

ORIGINAL ARTICLE

Study on campus infrastructure construction in Chinese universities

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ABSTRACT

The connotation construction of college campus culture is an important part of the construction of Xi Jinping's cultural thought of socialism with Chinese characteristics in the new era. Socialism with Chinese characteristics enters a new era, which is a new historical orientation of the development of college campus culture construction. The main goal of the connotation construction of campus culture in colleges and universities is, on the one hand, to help contemporary college students improve their quality, enhance their culture and correct their ideology under the guidance of the theory and system of socialist culture with Chinese characteristics, and on the other hand, to educate students to correctly grasp the theoretical connotation of the socialist system with Chinese characteristics in the new era and establish a correct world view, outlook on life and values, so as to guide them in the practice of life. In this sense, socialist culture construction with Chinese characteristics and campus culture connotation construction of colleges and universities are consistent in terms of fundamental objectives. At the same time, to promote young students to realize cultural self-awareness and enhance cultural self-confidence through campus culture connotation construction is also a practical requirement to improve the quality of talents cultivation in colleges and universities.

Keywords: college; campus culture; infrastructure construction; campus culture construction

1. Introduction

On October 18, 2017, General Secretary Xi Jinping pointed out at the 19th Party Congress that "Firm cultural self-confidence. Promote the prosperity of socialist culture. Culture is the soul of a country, a nation, cultural prosperity, national prosperity, strong culture, strong nation, and actively cultivate and practice the socialist concept of honor and shame." Into the new era, with the reform and opening up as well as the development of the Internet, a variety of ideologies, ideas and cultural collisions and exchanges. "Culture has increasingly become an important symbol of a country's comprehensive national power competition, cultural soft power has become an important symbol of the level of economic development of the country and the nation hair and civilization, and is an important embodiment of international comprehensive competitiveness." (Xi, 2016). Universities are important bases for cultural development and inheritance, and bear the important responsibility of talent cultivation.

ARTICLE INFO

Received: September 4, 2022

Accepted: October 8, 2022

Available online: November 18, 2022

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Journal of Infrastructure, Policy and Development published by EnPress Publisher LLC.

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The 18th Party Congress has already pointed out that “the fundamental task of education is to establish moral and educate people.” (Weber, 2010). Then the national Ministry of Education issued the Notice on Education System Seriously Studying and Implementing the Spirit of the 18th Party Congress, which clearly pointed out that “colleges and universities should implement the fundamental task of establishing morality and educating people, insist on educating people and moral education as the first, and implement quality education comprehensively.” Campus culture of colleges and universities is an important part of advanced culture of socialism with Chinese characteristics, and it has an important role in passing on the university spirit and realizing the goal of cultivating moral character. How to cultivate and practice the core socialist values and promote the development of students’ moral education by using the campus culture of colleges and universities around the establishment of moral education is one of the key tasks of colleges and universities at present. Establishing moral education continuously strengthens moral education research, promotes quality education and cultivates talents with comprehensive development, which will inevitably open a new chapter of campus culture construction (Wei, 2015).

2. Overview of campus culture construction in colleges and universities

2.1. The connotation of campus culture in colleges and universities

The American scholar Waller first proposed “campus culture” in his book *Sociology of Education* in 1932, and more and more experts and scholars began to study this field later. The study of campus culture in China started relatively late, and the concept of campus culture only received the general attention of experts and scholars in the middle and late 20th century. There are four kinds of views on campus culture of colleges and universities. Firstly, from the perspective of spiritual level, campus culture includes school song and school motto, through rendering, inculcating and enlightening ideal values of teachers and students to achieve the resonance of inner emotion, which is the embodiment of values and spiritual style, the expression of inner emotion and the display of spiritual atmosphere. Secondly, campus culture is a special kind of social culture. The third is group culture. Campus culture pursues overall spirituality, and its core is the pursuit of overall values, integrating various concepts into a centripetal force and expressing the value demands of the group; the fourth is from the perspective of culture, and scholars from this viewpoint believe that Campus culture is a kind of subculture, and at the same time a social culture, which satisfies the spiritual and social needs of people. The difference between campus culture and primary and secondary school campus culture is that the group of college campus culture is college students, which is richer in form and content than primary and secondary school campus culture and has more influence on students (Shi, 2015).

Some scholars also have ideological and material-spiritual connotations of campus culture in colleges and universities. The ideological view is that campus culture is an important subculture, a value formed by the campus as a space and the daily activities of teachers and students, which belongs to ideology. This definition defines the concept of campus culture from the spiritual level, and believes that campus culture is the sum of spiritual activities. And the material-spiritual sum theory considers campus culture as the sum of material and spiritual wealth, a complex system including subjects, objects and environment formed by teachers and students in long-term teaching and practice, and a combination of dynamic and spiritual culture-related static including sculpture

and architecture. Therefore, campus culture is the sum of material and spiritual culture related to the school's history and tradition, with the campus space as the carrier and the overall spirit of the campus as the external appearance during the long-term school running process. Campus culture creates a strong cultural atmosphere with the aim of training kind of qualified successors of socialism with Chinese characteristics (Lu, 2008).

