

To Strengthen Campus Cultural Construction in Institutions of Science and Engineering to Promote Ideological and Political Education of College Students

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Abstract

Campus culture is an important part of socialist advanced culture as well as the effective way and strong support to conduct ideological and political education of college students. To strengthen campus cultural construction has an important significance for the enhancement and improvement of college students' ideological and political education and comprehensive improvement of the overall quality of college students. Institutions of science and engineering, as based to cultivate talents of science and technology, have their own cultural characteristics. Through analysis of campus cultural characteristics of institutions of science and engineering, this paper proposes suggestions to further strengthen campus cultural construction so as to promote ideological and political education of college students

Key words: Campus culture; Education; Construction

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1. THE IMPORTANCE OF CAMPUS CULTURAL CONSTRUCTION

1.1 Campus Cultural Construction Is an Integral Part of the Ideological and Political Education for Young Students

The General Secretary of CPC Central Committee, Hu Jintao, on the national conference to strengthen and

improve the ideological and political education work of college students, has clearly stated that the comprehensive construction of campus culture is an important way and effective means to enhance and improve of ideological and political education of young students in a new context, and

the construction of campus culture has a very important role to fully implement quality education, to further strengthen and improve the ideological and political work of college students and to cultivate the contemporary college students into qualified builders and successors of socialism with Chinese characteristics.

Firstly, quality construction of campus culture can have an important influence on the sound and noble personality of young students. As a collective consciousness, with the impact of quality campus culture, young college students are positively impacted by a particular sense of community, and then naturally they will establish cultural awareness and characters the same as or similar to the group consciousness in matching the socialization process. In good cultural activities on campus, the young students not only expand their horizons, adjust their cognitive structure, but more significantly, their sense of independence is cultivated, such as how to cultivate rich emotions and a rational attitude to control the emotions, and the psychological qualities of how to deal with failure and bear frustration, etc., through self-cultivation to improve the establishment of sound life, world outlook, healthy personality, rich emotions, and to hone the will, to fully play a positive role of cultural influences and to achieve progressive significance in shaping students' personality.

Secondly, positive and progressive construction of campus culture plays a vital role in the moral education of young students. College students are the elites among the same age group. This part of the excellent group expects to be able to prove the existence of self-worth and the charm of life to gain respect from social groups

through their own way. Young students' such potential awareness demand is in the collision process with collective sense in campus culture. Many elements of the campus environment from feature architectures to afforestation and beautification, or humanistic tradition inherited in the school should influence young students' hearts intangibly to purify and enlighten them, which further reflects the norm role of campus culture for young groups' ideals and beliefs, morality and value judgment. Under a positive impact of progressive campus culture, it provides a good judge standard for young students so that they can adjust to improve constantly to develop good habits and to better adapt to the formation consistent with the school standards, ethical standards and codes of conduct. It will play a really positive and far-reaching educational influence and normative significance to guide and constrain their herd mentality.

Finally, the establishment of quality campus culture plays a crucial role to improve the subject status of young students in the cultivation of their ideological and political education process. Young students' value orientation and judgment ability are limited by social experience and cognitive abilities and they tend to be slightly deviated. This requires influence from good and progressive campus culture which has a "collective consciousness" to unite the school's educational goals and teachers' education requirements, research objectives and the cultivating goals of young students and to unite the school's educational orientation and the development of teachers and the growth of young students, so that the young students' dominant position will be recognized in all aspects of the ideological and political education and young students will feel a sense of identity and belonging from campus environment and human environment in campus life. The dominant position of students can really be recognized and respected.

1.2 Good Campus Cultural Construction Is an Organic Integration of Harmonious Campus Construction

In the present stage in China, universities, as important institutions for the training for builders and successors of socialist harmonious society, are responsible for imparting scientific knowledge, strengthening ideological and political education and training students' overall development, play an irreplaceable role in the process of building a socialist harmonious society, and are an important part of the whole social system. Therefore, building a harmonious campus is an inevitable requirement for building a harmonious society. Good construction of campus culture is essential to build a harmonious campus, and it is the premise and foundation. From the point of view of the overall requirements, the core of harmonious campus construction includes the contents of harmonious campus construction and implementation ways. The implementation ways are: the establishment

and strengthening of the system; subtle influence from the good atmosphere; campus personification; groups of activities; building contextualization. To summarize the scope of the above activities, they also belong to ideological and political education of college students, so ideological and political education work will undoubtedly play an irreplaceable role in the process of building a harmonious campus.

