

Research on the Generation Logic and Practical Path of Moral Education Function of College Student Associations

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Abstract: As an important carrier of campus culture construction and talent cultivation, the effective play of the moral education function of college student associations is of great significance for implementing the fundamental task of cultivating morality and talents. This paper focuses on the generation logic and practical path of the moral education function of college student clubs. Through research, it is found that the fit between student needs and club characteristics constitutes the internal driving force for the generation of moral education function. School support and social environment provide external guarantees, while the development of club activities and student participation are the practical foundation. In response to the current difficulties faced by student organizations in organizational management, school support, and social environment, this paper proposes practical paths such as improving the internal construction of student organizations, strengthening school support and guidance, and creating a good social environment. The aim is to provide theoretical reference and practical guidance for enhancing the effectiveness of moral education in university student organizations and promoting their all-round development.

Keywords: College Student Clubs, Moral Education Function, Cultivate Virtue and Nurture People

1. Introduction

In higher education, moral education has always been a key link in talent cultivation. With the rapid development of society, college students are facing the impact of diverse cultures and complex values. How to enhance their moral literacy, cultivate correct worldviews, outlooks on life, and values has become an important task of higher education. As an important carrier of campus culture, college student clubs attract numerous students to participate with their unique organizational forms and rich activity content, playing an important role in the growth process of college students.

College student clubs have the characteristics of flexibility, universality, and autonomy, covering multiple fields such as academia, art, sports, and public welfare [1]. Students join clubs based on common interests and hobbies. Through participating in club activities, they can not only improve their professional skills and expand their knowledge, but also exercise in interpersonal communication, teamwork, social service, and other aspects, thereby achieving self-education, self-management, and self-service. This subtle and imperceptible educational approach has opened up new avenues for moral education in universities. Through club activities, students can combine the moral theory knowledge learned in the classroom with practical actions, deepen their understanding of moral norms in practice, and cultivate good moral behavior habits.

From the perspective of moral education in universities, studying the moral education function of student clubs has important practical significance. On the one hand, it helps to enrich the form and content of moral education in universities. Traditional moral education teaching mainly relies on classroom lectures, with relatively single methods, while student club activities provide more vivid and diverse forms of moral education, making moral education work more attractive and infectious. On the other hand, it can improve the pertinence and effectiveness of moral education work. Due to their similar interests and hobbies, members of the club have more frequent exchanges of ideas and behavioral interactions. The club can carry out targeted moral education activities based on the characteristics and needs of its members, in order to better meet the growth needs of students.

From the perspective of the development of student clubs themselves, clarifying the moral education function can provide correct guidance for the development of the clubs. In universities, some student

clubs have problems such as vulgar content, lack of connotation, and chaotic organizational management, which seriously affect the healthy development of the clubs. Emphasizing the function of moral education can encourage clubs to establish correct development concepts, regulate club activities, enhance the cohesion and influence of clubs, and promote the development of clubs in a positive and healthy direction.

2. Theoretical basis for the moral education function of college student associations

2.1 Overview of college student clubs

College student clubs are non-profit organizations organized and voluntarily participated in by students within higher education institutions based on common interests, professional strengths, volunteer services, and other purposes [2]. It is an important carrier of campus culture and also an important platform for students to achieve self-growth and development. With the development of higher education, the number and types of student clubs in universities continue to increase, playing an important role in enriching students' extracurricular life and cultivating their comprehensive qualities.

According to the content and purpose of the activities, they can be divided into political and ideological types (such as Deng Xiaoping Theory Research Association, improving students' political literacy), professional learning types (such as Foreign Language Association, consolidating professional knowledge), technological innovation types (such as Robot Association, cultivating innovation ability), cultural and artistic types (such as Music Association, improving artistic cultivation), sports and fitness types (such as Basketball Association, enhancing physical fitness and team spirit), and volunteer service types (such as Volunteer Association, strengthening social responsibility). There are two types of organizational forms and operating models: spontaneous organization (strong independence) and official support (well-established structure). According to the composition of members and scope of activities, it is divided into on campus clubs (serving the school) and off campus clubs (broadening horizons).

2.2 Theories related to the function of moral education

Moral education, which refers to the planned activity of exerting influence on members of society in terms of politics, ideology, and morality, is the process in which educators purposefully, systematically, and systematically apply educational influence to learners based on certain social requirements and moral education laws, in order to form the expected ideological and moral character of educators [3]. Middle school moral education includes five aspects: political education, ideological education, moral education, psychological education, and legal education, while primary school moral education aims to cultivate the fundamental character of primary school students.

