

Enhancing Campus Culture and Strengthening the Cultivation of Student Behavior

Jianyi Wei*

Hainan Normal University, Haikou 571100, Hainan Province, China

*Corresponding author: Jianyi Wei, 16717104@qq.com

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Abstract: Campus culture is not only a symbol of culture and the style of studying, but also the overall atmosphere that helps students establish correct world outlook, values, and outlook on life. It leads the cultivation of student behavior and shapes the character of students. However, due to the openness of colleges and universities, the impact of informatization, the rapid development of society, and other factors, the campus culture in colleges and universities is affected by various aspects, and the cultivation of student behavior is bound to be affected. In this complex environment, how to promote campus culture in such a way to promote the cultivation of student behavior has become a topic of interest. The Central Committee of the Communist Party of China clearly put forward the “Opinions on Further Strengthening and Improving Ideological and Political Education” under the State Council, stating that campus culture plays an important role in educating people and it is necessary to construct a campus culture that embodies socialist characteristics, school characteristics, and the characteristics of the times [1].

Keywords: Campus culture; Student behavior

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1. Introduction

The concept of campus culture is extensive. Here, it is referred to as a group culture with students as the main body, extracurricular activities as the main content, campus as the main space, and campus spirit as the main characteristic [2]. As an indispensable part of the construction of a socialist culture, campus culture is an impetus for condensing and motivating both, teachers and students. It plays an important role in the cultivation of student behavior and the improvement of civilization.

2. Campus culture and the cultivation of student behavior

“Campus culture, as a form of culture, permeates every part of the campus and influences the people on the campus, whether they are aware of it or not [3].” Campus culture can be divided into material culture, spiritual culture, and institutional culture, which are inseparable and complementary. Colleges and universities need to cultivate talents who can serve the country when they graduate. The influence of campus culture on students is a subtle process. Therefore, campus culture must be purified and improved. Nurturing education means that on the basis of ideological and political education, through behavioral education, behavioral training, strict management, and other educational means in daily life, work, and study, students strive to improve their knowledge, emotion, will, behavior, and other qualities, and finally cultivate good moral qualities and behavior, such as consciously abiding by social morality and code of

conduct. The nurturing education for college and university students is different from that for primary and secondary school students. It is a conscious nurturing process of higher-level behavioral management requirements adapted to the needs of colleges and universities. Ye Shengtao, a famous educationist in China, once said, “What is education? In short, education is to form habits^[4].” The development of behavior should not only be the requirements for children or primary and secondary school students. From the perspective of age, college and university students are often regarded as adults with high educational level and moral cognition, but people tend to overlook the fact that these students have just left their comfort circle and “home” in general. There are still many behaviors that are incompatible with their knowledge level and moral cognition. Therefore, the cultivation of their behavior and the improvement of their cultural literacy are inseparable from the cultivation and edification of campus culture.

3. The positive influence of campus culture on student behavior

In *Democracy and Education*, Dewey wrote, “The only way in which adults consciously control the kind of education the immature get is by controlling the environment in which they act, and hence think and feel. We never educate directly, but indirectly by means of the environment^[5].” As the cradle of cultivating pillars, campus culture should always represent the direction of advanced culture, constantly transform old culture, resist decadent culture, strengthen cultural innovation, and strive to become an advanced culture, so as to effectively play the educational role of campus cultural education. It is through this process that college campus culture guides contemporary college students. A good campus culture has a profound impact on students. Specifically, it has five positive effects.

3.1. Role of guidance

Campus culture in colleges and universities is a “wind vane.” Campus culture breeds a school’s value system, which is condensed through time, teaching, scientific research, and management practice. This value system has a profound impact on students’ values, code of conduct, and lifestyle, as well as implicitly on how well they comprehend and deal with the relationship with their society and country. To a certain extent, campus culture serves as a target model for students. At the same time, a reasonable campus culture would effectively guide students to establish correct outlook on life, values, and world outlook, thus playing an irreplaceable role in the cultivation of students’ personality and behavior, passing down the inheritance of China’s 5,000 years of rich history and culture as well as the tracing of national culture^[6].

3.2. Role of cohesion

Campus culture can help stimulate students’ sense of identity. Once students have a sense of identity within the school, they will integrate themselves into the school environment. Their sense of mission, pride, belonging, honor, and responsibility will be strengthened, all of which will ensue a strong cohesive force. At the same time, their sense of honor has a strong unifying, assimilating, and binding power that succors the development of congenial and harmonious interpersonal relationships among students and maximizes their inherent potential. This high cohesion is mainly manifested in the relationship between the collective and the individual, where the collective has a strong attraction to the individual, while the individual has a strong sense of identity with the collective.

