

# On the Construction of Campus Culture in Colleges and Universities in China in the New Era

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## Abstract

With the deepening of education reform and the popularization of higher education, more and more scholars and professors began to explore the construction of college campus culture. With the historical development of colleges and universities, campus culture has gradually formed a group culture with students as the main body and organizing extracurricular cultural activities as the main content. It is not only an external recreational activities, but also an internal spiritual power, because it reflects the value orientation and way of thinking of students. This paper will try to explore along two ways: one is to explore the current situation of the construction of campus culture in colleges and universities in China in the new era; the other is to think and summarize the existing problems and solutions of the construction of campus culture in China.

## Keywords

Colleges and Universities; Campus Culture Construction; Current Situation of Campus Culture Construction; Problems of Campus Culture Construction.

## 1. The Meaning and Concept of Campus Culture in the New Era

Culture, on the basis of inheritance and innovation, reflects the characteristics of the development of an era, and also shows the national cohesion and centripetal force of culture in the progress of the era. It not only represents the direction of advanced national thought, but also reflects the degree of social civilization of a country and a nation. For a school, campus culture construction is also the soul of prosperity and development of the school, campus culture construction also reflects the cohesion and centripetal force of teachers and students. Campus culture is not only an important part of socialist advanced culture but also the most powerful internal demand of schools. Without cultural education is the education of life, as part of the society as a whole culture, campus culture is the most able to reflect the spiritual outlook and cultural quality of college students, reflect a kind of the style of study, school spirit and teaching of the universities of community culture, so now the competition of universities is not only the teachers and the technical competition, but also a campus culture of competition. Waller, an American sociologist, and Lin Qingjiang, director of the Institute of Education at Taiwan Normal University, first proposed the concept of campus culture. In Mainland China, the definition of "campus culture" was first proposed at the "Theoretical Discussion meeting on Campus Culture" held by the School Department of Shanghai Youth League Committee in May 1986. The construction of campus culture is not only an important link to improve the quality of talent training, but also carries the important task of ideological and political education on campus, so it is particularly important to pay attention to the connotation and concept of campus culture construction.

First of all, the construction of campus culture should adhere to the concept of students as subjects, and explore the construction of campus culture based on students' interests and personality characteristics and psychological characteristics, because students are both participants and creators of campus culture.

Secondly, the construction of campus culture to adhere to the concept of the student individuality full scale development, school education is not only to meet the students' intelligence development, more attention should be paid to the students' ideology and moral character and aesthetic temperament and interest, the development of health and personality molding, so in the design of campus cultural activities to comprehensively consider the students' morality, intelligence and physique, us, fatigue factors such as the fusion and unity. In guiding students to actively participate in campus cultural construction, grasp the core requirements of comprehensive education, and strive to improve students' comprehensive quality.

Thirdly, the construction of campus culture must adhere to the concept of student personality development, the development of personality culture and the cultivation of characteristic consciousness is the basis of colorful campus culture, so the construction of campus culture should focus on digging students' personality characteristics, and provide students with a unique carrier of cultural education. Let the students have the ability of independent thinking and unique personality in the colorful campus culture.

Finally, the construction of campus culture should adhere to the idea of innovation. With the development of science and the progress of era, culture has on the basis of inheritance innovation continues to advance, our time is a rapidly changing era, new era on the basis of the new campus culture meanings given also puts forward new requirements to us, let us inherit and carry forward the national excellent traditional culture on the basis of the thought of insist on advancing with The Times, We should constantly improve the design concept, activity form and communication media of campus culture, and cultivate successors in the new era on the basis of promoting the development of students' abilities in many aspects.

## **2. The Current Situation of Campus Culture Construction in Colleges and Universities in China in the New Era**

Campus culture is not only a system culture, spiritual culture and material culture, but also the core culture reflecting the development of an era. In 2015, the Ministry of Education and the Office of Civilization of the CPC Central Committee issued the "Implementation Opinions on Deepening the Activities of Building civilized Campuses", which said that "the work of building civilized campuses has become an important starting point for further cultivating and practicing socialist core values". Facing the development of the new era, socialism is put forward new requirements on the construction of campus culture, xi jinping in the party's general secretary eighteen big puts forward "this is khalid ents which set up in colleges and universities, colleges and universities to be forging outstanding young furnace, our country's higher education shoulders the cultivation of the comprehensive development of the socialist builders and successors of the important tasks". Therefore, the author will analyze the current situation of campus culture construction in the new era from three aspects: material culture, spiritual culture and system culture.

