

## Develop Advanced Campus Culture and Promote the Development of the Colleges

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### Abstract

**campus culture is an important part of higher education. Advanced campus culture can promote the development of higher education, improve the teaching efficiency of teachers, and stimulate students' interest in learning. How to promote the healthy development of campus culture has become the focus of this paper. Therefore, we need to plan the coordinated development of different cultures, and at the same time, we need to pay more attention to the school spiritual and cultural construction of the park.**

### Keywords

**advanced culture; colleges and universities; coordinated development.**

### 1. Introduction

Colleges and universities are the places where higher talents are produced, the important carriers of cultural heritage, and the important components of excellent culture. Therefore, we will explore how to maintain the advanced nature of campus culture and how to promote the development of higher education with the help of campus culture. Campus culture is a part of the whole social culture, mainly including three levels: material culture, institutional culture and spiritual culture. Among them, material culture is the surface culture, which refers to the sum of the basic material appearance and external material cultural form of the school, including all kinds of hardware facilities such as teaching, scientific research, production and learning, which is the material guarantee of campus cultural activities. System culture is the middle-level culture, which mainly includes various rules and regulations, teaching, scientific research, group behavior norms, etc. it is the guarantee of the normal operation of school order, and plays a guiding and normative role in students' campus cultural activities. Spiritual culture is the core culture, which refers to the fine tradition of the school and the values, moral standards, group psychology, interpersonal environment, humanistic quality and other spiritual and cultural forms recognized by teachers and students. One of them is indispensable, which constitutes the connotation of campus culture. In recent years, in order to meet the needs of the development of the times and the requirements of the development of higher education itself, great achievements have been made in the construction of campus culture in today's colleges and universities, but there are still undeniable shortcomings, mainly reflected in: first of all, in the concept, the concept of "people-oriented" is not paid enough attention, and the main position of students and teachers is not really highlighted. Secondly, in terms of content, some colleges and universities attach great importance to the construction of campus material culture and neglect the construction of institutional culture and spiritual culture, which results in the one-sided development of campus culture. Thirdly, in terms of positioning, some colleges and universities only regard the construction of campus culture as the management method and means of education and teaching activities, and do not put the construction of campus culture into operation and implementation in the context of overall school running direction and training objectives, which leads to the unsustainability of development. Finally, in the goal, the goal of the construction of campus culture in some colleges and universities tends to be general and assimilative, lacking their own characteristics and personality. Campus culture is

the soul of a school, which shows the value pursuit and goal orientation of a school. At present, the focus of the construction of campus culture in Colleges and universities is to integrate the development concept of "people-oriented, comprehensive, coordinated and sustainable" into the construction of campus culture, so as to meet the needs of the reform and development of colleges and universities in the new situation.

All activities of higher education should take students as the center and promote the all-round development of students as the basic concept to investigate the development of society. In the construction of campus culture, we should adhere to the principle of taking students as the basis, that is, we should take people as the starting point and destination of all activities, and promote the all-round development of people by giving full play to their role and meeting their needs.

First, higher education should be student-centered.

Students are the main body of the University. Therefore, the university should take students as the center to ensure that all work is conducive to the development of students. With the advent of the information society, college students' life style, ideology, moral standards and value pursuit have changed a lot, which is mainly reflected in the strong sense of subject, focusing on self feelings, being good at independent thinking, hoping to pursue truth in equal communication, and liking to choose truth in thinking about social reality. Therefore, the construction of campus culture in Colleges and universities should establish a sense of humanism, respect students' personality, accommodate differences, teach students according to their aptitude, and promote the cultivation of innovative talents. Secondly, respect the main position of students and fully tap their potential. The construction and development of campus culture should reflect the needs and interests of students. Through guidance, students can learn self-knowledge, self discovery, self-evaluation, self selection, self-development and self-improvement in the process of learning, practice, perception, experience, reflection and cultivation, so as to maximize their initiative and creativity. Thirdly, we should pay attention to humanistic care and promote the all-round development of students. With the transformation of higher education from elite education to mass education in China, and the emergence of related problems, the importance of students' creativity, competitiveness, judgment, affinity and independent personality cultivation is highlighted. Therefore, in the construction of campus culture, we should attach importance to humanistic guidance and care, strengthen ideological and political education, sound personality education, humanistic quality education, social responsibility education, and life ethics education for college students, and use the power of truth, personality, morality and emotion to internalize the external normative requirements into ideological character and promote the overall development of students. Develop and grow healthily to meet the needs of the current social development for high-quality talents. In a word, "the concept of student center means to establish four levels of centers in Colleges and universities, that is, to improve the quality of talent training as the center in the overall work of colleges and universities, to focus on the lifelong development of students in the design of talent training mode, to focus on the active learning of students in the teaching process, and to focus on the learning effect in the learning process of students." [1]

Second, the development of colleges and universities needs the support of teachers.

