cultivation of higher talents and actively contribute to the society.

Colleges and universities should also actively create conditions to help teachers participate in scientific research and academic activities as much as possible, provide corresponding hard and software support, form and cultivate scientific research teams, condense research directions, and give full play to the leading role of scientific research leaders. Schools should also improve the management system, create opportunities and conditions for more teachers to stand out, as far as possible to provide teachers with the opportunity to host and participate in scientific research, to break the past, most teachers are only the nominee of scientific research, to enhance their academic awareness, and for the teachers who do have the ability to set up appropriate incentives to stimulate the innovative spirit of teachers!

#### *4.5 Enhancing Positive Interactions between Teachers and Students*

One of the most important aspects of teacher moral construction for teachers in colleges and universities is to handle the relationship with students correctly. Due to some teachers’ moral failures, it

has a negative impact on the society. Therefore, teachers should master the scale in the process of getting along with students. In some colleges and universities, due to the hidden danger of teachers' morality, bribery, forgery, unfair treatment of students and other problems often occur. Teachers and students have formed a strong "utilitarian" color of the improper relationship between teachers and students, which is not in line with the code of conduct for teachers and students, but also does not meet the school's moral bottom line behavior. Teachers and students should be committed to forming a positive and healthy interactive relationship. Established on the principle of harmony and friendship, mutual respect, and sincere treatment. Teachers should treat every student equally, teach and explain, care for and love students, and create equal opportunities for every student. Both as a teacher of students, but also to learn to be a friend of students. Higher education students will face a number of important choices in life, from the point of view as a big friend of the students, will be more clear, close to hear the students' voices, to understand and grasp the real information, to help students to take some detours. Contemporary society is a highly developed Internet society, college students are also active in various entertainment and leisure communication software, such as: QQ, WeChat, microblogging applications and so on. Teachers should be good at discovering the common problems of students, timely ideological education of the students concerned, which is conducive to increasing the positive interaction between them.

## 5. Conclusions

As an important aspect of the construction of teacher ethics, the construction of teacher morality in colleges and universities is of great practical significance. Compared with teachers in primary and secondary schools, teachers in colleges and universities have relatively strong knowledge background and relatively high academic ability, not only shoulder the mission of teaching and educating people, but also undertake the responsibility of passing on civilization, spreading culture, science and technology and cultural innovation, and educating the society at large, and these "hard skills" and "big responsibilities" determine that they enjoy relatively high social status and treatment in the society, and also have a very important significance. These "hard skills" and "big responsibility" determines that they enjoy relatively high social status and treatment in society, but also has a relatively wide and profound social influence, when the teacher moral and ethical misconduct of teachers in universities, not only will give college students to make a wrong demonstration and guidance, but also seriously damage the image of the university teaching team, not only is not conducive to the formation of "the whole society respects teachers", "the whole society respects teachers", "the whole society respects teachers", "the whole society respects teachers", "the whole society respects teachers", "the whole society respects teachers", "the whole society respects teachers", "the whole society respects teachers" and "the whole society respects teachers". The whole society respects teachers and values education social atmosphere, but also may bring bad influence to all aspects of society. Strengthening the construction of teachers' morality in colleges and universities in the new era is not only related to the cultivation of teachers' morality and the overall quality of the teaching team,

but also related to the quality of higher education, the growth of college students and the improvement of the civilization of the whole society. Therefore, the new era of colleges and universities to strengthen the construction of teacher morality and teacher style is inevitable, is of great significance.

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