

Cultural Challenges and Countermeasures in the Construction of Campus Culture in Colleges and Universities

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Abstract:

Culture is the blood of a nation and the spiritual home of the people. Since the rise of the construction of campus culture in colleges and universities in the mid-1980s, scholars have done a lot of theoretical research on the construction of campus culture in colleges and universities. The leaders in them have initiated a lot of fruitful reforms and practice on the construction of campus culture. College teachers and undergraduates, as the main body of campus culture, actively participate in the construction of campus culture, making China's campus culture present a situation of sustained, healthy and flourishing development. Especially in the 1990s, after the establishment of the socialist market economic system, the campus culture of colleges and universities reflects and disseminates various cultural phenomena, cultural achievements and cultural spirit, relying on colleges and universities. Through the material environment, system construction and the spirit of colleges and universities, every member living in them has a subtle understanding and recognition of advanced culture in terms of ideology, psychological adjustment, behavior criterion and value orientation, thus shaping people's characters, spirit and beliefs, and highlighting the core competitiveness and spirit of colleges and universities. Through a brief review of the campus culture construction in colleges and universities since its rise, this paper throws light on the connotation of campus culture in colleges and universities, and reveals the cultural challenges faced by the campus culture in colleges and universities, including the integration of modern culture and traditional culture, the collision between Western culture and Chinese Culture, and the revolution from traditional cultural transmission mode to modern transmission mode. And this paper also discusses the countermeasures to the construction of campus culture from the perspective of culture, including critically assimilating and inheriting traditional culture, developing and innovating modern culture. And we should critically learn from Western social and cultural values and promote the construction of the core socialist value system. This paper also emphasizes campus culture in colleges and universities should be rooted in the soil of network culture and the advanced socialist culture should be transmitted with the times.

Keywords: *Campus culture, Culture construction, Value system, Innovation, Soft power, Integration, Collision, Attractive, Infectious.*

I. INTRODUCTION

The development of campus culture in colleges and universities is reflected in the following aspects: the overall planning of campus culture construction has been incorporated into the development strategy of colleges and universities; the investment of campus culture construction is increasing, and the facilities are improving day by day; college teachers and undergraduates increasingly participate in scientific and cultural activities and community organization activities; the construction of “people-oriented” institutional culture has been continuously promoted; excellent scientific, technological and cultural achievements are constantly emerging.

However, in terms of the current development of campus culture in colleges and universities, there are still many imperfect and uncoordinated aspects in campus culture and in the process of its construction. For example: much importance is attached to the construction of campus material culture, but the construction of campus spiritual culture is neglected; much importance is attached to elite culture instead of mass culture; modern culture is emphasized but traditional culture is neglected; learning from Western culture is emphasized but the development of national culture is neglected; importance is attached to elegant culture instead of popular culture; scientific and technological culture is emphasized but humanistic culture is neglected; image culture is emphasized but connotation culture is neglected.

II. CONNOTATION OF CAMPUS CULTURE IN COLLEGES AND UNIVERSITIES

2.1 Concept of Campus Culture

Different from community culture, village culture and enterprise culture, campus culture in colleges and universities, whose main body is college teachers and undergraduates, is the sum of material environment culture, organizational behavior culture and ideological and spiritual culture with university attributes produced on campus of colleges and universities. It reasonably integrates traditional culture, criticizes and draws lessons from Western culture, develops and innovates modern culture, and embodies and practices the core socialist value system. It is an important part of socialist social culture.

2.2 Composition of Campus Culture

Campus culture in colleges and universities includes three levels: material environment culture, organizational behavior culture, ideological and spiritual culture.

Material environment culture mainly includes college name, college card, college landmark, college appearance, college buildings, historical relics, instruments and equipment used in teaching and scientific research, books and materials, campus planning, garden construction, etc.

Organizational behavior culture mainly includes the organizational structure, organizational system,

behavior style and lifestyle that regulate the behavior of cultural subjects, including all education and teaching activities, cultural and sports activities, academic and scientific and technological activities, undergraduates' social practice activities, etc.

Ideological and spiritual culture is the core content of campus culture in colleges and universities, mainly including school's educational objectives, school's running ideas, campus spirit, school motto, school spirit, learning spirit, school ethics, values, etc. It is the core and soul of campus culture and the internal driving force of school development.

The material environment culture is in the outermost layer, and the ideological and spiritual culture is in the core level. Campus ideological and spiritual culture needs some material environment culture and organizational behavior culture to ensure its development, and the material environment culture and organizational behavior culture should reflect the ideological and spiritual culture.

