Research On The Cultivation Of College Student’s Consciousness Of Intellectual Property Rights

Yanying Fei¹,a, Na Hao²,b

¹Faculty of Humanities and Social Sciences of Dalian University of Technology, Dalian, Liaoning, China
²School of Marxism of Dalian University of Technology, Dalian, Liaoning, China

*3078578862@qq.com, b190528316@qq.com

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Abstract. Intellectual property can be transformed into real productivity, which is the core force affecting China's development. As the main creator and user of intellectual property in the future, it is of practical and long-term significance for college students to cultivate their consciousness of intellectual property rights. At present, college students are confronted with such problems as the lack of intellectual property courses, the insufficient intellectual property knowledge reserve and legal thinking of intellectual property. This paper delves into the causes of these problems and tries to put forward some solutions.

1. Introduction

Xi Jinping pointed out: "We should mobilize the enthusiasm and initiative of natural and legal persons with intellectual property rights, raise their awareness of property rights, and consciously use legal weapons to safeguard their rights in accordance with the law." As the forefront of intellectual property output, colleges and universities need to be persistent and prudent in strengthening students' awareness of intellectual property. It is necessary to grasp the trend of college students' intellectual property awareness comprehensively, summarize the current challenges, analyze the realistic causes of the challenges, and explore the solutions.

2. The significance of cultivating college students' consciousness of intellectual property

Intellectual property rights can be transformed into real productive forces, which are the core forces affecting China's development. As the main creators and users of intellectual property rights in the future, it is of practical and long-term significance for college students to cultivate their consciousness of intellectual property rights. China's development cannot be achieved without intellectual property rights. College students have high hopes in the creation of intellectual property rights. Today's college students are tomorrow's intellectual property rights holders and will play an important role in the future stage of intellectual property rights. Only by cultivating college students' consciousness of intellectual property can we better protect intellectual property rights, enable college students as intellectual property rights holders to truly benefit, and prevent capital outflow.

3. Problems in cultivating college students' intellectual property consciousness

There are many problems in the cultivation of College Students' intellectual property consciousness. The author summarizes the problems in four aspects and states them as follows:

3.1 Lack of intellectual property curriculum resources for college students

At present, there is no special arrangement of intellectual property rights in the arrangement of University Students' education curriculum. At present, the relevant legal courses such as "Ideological and Moral Cultivation and Legal Basis" in university public politics course are all generalizations of legal common sense, without specific interpretation of intellectual property rights.
Even if occasionally involved, because the teachers of this course are usually ideological and political teachers, they know little about intellectual property rights. Most of them are still at the level of propaganda and sermons. They lack control over the hot and focus issues of intellectual property rights in society, so they can not give timely answers and guidance to students' questions. This lack of curriculum resources has a direct impact on students' clarity of the legal scope of intellectual property rights and the cultivation of legal awareness.

3.2 Insufficient intellectual property knowledge reserve of college students

Intellectual property rights generally include copyright, patent right, trademark right, trade secret right and so on. Because intellectual property rights are a kind of knowledge with strong professionalism, college students' comprehensive understanding of intellectual property rights needs the assistance of professionals. At present, college students mainly acquire half-knowledge of intellectual property rights through network news and other means. The media's focus on some hot issues of intellectual property rights is often not on the popularization of legal common sense. All these make college students lack proper understanding of the nature and basic characteristics of intellectual property rights, leading to insufficient intellectual property knowledge reserve.

3.3 Lack of legal thinking on intellectual property rights among college students

According to the survey, the current college students from computer software to download network novels, network songs, etc., are mainly looking for pirated links. Because the legal thinking ability of intellectual property rights of college students is deficient, on the one hand, they are practicing free encroachment on other people's intellectual property rights through various channels, and on the other hand, because of the vague concept of the nature of the behavior, they will not have any sense of moral guilt, let alone conscience anxiety, more do not know that this has touched the red line of law; on the other hand, college students have have become an emerging force in the creation of intellectual property. As the creators of intellectual property, rights, they do not know how to better safeguard their intellectual property values. and they know little about the ways and categories of rights confirmation, use and protection.

Therefore, no matter college students are in the position of infringer or victim, this lack of intellectual property legal thinking has become increasingly common in Colleges and universities.

4. A brief analysis of the causes of the difficulties in cultivating college students' intellectual property consciousness

Faced with the risk and challenge of the construction of intellectual property consciousness of College students, it is also necessary to find out the reasons and explore the gains and losses from the internal and external interference of colleges and universities.

