Research on the Practical Path of Green Development Concept Education for College Students

Ke ZHANG\textsuperscript{1,a,*} and Qin LUO\textsuperscript{2}

\textsuperscript{1}China West Normal University, Nanchong, Sichuan, China
\textsuperscript{2}Southwest University, Chongqing, China
\textsuperscript{a}71195130@qq.com
\textsuperscript{*}Corresponding author

Keywords: College Students, Green Development Concept, Value; Practice Path.

Abstract. College students’ green development concept education is an organic unity of environmental education and development concept education, and it is also the integration and surpass of pure environmental education and development concept education. The concept education of green development for college students has distinct realistic orientation and profound value implication, which is embodied in enhancing the quality of green development for college students, strengthening the backbone of promoting green development and enriching the content of ideological and political education for college students. It is a systematic project to carry out the education of green development concept for college students, which should focus on improving the construction of curriculum system, building educational practice platform and optimizing the external environment of education.

Introduction

The fifth plenary session of the 18th CPC central committee put forward five development concepts. Among them, the concept of green development is put forward given the prominent contradiction between ecological environment and economic and social development. Green development is for everyone and also the responsibility of everyone. As the future of the motherland and the hope of the nation, college students’ green development value orientation will greatly influence the development orientation of the whole society in the future, and they are the backbone force to promote green development. Therefore, comprehensively improving the green development quality of college students has become an important topic of ideological and political education of college students in the new era. It is of great theoretical and practical significance to explore the value and practical path of the green development concept education of college students.

Multi-dimensional Examination of Green Development Concept Education

The Connotation Interpretation of Green Development Concept

The concept of green development is a theoretical concept formed by the Party's scientific practice and abstract generalization of the dialectical relationship between ecological environmental protection and economic and social development in the process of building socialism with Chinese characteristics. The idea accurately grasps the actual economic and social development in our country, ecological civilization construction experience, complies with the world development trend of ecological civilization concept of scientific development, breaks through the slit of ecological environment protection and the limit of economic and social development, reflecting the Party’s deepening understanding of the law of ecological civilization construction and the law of economical society development. The concept of green development can be interpreted from different perspectives to understand its rich connotation.

From the perspective of philosophy, the concept of green development is based on the Marxism
view of nature and adheres to the holistic value orientation in the relationship between man and nature. “Man himself is a product of nature and develops together with the environment he is in” [1]. Both man and nature belong to the same ecosystem, and man, as a part of nature, is subject to the restriction of natural laws. Based on the integral provisions of the relationship between man and nature, the concept of green development clarifies the ecological entity responsibility of man in the process of economic and social development, that is, to adhere to the value orientation of holism when dealing with the relationship between man and nature, and to seek the best balance between man and nature on the basis of reasonable social practice[2].

From the perspective of ethics, the concept of green development is the unity of value standard, value goal, and value norm.[3] Nature is the unity of instrumental value and an ecological value, which is not only the object and material of human production and life but also has ecological function. However, the ecological value of nature is often ignored. People are willing to sacrifice the ecological value in order to obtain the short-term tool value, which leads to the ecological crisis and then endangers the acquisition of tool value. Therefore, we need to treat the instrumental value and ecological value of nature correctly, adhere to the holistic value position in the treatment of the relationship between man and nature, ecology and development issues. Economic and social development should promote the harmonious coexistence of man and nature as a yardstick, and form a set of effective value standard system.

From the perspective of development view, the concept of green development is the unity of "green" and "profit." "Growth-first" development views economic growth as the only indicator of social progress, while pure ecological environmentalism, on the contrary, advocates stopping development from protecting the ecological environment. Dialectically denying the two extreme development concepts, the concept of green development breaks through the thinking limit of irreconcilable ecological and environmental protection and economic and social development, insisting that “we need both green water and green mountains as well as gold and silver mountains.”[4] Green water and green mountains are better than gold and silver mountains, and green water and green mountains are the value orientation of gold and silver mountains. It advocates that economic development takes limited carrying capacity of resources and ecology as the basic premise, and pays attention to "digging gold in green," to realize the unity of "green" and "profit" in "win-win."

Analysis of Green Development Concept Education for College Students

Green development concept education for college students is an educational practice in which educators follow the principles and requirements of green development, follow the formation law of college students' green development consciousness, exert targeted, planned and organized influences on college students, and help them improve their green development quality. The key point of green development education for college students is to grasp the dialectical unity of ecological environment protection and development.