2.3 Main Characteristics of Campus Culture in Colleges and Universities

2.3.1 The cultural carrier of material environment is modernized

As the cultural carrier of campus material environment, cultural facilities, cultural places and cultural environment reflect the development trend of campus culture modernization in the new era. On the basis of traditional cultural facilities, multimedia, Internet, gymnasium, laboratory, library and cultural activity venues have been gradually built, which not only greatly improves the hardware facilities of campus culture construction, but also beautifies teaching and scientific research environment of the campus.

2.3.2 The main body of culture and cultural activities are socialized gradually

With the further deepening of China's reform and opening up, especially after China's entry into WTO, the reform of school running mode, management system and social services of colleges and universities has been constantly improved, and the relationship between universities and the whole society is becoming closer and closer. College teachers' participation in scientific and technological research and development and innovation, the cultivation and training of social talents, and the publicity and development of academic activities have gone deep into all aspects of society; college undergraduates' participation in community construction and community service, and the social practice of "Sending science and technology, culture and health to the countryside" are just unfolding, which shows the main body of culture and cultural activities are gradually socialized.

2.3.3 The main body of culture and cultural activities are gradually internationalized

With the process of global economic integration, and the strong development of talent exchange, academic exchange, joint training of undergraduates, scientific research and technical cooperation between Chinese universities and universities in other countries in the whole world, the main body of campus

culture is no longer limited to mainly facing the campus and our own country like in the past, but facing the whole world. This change will undoubtedly bring greater development space and opportunities to the main body of campus culture. The wave of globalization is sweeping all college campuses.

2.3.4 Ideological and spiritual culture are striding towards diversification and systematization

In recent years, through universities' reform and opening up, they have speeded up the combination with the development of society and the times. The campus culture of colleges and universities is also more and more influenced by social culture and contemporary culture to some degree. Especially under the influence of foreign culture, traditional culture and secular culture, the pursuit of ideological and spiritual values on college campus presents diversified characteristics, and almost all kinds of ideologies and spirits can find the soil for survival in college campus culture. At the same time, the socialist culture, which adheres to Marxism as the guiding position, strengthens socialism with Chinese characteristics as the common ideal, establishes and practices the socialist concept of honor and disgrace, carries forward the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, strongly stipulates the construction content of university campus culture and guides the forward direction of university campus culture in a systematic way.[1]

2.4 The Function of Campus Culture in College and Universities

2.4.1 Inheritance function and innovation function

The school spirit and learning spirit of campus culture in colleges and universities are inherited from generation to generation, and present a characteristic of inheritance; For traditional culture and Western culture, we not only criticize and choose rationally, but also absorb and inherit its nutrients reasonably, and innovate constantly. With the spirit of cultural creativity and creative ability, college teachers and undergraduates make the development of campus culture possible and necessary in their contact and integration with various cultures and in their rich cultural learning and research activities.

2.4.2 Educational function and guiding function

The distinctive cultural atmosphere of campus culture in colleges and universities constantly influences, infects and cultivates college teachers and undergraduates, and makes them unconsciously receive education and internalize into qualities and habits, showing its powerful educational function. In addition, the campus culture, which reflects the development goals and talent training goals of colleges and universities, once integrated into the consciousness of college teachers and undergraduates, will play a guiding role in their daily behaviors and ideas. After they finish their routine learning, scientific research and other tasks, they consume a lot of energy in wholesome spare time activities, which is conducive to their healthy growth.

2.4.3 Cohesion function and constraint function

Campus culture in colleges and universities advocates healthy and upward ideology and values, which plays a very important role in cultivating good learning spirit, school spirit and campus spirit, and makes campus cultural theme activities rich in mainstream ideologies and values such as patriotism, collectivism, national spirit and serving the people wholeheartedly. This eventually leads to the identification of the main body of campus culture with noble behaviors and ideological beliefs, and forms a strong cohesion and binding force. At the same time, this strong cohesion and binding force will urge the main body of campus culture to love social labor, harmonize interpersonal relations, create a better life, improve their own qualities, achieve educational objectives and serve our great motherland.

2.4.4 Transmission function and incentive function

College campus culture not only widely spreads the existing traditional culture and modern culture to the society, but also spreads a large number of new cultures represented by new knowledge, new achievements, new ideas and new concepts to the society, which potentially affect the social culture and promote the development of social culture.[2] At the same time, the campus culture of colleges and universities emphasizes the respect for the main body of culture, the care for it and the cultivation of it, focuses on meeting their high-level spiritual needs, and actively gives full play to their main role in the construction of schools, thus resulting in incentive effect. This lasting and strong incentive not only stimulates the educational main body's sense of identity, pride and honor to colleges and universities, but also stimulates their working and learning enthusiasm which sublimates into their dedication to the development of higher education.

