

Viewing the Construction of Campus Culture from Cultural Consciousness

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Abstract: Campus culture is the spiritual environment and cultural atmosphere of a school. It is jointly created by the teachers and students of the school. It includes material culture such as environmental design, landscape presentation, and beautification and greening design, as well as the school's historical traditions, values, ideological systems, Spiritual culture and institutional culture such as school spirit, academic atmosphere, rules and regulations. A good campus culture can improve the ideological and cultural qualities of the teachers and students of the school, and is the embodiment of the school's soft power. This article focuses on thinking about the construction of campus culture from "cultural consciousness".

Key words: Cultural consciousness; Youth; Campus culture construction

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For young people, it is both real and illusory, close and far away. It clearly exists in real life and learning, but it feels far away. Culture is an important part of campus construction. How to build a good campus environment of humanities, harmony, innovation and development, cultural construction plays an important role.

1 Cultural collision in the Internet age

First, the influx of Western values and the influence of Japanese and Korean lifestyles. Due to the rapid development of the Internet, Western hegemonic culture has exported its values to my country through

movies, TV series, Weibo, advertisements and some food cultures such as Starbucks, McDonald's and KFC to achieve the purpose of cultural penetration; similarly, Japan and South Korea are paying attention to their own countries. Cultural construction has also strengthened the cultural output to other countries. The screen image created by Japanese and Korean singers and movie stars has had a huge impact on the values of young Chinese, Japanese and Korean star chasers, and has also troubled their study and life.

Secondly, there is the conflict between customs and traditional customs and culture in the network environment. China is an ancient civilization with a history of five thousand years. Since ancient times, there have been countless traditional festivals and customs. Some are submerged in the wheels of history, and some have been passed down from generation to generation. In the Internet age, traditional customs and culture have undergone new changes. For example, at the New Year's Day, you can send e-cards online, send e-cards, and even simulate the sound of firecrackers to increase the festive celebration; e-candles on the Qingming node, send longing for loved ones, and so on. Although this method is environmentally friendly and convenient, young people do not feel the joy of the festival, and do not appreciate the significance of the customs. These traditional customs will gradually become less important and will gradually disappear. Isn't it a pity?

Finally, changes in information dissemination have caused changes in communication and reading methods. In the past, people learned knowledge from books, but now they can find the information and materials they need from the computer by tapping the keyboard several times. The amount of information

and the speed are far beyond the reach of books. They are becoming more and more dependent on computers, and slowly they are reluctant to go out to communicate with others. The way of interpersonal communication has changed, resulting in a large number of "otaku otaku"; their reading volume decreases, even if they read, they often download easy-to-carry e-books rather than a paper version of the book; the content is biased towards online literature, rather than classical or modern literature.

2 Cultural consciousness and campus culture construction

The construction of campus culture is a process of cultural construction and a process of upgrading the soft power of the school.

2.1 First, the construction of campus culture should enhance cultural consciousness.

The long-term exam-oriented education has caused young people to pay attention to the literal level of culture and seldom understand the deep meaning of culture, which leads to the phenomenon of insufficient cultural heritage. They can speak fluent English, but they ignore "Guoxue" and do not know some traditional Chinese cultural allusions; they can use computers proficiently, but they can write difficult-to-see Chinese characters, and even some Chinese characters will be wrong; they are keen on writing Chinese characters. Celebrate some fashionable festivals, such as Christmas, Valentine's Day, April Fools' Day, and know the origins and customs of these festivals. However, they disagree with traditional Chinese cultural festivals such as Ching Ming Festival, Dragon Boat Festival and Mid-Autumn Festival. They only know the form of the festival. I don't know the connotation of the festival. This lack of cultural awareness makes them lack of national cultural pride, and they are not interested in some cultural activities. For this reason, a number of high-quality associations can be established in the construction of campus culture, such as the Guoxue Association, attracting some students who love Chinese learning and are willing to improve their personal accomplishments and conduct, and often hold lectures on Chinese learning, reading clubs, and loving practice activities to cultivate sentiment. Molding good character; such as the calligraphy club, allowing students to lay a good handwriting

foundation and writing habits, enrich artistic accomplishment, cultivate cultural quality, improve aesthetic ability, and enlighten wisdom in the process of learning calligraphy. On the occasion of traditional festivals, a series of cultural activities are carried out for cultural quality education. For example, the Double Ninth Festival, also known as the Elderly's Day, in addition to organizing activities for students to climb high and overlook, watch chrysanthemums, and plant cornus all over, you can also help widows and elderly people or visit the elderly in nursing homes to comprehend the traditional festival customs of the Chinese nation through practical activities. Enhance understanding of traditional festivals and enhance cultural awareness.