Firstly, the concept of green development education is environmental education. When the deterioration of ecological environment endangers human health and socially sustainable development, people have to face up to environmental problems and seek solutions to alleviate the ecological crisis, and education is an important means. From environmental protection, sustainable development, ecological civilization to green development, it is the logical necessity for us to deepen our value proposition. The concept of green development is the theoretical innovation based on fully absorbing and drawing on original achievements. Education of environmental protection, education of sustainable development, education of ecological civilization and education of green development concept all belong to the category of environmental education, reflecting the different orientation of environmental education in different historical periods. Although the emphasis of the above education is somewhat biased, it is consistent in guiding the educates to rationally understand the ecological crisis and cultivate the ecological consciousness. Therefore, through environmental protection education, college students should be equipped with environmental science knowledge, set up scientific environmental values, enhance the sense of responsibility and morality of environmental protection, and turn it into the action consciousness of environmental protection.
Secondly, the concept of green development education is the concept of development education. The concept of green development is rooted in the objective reality of China's economic and social development in the new era. It is put forward to alleviate the contradiction between ecological environmental protection and economic and social development and seek sustainable development of human society. The concept of green development not only directly points to the ecological and environmental problems, but also takes care of the deep-seated root cause of the ecological and environmental problems—development factors. Therefore, to carry out the education of green development concept for college students, we should guide them to understand the important position and role of green development concept from the logic evolution of China's development concept from the perspective of the five development concepts through education. Therefore, it is necessary to explain the historical context of the formation of scientific development concept, sustainable development and green development concept to college students, and clarify the essence of the development concept in different periods. At the same time, it is necessary to guide college students to understand the problem areas pointed by the five development concepts, grasp the inherent logic connection of the five development concepts, and grasp the particularity of the green development concept from the whole of the five development concepts.

The Value Implication of Green Development Concept Education for College Students

The concept education of green development for college students has distinct realistic direction and profound value implication. It is the unity of individual value, social value and discipline value. It can not only improve the green development quality of college students, but also promote the implementation of the concept of green development and advance the ideological and political education with the times.

Improve the Green Development Quality of College Students

The relationship between man and nature is an important subject that theoretical and empirical researchers pay close attention to. From primitive civilization, agricultural civilization, industrial civilization to ecological civilization, it is a transition from "nature-centrism" and "anthropocentrism" to the harmonious development of man and nature, which reflects the deepening understanding of the relationship between man and nature. From the perspective of the impact of civilization form on the relationship between man and nature, industrial civilization is the disharmonious development of the division and conflict between man and nature, which can be called 'black civilization', while ecological civilization is the harmonious development of the internal unity and harmonious coexistence between man and nature, which can be called “green civilization”.[5] China has actively integrated itself into the global trend of ecological civilization and put forward the concept of green development from the perspective of national development strategy. This concept is a breakthrough in the theory of environmental protection and opens a new chapter in the development of human ecological civilization. The 21st century is not only an era of ecological civilization but also an era of green development. Marxism holds that the comprehensive development of man is that “man possesses his comprehensive essence in a comprehensive way, that is to say, as a whole man.”[6] “the essence of man's comprehensive development is that man liberates himself from the relationship between nature, society, and himself and fully possesses his own essence. That is to say, through social practice, man creates the comprehensive relationship between man and nature, man and society and man and himself to create his essence comprehensively and enrich and perfect the essential power of man.[7] it can be seen that only in the harmonious relationship between man and nature can individuals have the possibility to enrich and perfect their essential power and truly realize their all-round development.

In order to realize the comprehensive development of the individual, college students need to deal with the relationship between human and nature objectively, which requires them to have the quality of green development. In recent years, with the increasingly prominent ecological crisis, environmental education and ecological civilization education have been increasingly intensified. Obviously, college students have a certain awareness of green development, but the overall level is
still low, showing the characteristics of “high cognition, low action”. Especially in the face of the conflict between individual interests and ecological environmental protection, ecological environmental protection often gives way to individual interests, showing the utilitarian value orientation, and the level of awareness of green development is difficult to meet the actual needs of green development. However, green development quality is not innate, which requires systematic education of green development concept to cultivate and improve. Concept of green development education, therefore, can expand students' ecological civilization view to a certain extent, guide students to establish green value orientation, to help college students in the face of the conflict of ecological environment protection and economic and social development to make the right value judgment and choice, and consciously to green development concept as a guide to action, form a green life style, consumption patterns, natural green development literacy improved comprehensively.