First of all, we should establish the concept of respecting teachers and valuing education, and create an equal, friendly and harmonious interpersonal environment. Colleges and universities should take respect, encouragement and care as the premise to help solve the problems faced by teachers; fully respect and maintain the democratic rights and independent personality of teachers, protect their right to know, participation and democratic supervision; create a good competitive environment, respect academic freedom, and make everyone enjoy equality

## 2. Overall Planning for Coordinated Development of Various Cultures

Coordinate the relationship between different campus cultures to promote the comprehensive and coordinated development of campus culture and ensure the advanced nature of campus culture. Comprehensive development refers to accurately grasping the connotation of material culture, institutional culture and spiritual culture based on the actual situation of the school, and dealing with the new contradictions and problems arising from the stage of development. Coordinated development refers to the balanced, orderly and reasonable development of all aspects of campus culture. Material culture, institutional culture and spiritual culture are in a state of interdependence, mutual promotion and coordination. Under the guidance of scientific development concept, we should deal with the relationship between "soft" environment and "hard" environment in order to promote the overall and coordinated development of campus culture. The "hard" environment of campus mainly refers to the material culture of the campus, the teaching and research facilities and the learning and living environment in the school. "Soft" environment mainly refers to institutional culture and spiritual culture, involving management system, organizational structure, ideology, interpersonal relationship, school philosophy, value pursuit and other aspects. University campus is not only a material existence, but also a spiritual existence. Campus material culture is one of the symbols of a university's comprehensive strength, but it is surface culture after all. At present, after the scale expansion and steady improvement, higher education is entering a period of connotation construction. Compared with the improvement of material and cultural environment, the importance of institutional culture and spiritual culture is more prominent. As a kind of "soft power", institutional culture and spiritual culture reflect the spiritual temperament and cultural taste of a university. They are an integral part of the connotation construction of a university and a constituent element of the core competitiveness of a university. The improvement of the school's hardware facilities is of course important, but more importantly, it is necessary to form a unique school running concept and value pursuit, and create an outstanding spiritual temperament, which is the basis for a university to survive, develop, run a school and undertake major social responsibilities, and a deeper connotation promotion. "The cultural construction of colleges and universities should deeply grasp the basic connotation of the five development concepts, take innovative development as the driving force, take coordinated development, green development and open development as the basic ways and methods, and realize the people-oriented shared development" [2]. Therefore, to deal with the relationship among material culture, institutional culture and spiritual culture and promote the overall and coordinated development of campus culture is not only an important measure to implement the scientific concept of development, but also an internal demand for the development of campus culture in Colleges and universities.

## 3. Cultivate Excellent Campus Culture to Help the Healthy Development of the School

The spiritual culture of campus is the core culture of University. Campus spiritual culture directly determines teachers' teaching attitude and students' enthusiasm for learning. It is the accumulation of a university's long history, the sublimation of glorious tradition and the crystallization of times civilization. It embodies the ideals, beliefs and spiritual temperament of a university, and is of great significance to the sustainable development of campus culture. At present, to strengthen the cultivation of campus spiritual culture and enhance the core competitiveness of the school, we should deal with the following two aspects. First, the relationship between the construction of generality and the development of characteristics. Spiritual culture is the soul of a school. Its distinctive characteristics are the charm of spiritual culture, the source of power for a college student, and the symbol different from other

universities. Tsinghua University's motto of "constantly striving for self-improvement and being virtuous" encourages Tsinghua students to be indignant, anxious about the country and the people. Beijing Normal University's motto of "learning to be a teacher and acting as a model of the world" has inspired generations of students to be indifferent to fame and wealth and behave as teachers. At present, some schools in the process of promoting cultural construction, especially in promoting the formation of spiritual culture, have not formed a unique spiritual style according to their own characteristics, historical origins and development trends, and the trend of campus cultural construction is similar and general. To build characteristic campus culture and promote the sustainable development of campus culture, we should pay attention to the following points: first, inherit and carry forward the fine tradition of the school. Because, "tradition is the characteristic that history gives to each school, and the construction of any culture starts from respecting history. Only by inheriting the fine tradition can we examine the advantages and disadvantages and look forward to the future." [3] secondly, the orientation of campus culture construction is determined based on the goal of talent training. All kinds of colleges and universities have different quality structure and target orientation. Only based on this special requirement can the construction of campus culture promote the development of students and the sustainable development of the school. Third, strive for innovation. The construction of campus culture in Colleges and universities should not only be based on the current situation of campus culture, but also plan the future development prospects according to the needs of the development of the times, and strive to determine the orientation of the school in talent training with characteristics and innovation. Second, the relationship between current development and long-term development. At present, many universities do not put the construction of campus spiritual culture into practice in the context of the overall running direction and training objectives, but only for the needs of current education and teaching activities, limiting it to the level of student management and ideological education, as a means of enriching students' spare time life, which is not conducive to the long-term development of campus culture. To guide the construction of campus spiritual culture with the scientific development concept, we should take it to a new height to understand, and bring it into the overall construction and development planning of the school. Based on the long-term and comprehensive planning, we should not only emphasize the control and guidance functions of campus spiritual culture, but also highlight its functions in cultivating sound personality, improving cultural accomplishment and improving aesthetic taste. On the one hand, bringing the construction of campus spiritual culture into the overall construction and development planning of colleges and universities is conducive to unifying thoughts, clarifying direction, establishing the awareness of all staff co construction, so as to achieve the goal of coordinated development with other constructions, on the other hand, it is also conducive to the persistence and inheritance of the spirit and excellent culture of colleges and universities, and the realization of the goal of sustainable development of campus culture.

## References

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