To sum up the above, scholars stand in different perspectives on the connotation of campus culture has different understanding definition, summarize from a broad sense of the university campus culture is mainly a group of teachers and students, with material culture, spiritual culture, institutional culture, behavior culture, etc. as the main content, the formation of a group culture of values, the purpose is to achieve the educational requirements of moral education.

In addition, it also includes the cultural atmosphere, values, ideology talent cultivation mode formed by the school in its long-term schooling history.

2.2. The connotation of campus culture construction in colleges and universities

Regarding the connotation of campus culture construction in colleges and universities, since the society is moving forward, the connotation of campus culture construction is also changing with the times. The group of campus culture construction in colleges and universities is the majority of teachers and students, and the society keeps progressing, and the students' needs for campus culture construction are also changing, so the campus culture construction in colleges and universities presents a dynamic development process (Kang, 2004).

From the content of campus culture construction of colleges and universities, the campus culture construction of colleges and universities consists of material culture, spiritual culture, behavioral culture, institutional culture, and the author adds network culture from these five parts. Material culture includes material components including campus sculpture, referring to the hardware infrastructure of colleges and universities. Institutional culture is connected with the management system of a school, which reflects the campus spirit through the system and restrains students' behavior through institutional culture, so that teachers and students actively participate in the campus culture construction and are regulated through corresponding policies and regulations. Behavior culture is a more intuitive feeling of campus spirit culture reflected by the words and actions of teachers and students. Spiritual culture is also unified with university spirit, school song and school motto, which are values and inner demands formed in the long-term development process of colleges and universities, and is the soul of a college or university. Network culture can actively respond to the background of the era of network informatization, carry out network culture activities according to students' own characteristics, create information network education platform and strengthen students' network moral education. These five parts together constitute the content of campus culture and influence each other (Gao, 2008).

At present, the main goal of campus culture construction is to realize the educational requirements of establishing moral education, strengthening students' ideological and political education, and cultivating the talents needed by the country for all-round development. Moral education is not only the requirement of talent cultivation, but also the main goal of campus culture construction in colleges and universities. The campus culture construction of colleges and universities is to strengthen the cultivation of students' moral education through material

culture, spiritual culture, institutional culture and behavioral culture, so as to promote students' all-round development. Compared with classroom education, the campus culture construction of colleges and universities achieves subtle education requirements through implicit education and realizes the educational requirements of moral education. Due to the rapid development of network informationization, the development of network culture is more and more closely related to students. Students who live on campus for a long time lack certain information discernment and judgment, so it is more important to strengthen network moral education with the goal of establishing moral education.

Combined with the five levels of campus culture construction in colleges and universities and the educational goal of moral education, colleges and universities should focus on advanced culture to actively implement the educational goal of moral education, take education as the primary task, followed by scientific research and the teaching of scientific knowledge, actively carry out colorful campus cultural activities in the process of campus culture construction, strengthen students' ideological character in a variety of carriers, focus on morality, moral education as the first, and In the process of campus culture construction, we actively carry out colorful campus culture activities, strengthen students' ideological character in various carriers, focus on moral education, and implement the goal of moral education in the specific connotation of campus culture construction.

3. Achievements of campus culture construction in the new era of universities

Since the founding of New China, various undertakings in China have achieved rapid development, and education, as a major national plan, especially the development of higher education, is closely related to the future fate of the whole country. From the adjustment of faculties and departments in the 1950s to the large-scale expansion of higher education in the 1990s, after long-term exploration and a series of initiatives, China's higher education has now entered the stage of popularization, and the connotation construction of campus culture in colleges and universities has also made many promising achievements.

3.1. Significant improvement in the material base of campus culture in colleges and universities

Engels once pointed out: "People must first eat, drink, live and wear before they can engage in politics, science, art, religion, etc.". It can be seen that material conditions are the prerequisite and basis for all other activities of people. In China, the tremendous development achieved in the past 40 years of reform and opening up has led to a continuous increase in national revenue, and accordingly, the amount of money invested in education has been rising year by year. In addition to the central government, local governments have also increased financial support to many local universities according to the level of local economic development, which makes the physical culture construction of many domestic universities have a strong material basis and has achieved remarkable results in the construction of hardware and software facilities.