2. ANALYSIS OF THE CURRENT STATUS OF CAMPUS CULTURE IN INSTITUTIONS OF SCIENCE AND ENGINEERING

2.1 The Characteristics of Campus Culture in Institutions of Science and Engineering

The so-called institutions of science and engineering in the traditional sense refer to institutions which are science and engineering-based in terms of major settings and meanwhile can have the appropriate balance between the development of other disciplines. With respect to liberal arts colleges which advocate thinking, pursue individuality, and emancipate the mind, institutions of science and engineering respect more for pragmatic attitude, and they are in the pursuit of a rational attitude and scientific spirit. It is precisely because of the existence of two types of institutions, one for scientific spirit and one for spiritual thinking, such that they form two diametrically different campus cultures. Institutions of science and engineering are in the pursuit of scientific spirit for long-term, while the development of human spirit is obviously not balanced, which is not only uncondusive to the full training of talents, but also cannot complete the historical task well to train qualified builders and successors for the community. To enable colleges and universities to cultivate talents that have rigorous scientific spirit as well as good thinking and human spirit, the construction of campus culture will undoubtedly have an important impact. Institutions of science and engineering have accumulated the rational campus culture for long time, so their cultural life is boring and lack of energy and passion and the reason is precisely that they lack human spirit.

2.2 Deficiencies in Campus Cultural Development in Institutions of Science and Engineering

Firstly, institutions of science and engineering are lack of humanistic connotation in spiritual and cultural construction. As the concentrated expression of people's view of world, life and values in ideology, campus spiritual culture is undoubtedly the core of campus culture. Institutions of science and engineering in the long-term development process have been influenced by institutional discipline setting and training objectives and other factors. in the usual teaching and daily management

process, they have put more emphasis on the teaching and training of scientific and cultural knowledge and the enhancement of professional competence. They seek strict and serious attitudes. However, there are not specific measures in coordination with the development of the education and training of human knowledge, leading to the imbalance of humanistic spirit and academic education development in institutions of science and engineering. Schools usually pay more attention to academic teaching and training, and academic lectures, seminars, academic competitions and research training and so on have become the focus of the teaching content in institutions of science and engineering. Humanity education is not given due attention and investment.

Secondly, institutions of science and engineering do not have enough cultural landscape and cultural shows and activity venues in the construction of material culture. Restricted by disciplines, institutions of science and engineering have always held rigorous and pragmatic educational philosophy, and naturally in environmental construction on campus and the allocation of cultural resources are put into bias on polytechnic disciplines. For example, libraries in institutions of science and engineering have more collection on science and engineering, and books introducing humanistic spirit cannot meet young students' needs in terms of book quantity and quality; on the design and planning of schools' teaching building and other buildings, they also are more in rigorous, simple and practical style, lack of humanistic spirit philosophical design with beautiful atmosphere. The vast majority of institutions cannot find the right ways and measures to balance the humanistic spirit and scientific spirit, and they cannot unite the training of high-quality elite educational philosophy, which has limited the quality and level of personnel training in institutions.

Thirdly, institutions of science and engineering at the administrative level generally lack cultivation and improvement of the humanistic spirit of teachers and administrators who are engaged in educational administration and management of the school. Although since 1980s, China began to implement a comprehensive strategy for personnel training and pay more attention to cultivate and improve the overall quality of college students and has made remarkable achievements and results, theoretical research to improve and cultivate humanistic quality and spirit of university teachers and administrators which specifically implement quality education is very little, which restricts their implementation practice and effects in a certain sense, and is not conducive to play teachers' dominant role in quality education. This situation, in turn, would have been in effect for the cultivation of the humanistic spirit which is not sufficient in campus culture. Over the time, they will constrain each other and influence each other. It will form an atmosphere which is not conducive to the

cultivation of humanistic spirit in institutions of science and engineering, resulting in a vicious cycle of adverse situation and directly impacting the implementation and effectiveness of the new century personnel training strategy.

