On Ways to Explore University Spirit Shaping and Campus Culture Construction in Universities

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Abstract—The campus culture of universities and colleges is an important part of socialist culture; it is a dynamic combination of campus spiritual culture, academic culture, science and technology culture, environment culture, activity culture and internet culture, and a dynamic integration of historical accumulation and time spirit; it is also a reflection of the campus’ entire appearance, level, style, features, cohesive force, emotional appeal and vitality. It is proposed in this text the significance and necessity of taking the spirit of the Sixth Plenary Session of the Seventeenth Central Committee as the direction of university campus culture construction; and elaborated connotation and significance of campus culture, as a vehicle, loading and reflecting university spirit; on this basis, made a concrete analysis on ways and approaches of university campus culture building.

Index Terms—Campus culture, colleges and universities, university spirit, approach.

I. INTRODUCTION

Decision of the CPC Central Committee on major issues pertaining to deepening reform of the cultural system and promoting the great development and flourishing of socialist culture passed by the Sixth Plenary Session of the Seventeenth Central Committee is the third important resolution for the issues of culture construction following Decision on socialist ideological and ethical progress guidelines passed by the Sixth Plenary Session of the twelfth Central Committee and Decision on major issues pertaining to strengthening socialist ideological and ethical progress passed by the Sixth Plenary Session of the fourteenth Central Committee. It is fully embodied in the Decision that the Party Central Committee attaches great importance to culture construction and highlighted the significance of campus culture construction in colleges and universities; raised new topics on rational configuration of campus culture resources, creating campus cultural environment and promoting campus culture construction effectively in the new situation; and it is explicit still further the responsibility that colleges and universities undertake in respect to developing culture undertakings and promoting culture spirit, and their cultural service functions for undergraduates; in short, the Decision provides colleges and universities with effective theory guarantee on strengthening campus culture construction.

II. UNIVERSITY SPIRIT IS THE LEADING AND SOUL OF CAMPUS CULTURE

University spirit is a value concept that refined from campus culture with long terms of accumulation and integration during the process of its development. This value concept reflects the peculiar essence, mental outlook and characteristics of a school, and brightly embodies the formulation of the school’s mission, training objective and unique style of the school[1]. Campus culture construction in colleges and universities goes hand in hand with cultivation and building of university spirit. It is not only an embodiment of university spirit, but also a vehicle of university spirit[2].

On the one hand, as for colleges and universities themselves, campus culture as a vehicle carrying and reflecting university spirit can create a positive, healthy and enthusiastic university atmosphere that can affect students’ value choice, personality shaping, mode of thinking, ethos, moral sentiment and behavior pattern. On the other hand, as for the society, it can also show the value pursuit and charm of the college. University spirit can be refined and represented by the patterns of school motto and school song[3],[4].

III. EXPLORING WAYS AND APPROACHES FOR CAMPUS CULTURE CONSTRUCTION IN COLLEGES AND UNIVERSITIES BY THE PRINCIPLE OF “STUDENT-ORIENTED”

Colleges and universities are not only important places for cultivating talents, but also provide spiritual support and intelligence support for economic and social development. Campus culture construction in colleges and universities should be “student-oriented”. A good environment should be supplied in respect to improving the students’ knowledge structure and enhancing their ability and quality for their growth and success. Besides, exert a subtle influence on cultivating and shaping the students’ character by culture[5],[6].

Campus culture construction mainly involves the following respects:

A. Academic Culture Construction

Academic culture is the main content of campus culture construction. Such culture type embodies the academic features of a school and meanwhile reflects the school’s academic level[7]. During the construction of academic culture, colleges and universities can invite some scholars and experts at home and abroad to visit the school or hold academic lectures, so as to realize culture exchange between school and school and among famous scholars and students; accelerating transmission and communication of campus culture among colleges and universities; strengthening

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academic atmosphere in schools; speeding up the pace of scientific research; and further promoting the long-term development of the colleges and universities\textsuperscript{[15], [16].}