3.3. Role of aesthetic education

Aesthetic is an impetus for promoting human development. In the process of campus culture construction, material culture construction ensues a beautiful campus environment. Along with providing aesthetic delight, it also fosters an imperceptible love for the campus environment in students, improves their capacity for innovation and inspiration in a supportive academic environment, as well as influences the

cultivation of student behavior. A good campus culture is conducive to cultivating students' aesthetic views and improving their aesthetic ability as well as their ability to create beauty. Beautiful campus planning, fully functional campus equipment, clean and orderly learning environment, the use of civilized and polite language, as well as the establishment of harmonious interpersonal relations all play an important role in students' aesthetics. Imagine, a disordered campus could prevent students from studying comfortably, let alone improve their aesthetic ability.

3.4. Role of model

Model culture, which is a superb model arising in a particular cultural period, is one of the several kinds of campus culture. The models that have been set up are instances of college students that can be touched and are recognizable to everyone. They closely mirror the spiritual outlook, values, ideological and moral quality, and lifestyle of contemporary college students. In the campus, teachers undertake the dual mission and responsibility of teaching and educating people. They are also the group that interacts most frequently with students on campus and has high cultural literacy and moral cognition. In addition, they have excellent professional credentials and noble cultural accomplishments. Their code of conduct and moral code play an important role as an example for the growth of students. The inspiring role of example is infinite. It is not only the vivid embodiment of the campus spirit, but also the teaching material of campus culture. The "symbiotic effect" and "charm effect" that it creates are the impetus for promoting the all-round development of campus culture. Giving full play to the inspiring role of example has realistic and far-reaching significance for carrying forward integrity, optimizing the school spirit, cultivating the campus spirit, and building a campus culture [7].

3.5. Role of moral education

A good campus culture has sound rules and regulations as well as the guidance of collective public opinion. It plays a normative role in students' studies, life, thoughts, words, and deeds. The people-oriented rules and regulations and the campus system culture formed on this basis are the external force that regulates the behavior of students, while the agreed customs and moral norms in the campus are the internal force that restricts the behavior of students [8]. When a student's thoughts, words, and deeds do not meet the requirements of institutional norms and collective public opinion, spontaneous adjustments are made, which are conducive to standardizing the student's behavior and have a significant influence on the cultivation of good habits. At the same time, a beautiful campus environment can also regulate student behavior. Imagine a campus where uncivilized practices such as littering and trampling on the lawn are abhorred. Since college students have strong self-esteem, they will likely to be more mindful of their words and deeds.

4. Innovating campus culture and cultivating student behavior

Although contemporary college students have many opportunities to interact with the society, they are students after all. They spend the majority of their time on campus because that is where they study. However, due to the openness of campus culture, the complexity of society, and the rapid development, the campus culture in colleges and universities will be more or less affected by certain factors. As the main body of higher institutions, college students will also be affected to varying degrees in terms of their behavioral habits. As the Chinese proverb goes, "one takes on the color of one's company," a good school will have a significant influence on their students. Students are constantly influenced by the beautiful campus environment, excellent teaching methods, school spirit, and study habits, all of which are naturally conducive to the cultivation of good behavioral habits. On the contrary, students may develop a sense of disgust, continue to abide in their bad behavior, and give up the pursuit of good things, all of which are not

conducive to cultivating good habits. Emmons once said that habit is either the best of servants or the worst of masters. Even if the majority of college students' habits have developed and are now difficult to change, they will still require extensive education once they graduate. The purpose is to develop habits and enhance students' ability. Therefore, the cultivation of good habits should be emphasized. The construction of campus culture can be divided into three aspects.

4.1. Material culture construction

First, it is necessary to enrich material carriers. Material culture is an intuitive culture, which can be seen and touched. It reflects the cultural environment of teachers and students [9]. In order to constantly improve the infrastructure of the campus, the nature of the school dictates that the material carrier should be completely different from the commercial material carrier, with centralized cultural guidance, such as campus layout, building decoration, teaching facilities, and environmental sanitation. A variety of material carriers should be set up according to the different attributes of the school. The setting of material carriers should be focused on practicality and artistry. It must permeate the elements of ideological education and incorporate moral education in the construction of material culture, such as celebrity sculpture, cultural corridor, and so on. The second is to reasonably optimize campus planning. The State places a high priority on the construction of colleges and universities, and university campuses are likewise growing. The campus layout has to be improved and rationally optimized, and this needs to be seriously considered. In campus planning, scientificity is of utmost importance. It should be appropriate to the location and time while being economical and practical. Fixed sites for cultural propaganda should be set up on campus. After meeting the material demands of students' studies and life, campus planning must address the needs of their spiritual world. Third, it is crucial to pay attention to the construction of campus environment. The "four modernizations," which are greening, beautification, purification, and quietization, must be fulfilled by making full use of the campus space to plant trees, flowers, and grasses, hiring professionals for guidance, and transforming the school into a "garden unit." Campus greening not only beautifies the campus environment, but also relieves teachers and students of the tense undertone from studies and work pressure, thus maintaining their psychological state. In the construction of campus environment, the embellishment reflects the spiritual culture of the teachers and students of the school. For example, the rich and colorful contents of the campus newspapers spread across the board, the layout of offices and classrooms filled with humanistic care, and the display of celebrity portraits, famous aphorisms, artistic works, and other materials [10].