Fourthly, institutions of science and engineering lack the harmonious integration of ideological and political education and campus cultural construction. Young students are the educational objects in universities. Their ideological and moral quality is formed in the objective environment created by educational subjects. The content of objective environment, status and characteristics have a subtle effect on the improvement of students' moral characters and moral qualities. If the campus culture formed in institutions of science and engineering cannot effectively unite with ideological and political education, it is impossible to better adapt to the changes in social developments and domestic and international political situation. Therefore, we must make the construction of campus culture toward the direction of diversification, to achieve a reasonable conversion from knowledge-based type to practice-based one, and to strive to create high-grade campus cultural environment and promote the development of ideological and political education.

3. MEASURES AND APPROACHES TO ACTIVELY PROMOTE CAMPUS CULTURAL CONSTRUCTION IN INSTITUTIONS OF SCIENCE AND ENGINEERING

3.1 To Enhance the Humanistic Connotation in Institutions of Science and Engineering

Firstly, pay attention to the concept of cultural cultivation. We should fully understand that culture is the source and the driving force of the country. Especially in the current situation faced by institutions of science and engineering in campus cultural construction, we should be fully aware of the importance of cultural development, place the campus cultural construction of institutions of science and engineering on the same level or even a higher position with the development of disciplines and research and development and other work, strengthen the construction of style of study, teaching and university, promote campus culture construction work, emancipate the mind, and conduct constant innovations.

Secondly, improve the cultural literacy of teachers and students. Because of the long-term special environmental impact of campus culture in institutions of science and engineering, teachers and students in institutions of science and engineering generally cannot equally treat humanity literacy and science literacy and there is a misunderstanding, and even rejection of the development

and implementation of related activities. The ultimate reason lays in lack of awareness of the importance of humanity literacy and scientific literacy. In order to further change this negative deterioration of the situation, institutions of science and engineering must increase activities aimed at improving colleges teachers and students' awareness of humanity literacy and science literacy, make full use of educational resources of colleges and universities, reasonably cultivate the humanity literacy of teachers and students, further raise their awareness, change their concepts of education, improve the educational function, vigorously create an educational environment, and conduct more extensive educational activities.

3.2 To Strengthen the Environmental Construction of Campus Culture in Institutions of Science and Engineering

The function of campus culture on college students' ideological and moral education is achieved through infection and nurturing of campus cultural environment; therefore, to fully play the role of campus culture in ideological and political education work, we must pay attention to and strengthen the hardware and software construction of campus culture, especially strengthen reasonable construction of cultural landscape and cultural activity venues. Institutions of science and engineering should invest adequate energy and financial resources in campus development and plan, take efforts to create a good campus culture, and accumulate and precipitate institutional spirit with institutions' characteristics so that students can feel the infection and influence from campus environment all the time. It will form an invisible educational environment and have a subtle positive impact on young students' learning, life and work.

3.3 To Strengthen Campus Cultural Construction and Promote College Students' Ideological and Political Education

Firstly, grasp the political direction. To form a common goal in the whole of society and unite to work hard to achieve the common ideal is the soul of ideological and moral construction and it is the foundation to achieve our common Chinese dream. This is related to the success or failure of our national development and construction and the cause of national rejuvenation; therefore, universities should guide teachers and students to establish a correct outlook on world, life and values, to combine the rejuvenation of the nation and long-term interests of everyone together, and to ultimately achieve self-life values in contribution to the prosperity of motherland.

Secondly, enhance the value orientation. Young students are in the most active phase of energy and

intelligence in their life. They have a strong desire for scientific and cultural knowledge and they also have the desire to culture and arts, sports and recreational activities. If they are guided correctly, they will form a positive progressive sense of community, and form a good social awareness. We should cultivate their good moral characters, strong will and perfect personality traits, good habits and lifestyle, especially in the current complicated international and domestic situation. Under such background of pluralism of values, these young students need more proper guidance from school education.

Thirdly, achieve positive interaction. Ideological and political education plays an important guiding role in youth groups' value orientation, moral orientation and personality development. Ideological and political education in school needs a variety of activities in campus culture as a carrier; in turn, the design and conduct of ideological and political education work can play a positive role in breeding and training of campus culture. Therefore, we must put ideological and political work in cultural activities on campus and achieve the interdependence and inter-complementation of campus culture and school ideological and political education.

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