III. CHALLENGES IN THE CONSTRUCTION OF CAMPUS CULTURE IN COLLEGES AND UNIVERSITIES

3.1 Integration of Modern Culture and Traditional Culture

In the course of more than 5,000 years of civilization in China, the people of all ethnic groups have closely united and made unremitting efforts to jointly create a long-standing, broad and profound Chinese culture, which has provided a strong spiritual force for the development and growth of the Chinese nation and made indelible contributions to the progress of human civilization. The spiritual culture, institutional culture and material culture it includes also imperceptibly affect the thinking concepts, behaviors and value orientation of college teachers and undergraduates. The strong national concept, strong patriotic emotion, broad humanistic spirit and excellent national spirit in traditional culture also affect the campus culture of colleges and universities.

Modern Chinese culture embodies China's modern political, economic and social civilization, reflects the achievements of the rapid development of science and technology, humanities and arts, military sports and other aspects, and constantly interprets the people's philosophical demands for

cultural development. Meanwhile, from the perspective of connotation, Chinese modern culture should not only adhere to the essential characteristics of socialism, but also fully reflect the requirements of modernization and its development. Only in the continuous pursuit of modernization in contemporary Chinese society, on the basis of digesting and reflecting on the traditional culture, through critically absorbing those beneficial elements, by surpassing the tradition and constantly improving its characteristic of modernity and realizing innovation, can the campus culture of colleges and universities realize its modernity.

How to attach importance to the excellent achievements of traditional culture, liberate and develop traditional culture, and create and guide modern culture, and keep balance between them and reasonably highlight the modernity and tradition has become an important issue for the construction of campus culture in colleges and universities. Therefore, with the deepening of the development of Chinese modern culture, college campus culture needs to open up a cultural development path of the combination of modernity and tradition in the complementary relationship between traditional culture and modern culture.

3.2 Collision between Western Culture and Chinese Culture

The reform and opening up has changed the relatively closed and monotonous external environment of traditional university campus culture, and turned to the open and changeable political, economic, social and cultural environment in the whole world. Today's world is in a period of major adjustment, reform and development, showing a trend of world multipolarization, economic globalization, rapid progress of science and technology, and more frequent exchanges and collisions of various social thoughts. In particular, the traditional campus culture system of colleges and universities is facing the challenges and impact of various Western theories, thoughts and information. The construction of campus culture in colleges and universities is carried out under the realistic background of economic globalization, cultural diversity and internationalization of education.

At present, relying on their economic and political leading position in the contemporary international community, Western developed countries actively promote their lifestyle, cultural products and values purposefully or aimlessly, trying to achieve cultural identity and cultural control by means of cultural infiltration. This situation makes the cultural values of economically dominant Western developed countries, the United States for example, widely affect the cultural values of economically non-dominant developing countries, such as China. For a long time, American mass culture has covered a wide range of the whole world, involving literature, art, film and television, sports, festivals, catering and so on. It can be said that every aspect of human life is included. The following aspects fill the space of countless media, occupies the spare time of people all over the world, and has a deep and lasting impact: film and television culture represented by Hollywood, pop music represented by rock music, jazz and country music, popular books and periodicals represented by Reader's Digest and science fiction, catering culture represented by McDonald's, KFC and Coca Cola, sports culture represented by NBA, festival culture represented by Christmas, Valentine's day and Thanksgiving, entertainment culture represented

by Disney, and automobile culture, advertising culture, and so on.[3]

This influence has obviously affected the cultural tradition, ideology, ethics, values, psychological habits and lifestyle of college teachers and undergraduates, and is becoming more and more obvious. What's more, Western cultural values, to a certain extent, are bound to trigger the variation of the mainstream ethics of the main body of campus culture, and cause the confusion of mainstream values, the differentiation of mainstream lifestyle, the shock of mainstream cultural spirit, and produce a certain impact, which will affect and destroy the construction of campus culture.

3.3 Revolution of the Culture Transmission from Traditional Mode to Modern Mode

The traditional way of cultural transmission is through the main media, such as books, newspapers, magazines, radio, film and television, and so forth. However, with the continuous development of modern information technology, the Internet is also going deep into our life, study and work at an unimaginable speed, and has undoubtedly become the global cultural transmission media.

