

On the Construction of Campus Culture in Colleges and Universities Based on Moral Education

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Keywords: Campus culture, moral education, material culture, spiritual culture, institutional culture

Abstract: It has been acknowledged that campus culture construction in colleges and universities can help create a better teaching and learning atmosphere and the construction of campus culture based on students' moral education will better improve the soft power and core competitive power of the colleges and universities and help them play the significant role in cultural inheritance and innovation. This paper mainly explores the specific strategies of campus culture construction, and investigates the unique ways for colleges and universities to construct campus culture based on their own characteristics. The main elements of the construction of material culture, spiritual culture and institutional culture are also discussed in this paper to investigate the influence of the construction of campus culture on building a healthy and harmonious cultural atmosphere, improving college students' quality and enhancing the overall competitive power of the colleges and universities.

1. Introduction

A country cannot prosper without virtue and a person cannot be successful without virtue. Moral education is the fundamental task that must be implemented in the development of higher education. It is necessary to integrate moral education into all aspects of ideological and political education and social practice [1]. Campus culture is an important part of advanced socialist culture. The construction of college campus culture in the new era must focus on the people who receive higher education and the proper ways to carry on the education. The fundamental goal of campus culture education is to comprehensively improve the level of campus culture construction, build a campus culture that reflects the characteristics of socialism, the characteristics of the times and the characteristics of the colleges and universities [2]. The creation of campus culture with distinctive characteristics can not only build beautiful physical environment, but also spread educational concepts [3]. The construction of campus culture based on morality cultivation is important for cultivating and practicing socialist core values, strengthening and improving the ideological and political education of college teachers and students, implementing the morality cultivation project, optimizing the educational environment, and promoting the governance system of the colleges and

universities. It is of great significance to improve the governance and management of colleges and universities and comprehensively improve the quality of higher education and the overall quality of students. By exploring the strategies of college campus culture construction from the perspective of moral education, and analyzing the main elements of material culture, spiritual culture and institutional culture in colleges and universities, it can promote the integration of moral education and college campus culture construction and optimize the construction of college campuses [4]. The construction of college campus culture from the perspective of moral education aims to integrate the essence of campus culture, build a healthy cultural atmosphere, enrich the connotation of campus cultural life for teachers and students, improve the quality of higher education, promote the in-depth development of quality education, and build a harmonious college campus with deep spiritual and cultural connotations.

2. Major Strategies to Construct Campus Culture in Colleges and Universities

The construction of campus culture in colleges and universities is an important part of the development of colleges and universities. The core idea of campus culture construction lies in the education of people with culture and morality, focuses on the construction of campus culture with characteristics, emphasizes the three key elements of campus material culture, spiritual culture and institutional culture, and highlights the leading role of university culture [5]. The construction of campus culture in colleges and universities mainly includes the following three aspects.

First, it is necessary to improve the construction of campus material culture. The construction of campus material culture includes the construction of natural environment, campus planning, and the cultural environment consisting of campus architecture, greening and publicity facilities [6]. Environmental culture is the essential carrier of campus culture and the external manifestation of the college image and the degree of campus civilization. The unique environment can make the campus have a better educating atmosphere, make the teachers and students feel relaxed, and help them formulate a pioneering spirit and restrain bad habits and behaviors. For example, the sign of “No Smoking” on the wall will remind the teachers and students of the non-smoking areas. The design and installation of various dustbins can help teachers and students form the habit of throwing garbage correctly. In addition, the concept of moral education should be implemented in all aspects of the construction of campus material culture. For instance, there are history museums of the colleges and universities, bulletin boards for the latest news, and posters of college motto. Based on the moral education in higher education, the colleges and universities can play a better role in educating people by formulating a long-term plan for environmental culture construction, implementing it step by step in a planned way, and continuously enriching and enhancing the cultural connotation of the campus.