On the one hand, the construction of hardware facilities pays more attention to aesthetic and practical compatibility and consciously adds richer educational connotation, for example, in some law colleges, scales sculptures symbolizing legal fairness and justice are built, and in aerospace colleges, sculptures in the shape of spacecraft are designed, etc., which reflects that many colleges

and universities have started to make conscious shaping and construction in campus material culture construction, especially landscape construction. On the other hand, more and more colleges and universities have started to build and construct sculptures. On the other hand, more and more colleges and universities have begun to pay more attention to the long-term planning of campus infrastructure construction and scientific arrangement of space layout, so as to improve the school's running strength and promote their own development. In this way, it not only provides convenient conditions for students' study, teachers' teaching and research, but also improves the utilization rate of financial investment and infrastructure construction of the university. Not only that, in many colleges and universities, the campus humanistic environment also contains some landmark buildings, which witness and accumulate the history of the school on the one hand, and also gather the essence of the thoughts of the teachers and students, reflecting the moral education value of the objective material environment of the college campus, and even some buildings have become famous tourist attractions at home and abroad. From the perspective of the connotation construction of campus culture, any building in the campus of the university, regardless of its form and function, constitutes the unique objective physical environment of the university, which has educational and infective effects on the teachers and students living in it and highlights the school's own characteristics and historical traditions. "The level of campus environment, campus culture and campus atmosphere are directly related to the quality of talent training and the realization of the school's strategic goals, so we should pay great attention to campus construction and strive to build a new era campus with great taste, beautiful environment, distinctive features and suitable for students' life and growth" (Zhang, 2006). As far as the current connotation construction of college culture is concerned, at the level of material culture, with the increasing investment of funds, most of the college campuses have built a campus environment with beautiful environment, complete facilities and functions, which is a practical achievement of our college campus culture and is worthy of recognition.

3.2. The spiritual core of campus culture in colleges and universities is becoming clearer

The clearer the spiritual culture and style of a school, the more it can infect and educate its students and make them become excellent talents in line with the cultivation goal of the school. For a university, because the campus spiritual culture is usually presented through the school motto, school style, school song and other carriers, many schools will use the above-mentioned ways to clarify and condense their spiritual culture core in strengthening the spiritual culture construction. In addition to some famous universities with long history, many emerging ordinary institutions also actively carry out spiritual culture construction according to their own level of operation and development orientation. "University spirit" is a generalization of the universal spiritual quality that all institutions of higher education should have, and it is an abbreviation of the important position and leading function that universities occupy in the culture system of the whole society. To cultivate university spirit means to cultivate students' will quality which is consistent with the spirit of truth-seeking, newness, tolerance and independence in university campus, and to influence and guide students in many aspects such as thinking, value concept and behavior pattern. On the other hand, besides cultivating the abstract university spirit, strengthening the construction of academic style, teaching style and school style at a more practical level is also an important task in the construction of campus spiritual culture of Chinese universities. Inherit, carry forward and further enrich the spiritual culture core of the school, and finally form a spiritual cultural achievement richer in school

characteristics, so that the spiritual appearance of the campus is renewed (Liu, 2006).

3.3. Campus culture system construction in colleges and universities is fruitful

Therefore, one of the important contents of the connotation construction of college campus culture is to take system construction as the carrier and establish the direction and framework of the connotation development of college campus culture by constructing scientific, perfect and connotation-rich system culture. Generally speaking, the institutional system in colleges and universities is always divided into two categories: formal system and informal system. The formal system is the school affairs open system, degree awarding and management system, etc., which are usually compulsory and universal, and the design is relatively the same in each university; the informal system is the implementation plan, opinions and guidelines of each university according to its own characteristics and development needs, which are more easy to come out than the formal system. In recent years, the construction of institutional culture in Chinese colleges and universities has become the most important issue. In recent years, institutional culture construction has become more standardized and detailed in the practice of colleges and universities in China, from small regulations on the code of conduct, moral ethics and teaching style of teachers, students and staffs to the philosophy, policy and goal of education, all of which are being standardized, fixed and programmed. The main significance of the institutional culture of the university campus is to help teachers and students, especially young students, to develop good behavioral habits and cultivate independent, rigorous and creative learning ability with its certain compulsory and fixed nature. By establishing the school's regulations in the form of a system, teachers and students can have a clear reference standard for self-correction and self-education when their words, actions or ideas conflict with the campus system, and finally make their words, actions and ideas conform to the requirements of the campus system. In this way, the construction of campus institutional culture should not only continue to improve its institutional system along the direction of advanced socialist culture, but also make clearer the development characteristics and objectives of the university, so as to make the institutional structure of campus cultural construction of the university more relevant and operable.

4. Problems of campus culture construction in new era universities

Problems always coexist with achievements. Since entering the new era, with the profound changes in the international and domestic situations and the further popularization of networking and informatization, the diversified characteristics of the college campus culture itself are conducive to the introduction and dissemination of advanced culture, but at the same time, due to the openness and inclusiveness of the college campus, the diversified social culture has produced a stronger and lasting impact on the young students' thoughts, and they have some urgent ideological problems in accepting, understanding and cultivating and practicing the socialist core values.