The network makes the exchange of human culture break through the boundary of time and space in the real sense, realizes the high-speed transmission and sharing of global information. It has greatly improved the human's ability of information exchange and transmission. It has the unique advantages of digitization, real-time and interactive transmission. Since its emergence, the network has demonstrated its infinite power and outstanding influence in the fields of politics, economy, science and culture, and quietly changed people's ways of life, production and thinking [4].

With the reform and development of higher education in China, network technology is becoming more and more popular on campus. The service and level of network platform highlight the basic school running conditions and level of universities. It's meaningless for us to set the cultural transmission media of network aside and talk about the construction of campus culture in colleges and universities. It should be noted that college teachers and undergraduates are important groups of utilizing network. Network has become an important way of acquiring knowledge, cultural exchange and scientific research for college teachers and undergraduates. It has a profound impact on the learning style, life style and ideas of the main body of campus culture in colleges and universities. It has become an important platform for the construction of campus culture in colleges and universities. But the network is also a double-edged sword. As a virtual world, it provides not only positive information, but also negative information. It serves the value system with truth, goodness and beauty as well as the value system with falsehood, ugliness and malice. It not only provides precious opportunities and conditions for the construction of campus culture in colleges and universities, but also brings severe impacts and challenges.

IV. COUNTERMEASURES TO THE CONSTRUCTION OF CAMPUS CULTURE IN COLLEGES AND UNIVERSITIES BASED ON THE CULTURAL PERSPECTIVE

4.1 We should Critically Inherit Traditional Culture, Develop and Innovate Modern Culture in the Construction of Campus Culture in Colleges and Universities

Chinese traditional culture, as the sum of material and spiritual production achievements accumulated in history, has its positive value. Firstly, the campus culture of colleges and universities should “strictly select, recognize, process and integrate the long-term accumulated culture of human society according to the values of modern universities, so as to give full play to the accumulation of human culture”. [5] At present, many colleges and universities have strengthened the exploitation and interpretation of the ideological value of excellent traditional culture by offering traditional culture courses such as appreciation of ancient prose, appreciation of classical works, lecture room, and carrying out cultural activities such as Sinology associations, historical investigation, debate and speeches, and made the college teachers and undergraduates put emphasis on leniency and benevolence, respect for rites and righteousness, self-cultivation and improvement of their personality, and made them attach importance to the continuous in-depth understanding of the harmonious relationship between people, between people and society, and between people and nature. This is a useful exploration of how to comprehensively and objectively understand and evaluate China’s traditional culture, to extract its essence, to remove its dross, to make the past serve the present and bring forth the new through the old [6].

Secondly, Chinese modern culture, as the sum of rich material and spiritual production achievements in modern society, has been widely rooted in colleges and universities, providing a solid material foundation and cultural conditions for college campus culture, affecting and promoting the development of college campus culture. At the same time, the campus culture of colleges and universities should also be rooted in the great practice of China’s reform and opening up. Through education and teaching reform, scientific invention and creation, technology promotion and application, humanistic thinking and philosophical criticism and inheritance, we should constantly spread new knowledge, produce new knowledge and materialize new knowledge, so as to lead and promote the rejuvenation of Chinese modern culture.

Finally, “tradition and modernity can be classified as the historical category. Tradition is the modernity of the past, and the former modernity has accumulated into today’s tradition in the long river of history. Modernity is the tradition of the future, and the present modernity is generating new traditions for the future society every day.” [7] Therefore, it is of little significance to explore “tradition” without specific “Modernity”. It is also not advisable to forget “tradition” and talk about “Modernity”. It should be noted that no matter how to define traditional culture and modern culture, the transition of culture from tradition to modernity is a kind of historical progress.

In the construction of campus culture in colleges and universities, we must give full play to the advantages of traditional culture, absorb the reasonable ideological core and interpret the cultural spirit of the Chinese nation, and give full play to the inheritance function of traditional national festivals such as “Dragon Boat Festival”, “Mid-Autumn Festival” and “Spring Festival”. We should organize rich and diverse traditional folk cultural activities, so that more college teachers and undergraduates can understand and love traditional culture, and become the bearers and disseminators of excellent traditional culture, and make excellent traditional culture become the spiritual force to inspire the people to move forward in the new era. At the same time, we should encourage college teachers and undergraduates to constantly take active part in and organize modern campus cultural activities, constantly hold academic competitions such as scientific and technological innovation and entrepreneurship competitions, and constantly hold high-level domestic and international academic exchanges and lectures, constantly participate in the research and tackling of major social projects and issues, and constantly enhance their sense of social responsibility and historical mission, and spur the main body of campus culture to establish the individual ideals on the basis of national fate and future, promote the development of social productivity, promote the construction of social material civilization and spiritual civilization, thus developing and innovating modern culture.

