

Research and Discussion on the Influence of Campus Culture to Ideological and Political Construction of University

Zhi-min Shou

Department of Fundamental,
Hebei Finance University,
Baoding, China

Abstract

Campus culture is an important branch of the socialist culture, but also an effective carrier of the construction of ideological and political education. Though campus culture and campus ideological and political are two different parts, they have a close relationship of complementing, promoting and influencing each other. Based on the campus culture, this paper mainly analyzes the intrinsic relationship between campus culture and campus ideological and political construction, and then puts forward how to promote the construction of campus ideological and political construction in the perspective of campus culture, aiming at providing some ideas to the university administrators.

Keywords: campus culture; construction of ideological and political; college student

1. INTRODUCTION

Because of the rapid development of China's economy and education, the ideological and political education of college student is facing some certain challenges. There are many problems in the traditional ideological and political education, for example, lack of specific education and inflexible enough and as a consequence, the work is unable to obtain significant result. Education is not always the same. Therefore, under this circumstance, new tasks and requirements on how to further strengthen the campus ideological and political construction have been raised. As a qualified college students, we must have a good ideological quality firstly, followed by the professional qualities and a good physical fitness, etc, which is our socialist universities to foster and in line with the cause of socialism qualified builders and reliable successors. Therefore, one aspect of the current construction of university education is to strengthen the ideological and political education, which is very important. As early as 2004, reference [1] clearly pointed out that the campus culture is considered as a new and effective way and carrier to the ideological and political education. Also, it pointed out the ideological and political education is not only faced with favorable conditions, but also faced serious challenges in the international and domestic situation. College students' ways of life have been a certain degree of influence under the impact of western culture and values. Moreover, with the gradual expansion of China's opening

up and rapid development of the economy, it also brought some negative impact to college students.

At the same time, reference [2] noted that campus culture is an important part of socialist advanced culture. It has great significance to strengthen the campus culture which can greatly strengthen and promote ideological and political education as well as comprehensively improve the overall quality of students.

In this paper, it will illustrate how the construction of campus culture affects the ideological and political education by studying the fundamental relationship between campus culture and ideological and political education. And then it will propose some ideas about how to strengthen the construction of ideological and political education on the basis of strengthening the construction of college campus culture.

2. Campus culture and ideological and political education

Campus culture is a kind of group culture, whose main target is the school staff, students, as well as management staff, main event space is the campus environment, main goal is to train student, main content are spiritual culture, material culture, behavior culture and institutional culture, and main feature is the campus civilization. Campus culture includes the following four types: institutional culture, material culture, spiritual culture and behavior culture, whose function is mainly aimed at the construction of the ideological and political education of college students. Moral awareness, value-oriented, entertainment adjustment and mental stimulation are the mainly functions of campus culture in the ideological and political education^[3]. In addition, the ideological and political education means that the social or community groups use a particular ideology, ethics and political view to impose a planed, purposeful and organized education on all members of the society, which aims to make all members of the society meet the social moral character demands^[4]. Therefore, we can make a simple definition of the ideological and political education as following: considering the Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory and the "Three Represents" as the main ideological and theoretical guidance, it educates all staff, including teachers, students, and school administrators to establish a correct stand, viewpoint and

makes them consciously to work hard to achieve the Party's long-term goal^[5].

Campus culture shares a common environment, subject, object, practice and goal with ideological and political education. They unite in realizing the process of educating people. Despite they share a common goal, we can't simply equate them. Ideological and political education is a social practice under the leadership of the Communist Party of China, which belongs to the realm of politics. The campus ideological and political education has a distinct class nature and the education process is mandatory, but campus culture is a part of the management areas, and just exists in universities and shine in the environment in which it belongs. At the same time, the action mode of campus culture is different from the one of ideological and political education and it always changes.

Campus culture is an effective carrier of ideological and political education, and campus activities are the most powerful expression forms of campus culture. But in the past, we often ignored the important role of the campus culture. Culture is the reaction on ideology of politics^[6]. Thus, in the field of colleges and universities, campus culture is the performance in the cultural patterns of the ideological and political construction. Campus culture strews across the campus, which has a variety of manifestations, including literature, art, radio, television, news, network and so on. It is very necessary to promote ideological and political construction through strengthening the construction of campus culture. However, we can't simply impose ideological and political education on campus culture, or the result will be counterproductive. If we have a correct understanding of the dialectical relationship between the two and make a proper merging of the content of them, then the ideological and political construction of university will develop towards a new level. The relationship between campus culture and ideological and political education is shown in Fig 1.