4.1. Material culture construction lacks cultural connotation

The material itself does not have cultural properties, but it is the objectified labor of people who use and design the material that makes the material have cultural properties. Therefore, as the foundation of campus culture construction, campus material construction must show the "human" quality to make it have cultural value and constitute the material guarantee of campus culture

construction in the sense of cultural construction. From this, it can be seen that the campus material culture construction is not only the construction of teaching buildings, dormitory buildings and office buildings, but also the targeted design and repair of buildings, sculptures and landscaping in the campus with the guidance of the school's characteristics and philosophy, so that each material construction can have cultural connotation and cannot be simply "transformed for the sake of transformation". "This kind of simple and rough "construction behavior" can not serve to realize the cultural connotation of college campus at all. From the current situation of campus material culture construction of many colleges and universities in China, many colleges and universities still lack awareness in this regard, and often simply pursue "more", "bigger" and "newer" in material culture construction. "In the construction of material culture, they ignore or weaken the cultural attributes in the process of material construction, and even make the college campus lose its basic aesthetic demands and turn it into a "construction site" with no aesthetic and educational atmosphere. There are several reasons for such problems. Firstly, the campus culture construction in China's colleges and universities is still immature, and many leaders of colleges and universities do not have enough understanding of the meaning of campus culture connotation construction and the cultural connotation behind it, especially in some low-level colleges and universities, it is difficult to take into account and consciously reflect the campus culture connotation when improving the campus material conditions. Secondly, with the continuous increase of enrollment and school scale, it is very difficult to reflect the campus culture connotation. With the continuous expansion of enrollment and school scale, in order to attract more quality students and teachers, some schools have invested a lot of money to renovate and repair the school infrastructure, and even spend a lot of money to build various experimental buildings, teaching buildings, gymnasiums, etc., to improve the comprehensive strength and competitiveness of the school in terms of material conditions. However, in terms of actual construction results, many schools have lost their original campus characteristics in the process of such construction, and inevitably fall into the same category as other schools in a thousand different types of buildings. This kind of behavior of simply pursuing material condition improvement should be said to be very lack of necessary cultural consideration, especially in recent years, many local colleges and universities, in order to highlight the school running strength, have unnecessarily overhauled the school gates, and even many strange and unattractive shapes, which are flashy but unrealistic, and are suspected of being a show-off, which deviates from the ultimate goal of colleges and universities in the process of material condition improvement and infrastructure construction. This deviates from the goal of campus culture improvement that colleges and universities want to achieve in the process of physical condition improvement and infrastructure construction, and it is a pursuit of magnificent and grand, which loses the real heavy cultural heritage.

4.2. Lack of sufficient attention to spiritual culture building

The improvement of material foundation is immediate, which can not only improve people's impression of a school and enhance its popularity, but also can objectively facilitate the study and life of teachers and students and provide them with better material security. In contrast, the spiritual culture construction of a university is difficult to be achieved overnight, and must be refined slowly and consciously reflected in the long-term development process, while in today's era of "quick success and quick profit", the spiritual culture construction, which has a long cycle and slow effect, is easily neglected. Therefore, some people describe the spiritual culture construction of college

campus as empty and unreal, and think that the so-called spiritual culture construction is not as valuable as improving the material conditions of the school, and therefore simply and rudely classify the spiritual culture construction as a kind of “self-deceiving entertainment”.

Obviously, such a one-sided and unhealthy understanding and evaluation of campus spiritual culture is totally unaware of the great significance and excellent contribution of campus spiritual culture construction to the development of the university and even human civilization, and wishfully and blindly elevates the status of material culture construction, but unconsciously discards the core and key content of campus culture construction. This slightly absurd understanding is closely related to the rapid development of China’s social market economy and the increasingly serious invasion of western capitalist culture. On the one hand, this openness enables young students to get in touch with the most advanced ideas and technologies, but at the same time, it also allows some undesirable culture to take advantage of the situation, and the tendency of “emphasizing materialism over spirituality” and “emphasizing science and technology over humanities. The tendency of “materialism over spirituality” and “technology over humanities” has penetrated into the education of colleges and universities, which has a negative impact on the spiritual world of teachers and students and the development of schools.

On the one hand, the spiritual pursuit of young students is more utilitarian and lacks collective consciousness and family sentiment. In modern society, under the influence of negative trends such as utilitarianism and altruism, many college students find it difficult to hold on to lofty ideals and beliefs, and their choices are easily shaken under the temptation of realistic interests, and they are involuntarily influenced by the market and public opinion, paying more attention to their own development and personal interests, and considering more about the current employment prospect rather than their own interests and national development in the choice of majors and voluntary. This is a relatively utilitarian view of study. This relatively utilitarian view of learning is not conducive to the establishment of ambitious ideals and beliefs, and the simple learning of knowledge and skills can not fully meet the needs of social development. The world, the lofty humanistic spirit and firm ideals and beliefs. To have these spiritual qualities, it is not enough to rely on professional knowledge learning in the classroom, but it is also necessary to integrate socialist core values into students’ daily life through rich and diversified campus cultural activities, to transmit the humanistic tradition and spiritual core of a university to students, and to cultivate students’ sense of responsibility and mission effectively. At the same time, in the background of such an era where multiple values collide, stir and meet with each other, with the popularization of network technology, various social trends are widely spread among young students, and some western ideology, culture and values that are contrary to the dominant ideology of socialism are having a spiritual influence on some young students that cannot be ignored, which not only fails to inherit and carry forward the fine cultural traditions of China, but also makes the campus culture construction of colleges and universities suffer from the influence of the socialist core values. This has not only failed to inherit and promote our fine cultural traditions, but also made the campus culture construction of colleges and universities suffer a lot of negative effects.

