

FORMATION OF MORAL CULTURE OF UNIVERSITY STUDENTS IN CHINA

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Moral education provides correct ways of behavior towards other people. Such ways of behavior are based on folk traditions and national culture. National traditions in education play a great role in the educational process at universities of the People's Republic of China. Cultivating virtuous individuals is the fundamental task of universities. Determining what virtues to instill and what talents to nurture, enhancing students' ideological level, political literacy, moral character, and cultural cultivation to become well-rounded individuals are the top priorities of universities. It is not only an academic mission but also a political task.

The most important moral value is service to people, which is the basis of collectivism as a principle and requirement of basic commitment and love for one's country, people, labor, science and socialism. It focuses on building professional ethics, social ethics and family virtues, actively creating a socialist ideological and moral system that adapts to the development of the socialist market economy and becomes generally recognized and consciously observed by the entire population of the People's Republic of China. In China, the first basic requirement for citizens is love for the country and observance of the law. The Eight Honors and Shames emphasize

the honor of respecting and abiding by the law and the shame of violating laws and rules. Ethics is a project to cultivate people's virtue, which is the traditional culture of the Chinese nation, and the thoughts of Confucius and Mencius are the origins of the joint governance of ethics and the rule of law.

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