4.1 Dislocation between intellectual property rights and chinese local culture

Intellectual property is not a native Chinese legal system of the land. It is a western legal system introduced passively under external pressure in a specific historical environment. Therefore, from the beginning of its appearance in Chinese land, there has been a phenomenon of dislocation the local Chinese culture of 5,000 years. Knowledge is regarded as a symbol of wisdom in Chinese culture. Whoever selflessly teaches to the common people will have the character of a gentleman and be respected by the world. Intellectual property rights are private rights, emphasizing the exclusive use of intellectual property rights. If someone needs to enjoy these knowledge achievements, they need to spend a certain amount of money for equal exchange. College students who have grown up with traditional education instinctively psychologically attribute knowledge to public property, which can be freely used. Therefore, college students often say that they respect individual intellectual property rights in writing and orally, but they often run counter to each other in life and study.
4.2 Insufficient attention is paid to intellectual property education in colleges and universities

Although the Outline of National Intellectual Property Strategy clearly stipulates that intellectual property related courses should be set up in Colleges and universities. And intellectual property rights should be included in the quality education system of College students. However, according to the author's survey, in a considerable part of universities, the number of college students who have taken the optional course of intellectual property is less than 5%. And most universities in China have not offered courses in intellectual property rights so far. Intellectual property rights belong to the rule of law education and are allocated to the political classroom. However, teachers pay less attention to them in the classroom. The emergence of this series of adverse conditions is closely related to the lack of attention paid to intellectual property education in Colleges and universities.

4.3 New internet media weakens college students' ability to explore intellectual property rights in depth

College students in the new era grew up in the Internet era, and the Internet has become a part of their life and learning. College students' dependence on new Internet media, whether in psychology or in daily communication, has a serious habit of behavior. Compared with the traditional media's interpretation of intellectual property rights, the new network media has natural defects. After receiving the hot information of intellectual property rights, the traditional media will first do factual screening, then form opinions through group discussion, and finally release the information through repeated editing of texts. As for the network new media, which is characterized by the pursuit of timeliness of publication and the flow of communication, often expresses their feelings directly. This emotional expression lacks academic rationality and logic, which reduces the possibility of the audience's deep thinking on intellectual property rights. Therefore, as a way of information transmission, the network new media will undoubtedly have an impact on the cultivation of college students' awareness of intellectual property rights.

5. The basic path of cultivating college students' consciousness of intellectual property

5.1 Optimizing the environment for cultivating intellectual property consciousness

First of all, colleges and universities should establish and improve the organizational structure for the cultivation of intellectual property awareness. Organizational guarantee is one of the essential conditions for the smooth development of intellectual property awareness. Secondly, special intellectual property courses should be set up. First popularize the elective course of intellectual property, and then gradually transfer to compulsory general courses. Thirdly, we should formulate an assessment and evaluation system for the cultivation of intellectual property awareness, so as to ensure that the cultivation of intellectual property awareness can be truly implemented and landed. Fourthly, the necessary funds should be guaranteed. The cultivation of intellectual property awareness involves the cultivation of teachers and students, as well as the cost of training activities.

5.2 Improving the intellectual property literacy of teachers

The purpose of intellectual property rights in higher education is to enable college students to know how to respect other people's intellectual property rights and how to protect their intellectual property rights reasonably. Because intellectual property rights are closely related to the development of technology, intellectual property education should enable students to make judgments on the ownership of intellectual property rights which are still difficult to determine in the judicial circle by virtue of the knowledge they have mastered. However, the realization of these goals is inseparable from the teacher's own understanding in place. In the aspect of teachers' teaching, improving the awareness of intellectual property rights is not only the duties and responsibilities that ideological and political teachers need to perform, but also the need to strengthen the attention of teachers in various disciplines, eliminate bad ideas from the teacher level, and strengthen the awareness of intellectual property protection. At the same time, teachers should
be trained regularly, teachers' intellectual property literacy should be strengthened, and scientific knowledge of intellectual property rights should be improved, so as to avoid half-understanding in preaching. In addition, universities should consciously introduce talents of intellectual property related disciplines to enrich the subject composition of their own teachers. At the same time, in class, we should pay attention to using intellectual property hot case teaching to mobilize students' enthusiasm. Classroom is not a monologue. We should change the traditional cramming mode and strengthen communication. We should use specific cases of intellectual property that are closely related to the interests of college students to mobilize their enthusiasm for learning intellectual property and draw college students who are distracted by online new media back to the classroom. Through the analysis of a hot intellectual property case, college students can understand the legal rules of intellectual property rights in the protection of rights, understand the spirit of intellectual property law, truly accept and understand the connotation of intellectual property rights, and put it into practice.

5.3 Organizing diversified campus propaganda activities on intellectual property rights

With the help of various campus cultural activities, colleges and universities can carry out the propaganda and education of intellectual property rights purposefully. In carrying out propaganda and education, we should determine the theme of each activity and have a definite aim. At the same time, we should pay attention to distinguishing students from different majors, such as science and engineering majors. The theme should focus on the protection of patent rights, while the humanities and social sciences, they can choose copyright as the focus of the activities. After the theme is selected, we should also choose a variety of propaganda means, such as the use of students' favorite sketches and other image performances, to arouse students' attention, guide students to think, strengthen teachers' and students' recognition of the legal spirit of intellectual property rights, and effectively understand the existence value of the legal system of intellectual property rights.

References