On the other hand, the research ability and innovation ability of teachers need to be further improved. “Science and technology is the first productive force”, the spirit of science is the soul of pursuing truth and the spirit of seeking truth and pragmatism, “the way of the university is to understand virtue, to be close to the people, to stop at the best”, “the so-called great scholar is

not the building of the so-called, but the master of the so-called The so-called “great scholar” is not a person who has a building, but a master. From ancient times to the present, Chinese higher education tradition has emphasized the cultural leading function of university in social development, and the key to this function is to rely on the knowledge innovation and personality model of university teachers. The campus culture construction of a university cannot be built in the spiritual field without the innovation of the teachers employed by it in academic research and technical inventions, and it must also rely on the teachers’ own personality to continue the spiritual fire for the historical tradition of the university. At present, in the field of higher education in China, academic misconduct is common, and many teachers “replace quality with quantity” in academic research, which makes it difficult to achieve real theoretical breakthroughs and technological innovation, and even the phenomenon of people floating in the work, which is undoubtedly a great damage to the spiritual core of the campus culture of a university.

4.3. Institutional culture construction is not standardized enough

The essence of institutional culture lies in a fixed “seemingly not but”, which restrains people’s behavior and makes them liberated. In the connotation construction of university campus culture, institutional culture construction is an important force to ensure the coordinated development of material culture and spiritual culture. For the development of campus culture in colleges and universities, good institutional construction can make the development of the whole campus culture sustainable, healthy and long-term on a predictable track. In terms of the organizational structure of colleges and universities, the construction of campus institutional culture in colleges and universities should start from two levels: Firstly, we should build a good guiding institution for the development of campus culture, such as the propaganda department, student affairs department, school league committee and other institutions, which are in major colleges and universities in China. These institutions have similar establishment and responsibilities in all major universities in China, and have clear national policy documents stipulating the scope of their authority, and they have fundamental discourse and working experience in the division of labor and practice coordination. In addition to the above-mentioned professional organizations, the construction level of student associations, mainly student clubs, is also one of the important carriers of institutional culture construction in colleges and universities. The degree of standardization, the ability of organizing activities and the influence of associations can intuitively reflect the degree of recognition, acceptance, understanding and practice of institutional construction of students in their own schools. After years of exploration and development, the work of many colleges and universities in this area has begun to bear fruit, but on the whole, there are still many problems.

On the surface, many colleges and universities have established more detailed and perfect rules and regulations according to their own development needs, covering almost all aspects of teaching, scientific research, logistics and infrastructure, and even the system construction tends to be saturated and overly redundant. However, this “saturation” and “redundancy” are only the quantity, but from the structure and content, there are not only a large number of duplicated and inefficient systems, but also a lot of outdated systems that do not meet the needs of the times are not abolished in time. The structure and content of the system not only have a lot of duplicated and inefficient contents, but also have many outdated systems that do not meet the needs of the times. For a university, a high level of system construction should be in the process of continuous “metabolism”, which can take into account the core interests of the stability of teachers and students, and at the

same time can respond to new problems and challenges in the process of development of the university in a timely manner, so that the rewards and punishments are clear and efficient. From this perspective, the system construction of many universities is still far from adequate in terms of implementation process and foresight.

First of all, from the perspective of the implementation of the system, there are mainly problems of non-implementation or inappropriate implementation. If a system is not implemented effectively and strictly, it is just a piece of paper and cannot play the role of regulating the behavior of teachers and students.

In many colleges and universities, due to various objective and subjective factors, such as too much notice from higher units, too much arrangement of tasks, or too many groups of teachers and students, some systems are often promulgated as a “mere formality” and lack of overall arrangement, which makes it difficult to form fixed and procedural daily behaviors. The lack of overall arrangement makes it difficult to form a fixed and procedural daily behavior, which eventually leads to serious formalism and fails to achieve the expected effect at the beginning of setting. Take the summer practice activities of college students as an example, although there is no shortage of organizations and teams that really do the work, there are still a considerable number of students who, just for the purpose of completing hard tasks and enriching their CVs, perfunctorily cope with the practice process, find a random organization to stamp and issue certificates, but actually do not carry out the corresponding time activities at all. This not only completely deviates from the original purpose of exercising students’ practical ability and helping them adapt to the social environment as soon as possible at the beginning of the activity, but also to a certain extent encourages some people to make false claims and deceive the top to do badly. Another example is the party building activities of some party branches, subject to the constraints of the objective environment of each place, many schools of student party members are often to the city’s monument to the group photo, or to a community room to punch a photo even if the event was held, there is no real branch activities to the party members of the exercise and examination role. Similar situation is not uncommon, which shows that the first stumbling block on the way to optimize the institutional culture construction is how to implement the existing rules and regulations well and in place.

