

Research on the Cultivation of Ecological Civilisation Values among University Students in the New Era

Ningning Zhang^{1, *}

¹ School of Marxism, Huainan Normal University, Huainan, China

* Corresponding author: 2411693443@qq.com

Abstract: The cultivation of ecological civilisation values among college students in the new era is an issue that needs urgent attention in the field of higher education at present. In the new era, the cultivation of ecological civilisation values among college students is conducive to the implementation of the mission requirement of establishing moral education in colleges and universities, promoting the formation of ecological civilisation awareness among college students, and helping to promote the all-round development of college students. Therefore, we should start from the four levels of society, colleges and universities, families and individual college students, and promote the comprehensive cultivation of college students' ecological civilisation values by scientifically promoting the publicity and guidance of ecological civilisation values, comprehensively doing a good job of collaborative cultivation of ecological civilisation values, effectively carrying out the daily inculcation of green life and consumption, and actively improving their own ecological culture and ecological morality.

Keywords: University students; ecological civilisation values; the new era.

1. Introduction

The values of ecological civilisation refer to the awareness and attitude of people in dealing with the relationship between human beings and nature. In May 2015, the Central Committee of the Communist Party of China and the State Council issued the Opinions on Accelerating the Advancement of Ecological Civilisation (hereinafter referred to as the Opinions) and emphasised the need to "actively cultivate eco-culture and eco-ethics, so as to make eco-civilisation a mainstream value in society, and an important element of the socialist core values." [1] In the new era, it is of great significance to carry out a good cultivation of ecological civilisation values among college students and enhance their ecological civilisation literacy, which is important for the creation of a good social trend of harmonious coexistence between human beings and nature as well as the advancement of the construction of ecological civilisation.

2. Importance of Cultivating Ecological Civilisation Values among College Students in the New Era

Building an ecological civilisation is a long-term plan for the well-being of the people and the future of the nation. It is important to respond positively to the national call for the construction of ecological civilisation and to strengthen the education of college students on ecological values. College students are the main force of national construction and social development, and vigorously cultivating their ecological civilisation values is conducive to driving the enhancement of the ecological civilisation literacy of the whole society, and contributing to the construction of the national ecological civilisation.

2.1. Being Conducive to the Implementation of the Mission Requirements of Cultivating Moral Integrity in Colleges and Universities

Colleges and universities, as the main position of moral education, are an important place for teachers to teach and educate people. In the new era, good ecological civilisation values cultivation for college students can enable college students to continuously enrich the theory of ecological civilisation, enhance the awareness of ecological civilisation, develop ecological civilisation behaviours and habits, promote the perfection of college students' personalities and their all-round development, and infect and lead the general public to form healthy and civilised green production and living practices with their own actions. Moreover, in the practice of cultivating the values of ecological civilisation among college students, socialist ecological theories are integrated into the Civic and Political Science classes, ecological classrooms are created, ecological nurturing resources in the courses of various subjects are integrated, and in the process of teaching, college students are strengthened to have a comprehensive grasp of the concepts of "green water and green mountains are gold and silver mountains" and "the community of the earth's life", etc., and college students are helped to cultivate ecological sentiments in their study and practice, so as to be able to guide college students in ecological practice, and to bring into full play the role of the Civic and Political Science classes as a political leader and a value leader in the curriculum, and to fulfill the national goal of soul-casting and nurturing of the human race.

2.2. Beneficial to Promoting the Formation of Ecological Civilisation Awareness among College Students

First of all, it can help college students deeply understand the importance of the ecological environment to human society and stimulate their awareness of protecting the

environment and saving resources. At the same time, through the work of ecological civilisation education, it can enhance college students' concern for environmental issues and guide them to actively participate in environmental protection activities, so as to form the behavioural habits of caring for the environment and cherishing resources. Secondly, it can help university students to establish a correct concept of ecological civilisation, thereby guiding them to actively participate in environmental protection practices. Through lectures, exhibitions, bulletin boards and other forms, it can popularise knowledge of ecological civilisation among university students, guide them to correctly understand the relationship between nature and human society, set up a self-consciousness of ecological civilisation in respecting, adapting to and protecting nature, and cultivate in them a sense of responsibility in cherishing natural resources and maintaining ecological balance. Finally, it can also enhance the ecological environment consciousness of college students. In the process of cultivation, by displaying the changes in the ecological environment and the achievements in the construction of ecological civilisation, it can stimulate college students to pay attention to environmental problems, enhance their awareness of environmental protection, and let them actively participate in environmental protection and the construction of ecological civilisation, so as to contribute to the work of ecological civilisation construction.