**Strengthen the Backbone of Green Development**

The concept of green development is a further deepening and leap forward of the Party's understanding of the law of ecological civilization construction and the law of economic and social development in the new era, which will guide the practice of green development with Chinese characteristics. “Once a theory grasps the masses, it will also become a material force” [8]. Man is the key factor for theory to play its role. Only when the concept of green development is mastered by the people can it play its leading role and promote the process of green development. Among all the groups, college students are the backbone of green development, which is determined by their unique status and role.

Firstly, the ideological characteristics of college students determine that they can accept and spread the concept of green development. College students are open-minded and active in thinking. They dare to seek for new and different ideas. They pay close attention to the new problems related to social development and have a strong acceptance of the concept of green development. At the same time, as a group with a higher knowledge level, college students' thoughts also have a leading function. They practice the concept of green development by themselves, effectively promoting the spread of the concept of green development in the whole society and expanding the influence of the concept of green development.

Secondly, the individual quality of college students determines that they play an irreplaceable role in promoting green development. The traditional development mode with high input and high consumption is mainly labor-intensive enterprises, which have relatively low requirements on the scientific and technological level and innovation ability of the labor force. Moreover the green development model takes scientific and technological innovation as an important fulcrum, which is the technical support of green development. The creation and development of technology need a group of high-quality technical and innovative talents, and there is a great demand for college students, who are an important force to promote technological innovation.

**Enrich Ideological and Political Education of College Students**

The development of ideological and political education activities cannot be separated from practice, and it develops with the change of practice. The practical characteristics of ideological and political education determine its contemporary educational content. The latest theoretical achievements and social problems are always reflected in the ideological and political education content with The Times. The whole history of ideological and political education of the Communist Party of China has always been closely focused on the central work of the party and has always kept pace with The Times. In different periods, there are different major contradictions. It is precisely by updating its educational content with The Times that ideological and political education can maintain its vigorous vitality and play a "lifeline" role in various works. A rational examination of the characteristics of China's development stage in the new era shows that while the economy maintains rapid growth, it also brings a series of ecological and environmental problems, and the contradiction between ecological and environmental protection and economic and social development is increasingly prominent. Therefore, the Party in the decisive victory of the well-off
society in the critical period, from the height of the national development strategy to put forward the concept of green development, so far green development has become the main theme of China's development, the “13th five-year plan” or even longer one of the central work.

With the change of the central work of the Party, the content of ideological and political education will also change. It is the inherent requirement of the ideological and political education to integrate the green development idea education into the ideological and political education system of college students. The ideological and political education of college students should undertake the mission of guiding college students to establish the awareness of green development. This is a new subject for ideological and political education of college students, and a new requirement for the content of the ideological and political education of college students. From the perspective of the scope of education content, based on environmental education, sustainable development education, and ecological civilization education, the content of green development concept education is added. Green development concept education is the new direction of contemporary environmental education. From the depth of education content, the education of green development concept breaks through the limitation of the original environmental education, sustainable development education, ecological civilization education and other education only from the single perspective of environment or development, focusing on guiding college students to explore the way of environmental protection from the economic and social root of the ecological crisis. Combining environmental issues with development issues is an expansion of the original environmental education and further enriches the content of ecological education in ideological and political education.

The Practical Path of Green Development Concept Education for College Students

It is an important way to promote green development in the new era to educate college students on the concept of green development. The education of green development concept for college students is a systematic project, so it is necessary to accelerate the construction of the curriculum system, build educational practice platform, and optimize the external environment of education.

Improve the Curriculum System for Education on the Concept of Green Development

The curriculum is the sum of the subjects students learn and their process arrangement, which embodies the thoughts and ideas of education, and is an important way to achieve the educational goals. Green development education curriculum carries the basic content of green development concept and is an important carrier to realize the education goal of the green development concept for college students. Therefore, it is necessary and urgent to construct the curriculum system of green development concept education for college students.