### **2.1. The Material Culture of Higher Campus**

Material culture mainly refers to the material facilities and architectural environment of the university campus. It refers to some actual hardware facilities, including library culture, classroom culture, facilities and equipment culture, canteen culture and so on. With the rapid development of economy, the enrollment scale of higher education in Our country continues to grow, and the quality of running schools is also improving day by day. Therefore, the campus environment of colleges and universities is getting better and better. Suhomlinsky, a famous educator, believed that: Training "the foundation of the harmonious development of man" is to have a good campus environment, because students personally involved in the school in the

construction of material culture, not only can improve the students' thinking ability and creative ability, and cultivate the students' moral accomplishment and pioneering spirit, and environment on the development of the students already provides the possibility of a huge, Then using the environment created by students to influence students can make them promote their physical and mental development in the practice of transforming the environment. Therefore, in the construction of campus culture, many colleges and universities regard material culture as one of the key construction objects. The bibliography of libraries is increasing day by day, laboratory instruments and equipment are improving day by day, and the taste and variety of dining halls are gradually increasing, so that we can see that the material culture of the campus of colleges and universities is developing better and better. However, in some economically underdeveloped areas and schools, due to the backward concept of campus cultural construction, material culture is not very good, such as fewer books, old school buildings, incomplete laboratory equipment, etc..

## **2.2. The Spiritual Culture of Colleges and Universities**

As the ideological core of campus culture construction -- spiritual culture, it is the soul of school development, but also the highest level of campus culture construction. The spiritual culture of the school is composed of the students' "cognition component, emotion component, value component and ideal component", which reflects the idea of running a school, value system, educational concept and spiritual atmosphere, and also reflects the students' sense of responsibility, belonging and superiority. Say spirit culture is the ideological core of campus culture, is the spiritual culture is not only a kind of potential education force, it is a kind of invisible spiritual strength, it is for students' ideological education and moral character formation permeability and suggestive, so the campus spiritual culture, after the formation of students will consciously set up its own code of conduct and value orientation. In the new era, it is our responsibility and obligation to build campus spiritual culture with Chinese characteristics. In the report of the 19th National Congress of the Communist Party of China, President Xi Jinping once said that "we should extensively carry out ideal and belief education, deepen the propaganda and education of socialism with Chinese characteristics and the Chinese Dream, and promote the national spirit and the spirit of The Times". The new era has put forward new requirements for colleges and universities, so teachers in colleges and universities should use their knowledge and experience to inspire students' dreams, use experience and practice to ignite students' yearning for beautiful things, make socialist values deeply rooted in people's hearts, and make students truly "stay true to their original aspiration and keep their mission firmly in mind".

## **2.3. The Institutional Culture of Colleges and Universities**

System culture refers to the college regulations and code of ethics and code of conduct and the rules rules, such as school system culture is one of the main part of college campus culture construction, it as the guarantee of the construction of campus culture system, is to maintain the necessary mechanism of good school discipline, it specifies what we should do and what should not do, So it acts as an inspiration and a guide for students. As the saying goes, "no rules, no fangyuan", so the establishment of complete and reasonable rules and regulations is the premise of establishing a good school atmosphere and teaching atmosphere. Of course, there must be a corresponding system responsible for the implementation of the rules and regulations and the implementation of the organization. The biggest failure of the system may be to become "a piece of paper", the same is true of school rules. If they are not recognized and observed, the value of school rules will not be reflected, so it requires us to abide by the campus rules and regulations. At the same time, we should establish the idea that "the prince commits the same crime as the common people" and everyone is equal in front of the system, so that

students and teachers are in the same boat, and on the basis of reflecting fairness, the orderly development and inheritance of campus culture construction.

### **3. Problems Existing in the Construction of Campus Culture in Colleges and Universities in China**

With the trend of economic globalization and network globalization, the mode of campus culture development is more and more diverse, and the content of campus culture is more and more colorful. Facing such a complex environment, the construction of campus culture in China has gradually appeared some problems.

#### **3.1. The Concept of Cultural Construction is Vague and Backward**

Some schools for the meaning and function of the campus culture understanding is not comprehensive enough, that is equal to the school campus culture recreational activities, they only care about the students' campus life rich, the simplification of campus culture, think singing and dancing, games, such as trade union activities, art festival, is the campus culture, it is not clear up the concept of campus culture construction. Some schools are backward in concept and lack of accumulation, only indulging in building the external environment culture of the school, only paying attention to the overt cultural construction of hardware and management system facilities, ignoring the invisible cultural construction of students and staff's spiritual outlook and ideological beliefs. This kind of "image project" without core values can not play the real function of campus culture construction, nor can it play an imperceptible educational role for students, nor can it form a good school spirit, so this kind of campus culture construction loses its significance.

#### **3.2. Cultural Construction Lack of Guidance, Single Activities**

Owing to lack of school administrators, not from the perspective of long-term development strategy to know the important role of college campus culture construction, there is no unified planning on the guiding ideology, but also there is a big omissions on management, so some schools for the construction of campus culture is not very seriously, optional the gender is strong, even think that the construction of campus culture is dispensable. Some schools have formulated relevant guidance plans, but they are incomplete and not very mature. There is no core idea for cultural construction, and it is inconsistent with their own educational philosophy. This lack of overall thinking and specific planning schools for the construction of campus culture activities are relatively thin, embodied in: the form of a single, lack of content, students' participation is not high, the social recognition is lesser, general entertainment activities than the arts of science and technology, the construction of campus culture and social culture construction association is lesser also.