The goal of moral education is the expected outcome of moral education, characterized by directionality and foresight, which plays a guiding role in moral education activities [4]. Compared with goals such as intellectual education, it has social (including historical, etc.) and hierarchical (different educational types require different levels) characteristics. Moral education has individual, social, and educational functions. Individual sexual function is the fundamental function, including constraining individual socialization, and enjoying sexual function is its highest level; Social function is an indirect function that plays a role in the larger social system; The educational function addresses the development direction of learners and reflects the requirements of the times and society. The theory of moral development is of great significance for the moral education function of college student associations. Piaget believed that children's moral development goes from heteronomy to self-discipline, while Kohlberg proposed the theory of three levels and six stages of moral development. These provide a basis for moral education activities in clubs, and activities can be designed according to students' moral development stages to enhance their moral literacy.

3. The generation logic of the moral education function of college student associations

3.1 Intrinsic motivation: Matching student needs with club characteristics

In the generation logic of the moral education function of college student associations, the alignment between student needs and the characteristics of the association is the internal driving force [5]. College students are in a critical stage of development, and according to Maslow's hierarchy of needs theory, their physiological and safety needs are basically met, and they pursue higher-level needs such as socializing, respect, and self-actualization. In terms of socializing, freshmen crave to make friends and expand their

network in new environments, and clubs provide a natural social platform as interest groups. For example, in a photography club at a certain university, members gather together due to their love for outdoor photography and sharing of works to exchange skills, share insights, establish friendships, and meet social needs. In terms of self-realization, college students hope to unleash their talents and realize their value, and different clubs provide diverse paths. Academic research clubs encourage participation in scientific research and competitions. For example, a mathematical modeling club at a certain university organizes its members to participate and achieve excellent results, enhancing their professional competence and confidence; Cultural and artistic clubs provide a stage for students with special talents, while music club members showcase their talents through concerts and other activities, gaining recognition and respect, and realizing their self-worth.

The autonomy of clubs enables students to exert subjective initiative, participate in management decision-making, and exercise organizational and coordination skills; Openness breaks the limitations of majors and grades, promotes communication and cooperation among students from different backgrounds, broadens horizons, and integrates knowledge and ideas. This kind of fit meets the diverse needs of students, provides opportunities for practical exercise, promotes comprehensive development, and enables students to subtly accept the influence of moral education in club activities.

3.2 External security: The influence of school support and social environment

School support and social environment are external guarantees for the moral education function of college student associations. As the main body of management guidance, policy and resource support are crucial for schools. In terms of policy, the school formulates rules and regulations to regulate the establishment and operation of clubs, ensuring that activities meet educational goals. For example, a certain university's "Student Club Management Measures" guide clubs to carry out moral education activities such as red speeches. In terms of resources, the school provides venues, funding, and guidance for teachers: venue guarantee activities are carried out, special funds are used to support operations and public welfare activities, and students' sense of responsibility is cultivated; Guidance teachers, such as calligraphy club teachers, explain moral connotations when imparting skills.

The social environment has a profound impact, and diverse cultures and values impact students' thinking. On the positive side, the socialist core values provide guidance, and clubs can use this to carry out essay writing and volunteer activities; Provide materials and platforms for social and cultural activities and public welfare undertakings to help students enhance their cultural confidence and sense of social responsibility. However, negative factors such as harmful online information and utilitarianism may have negative impacts, and schools and clubs need to strengthen guidance and resistance.

3.3 Practical basis: Conducting club activities and student participation

The implementation of club activities and student participation are the practical basis for the moral education function of college student clubs. Various activities provide students with practical platforms to help their moral cognition, emotional and behavioral development. In the community care activities of a volunteer club in a certain university, students interact with the elderly to understand the meaning of care and dedication, and enhance their sense of social responsibility (moral cognition); The sense of achievement generated by the smile of the elderly sublimates moral emotions; And transform consciousness into daily helping actions (moral behavior). The scientific research and competition activities of the Physics Innovation Experimental Club cultivate students' scientific spirit, innovative thinking, and tenacious will. Competitions can also enhance competitiveness, academic ethics, and team spirit. Rehearsing and performing in dance clubs can cultivate students' sense of discipline and collaboration, enhance team cohesion and sense of collective honor.