Second, it is of significance to create a unique campus spiritual culture. Spiritual culture includes the historical tradition and common values, ideal pursuit, humanistic quality and other spiritual elements of the colleges and universities. Once the spiritual culture of colleges and universities are perceived and accepted by teachers and students, they will combine them with their values, beliefs and behavioral habits. Therefore, it will become a powerful spiritual driving force for students’ personal growth and academic progress. The campus spiritual culture of colleges and universities embodies the ideological concepts and qualities of all teachers and students, and its manifestations are spiritual creative activities and relevant products [7]. Constructing a unique campus spiritual culture in colleges and universities is conducive to invigorating the work spirit of teachers, cultivating a good learning atmosphere, and enhancing the cohesion of teachers and students. For example, colleges and universities can actively promote the construction of excellent teaching effects and learning atmosphere and carry out special theme activities in conjunction with major

events and holidays.

In addition, colleges and universities can promote the construction of institutional culture. Institutional culture is the internal mechanism of campus culture, which plays an important role in regulating the behaviors of teachers and students, motivating them to make academic and personal progress, and creating a positive and harmonious cultural atmosphere. It is an indispensable element for promoting the development of the colleges and universities. By establishing and improving various management systems, colleges and universities are managed according to the rules to further strengthen democratic management and create a harmonious campus [8-9]. Colleges and universities can establish and improve the teaching management system, safety management system, logistics management system and other relevant institutions. Meanwhile, the education of patriotism, integrity and gratitude are carried out among teachers and students to promote the construction of campus culture. For example, colleges and universities have established and improved systems including ideological and political education, student management, community activities, volunteer services, innovation and entrepreneurship education to promote students' all-round development. Figure 1 shows the main components of campus culture in colleges and universities.