2.2 Second, the construction of campus culture should help cultural self-confidence and choice.

On the basis of cultural consciousness, gradually realize cultural self-confidence. Cultural self-confidence is based on "self-knowledge" as the first stage, to understand one's own culture, to deeply appreciate the essence of culture, to feel the advanced nature of culture, and to develop a sense of cultural pride from the heart, and to develop self-confidence in culture; at the same time, learn to Judging the pros and cons of other Western or Japanese and Korean cultures, absorb the strengths, discard the weaknesses, and make cultural choices alone. Cultural self-confidence and cultural choice are the signs of maturity in the growth process of young people, which means that they have a comprehensive understanding and systematic mastery of traditional culture, and can make correct judgments on foreign values and outlook on life. How to help realize cultural self-confidence and choice in the construction of campus culture? For example: South Korea's successful application for the "Gangneung Dragon Boat Festival" in 2005 has aroused widespread concern and discussion in China: Why did China not apply for the "Dragon Boat Festival" as the world's intangible cultural heritage? On the contrary, South Korea applied for the "Dragon Boat Festival"? "This is a Chinese festival, and it has been introduced to Korea for more than 1,500 years"-this is the first sentence in the Korean declaration text. This cultural dispute between China and South Korea came to an end in 2009. On October 4 of that year, Hubei succeeded in its "Dragon Boat Festival" on behalf of

China. This incident aroused people's attention and thinking. In response to this cultural struggle, in the construction of campus culture, knowledge contests, debates and other forms of learning and discussion can be adopted to arouse young people to rethink the cultural forms and values created by their ancestors, and to enhance cultural self-confidence.

2.3 Third, the construction of campus culture should reflect cultural inheritance.

Cultural inheritance does not mean to inherit traditional culture intact, but to take its essence, discard its dross, criticize the inheritance, and use the past for the present. China's culture is extensive and profound, with a long history. The traditional virtues of the Chinese nation are the moral heritage handed down from generation to generation and the "shape" and "soul" of the Chinese nation. The ancients advocated the national solar term of "the rich and the noble cannot be licentious, the poor cannot be moved, the mighty cannot be succumbed", and the "honesty and loyalty to the country". The self-improving gentleman who "I will seek from up and down", "the old man will stay a long way; the martyrs will have a strong heart", adhere to the integrity treaty of "words must be trusted, deeds must be fruitful" and "one promise is precious" and believes that "harmony is precious" Harmony with others, forgiveness to accept, forgiveness, gentleman and everyone", adhere to the practice of filial piety of "being parents and doing their best", "filial piety lies in quality, not appearance", and fulfills the "learning" The rules of learning are "not to think, then to useless, to think but not to learn, to perish", "smart but eager to learn, not ashamed to ask", and "to be tireless in learning and persevering in teaching". In the construction of the cultural environment of the campus, you can design some famous sayings

with philosophical and educational significance. On the lawn, in the corridors, in the hall, etc., young people can read these famous sayings, so that these excellent traditional virtues can penetrate into the way of thinking, Among the value orientation, words and deeds, young people are nurtured by excellent traditional culture, forming a good mentality, a healthy personality and a sound personality.

3 Conclusion

The forms of campus culture construction should be rich and varied, and should not be static. From club organizations to academic lectures, from knowledge contests to mass practice, etc., try to adopt forms that can arouse the interest of young people. The construction of campus culture should not be a mere formality, and more attention should be paid to the content and connotation of its activities: erect a slogan "No entry" on the lawn, or erect a slogan "A small step forward, a big step forward" in the toilet. These warning signs can indeed play an effective role, but the inner consciousness is the real progress. The construction of campus culture can start by cultivating the cultural consciousness of young people, enhancing cultural self-confidence, enhancing cultural pride, making cultural choices, and can well inherit culture, inspire innovative talents, and achieve the goal of cultivating high-quality comprehensive talents.

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