4. Difficulties and challenges in realizing the moral education function of college student associations

4.1 Development issues of the club itself

Some college student associations have irregular organizational management issues, such as a lack of sound rules and regulations, arbitrary activity organization, disorderly meeting organization, low member participation, and undemocratic decision-making, leading to unclear development direction; The organizational structure is unreasonable, departmental responsibilities are unclear, and coordination is

difficult, which affects operational efficiency. Due to poor management, a cultural and artistic club in a certain university has encountered problems such as program chaos and venue delays in its artistic performances, which has reduced the enthusiasm and sense of belonging of its members.

Lack of innovation in event planning is also common, with outdated forms and content, insufficient attractiveness, and difficulty in meeting the diverse needs of students. If a certain academic club in a university only focuses on academic lectures, the combination of content and needs is not tight, and the enthusiasm for participation is low; Some club activities imitate others without their own characteristics and lack competitiveness.

The high mobility of members also restricts the function of moral education. Students frequently enter and exit clubs due to academic and employment pressures, making it difficult to form a stable team culture and inheritance mechanism. New members need time for training, while old members leave to take away experience resources, which affects the continuity of activities. New members of a volunteer club in a certain university have low participation due to insufficient training, and the departure of old members has made it difficult to sustain and efficiently carry out volunteer services.

4.2 Insufficient support and guidance from schools

Some school clubs have inadequate implementation of management policies, and overly lenient or strict management is detrimental to their development. Being too broad makes the club lose its discipline and the quality of activities difficult to guarantee; If it is too strict, it will limit autonomy and innovation, and inhibit students' enthusiasm. If the approval process for school activities is cumbersome and time-consuming, it may lead to missed opportunities for club activities and affect their operation.

Insufficient investment in school resources also constrains the moral education function of clubs. The venue, equipment, funds, etc. required by the club cannot be met, and there is a lack of fixed venues. Public spaces need to be borrowed, which brings inconvenience to the organization of activities; Insufficient capital investment and tight activity funds make it difficult to carry out high-quality activities. Due to a lack of equipment and funding, the scientific research projects of a certain university's science and technology innovation club have been hindered, affecting students' enthusiasm for innovation and the development of the club.

There is a significant shortage of guidance teachers, with some schools lacking professional guidance teachers or inadequate guidance, resulting in a lack of support for clubs in activity planning, professional guidance, and other aspects, which affects the quality of activities. A literary club in a certain university cannot meet the needs of students due to the lack of professional guidance and low level of activities.

4.3 Negative impacts of social environment

Social development brings various ideological trends, such as materialism and hedonism, which can impact the thinking of college students, distort their values, and affect their moral judgments and behavioral choices. Influenced by materialism, some students excessively pursue material possessions, neglect spiritual and moral cultivation, and participate in club activities with strong utilitarianism. While internet culture brings convenience, it also has negative impacts. The quality of online information varies greatly, with false and vulgar information easily misleading students and endangering their physical and mental health. Some students are addicted to the internet, reducing their participation time in club activities, and even exhibiting uncivilized behavior in the club due to the influence of negative information. Intense social competition and high employment pressure place a heavy psychological burden on students. Some students overly focus on employment and neglect the cultivation of comprehensive qualities, believing that club activities have no direct help for employment and have low participation enthusiasm, resulting in the difficulty of fulfilling the moral education function of clubs and reflecting their educational value.

5. Exploration of the practical path of moral education function of college student associations

5.1 Improve the internal construction of the club

Optimizing organizational management mechanisms requires the establishment of a sound club management system, covering the purpose, structure, and member management, and clarifying the establishment, election, and other processes, such as the recruitment, training, and assessment system of

a youth volunteer association in a certain university. We suggest setting up departments reasonably, clarifying responsibilities, and avoiding shirking responsibility, such as establishing academic departments, technology departments, and other division of labor and cooperation in academic and technical associations. We suggest improving the assessment and evaluation mechanism, establishing an assessment system for club cadres and members, and conducting comprehensive evaluations from multiple aspects. For example, if a calligraphy club in a certain university participates in assessment activities and their work level is evaluated, rewards and punishments will be given based on the results; Meanwhile, we should regularly evaluate the overall situation of the club and provide guidance for improvement. To strengthen the construction of club culture, it is necessary to extract core values, such as the "use of stage to convey positive energy" of a certain university drama club, and integrate them into activities and systems. We suggest organizing club cultural festivals to showcase unique features, conducting team building activities to enhance cohesion, and ensuring the continuity of cultural heritage activities. We suggest improving the quality of club activities, researching member needs, determining themes during the planning process, developing detailed plans, and inviting professional guidance; We divide the work reasonably in the implementation process, such as the cooperation between a university environmental club and groups, to ensure the smooth progress of the activities; Summarize feedback in a timely manner after the end, collect opinions from the photography club, improve shortcomings, and provide reference for subsequent activities.