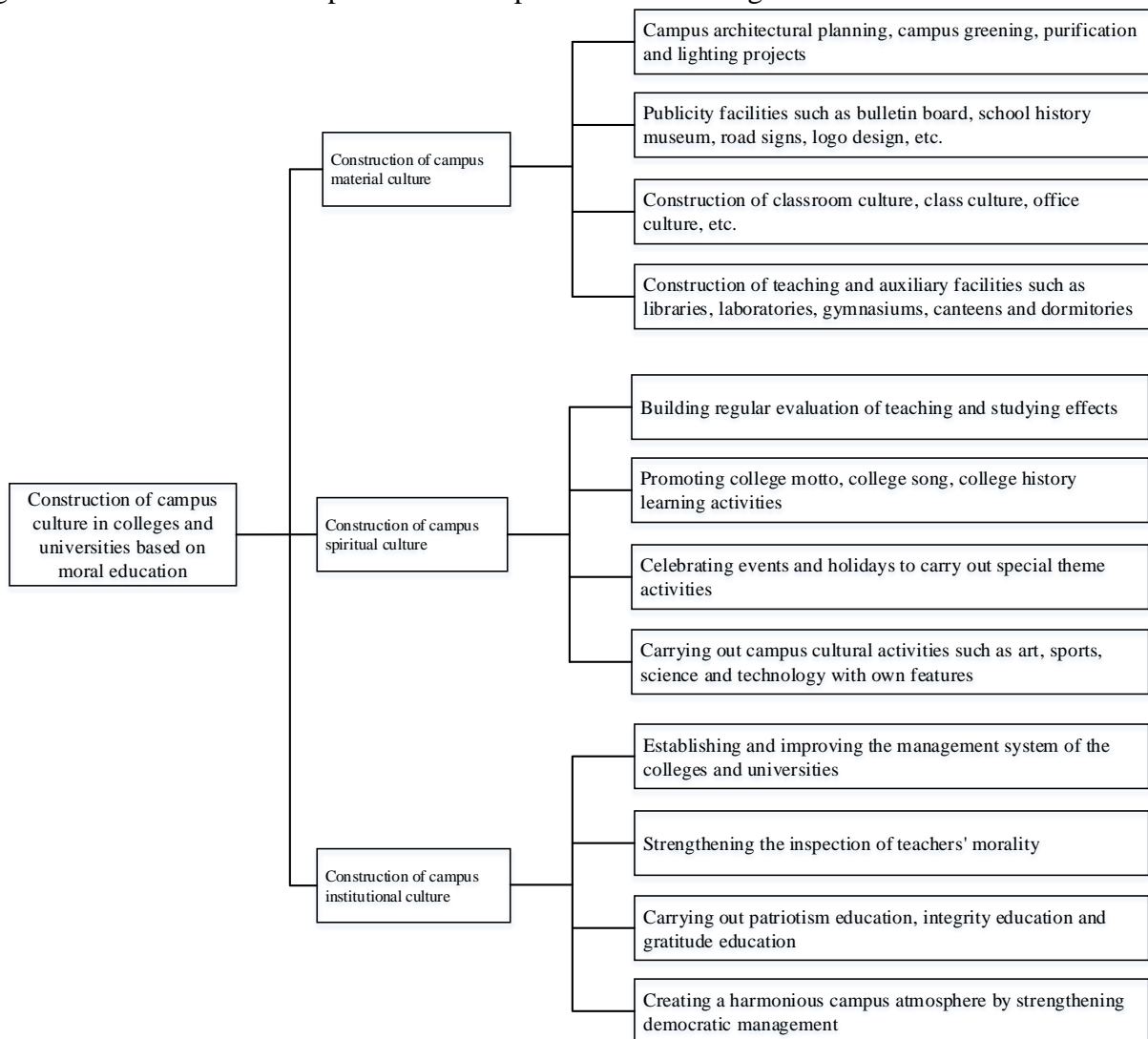


Figure 1: Major Components of College Campus Culture

3. Suggestions for Constructing Campus Culture

Different colleges and universities have different requirements for specific matters such as environment construction, system formulation and teaching style construction. There are also huge differences in many specific campus culture constructions. For example, colleges and universities have different goals in terms of greening construction, student management, and innovation and entrepreneurship education. Therefore, it is necessary to conduct in-depth research on the actual conditions of different colleges and universities for the construction of campus culture, and propose different campus construction plans respectively.

First of all, through extensive literature research, the main strategies and guidelines of campus culture construction at home and abroad are sorted out, and the combination of campus culture construction and the educational concept of moral education is analyzed. Secondly, teachers and students' opinions and suggestions on the construction of campus material culture, spiritual culture and institutional culture can provide theoretical and practical support for building a people-oriented campus cultural atmosphere. Finally, the specific strategies of campus culture construction are demonstrated, and the construction plan of campus material culture, spiritual culture and institutional culture for reference is proposed, which forms a template for the construction of campus culture in colleges and universities.

With the guiding ideology of the education policy of moral education, colleges and universities actively explore the implementation of campus culture construction, give full play to the educative role of campus culture construction, follow the theme of socialist core values education, enhance cultural self-confidence. Campus culture construction is considered as the starting point to cultivate patriotism, give full play to the unique advantages of colleges and universities, adapt measures to local conditions, innovate the construction of characteristic culture, play the guiding role of the unity of knowledge and action, and adhere to moral education in the construction of campus culture [10]. Campus culture needs to work as a carrier to build a comprehensive system of college teaching, management and service. Colleges and universities should strengthen the construction of spiritual culture as well as environmental and other material culture construction. The construction of campus culture involves specific links such as long-term school planning, system construction, and activity development, and requires the collaboration of college administrative officials, teachers, students and other staff to achieve better results.

4. Conclusion

This paper mainly analyzes the core educational concept of building morality and cultivating people in higher education, discusses the construction of characteristic campus culture in colleges and universities, and explores specific measures and plans for the construction of material culture, spiritual culture and institutional culture in colleges and universities. Colleges and universities deeply explore specific measures for the integration of excellent teaching style and learning atmosphere with local economic development, create their own characteristic campus culture, and exert better economic and social benefits. Meanwhile, colleges and universities can actively implement the campus culture construction based on moral education so that colleges and universities become the main fronts for spreading traditional culture, practicing socialist core values, promoting the development of socialist cultural undertakings with Chinese characteristics, stimulating the patriotic feelings of college students, and establishing a correct outlook on life.

Acknowledgement

This article is sponsored by the Association of Society and Science of Dalian Polytechnic

University: Research on the Construction of College Campus Culture from the Perspective of Moral Education. Project No.: GDSKLZD202206; Dalian Polytechnic University Innovation & Entrepreneurship Training Program: Anti-epidemic Design Based on Information Visualization --- A Case Study of Dalian Polytechnic University. Project No.: 202210152410.

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