4.2 We should Critically Learn from Western Social and Cultural Values and Promote the Construction of the Core Value System of Socialist Society in the Construction of Campus Culture in Colleges and Universities

“Social ideological trend is an important phenomenon of social consciousness. It exists in any society and any era. Especially in the era of great social changes and innovations, various social ideological trends are particularly prominent and active. The current period of China’s transformation from traditional agricultural society to industrial society and post-industrial society is the most active period of agitation and collision of various social ideological trends.”[8] In a certain period, the social ideological trend can reflect the social political, economic, ideological and cultural conditions of that time to some extent.

Samuel Huntington, an American scholar, pointed out in his book *The Clash of Civilizations* that cultural diversity will be a persistent feature of the whole world.

Facing the impact of social trends and multiculturalism, college campus culture should reflect the essence of university opening and give full play to the function of culture. Among the world’s social thoughts and forms of multiculturalism, there are many excellent cultural achievements that are not part of their own country or nation. College teachers and undergraduates should have the attitude of tolerance and respect to the differences or diversity, and acquire the ability to interpret, analyze and criticize a certain trend of thought and culture, and actively absorb its cultural nutrition [9].

We should pay attention to the cultivation of cross-cultural communication ability in the construction of campus culture in colleges and universities. In the context of globalization, cross-cultural

communication provides a world platform for the construction of campus culture in colleges and universities, and builds a bridge of cultural communication between China and the West. College teachers and undergraduates should get to know and comprehend the world from a global perspective, and analyze the past, the present and the future of human society from a dialectical and historical point of view, so as to form the understanding of mankind, nation, rights and obligations of the state and the awareness of the common fate of mankind, and plan for development from the perspective of the world.

Cultural innovation is the essential feature of culture, the source of life and the eternal driving force of cultural development. When constructing campus culture in colleges and universities, we should adhere to the forward direction of socialist advanced culture, reflect the national spirit of the Chinese nation with patriotism as the core and the spirit of the times with reform and innovation as the core, create attractive, infectious and influential excellent cultural achievements, and play a unique role in pushing Chinese culture to the world and improving the soft power of national culture.

4.3 We Should Root Campus Culture in the Soil of Network Culture, and Spread the Advanced Socialist Culture with the Times in the Construction of Campus Culture in Colleges and Universities

The rapid development of modern network technology has brought development opportunities and conditions to the construction of campus culture in colleges and universities. At present, computers and networks have been quite popular in colleges and universities, and the network technology and service level have been continuously improved, and working online, learning online, carrying out scientific research and communicating online frequently occur. The network-based campus cultural activities, such as computer skills competition, online learning, online teaching evaluation, QQ communication, e-mails, online community, personal microblog, have been quite popular. College campus culture has been increasingly rooted in the soil of network culture. The main body of campus culture can make full use of the network's characteristics of globality, openness, interactivity, comprehensiveness and immediacy to spread the campus culture of colleges and universities and the advanced socialist culture with the times, and make its transmission content richer, transmission speed faster, transmission means more flexible, transmission forms more diverse, transmission functions more comprehensive and transmission effects more ideal [10].

At the same time, with the development of Chinese cultural undertakings and the power of national cultural industry, the main body of campus culture in colleges and universities shoulders the important task of promoting the rejuvenation of Chinese culture. How to explore the way of Chinese national culture to the world has become an urgent issue they are facing. At present, many colleges and universities take advantage of the network's characteristic of integration of computer, television, video, recording, telephone, long-distance transmission, hypertext links to integrate a variety of information resources containing the mainstream cultural forms of the socialist core value system into three-dimensional transmission media, and through the establishment of red websites, red microblogs, and cultural resource databases, they make the information flows and resources flows, like languages, words, images, data and so on, flow to the whole world. They participate in multicultural interaction,

and show the strength and charm of Chinese culture. Thus, they make the campus culture in colleges and universities more attractive and infectious, better meet the people's spiritual needs, enrich the people's spiritual world, enhance the people's spiritual strength, and have a far-reaching and lasting impact on the world.

ACKNOWLEDGEMENTS

National Social Science Fund Youth Project "Research on Improving Chinese Cultural Soft Power and International Influence" (16CKS023)

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