2.3. Helping to Promote the All-round Development of University Students

In the new era, it is important to carry out the cultivation of ecological civilisation values for the overall development of college students. Firstly, it can help university students to better cope with the various environmental challenges facing society today. Faced with global climate change, resource scarcity and other problems, more new ideas and methods are needed to solve them. Instilling low-carbon concepts in college students, establishing the awareness of low-carbon life, and practicing low-carbon life in terms of diet, consumption and daily life can help improve the lifestyle of college students' life taste. Secondly, it helps to comprehensively improve the ecological responsibility and comprehensive quality of college students. Only by combining theoretical knowledge with practical application can we better understand and grasp the importance of ecological civilisation. Through practical education and cultivation, college students can gain an in-depth understanding of the changes in the natural environment and the complexity of the ecosystem, understand the importance of protecting the environment, and realise that everyone has the responsibility to protect the earth and convey the concept of ecological civilisation. By carrying out various social practice and environmental protection activities, college students are stimulated to have a sense of social responsibility and environmental awareness, so that they can gradually establish correct concepts of ecological civilisation and behavioural habits in practice, and promote college students to be strictly disciplined, establish a new social trend of speaking civilisation and establishing a new style, and eventually become excellent college students of the new era with a sense of social responsibility and comprehensive ability.

3. Practical Strategies for Cultivating Ecological Civilisation Values among College Students in the New Era

Strengthening the cultivation of ecological civilisation values among college students is in line with the requirements of the times of social progress, the objective requirements of the comprehensive development of college students, and the necessary way to deal with the relationship between human beings and nature. "Ecological education is a holistic education." [2] In the new era, we should further explore the corresponding countermeasures from four perspectives: society, university, family, and students themselves, so that the cultivation path of ecological civilisation values for college students can be closer to reality and be perfected.

3.1. At the Social Level: Scientific Promotion of Ecological Civilisation Values

Social education is a process of learning by ear, in a quiet process, through the surrounding people and events can instil ecological civilisation values into the university student group. Firstly, improve ecological public opinion and create a favourable ecological atmosphere. Social public opinion and mass media affect people's value orientation and practice path to a certain extent, we should insist on consolidating and growing the mainstream ideological opinion, optimizing the media communication ecology, and promoting the main theme of ecological civilisation. Therefore, in the new era, "publicity and education on green livelihood should be strengthened, and the green concept should be integrated into the mainstream social values and reflected in everyone's daily life." [2] For example, the news media can use public service announcements, TV talk shows, large-scale real documentaries and other forms of publicity to promote the educational content of ecological knowledge. Secondly, the efforts to strengthen the ecological rule of law and regulate the practice of ecological governance by system. The rule of law is the core of ecological civilization construction, in the new era, it is necessary to strengthen the construction of ecological rule of law, improve the ecological civilization construction system, enhance the ecological rule of law consciousness of college students, and help college students cultivate ecological civilization values. Specifically, the improvement of ecological laws and regulations should be further accelerated, so that the ecological rule of law under the construction of ecological civilisation in the new era will be more institutionalised, standardised and legalised; the responsibility system for administrative law enforcement should be fully implemented, the public's ecological interests should be effectively safeguarded, and corresponding punitive measures should be implemented for units and individuals violating the ecological environment laws and regulations; the learning of ecological legal knowledge by university students is conducive to the enhancement of their awareness of the ecological laws and regulations, and the further standardisation of their own ecological behaviours in daily life, and contributes to the formation of their correct ecological values.

3.2. At the University Level: a Comprehensive Approach to Collaborative Education in the Values of Ecological Civilisation

At the university level, it is necessary to do a comprehensive job of collaborative education on the values of ecological civilization. First, the formulation of a comprehensive programme for the cultivation of ecological civilisation values requires clear objectives and tasks. This includes clarifying the cultivation objectives, specific cultivation contents and methods, and assessment indicators, etc., to ensure that the implementation of the programme is targeted and effective. Secondly, cultivation programmes should be tailored for students at different levels, taking into account the characteristics and needs of different student groups, and formulating differentiated cultivation strategies to improve the effectiveness of cultivation. Specifically, a series of thematic lectures and seminars can be organised, inviting ecologists, environmental protection experts and other experts and scholars in related fields to give scientific lectures to introduce the importance and significance of ecological civilisation to university students, and to guide them to correctly understand and appreciate the great influence of the natural environment on human society. Social practice activities on the theme of ecological civilisation can also be actively carried out, such as tree-planting and environmental protection volunteer services, so that college students can personally participate in the practice of protecting the environment and improving the ecology, and enhance their awareness of environmental protection and sense of responsibility. In addition, various forms of creative activities such as painting, photography and essay competitions on the theme of ecological civilisation can be held to stimulate the enthusiasm of college students for creation, so that they can express their understanding of and concern for ecological civilisation in an artistic way, and further deepen their knowledge of ecological civilisation. Through the implementation of all the above ecological civilisation value education activities, it can effectively cultivate college students' awareness of environmental protection and sense of responsibility, so that they can develop good habits of cherishing natural resources and protecting the environment in their daily life, and then promote the development of the whole society towards a more ecologically friendly direction.