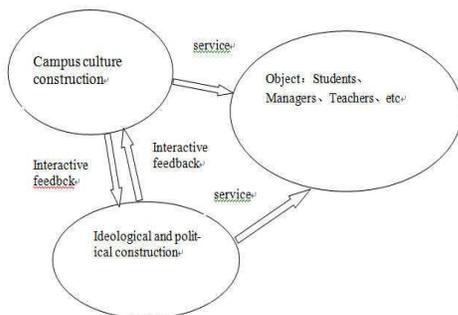


Fig.1 The relationship between campus culture and ideological and political education

3. Necessity of strengthening ideological and political construction through the campus culture

Contemporary college students live in the realistic environment of complex social and economic elements, varied organizational structure, multiple employment patterns, dif-

ficult employment, and diversified interests relationship and distribution mode with thoughts being of greater liberation. And with the interaction of eastern and western culture, values gradually diversify, advocating assertive personality and the society is transition. At the same time, college students are generally more impulsive and there are also many practical problems and stress, such as graduate selection, greater employment difficulty, the impact of some phenomena in society and so on. And in the multiple environment, ideological and political construction of college students seems to be very important, so we need a new advanced campus culture that distinguish the social culture, which can strengthen ideological and political education so that college students can withstand the social and cultural environment changes radically impact. The influence of campus culture is subtle, which can solve the deficiencies of students in knowledge, ability and accomplishment. Meantime, rich and diverse cultural activities on campus can broaden ways and channels of the ideological and political education and draw the college students' attention to the ideological and political construction of themselves and the campus. Therefore, strengthening the construction of campus culture is not only an objective requirement under the changing environment of ideological and political education, but also the requirement to meet the needs of current ideological and political education. Promoting the construction of ideological and political education through the construction of campus culture can overcome the shortcomings of traditional ideological and political education and promote the expansion of the construction work.

4. Principles and ways of ideological and political education construction based on campus culture

4.1. Principles of ideological and political education construction based on campus culture

As a very important part of the advanced socialist culture, campus culture plays an important role in promoting the reform and development of college education and improving the overall quality of students. Campus Culture must always adhere to Deng Xiaoping Theory and the Important Thought of Mao Zedong and "Three Represents" as the guiding ideology, and adhere to the development direction of socialist advanced culture and follow the principles of cultural development as the main direction of the law. If not, the construction of campus culture will deviate from the normal track; even worse, poor campus culture will emerge, which affects the ideological and political education. And we must ensure that consider training highly qualified personnel as the strategic goals and train them to become qualified socialist force and successors through the construction of campus culture. The construction of campus culture must adhere to people-oriented, and the core objects are college students, so it must be based on the core fundamental interests of the majority of students and all construction of cam-

pus culture and ideological and political education must focus on students. So that colleges can become an important base area for the development of an advanced socialist culture.

4.2. Ways of ideological and political education construction based on campus culture

(1) Build a sound management system of campus culture and ideological education

Establishing a sound management system on campus is the basic guarantee of ideological and political education construction and campus activities. Without a security system, cultural activities and ideological and political construction can't be fully protected, unable to achieve the desired effect or even get the opposite result. Only with a security of system can we mobilize the greatest extent of all the staff of the school to join in the campus culture and the ideological and political construction. Besides, with the development of the times, the management system also needs to be updated to ensure that the system can keep up with campus cultural development.

(2) Create a campus culture and ideological education team

The construction of campus culture and ideological and political education is a school-wide activity, which is related to each individual of the school, ranging from the leader of the school to every student, and the conduct of the policy made by the leader can be achieved step by step. So we must create a specialized team, including the school leaders, teachers, logistic staff and students. Otherwise, all policies will not be carried out properly.

(3) Raise awareness of teachers and students on the campus culture and ideological and political construction

The main target of the construction of campus culture and ideological and political education is all the staff in the school. If we don't improve the awareness of everyone, then it can't mobilize the enthusiasm of everyone from the fundamental. Then campus culture and ideological and political construction may be impeded.

(4) Improve the campus environment and provide a good environment

Campus environment is an important part of the construction of campus culture and ideological and political education. Creating a good campus cultural atmosphere, political climate and campus environment is a useful way to the students' thoughts and is good to ideological and political education.

(5) Carry out cultural activities on campus

Carrying out all kinds of activities on campus and putting the ideological and political education into campus cultural activities appropriately can draw students' attention to the ideological and political education and accept them, which have a good effect on training qualified successors to the socialist construction and socialism.

5. Conclusions

Campus culture is an effective carrier of ideological and political education, and campus activities are an effective way to carry out ideological and political education. This article analyzes the dialectical relationship between campus culture and ideological and political education and then proposes some measures to strengthen the ideological and political education in the perspective of campus culture, hoping to cultivate qualified successors for national development.

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