B. Environment Culture Construction

During the process of campus culture development, universities should try their best to create an environment with humanistic connotations as Suhomlinski said let every wall speak\textsuperscript{[10].} For instance, hang excellent art and calligraphy works of the students on the corridor of the classroom; collocate various photos of students that took in colorful practical activities in showcases of the campus. In this way, develop an ecologically friendly park to make students wander in the sea of knowledge and revel in artistic conception of beauty. In addition, universities can also highlight the features of their own school by combining their own campus spirit closely with modernized facilities, such as hanging portraits of celebrities, famous aphorisms for scholarship and education, inspiring slogans and culture theme of rigorous scholarship and scaling new heights on teaching facilities like teaching buildings and library. Thereby, edify the students with favorable culture\textsuperscript{[11].}

C. Science and Technology Culture Construction

Launching science and technology activities among undergraduates, as it were, important ways for leading undergraduates studying hard, exploring truth, determined to become successful and promoting science and technology culture construction. Science and technology activities are conducive for students to recognize the objective law of the world more deeply and broadly. Besides, it contributes to forming realistic, innovative and persistent spirit for science among students. There are mainly two approaches for science and technology culture construction. First, guide college students take part in the national college students' challenge cup competition, scientific research activates and other activities actively. Second, carry out various innovation activities on science and technology\textsuperscript{[12].}

D. Campus Activities Culture Construction

Launching of campus activities is an important channel for the construction of campus activity culture. The prosperity of campus culture greatly promoted the taste of campus activities. The main idea of campus activity culture construction is “high grade, features exhibition and Striving for innovation”. Its main modality is carrying out campus activities with rich content, knowledge of high gold content, forward Looking so as to permeate cultural quality education to campus culture activities. Students can display their talents; develop their characteristics; show and recognize themselves fully on the stage of campus activities. In addition, students can also increase their knowledge, exercise their capabilities, broaden their horizons and form healthy psychological character in these activities; further more improve their cultural artistic accomplishment and humanistic quality; consequently, enhance their aesthetic outlook, values and cultural tastes\textsuperscript{[13], [14].}

E. Social Practice Culture Construction

Social practice activity is a social activity through which, in order to broaden their horizon and apply what they learnt to real life in the society, students walk out of classroom and campus to grass roots to experience social life, carry out social survey, discover social problems and further more service the society with their own ability and wisdom under the guidance of “enhancing ability, receiving knowledge, making contribution” idea. Colleges and universities should take full advantage of all effective resources to improve practice teaching mechanism. For example, universities can organize and lead students to carry out and take part in targeted and substantive social practice activities thoroughly and widely. As experience proves, participating in social practice activities can not only enrich college students' extracurricular life, cultivate students' innovative consciousness and provide vast space for the enhancement of students’ practical ability, but also increase their social responsibility and sense of historical mission while they receiving education and servicing the society\textsuperscript{[15].}

F. Campus Network Culture Construction

Colleges and universities are significance places for inheriting and carrying forward advanced socialist culture. Development of campus network culture plays a crucial role in pushing the construction of advanced socialist culture. In recent years, with the development and popularity of campus informationization in colleges and universities, the internet has become an information transmission platform among schools and an important medium for the communication between campus and the society. Increasingly, the internet becomes an important channel for undergraduates obtaining knowledge, transmitting information and emotion exchange. It influences the students’ ideas, value orientations, behavior patterns and modes of life deeply. Universities should improve network service system of their campus and establish their own redweb\textsuperscript{[16].}

IV. CONCLUSION

All in all, campus culture construction is a dynamic and open system. Constituent parts in the system are interdependent, interpenetrative, mutual promotive, mutual restraint and none is indispensible. The spirit of the Sixth Plenary Session of the Seventeenth Central Committee is the leading of college culture system. It develops a theory forrunner for campus culture activities and shows the construction direction for campus culture. University spirit is the soul of campus culture. It intensively reflects the peculiar nature, spirit and characteristics of a school. Campus culture is an external embodiment of college idea and college spirit from “students”\textsuperscript{[17].} Also, it is a dynamic superficial characteristic of college creative spirit, culture soft power and developing potential\textsuperscript{[18].} During the process of campus culture construction, universities should insist the guidance of the Sixth Plenary Session of the Seventeenth Central Committee; take core value system of the socialist as fingerpost; take overall consideration about campus culture; construct campus to a “ecosystem” that is optimum to the growth and development of the students; build a scientific, democratic, cultural and open cultivating environment for students; thereby, realize the objective of cultivating students to excellent talents who are adapt to the development of the
future society.

REFERENCES


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