4.2. Spiritual culture construction

The first is to condense the spiritual culture of colleges and universities. The spiritual culture of colleges and universities has a strong sense of identity with students. For example, when it comes to Peking University, it tends to be associated with Weiming Lake, but when it comes to Tsinghua University, it tends to be associated with Tsinghua Garden. Students of both, Peking University and Tsinghua University are proud of it. These are the epitomes of campus culture. The spiritual culture of a school is formed under the influence of various factors, including history and geographical environment. Culture is both, a type of precipitation and a type of development. When constructing campus culture, it is important to review and sort out the history of the school, pay attention to preserving existing spiritual and cultural traditions, as well as avoid copying or creating campus culture behind closed doors. It is also necessary to refine the spiritual culture of a school based on its current situation and development plan. The second is to strive to create a campus cultural environment. In terms of ideology, constructing a campus cultural environment puts forward higher requirements for teachers. When the material conditions are met, teachers must approach students with an attitude focused on preaching, educating, and clearing up doubts, along with a

caring mentality. Teachers should not only guide students in their studies, but also nurture students' personal growth and success. They serve to set an example, develop teaching ideas and methods, and form correct and positive outlooks on education and life in their teaching practices. Nowadays, the interactions between teachers and students are numbered, and there is no contact between teachers and students. Teachers should actively engage with students, understand them, get to know them, and assist them. It is crucial to build a good communication mechanism between teachers and students in the new era. Teachers must help students solve their puzzles in life and learning, enhance the construction of campus culture at the ideological level, and be beacons and guides for students. At the same time, it is also necessary to enrich students' campus life through social practice activities and community activities, cultivate students' innovation ability, and develop students' personal hobbies and self-operation ability. Students' comprehensive quality is developed via their participation in community activities, which serve as both the foundation for constructing campus culture and a crucial area of focus for moral education. The third is to make rational use of campus network culture^[11]. The society today is in an era of network and information explosion. The internet has penetrated deep into students' learning and life, and it now plays a significant role in shaping public opinion. However, the complex network environment is filled with false information and poor advise, making it difficult for students to distinguish the relationship between virtual and reality, as well as affecting their behavior, in addition to their physical and mental health. In the process of constructing campus culture, the construction of network culture is inevitable. Schools are vigorously promoting a healthy and positive culture through internet technology and from the information available to students, as well as creating special websites, online hotlines, online mailboxes, and other functions, so as to establish a strong network culture. In the construction of network culture, colleges and universities should constantly sum up experiences and strengthen exploration. According to the features of network and campus, it is imperative to build a healthy network environment with correct public opinion and communication guidance, rich in science, knowledge, interest, and service, establish an online ideological and political work team as well as an online ideological and political education system, actively carry out online ideological and political education activities, and form an online-offline ideological and political education^[12].

4.3. System culture construction

Without adherence to norms and standards, nothing can be accomplished. System is the product of the primary stage of campus culture construction and a conscious means to achieve an unintentional state and ensure an orderly, well-aligned, and effective school education^[13]. In the process of construction, the institutional culture of colleges and universities is constantly modified to ensure the healthy and orderly development of schools and effective learning. Through the construction, formulation, and implementation of effective system culture, all aspects of campus culture construction can be carried out in an orderly manner, and the sustainable development of spiritual and material culture construction can be guaranteed. First, it is necessary to establish a democratic decision-making culture. Before any system is formed, the opinions of teachers and students should be considered. It can only be decided in the form of articles following the brewing and discussion of teachers and students. Second, the system should be used to ensue self-management, self-discipline, and self-service among students^[14]. The post-00 college students clearly reflect the characteristics of the times. They are confident and high-spirited; they yearn for freedom and adventure. However, facing the direction of learning and life, these students who have gained independence upon commencement of higher education are still in a state of ignorance. They still have a wandering attitude toward learning; hence, disciplinary infractions are common, such as skipping classes and cheating during exams. These students are adults and are fully capable people. They must be capable of taking care of themselves and accountable for their own actions^[15]. Schools should comply with the educational law

and improve their systems based on educational policies and regulations as well as their actual situation, so as to promote students' self-management, self-discipline, and self-service.

5. Conclusion

In conclusion, there is a close and positive relationship between campus culture and the cultivation of students' behavior. Building a good campus culture needs to be realized through multiple paths and ways. Educators need to be able to integrate into the student group and understand students' concerns and thoughts. At the same time, the cultivation of students' behavior is not an overnight process, but rather an effort that requires time, so as to make a profound and long-lasting impression on students. The construction of campus culture in colleges and universities has a significant impact on the cultivation of students' behavior.

Disclosure statement

The author declares no conflict of interest.

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