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## The Research on Construction of Campus Culture

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### Abstract

The campus culture is to point the basic behavior norm, basic conviction and value which all the teachers, employees and students to comply with. As a part of the whole social culture, it is mostly divided into three types of structures, namely material layer, spirit layer with the system layer. Accordingly, the content of the construction of campus culture mainly includes material cultural construction, campus spirit culture construction and the system of campus culture construction. Lack of the construction of campus material culture, the biases of the campus spiritual culture construction bias and rigid system of campus culture construction are flooding the reality. To improve the situation, we should adhere to the people-oriented and harmonious ideas, set up the system integrated construction idea, take advantage of our campus man's subjective activeness, make innovation lead the construction of campus culture, pay more attention to education reform and the era background and treat campus network culture correctly.

**Key words:** Culture; Campus culture; Construction

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### INTRODUCTION

The campus culture is an important part of the school building, which is a strategic choice for the survival and development of school. The campus culture is a kind of

spiritual atmosphere and material environment, which the teachers and students learn, works and lives in. Each teacher, student and staff would participate in the construction and change of the spirit and the atmosphere, the physical environment consciously or unconsciously. All remember to accept the culture edify, guide and shaping. Therefore, it is necessary to strengthen the construction of campus culture.

### 1. THE ESSENCE AND KEY ELEMENTS OF CAMPUS CULTURE

The campus culture is a kind of social culture. In a sense, it is to point to the basic behavior norm, basic conviction and value that all the teachers, employees and students to comply with. The campus culture has abundant connotation and can expression in various ways. Understanding to the campus culture, the narrow sense and broad sense are as follows. In the narrow sense, campus culture refers to the spirit of the guidelines, which all members of the school create and abide by in the long-term practice. It includes the corresponding behavior and spirit of all the members. They are reflected by the school various cultural phenomena (Yuan, 2013, pp.12-13). In the broad sense, the campus culture refers to all the spiritual and material results created based on the common long-term practice of the main members—teachers and students in the special environment—school.

Campus culture includes campus material culture, campus spiritual culture, and campus system culture. Campus material culture includes the external materialized form of culture, such as the architectural style of the campus, functional rooms' layout, landscape design and so on; campus spiritual culture mainly includes the common ideology, value notion and life belief followed and abide by most remembers on the campus, and performance for the historical heritage, spirit and study style, the interpersonal relationship of staffs and students;

campus institutional culture mainly includes the discipline regulations and various rules and regulations, and the patterns of teaching, scientific research, production and livelihood, and the behavior norms, customs.

## **2. THE PRESENT SITUATION AND ISSUES ON THE CONSTRUCTION OF CAMPUS CULTURE**

At present, there are some problems in the construction of campus culture, which are the students have not set up the correct values, the teaching management service process sometimes can't reflect the correct values of education. The construction of campus culture always be superficial, formalized and lack of depth, so that the phenomenon conducting a comprehensive planning without the overall development strategy came. Part of the school enhances the infrastructure construction, but ignore mental and cultural shaping; stress hardware and neglect software; emphasizes the quantity and overpass quality. Now, we can sum the phenomenon up to the following aspects.

### **2.1 The Lack of Material Cultural Construction on Campus**

Some constructions of campus material can't embody the cultural connotation. The building can't highlight its characteristics and style. Not having reform and innovation consciousness is a common problem in the material cultural construction on campus. Although the building style is broad, eventually the campus will be not vital because of the lack of cultural spirit (Zhang, 1998, p.16). Material culture reflects the state of mind. Characteristics of school running idea, construction of school spirit, pursuit of value, spirit represents the development of the school. The relevant mental culture is penurious, while the campus material is abundant. School leaders used to pay special attention to engineering project, keen on the basic construction of the campus and the profit. The management concept is full of utilitarianism. At the same time, commercial tendency is more and more serious. The cultural construction of the campus material, which is influenced, is often neglected.

### **2.2 The Deviate of Spiritual Cultural Construction on Campus**

Campus spiritual culture is the core and soul of campus culture. However, in reality, the school leaders of the school don't study and not attach importance to the construction of campus culture is a common situation. Some schools still can not recognize the campus culture construction in the altitude of the whole running direction, the great education goal and the development degree. In

the construction of school spirit, many schools do not have their own characteristics and development goals. School spirit, school song and school motto are formalized. For students, their connotations are strange. The concepts of educating people and spirit of running school, which they should have, have been concealed. On the teaching work, some teachers believe that the dissemination of cultural knowledge is the construction of campus spiritual culture. In reality, it not only should be a kind of educational activity, but also reflects a humanistic care, teaching ideas deposited in the education and teaching. If the curriculum is not people-oriented, it can't reflect the richness of the foundation education.

### **2.3 The Ossification of Campus Institutional Culture Construction**

Due to various reasons, the main content of the system culture is reflected in the management of the norms and constraints. Schools at all levels should have their own laws and characteristics. Schools with different grades and types, such as primary, secondary school, should have different running concepts and characteristics. The current management of campus culture is still affected by the planned economy. The content of the various management rules and regulations is the lack of innovation, and can't keep pace with the times. Many rules play a restricted role on the current education reform. Educating, learning, evaluation, moral behavior and other management behavior are mainly designed around the entrance exam results, college entrance examination results and the rate of entrance. Nowadays, in some researchers' opinion, the behavior culture of the campus culture is independent from the construction of campus culture. However, due to the lack of standardization in the campus behavior culture, many students show a serious imbalance in the ideological discipline. Some regulations in reality have failed to keep pace with the times. Relevant difficulties are coming. In this situation, the construction of regulations will be useless day after day.