#### **3.3. Cultural Construction Lost its Foundation and Gradually Western-Style**

With the development of science and technology and the progress of network technology, network and globalization have brought profound influence and change to the way of production and life in the world. It has quietly changed people's value orientation and way of life, and also impacted the study and life of contemporary college students with an irresistible momentum. As more Internet users to group, the complex and the virtual network world to curiosity, the pursuit of personality of college students has brought great temptation, college students have access to the various cultural and ideological collision, of course, also can be in imperceptible in is affected with infection, makes students abandon traditional culture, to follow the western culture, such as some schools now abandon traditional festival, But on Christmas Eve, they hold events to promote Western culture. In addition, some countries with political intention will weaken the moral responsibility and legal concept of Chinese college

students through various ways, so the construction of campus culture under the condition of network will face great challenges.

## **4. The Countermeasures of Campus Culture Construction in Our Country**

### **4.1. Formulate an Overall Plan, Highlighting Cultural and Ethical Development**

First of all, we should abandon the backward concept of "entertainment first" or "garden culture is optional", and let teachers and students attach importance to the construction of campus culture in thought. The construction of campus culture should always adhere to the principle of people-oriented and the fundamental purpose of educating people, so it is necessary to highlight the importance of teachers and students in cultural construction and give full play to the main role of campus culture construction. While attaching importance to the construction of material culture and system culture, we should focus on the construction of campus spiritual culture. Spiritual culture is the core of campus culture and the soul of the development of the school. A good campus spiritual culture is conducive to the convergence of students with the existing social culture in terms of ideology and value orientation., of course, the construction of campus culture must work as a whole by leaders, in the broad masses, brainstorming to develop a suitable for the development of the school on the basis of the overall plan, make full use of the resources advantage of talents in universities and colleges, the construction of a batch of high standards and strict management team, to develop students happy academic, science and technology, sports and other activities, While attaching importance to the intelligent development of students, we should constantly improve students' humanistic and scientific literacy. In this way, students can not only increase knowledge, but also enrich campus life, and make the school become the best small environment in the construction of spiritual civilization of the whole society.

### **4.2. Clear Guiding Ideology, Firm Traditional Culture Foundation**

The construction of campus culture is a complex project. In addition to the overall plan, the construction of campus culture should have clear moral guiding ideology and establish a reasonable organizational system under the guidance of moral ideology. The core of culture is values, so the construction of campus culture should take the common ideal of socialism with Chinese characteristics as the value orientation, and build a healthy and positive campus culture with socialist culture and excellent national culture as the main body. Because bringing socialist core values into the construction of campus culture can consolidate the guiding position of Marxism in colleges and universities on the basis of continuously promoting the continuous optimization of college students' cultural system. Under the guidance of Marxism and socialism with Chinese characteristics, efforts should be made to purify the campus environment, vigorously promote the excellent culture with the characteristics of The Times, consolidate the foundation of traditional culture, resist vulgar, negative, decadent ideas and unhealthy network environment, and actively guide the campus culture to develop in the direction of elegance and health. Secondly, the number of Internet users in China ranks first in the world. With the rapid development of big data, guarding the network position and paying attention to the safety of network ideology has become the primary problem in the construction of campus culture. Colleges and universities should make full use of new media publicity of Chinese excellent traditional culture, revolutionary culture, an advanced socialist culture and socialist core values, make use of the website, WeChat, weibo, post bar and other network platform, the establishment of a new campus culture media, build campus network culture brand, while expanding the scope of the mainstream culture radiation form of popular campus network culture position.

### 4.3. Broaden the Construction Way, Cultivate Characteristic Campus Culture

Official as of June 2019, the Ministry of Education in colleges and universities in our country, by a total of 2956 colleges and universities type is more, there are comprehensive, normal, business, military, arts, sports, college level is different also, have double the first-class university, university of 985 university, 211, double the university, the central deployment undergraduate course colleges and universities, such as provincial undergraduate college. The level setting, teaching setting, development history, geographical distribution and economic conditions of each school will have an impact on the cultural connotation and educational concept of the school. Therefore, the campus culture of colleges and universities cannot be "one of every school". Colleges and universities are important positions to carry forward social mainstream value and cultivate high-quality, high-culture and high-accomplishment talents. Creating unique campus culture name cards has become an important step in the construction of campus culture. Therefore, first of all, we should constantly broaden the way of college culture construction, make full use of the new vision brought to us by the new media environment, and build a vibrant campus culture with the characteristics of the new era. Secondly, strengthen the openness of campus culture construction, strengthen school-enterprise cooperation to let college students "go out", participate in more social practice activities, improve the vision and knowledge of college students at the same time enhance the professionalism of campus culture construction. Finally, according to its own disciplinary characteristics and school-running advantages, relying on regional cultural resources, carry out campus culture with its own characteristics.

## 5. Conclusion

With the change of economic society and the rapid development of the network era, the construction of campus culture in colleges and universities has been endowed with new significance of The Times. Campus culture is a sign of school development, also is an important place of social spiritual civilization construction, campus culture construction of new period face a huge challenge, is a long-term and complicated project, we need to constantly explore and digging, but I believe that in the near future, college campus culture construction in our country will be more scientific and more system.

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