Secondly, the system of campus culture in colleges and universities is not forward-looking enough. The fact that a regulation can be established as “system” means that it has a long period of applicability, which includes not only the solution of historical problems that have arisen, but also the prediction of certain problems that have not yet occurred but may appear in the future. “prospective”. Foresight is not a baseless guess, not to mention the empty cave of conjecture, it is based on the system designer’s in-depth analysis of the existing reality and the prediction of the future development trend of things based on the “rainy day”, is a scientific prognosis. Whether the foresight of system construction is sufficient or not can intuitively reflect the administrative wisdom and discernment ability of decision makers, which also determines the stability and scientificity of a system to a certain extent. However, in terms of the current situation of system construction in The system design of many Chinese universities is still very weak in this regard, and the more representative one is that many universities lack the ability to manage and respond to sudden crisis events. On similar issues, many schools are not yet clearly aware of the inherent tensions in the teacher-student relationship in colleges and universities, not to mention the warning of similar incidents, but the occurrence of tragedies deserves our attention and warning.

5. Countermeasures for campus culture construction in new era universities

5.1. Focus on the “hardware” facilities cultural heritage

As the “hard power” of campus culture construction, campus material culture plays an important role in cultivating the sentiment of teachers and students, showing the comprehensive strength of the school, the level of schooling, and demonstrating the cultural taste and connotation of the school. Efforts to shape the campus in line with the spiritual outlook of students, the university campus cultural connotation of the architectural art, carefully designed with the cultural atmosphere of the campus sculpture and humanistic landscape, the emergence of “grass and trees have feelings” nurturing scene, play the role of the environment to promote morality. “University is not only an objective material existence, but also a cultural and spiritual existence.” To fulfill its mission, the university must improve its cultural connotation in terms of tangible assets, build a new library, provide a good learning environment for students, construct new buildings, widen sidewalks, increase the area of greenery, purchase new laboratory equipment, teaching tools, and build meaningful campus sculptures.

However, we should not blindly ask for a rough expansion, but should take into account the actual situation of the university and carefully plan to give the building a certain cultural connotation. For example, Xi’an Jiaotong University’s “Museum in Memory of the Spirit of Westward Migration”. The museum will present the spirit of patriotism, dedication and rootedness in the northwest of the country, so that more people can be influenced and infected by it, so that more people can understand the spirit of Xiqian and internalize it and practice it in the new era. Every student dining hall, dormitory, campus pathway and building of Xi’an Jiaotong University focuses on the cultural color of the campus landscape, as if every wall and flower and plant can speak and be attractive. The names of the buildings and landscapes also have profound cultural connotations, and although it is a comprehensive university, it gives people a sense of culture and art at every moment.

The report of the 19th National Congress states that “the development of socialist culture with Chinese characteristics is guided by Marxism, adhering to the Chinese cultural position, based on contemporary Chinese reality, combined with the conditions of today’s times, the development of modernization, facing the world, facing the future, national scientific and popular socialist culture, and promote the coordinated development of socialist spiritual and material civilization. Material civilization, as a component of socialist culture with Chinese characteristics, also plays an important guarantee for the connotation construction of material culture in colleges and universities. In order to cultivate qualified talents needed for the construction of a strong socialist modernization country, colleges and universities pay more attention to the construction of intelligent campus in the process of campus construction. The most advanced scientific and technological achievements of the present generation are applied to teaching and scientific research, and the material construction provides material conditions for cultivating modern specialists, such as smart classrooms, the construction and application of Internet facilities, the construction of drones and intelligent robot labs, etc.

The material infrastructure construction of the university not only reflects the strength and external image of the university to a certain extent, but also is the material carrier of all practical activities on the campus. Teachers and students not only have to carry out spiritual production

activities such as teaching and scientific research on campus, but also have to carry out various survival practice activities such as clothing, food, housing, transportation and entertainment. This distinction of campus subjects in the type of campus life makes it necessary to divide the infrastructure construction of college campus according to the function. Generally speaking, the campus of a university will be naturally divided into three major areas: teaching area, living area and recreation area. The teaching area is mainly composed of teaching buildings, laboratories, libraries, study rooms and other facilities, which mainly provide material guarantee and functional support for teachers and students' teaching and research activities. In the process of using the teaching area, teachers and students can not only complete the established teaching and research tasks, but also manifest and implement the teaching concept of their own school through their own practice, thus realizing a more harmonious organic unity between the spiritual core and material foundation in the campus culture of colleges and universities. The facilities in the living area are closely related to the daily life of teachers and students, so the purpose and direction of campus culture construction in these places should be clearer, for example, many colleges and universities will carry out the selection activities of "civilized dormitory" and "standard dormitory" in a planned manner. For example, many colleges and universities plan to select "civilized dormitories" and "model dormitories" to advocate the formation of a dormitory culture of unity, love, positivity and harmony, which constitutes an important supplement to the campus culture of colleges and universities; while dining halls and other places will post slogans of food saving and food cherishing to cultivate the concept of gratitude and diet in a subtle way. Such campus culture construction in living area is always closely related to its own clear functions and has certain universality, which is an important and indispensable part of campus culture, though it is not enough to constitute the unique core of campus culture of a university.