3.3. At the Family Level: Effective Daily Inculcation of Green Living and Consumption

At the family level, the joint participation of families in green production and life is one of the important ways to cultivate the values of ecological civilisation among university students. The way parents educate their children about ecological civilisation and green development in the family influences the practice of ecological civilisation values. Firstly, parents and elders in the family should enhance their own ecological literacy. They should take the initiative to learn the theoretical knowledge related to the construction of ecological civilisation from books, TV and online media, tap into the ancient ecological wisdom of China, broaden their ecological knowledge, browse ecological news, understand the current ecological situation and ecological policies, and gradually form a good ecological civilisation family style. We should also actively improve our ecological moral qualities,

respect and love nature from the bottom of our hearts, take practical actions to protect nature, and live a green life guided by ecological values. They should also be guided by ecological values, live green, and educate their children with their own ecological concepts and actions. Secondly, parents set a good example of ecological behaviour and guide families to form a green lifestyle. A green lifestyle is a natural, healthy way of life, a new attitude to life and an inevitable requirement for the construction of a socialist ecological civilisation. Therefore, to cultivate children's ecological civilisation values, it is not only necessary to rely on theoretical knowledge inculcation, but also to make a correct demonstration in action, and become a role model for children to learn from. For example, in daily life, parents should set an example by using water resources and other ecological natural resources sparingly, so that children can understand the limited nature of ecological natural resources; when going out, they should try to choose public transport, so as to do their part to save energy and reduce emissions, so that children can choose a green way of life.

3.4. At the Individual Level: Actively Promoting their Own Eco-culture and Eco-ethics

College students are the main body of education and cultivation of ecological civilisation values. College students should strengthen their self-education in ecological learning, actively learn about ecological civilisation, comprehensively raise their awareness of ecological civilisation, and consciously become actors in the construction of ecological civilisation. First of all, college students should consciously study the theoretical knowledge related to ecological civilisation. Combined with the need to build a beautiful China in the new era, they are urged to study China's relevant documents and policies on the construction of ecological civilisation, to understand the importance of ecological problems and the urgency of solving them, and to arm their minds with the theory of ecological civilisation. For example, while completing the course tasks, they should actively conduct extensive extracurricular reading to broaden their ecological knowledge and understand the significance of ecological nature for human survival and development. At the same time, we should make good use of the mobile Internet to keep abreast of domestic and international ecological information, grasp the latest national ecological civilisation theories and practical policies, and constantly update our own ecological civilisation theoretical reserves. Secondly, to strengthen the awareness of ecological responsibility and to improve ecological participation and practice. Only when put into practice can it be effective. Cultivating ecological civilisation values among university students not only requires improving their ecological knowledge and awareness, but also guiding the practice of ecological civilisation construction with scientific ecological civilisation concepts. In their daily life, college students should strictly demand themselves to carry out ecological activities and practice green lifestyle and consumption pattern in practice, so as to contribute to the construction of a beautiful China and the construction of human ecological civilisation. For example, on campus, students should use sterilised bowls and chopsticks in the canteen, avoiding disposable plastic bowls and wooden chopsticks; they should use double-sided paper in photocopying and printing, avoiding wasting paper by printing on one side. Outdoors, we should recycle rubbish to

avoid ecological pollution, and actively participate in activities such as tree planting, youth volunteering, and protecting the Mother River.

4. Conclusion

The relationship between man and nature is the basic problem of the development of human society, which affects and restricts the development of human society. As an indispensable part of the theory of ecological civilization in socialism with Chinese characteristics, the value of ecological civilization embodies the common pursuit of ecological value of the Chinese people, and plays a key role in enhancing people's ecological awareness and regulating people's ecological behavior. College students in the new era are the backbone of the future construction of the country, and accepting the cultivation of correct ecological values can help them establish correct ecological values. Therefore, in the new era, we should attach importance to the important role of ecological civilization values, strengthen the cultivation of ecological civilization values among college students, give full play to the role of college students in the construction of ecological civilization, and contribute to the harmonious

coexistence between man and nature and the construction of beautiful China in the new era.

Acknowledgment

This project is supported by "Research on the practical path of constructing ecological values in the new era -- taking Anhui Province as an example" (Project number: 2022XJYB011) (Huainan Normal University 2022 university-level humanities and social science research project)

References

- [1] Opinions of the CPC Central Committee and State Council on accelerating the construction of ecological civilization. People's Daily, 2015-05-06(1).
- [2] P.F.Huang. The construction path of school ecological education system. School Party Building and Ideological Education, (2010) No.21, p.69-70.
- [3] Y.J.Mu, H.Wei. Research on Xi Jinping's Thought on Ecological Civilization. Journal of Northeast Normal University (Philosophy and Social Science Edition), (2019) No.1, p. 62-68.