Cultural facilities, cultural groups, community organizations, cultural environment are the "hardware" while the campus spirit, cultural psychology, cultural system are the "software" on the campus culture construction. Hardware construction is the basis for the construction of software, and the construction of "software" is the condition of the construction of hardware. Material culture can be seen, touched. So, it can be accepted more easily. Spiritual culture is usually exclusive and not easy to modify. Spiritual culture is the core element of the school work, which restricts the development level of the whole school's culture. Therefore, we should construct the campus culture in a "whole and balanced, comprehensive and coordinated" way.

## CONCLUSION AND ENLIGHTENMENT

The construction of campus culture can stimulate people to construct campus material environment and spiritual atmosphere in the sense of cultural significance. It can make each remember living in it identify with the reality in the aspects of ideas, psychological factors, behavior criterion, value orientation intentionally or unintentionally, and affect the shaping of the spirit, soul and character (Guan, 2003, p.3). The campus culture construction of campus culture should not be underestimated. The following basic aspects are better measures to construct campus culture which satisfy teachers and students and social people.

(a) Adhere to the concept of people-oriented and harmonious

The students of different ages have different cultural needs. Taking into account the training goals, objective conditions, students' physiological and psychological characteristics, the school's own cultural advantages, regional cultural environment and other factors is necessary. Then, take shape the campus culture with distinctive features. In the construction of the campus culture, taking into account the needs of the students' physical and mental development, quality coordination development can stimulate the students' subjective consciousness, and ethical concern of teachers and staffs. Adhere to the harmonious unity of the scientific spirit and humanistic spirit. Both the pursuit of scientific progress, and cultivate students with culture "are significant. So the campus culture reflect "people-oriented and harmonious" at all times.

(b) Exert the initiative of all the remembers on campus

The faculty and staffs are the expressive body of the campus culture. The teachers and students have the most impact on the campus culture. Teachers not only teach knowledge, they have profound influence on the students' speech and deportment. The quality of cultural activities will be improved if the teacher gets on with students with rigorous academic attitude, noble sentiment of quality, elegant taste students and put forward valuable suggestions and guidance to the students' cultural activities. As the principal participants of the campus culture, students should try their best to mobilize their initiative and creativity. Carry out campus cultural activities with characteristics, so that students shoulder the principal task of inheriting the excellent traditional culture, the development of new culture.

(c) Innovation leads the campus culture construction

The development of campus culture is closely related to the progress of society. So the continuous development of the society determines that the construction of the campus culture must keep pace with the times, and develop new campus culture education resources constantly. Adhere to the practice and innovation, and promote the construction of campus culture. For the sake

of diversity, innovate forms of campus culture. Strengthen the construction of recessive culture, and expand the construction of campus culture. In addition, with the advance of science and technology, the network is more and more popular. "School-to-school project" has been formed generally, which puts forward new opportunities and challenges for the construction of campus culture. Strengthening the construction of campus network culture is to obtain a new breakthrough on the campus culture construction in the network times.

(d) Concerned about the reform of education and the background of the times

Education reform is the essential background for the construction of campus culture. The campus culture is an important part of education reform. Education reform has promoted the progress of campus culture. They complement each other. Enriching campus culture can provide resources for implementing quality education. Campus cultural construction should conform to the trend of education reform. The construction of campus culture should keep pace with the times, and the campus culture idea should constantly update. The construction of campus culture is endowed with new meaning. Therefore, it should be properly handled with the times and carry forward the traditional relationship. Because of the popularization of information technology, today's students have very distinct characteristics of the times. Such as they pursue the color of life, the pursuit of different values.

(e) Treat campus network culture correctly

With the progress of the network, the campus network is becoming more and more popular. Campus network culture has gradually grown up to be an important part of campus culture construction. The campus network culture has the double meaning of technology and social culture, and is endowed with the meaning of schooling. Promote Information-based Campus Construction according to the characteristics and clear positioning of the network. In the construction of campus culture, we should take full advantage of the network to strengthen the construction of campus culture and purify the network environment network culture. The campus culture will come into conflict with the network culture. So as to form a network era of a new campus culture, it needs to absorb and integrate the outstanding elements of network culture.

(f) Set up the thought of system construction

Several parts of the campus culture construction are complementary and common development. The construction and development of campus culture is taken from the whole, centered on education. In addition, coordinate all aspects, design carefully, construct a comprehensive system. The construction of campus culture is often with a dynamic and lively on the surface, but in fact the students hardly benefit from the campus culture construction. Put campus cultural construction into the whole school running track through improving the campus culture policy formulation, management rules and

regulations to establish a large system in which all aspects work in organic collaboration (Hou, 2000, p.348). To carry out a variety of campus cultural activities to enrich the content and form of campus culture, improve the supervision and evaluation mechanism of campus culture construction, in order to strengthen the organization, management and guidance. In addition, we should strengthen the construction of campus culture to guide the practice preferably.

Campus culture can cultivate students' personality and soul, strengthen the cohesion of the students and teachers. It also plays an important role in the students' quality of students, the growth and development of teachers and students. As the main field of education, the campus should give full play to the characteristics of cultivating students via culture.

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