5.2. Combined with the actual, increase the software investment

In terms of software construction, we strengthen the development of faculty and student management. The "big" of the university is not only the hardware such as campus area, library, laboratory equipment, but also the "big of spiritual culture", and the teachers of the university are the transmitters of scientific and cultural knowledge and the shapers of spiritual culture for students. These masters, scholars and professors with certain academic achievements in their respective fields of study are the centralized representatives of the university's spiritual culture. They have an important influence on students' success with their profound knowledge, noble sentiments and personality. Therefore, the professional quality of teachers can be improved through professional knowledge competitions and research competitions, and the moral construction of teachers can be strengthened through the selection of the "most beautiful teachers", such as the selection of the "most beautiful mentors" in Shaanxi Normal University. The mentors around us serve as role models to educate students. Modern College of Northwestern University, as a private institution, has been building up its faculty through the "Implementation of Special Zone Talents" and "Excellent Talents Construction Project", strengthening the construction of double-teacher teachers, optimizing the faculty, and accelerating the construction of first-class disciplines. The scientific research achievements and teaching level are successively incorporated into the assessment system of teachers to continuously improve the quality of education and teaching.

Teaching equipment, faculty construction, campus "hardware" and "software" construction all need some financial support. Therefore, the school should pay attention to the campus culture

construction based on the need to strengthen financial investment, the development of long-term planning of campus culture, etc., to increase the investment in school hardware and software, and purposefully achieve the unity of the aesthetic and educational functions of material culture.

5.3. Achieving the goal of educating people through campus sculpture

“As a campus sculpture that decorates, enriches and beautifies the campus environment space, and at the same time enriches the spiritual life of teachers and students, it is an important part of the campus culture.” A campus environment with a strong cultural atmosphere is inseparable from the construction of campus sculptures. The first thing you may feel when you walk into the campus is the campus cultural environment and a campus sculpture standing tall. The beautiful environment of the campus, trees, flowers and plants, stone carvings, as well as historical monuments with important events and sculptures of famous people, all show the strong cultural atmosphere of the school. Especially through the celebrity architecture sculpture not only can build a campus cultural environment with characteristics, but also can guide students to learn from the celebrities and great people, establish firm ideals and beliefs as well as the formation of a correct world view, outlook on life and values. With the help of campus sculptures, students are inspired to identify with morality, aspire to noble personalities and internalize their actions. The famous Japanese sculptor Mrs. Nobuhiro Sekine said, “Sculpture is a tool to give life to the environment, and a work is meaningless if it is not combined with the environment, even if it is artistic in itself. Sculpture is an important symbol reflecting the characteristics of the university, reflecting the spiritual connotation of the university through the physical form, and achieving the goal of nurturing people in the subtle cultural atmosphere. The influence of campus sculptures has a more profound impact on students’ words and actions than classroom lectures, inspiring students to learn from great men and resonating with emotions to achieve the goal of nurturing people.

5.4. Building a university history museum to pass on the university spirit

The university history museum is a centralized embodiment of the university’s spiritual culture, an important place to show the history of the university, the process of running the university and the overall appearance of the university, a centralized embodiment of the characteristics of campus culture, and an important base for moral education and training of students. It is necessary to continuously strengthen the efforts to enrich the content of the university history museum, make full use of the contents of various archival collections, excavate representative historical materials, and enrich the content of the collection. By going to interview the old generation of alumni and retired old professors to get first-hand information, and collect the collection of old photos and school emblems to form a precious collection, and educate students to learn from the old generation of famous alumni, carry forward the spirit of hard work and strive to be the pioneer of the times. In addition, modern technology is used to strengthen innovation and create a school history museum website so that students can learn basic information online, combine with the times and keep up with the times. A school history museum is the history of the development of the school, with the hard struggle at the beginning of the school, and the innovation and progress in the middle of the school to the current achievements of each university. And the establishment of the school history museum interpretive group, can be introduced to the visiting students and teachers, to promote the glorious traditions of the school, not only on the moral training of students play a positive role, but also to expand the visibility of the school as well as influence (Cui, 2008).

The university history museum is an important place to promote the university spirit and show its school history school characteristics, is a microcosm of a school, is an important position to strengthen patriotic education for teachers and students, and is also an important base to achieve moral education.