5.2 Strengthen school support and guidance

We advocate improving the policy guarantee system. Schools need to formulate preferential policies, simplify the approval process for club establishment, and improve efficiency. At the same time, schools should strengthen audits; Standardize daily management and guide healthy development. Schools need to increase funding and establish special funds to provide support based on their scale and activity situation. For example, a certain university provides funding according to category and plan, and encourages clubs to broaden their funding sources. Provide venue and equipment, build activity center, and equip with necessary equipment.

The school needs to strengthen the construction of counselor teams, select outstanding teachers, and clarify their responsibilities in activity planning, value guidance, and other aspects. For example, a certain university requires teachers to participate in a certain number of club activities every semester. Establish a sound assessment mechanism, with clear rewards and punishments, and strengthen training to enhance teachers' abilities.

The school needs to establish a collaborative education mechanism, with various departments working together and the student affairs department managing daily operations and planning; The academic affairs department will include club activities in the training system and provide credit recognition. If a certain university's club activities meet the standards, credits can be obtained; The logistics department provides support for the site equipment. Collaboration between clubs, colleges, and classes, such as joint competitions organized by chemistry clubs and colleges, can enhance the quality of activities and jointly promote the realization of moral education functions.

5.3 Creating a good social environment

All sectors of society should create a favorable atmosphere for the development of college student organizations. Enterprises can provide social practice opportunities for student clubs and collaborate with them on projects, allowing students to develop their abilities and broaden their horizons through practical experience. For example, a company collaborates with a marketing club in a university to conduct market research, product promotion, and other projects. By participating in these projects, students can apply their marketing knowledge to practical situations and improve their practical skills and professional ethics. Social organizations can organize various competitions and activities, invite college student clubs to participate, and provide a platform for clubs to showcase their skills. The art exhibitions and competitions organized by social organizations in the cultural and artistic fields provide opportunities for cultural and artistic clubs in universities to showcase their artistic talents, inspiring students' creative enthusiasm and competitive awareness.

We advocate for all sectors of society to strengthen positive publicity and guidance, and enhance the social influence of college student organizations. The media should pay attention to the development of college student clubs, report on their excellent deeds and achievements, and showcase their positive role in cultivating students' comprehensive qualities and serving society. Through publicity, we aim to raise

awareness of college student organizations among all sectors of society, enhance their visibility and reputation, attract more students to participate in their activities, and strive for more support and resources for their development. Government departments can formulate relevant policies to encourage and support the development of college student associations, provide policy guarantees and resource support for associations, and create a favorable policy environment for the development of associations.

6. Conclusion

This study deeply analyzed the generation logic and implementation path of the moral education function of college student associations, and obtained the following research conclusions. In terms of generating logic, the moral education function of college student clubs originates from the alignment of student needs and club characteristics, which constitutes the internal driving force. College students have strong needs for socialization and self-actualization during their growth process, and the autonomy and openness of clubs precisely meet these needs, promoting students to accept the influence of moral education in club activities. School support and social environment are important external guarantees. The school's support in policies, resources, and guidance of teachers, as well as a positive social environment, provide necessary conditions for the generation of the moral education function of clubs; The development of club activities and student participation are the practical foundation. The rich and colorful club activities provide students with practical platforms, and students achieve the development of moral cognition, emotions, and behaviors through participating in activities.

Corresponding practical paths have been proposed to address the challenges faced in the implementation of the moral education function of college student associations. The school is improving the internal construction of clubs, optimizing organizational management mechanisms, establishing and improving club management systems and assessment and evaluation mechanisms; Schools should strengthen the construction of club culture, shape the unique cultural connotation of clubs, and carry out rich and colorful club cultural activities; Improve the quality of club activities, carefully plan activities, strengthen organizational implementation, and summarize feedback. In terms of strengthening school support and guidance, we will improve the policy guarantee system, increase funding investment, and provide venue and equipment support; Schools should continuously strengthen the construction of counselor teams, select excellent counselors, clarify responsibilities, and establish assessment and training mechanisms; The school promotes collaboration among various departments, clubs, colleges, and classes by establishing a collaborative education mechanism. In terms of creating a good social environment, all sectors of society should actively create an atmosphere for the development of clubs, provide practical opportunities for enterprises, organize activities by social organizations, strengthen positive publicity and guidance by the media, and formulate supportive policies by the government.

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