Firstly, we should fully explore and develop the educational resources of green development concept in ideological and political theory courses. The ideological and political theory course is an important part of the course system of green development concept education for college students. Although the existing ideological and political theory courses have involved some contents of the concept of green development, they are relatively scattered and lack of theoretical depth, which requires the integration and deepening based on exploring the existing curriculum resources. For example, in The Introduction to the basic Principles of Marxism, we should strengthen the education of Marxist view of nature, ecological view, and development view. In The Introduction of MAO Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics, the differences and connections between the theory of sustainable development, the scientific development concept and the concept of green development should be clarified. In ideological and moral cultivation and legal basis, relevant laws and regulations on green development should be clarified, and the moral responsibility and mission of promoting green development of college students should be highlighted. It is worth noting that to excavate and develop the educational resources of the concept of green development, the overall planning should be carried out based on grasping the characteristics of each course which not only highlights the unique advantages of each course, but also avoids repeated teaching.
Secondly, the concept of green development should be permeated into all professional courses. The concept of green development can not only expand the coverage of education but also expand the content of the concept of green development. To realize the effective penetration of green development concept, it is the key to find the combination of green development concept and various professional courses. Based on the characteristics of professional courses, the related green development concept is permeated into them, and the concept of green development is explained from different perspectives so that college students can subtly internalize the concept of green development in the study of professional courses.

**Build an Educational Practice Platform for the Concept of Green Development**

College students' green development concept education itself is an educational activity with strong practicality, and its practical characteristics objectively require the establishment of an educational practice platform, through which the transformation of college students' green development concept from knowledge to practice can be realized, and finally the unification of knowledge and practice can be achieved.

Firstly, we should build a platform for student organizations. The college student organization is a collection composed to achieve a specific goal. It aims to educate students by organizing various kinds of activities in a planned way. It is an important carrier of college students' daily ideological and political education. We should make full use of such platforms as party organizations, classes, and student associations to carry out education activities on the concept of green development with purpose and plan. Specifically, the Party and the class will make full use of major environmental protection day, carefully organized theme education activities. At the same time, the concept of green development should be consciously permeated in regular activities, so that college students can receive education unconsciously. College student associations may specialize in educational activities on the concept of green development.

Secondly, we should build a social practice platform. In the green development concept education of college students, the curriculum is the foundation, student activities are important links, and social practice is the key. Therefore, the education of green development concept of college students should guide them from school to society, and carry out social services, visits, internships, and other social practice activities. Specifically speaking, colleges and universities can set up green development concept propaganda groups, in-depth rural, community, primary and secondary schools to carry out green development concept publicity activities; Organize college students to visit nature reserves, green universities, green communities, green environmental protection enterprises and areas with serious environmental pollution to conduct field visits, investigations and special investigations; Organize college students to carry out internship activities in relevant government departments, enterprises and institutions, and social organizations.

**Optimize the External Environment for Education on the Concept of Green Development**

“Man creates the environment, and in the same way the environment creates man.”[9] The external environment of college students' green development concept education refers to the sum of all external factors that affect educational activities and the improvement of college students' green development quality. Among all the external factors, the campus material environment and spiritual environment are the most critical elements.

Firstly, to build a green campus material environment, Campus material environment contains rich educational resources and has unique educational value. “An ecological campus full of green, energy conservation, environmental protection and harmony between human and nature not only provides a good place for teachers, students and staff to study, work and live, but also plays a positive role in environmental education.”[10] To this end, the physical environment of the campus should be optimized and transformed according to the educational purpose, and the green and beautiful campus, environmental protection and energy conservation campus should be built. Green beautiful campus construction should adhere to the principle of greening, beautification, scientific planning of the campus natural environment and overall layout, pay attention to the greening of the campus natural environment and campus infrastructure layout beautification. Environmental
protection and energy conservation campus construction should adhere to the basic principles of green, environmental protection, school hardware, software facilities to optimize the transformation, to achieve the whole campus pollution-free, low-energy green operation.

Secondly, to build a green campus spiritual environment, the green campus spiritual environment is the integration of common ideals, beliefs, values, and morals formed by teachers and students around the concept of green development. In the edification of the green campus spiritual environment, college students can gradually form the green value orientation. Therefore, to build a green campus spiritual environment, it is necessary to set up the concept of green education and integrate it into campus cultural activities. To establish the concept of green education, we should closely focus on the goal of green development of personnel training, integrate the concept of green development into the whole process of teaching and management of colleges and universities, enrich the connotation of running schools with the concept of green development, and build a green education and management system. In order to realize the effective integration of the concept of green development in campus cultural activities, it is necessary to clarify the objectives of campus cultural activities, carry out special cultural activities on the concept of green development or consciously infiltrate the concept of green development in other cultural activities.

Acknowledgement

This paper is a phased achievement of CSZ16016, a project of Sichuan university students' ideological and political education center, and CJF16029, a project of Sichuan education development research center.

References