5.5. Actively create a colorful campus network culture

The open, interactive and convenient nature of the Internet makes it a new situation for campus culture construction in the new era. Colleges and universities should continue to promote the development and construction of online clubs, so that online civilization activities into the campus. First of all, with the goal of establishing moral education and taking socialist core values as the guidance, and bearing in mind the requirements of “carrying out network struggle, strengthening network management, and promoting the main melody online” put forward by General Secretary Xi Jinping, universities should mobilize and stimulate students’ enthusiasm and initiative to participate in the construction of network culture, and constantly explore new models and mechanisms for students’ participation in the construction of campus network culture. The new mode and mechanism of students’ participation in campus network culture construction have been explored. For example, “network studio” is established. The network studio is composed of excellent students organized by the propaganda department of the university youth league, playing the advantages of the Communist Youth League, relying on student organizations to cover various league branches and various student work on the Internet, making the Internet the main way to publicize the mainstream voice of the country and campus culture. Relying on the “Network Studio” to create excellent interview programs, excellent literary works, to ensure the influence of network resources on students. At the same time, in order to actively and effectively spread positive voices, a core team of excellent commentators is selected to pay attention to the dynamics of public opinion on the Internet, write timely commentary on matters of national society that have a certain impact, and make the strongest voice of the youth on the Internet, creating a network platform full of positive energy for the majority of students through this form of activity. Finally, the network platform is innovative, creating an environment of online ideological and political education that students love. Insist on innovative development, integrate ideological and political education into it, carry out colorful campus activities, form campus week activities with prize draws every month, combine students’ interests, carry out novel activities that students actively participate in, such as, the story of moving around me, the story of me and my parents, etc. Send gifts at the same time combine ideological and political education with network culture, and actively practice cultural education.

5.6. Improve the level of network technology and accelerate the development of ideological and political education software

Using network culture for ideological and political education is a complex and systematic problem that requires continuous efforts from all sides. First, strengthen the construction and management of Marxist ideology on network positions. Bring into play the functions of administrative departments as well as party committees and league committees to strengthen supervision and management, ensure the guiding position of Marxist ideology in network positions, guide the full use of the network for ideological and political education through various policies and systems, and strengthen the construction and management of ideological and political education teams, including the construction of websites and the training of talents. Secondly, accelerate the

development of network ideological and political education software and continuously improve the technical level. In view of the late start of China's Internet and the penetration of Western information technology by the ideology of China, the state should accelerate the modernization of network information, organize experts in various fields to develop relevant ideological and political education software for the current hot spots and focal issues of students' concern, so that students can be taught and entertained in online games and be influenced by ideological and political education. Finally, the network construction is strengthened through the form of network legislation. At present, there are many laws and regulations related to China's network, and these laws provide the basis for China's network supervision and play an important role in the improvement of college students' ideological and moral awareness level, but the problems such as many legislative subjects, systematic and poor operability are more prominent, therefore, for the relationship between various departments of the network, from the big picture, strengthen the network legislation in order to effectively manage the network, and at the same time, the school should strengthen the supervision of the network platform, so that it can better play the effect of ideological and political education.

5.7. Creating a campus film culture

With its intuitive image, diverse forms and strong entertainment, film and television culture are loved by the majority of young students and is an important carrier of implicit ideological and political education for college students. Film and television cultural works can rely on the school radio and television literary practice base, under the guidance of the college art teachers, mobilize all teachers to participate extensively, and give full play to the innovative spirit of students to create micro-films, micro-videos, and popular songs, public service announcements, documentaries, theme films and other cultural works as the main content, so that film and television works become a new platform to establish moral education and strengthen ideological education. First of all, the creation of film and television works is the main means to innovate new ways of practical education. The art of film and television promotes college students to create online film and television culture, to experience the sense of social responsibility in the process of creation, to get in touch with the moving people and things around them, and to show them in the form of film and television works. For example, during the 70th anniversary of the founding of New China, various colleges and universities held film and television red song singing contest, which set off a patriotic climax on the Internet. Then there is the innovative interpretation of red classic works, actively encouraging college students to promote the core values of socialism, traditional culture and local red culture, and further enriching the content of campus film and television culture through film and television works and new media dissemination. Secondly, the school should attach great importance to the teaching department, propaganda department, the Youth League Committee and the Student Affairs Department, and the Student Union should organize synergy to create campus film and television culture and establish a special guidance team. Finally, propaganda is launched, and various forms of activities promote active participation of students. In addition to the promotional video, actor recruitment video, but also the use of on-site recruitment, posters, school television and other traditional methods based on the use of WeChat, microblogging, YiQiXiu, QQ space, webcast, Baidu posting and other forms of friends to promote. And the work as moral education resources used in the classroom teaching, subtle influence on the ideological and moral sentiments of college students, play the cultural education objectives.

6. Conclusion

Since the reform and opening up, the development of campus culture in colleges and universities has made certain achievements. However, the development of the times has put forward new requirements for the campus culture construction of colleges and universities. Colleges and universities should combine the requirements of the times, constantly innovate the ideological and political education mode of colleges and universities, combine the characteristics of colleges and universities for campus culture construction, and strive to achieve the goal of establishing moral and educating people. Combining with the new requirements of “establishing moral education”, in the campus culture construction of colleges and universities, we should use the association activities to promote the practice of culture and spirit; “university people” “university field” “university activities” and “university network culture” should all be used to establish moral and educate people.

The construction and development of campus culture and the realization of moral education is a long-term process, which requires the efforts of the state, schools, teachers and students, and the society, and actively explores the new mode of innovative cultural education. Due to my limited academic level, there may be deficiencies in the investigation and research on campus culture in colleges and universities. It is hoped that the research on campus culture from the perspective of moral education will have a brick-brick effect, so that the construction of campus culture in colleges and universities will promote the innovation of talent cultivation mode in colleges and universities, promote the overall development of human beings and realize the goal of moral education.

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