Research on Connotation Construction and Development Strategy of Campus Culture in Higher Vocational Colleges

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Abstract
The connotation development of higher vocational and technical education has become the theme of the sustainable development of education. In this paper, the author analyse the connotation construction and development strategy of campus culture in higher vocational colleges. Campus culture, as one of the most important factors affecting the soft power of higher vocational education, is the environmental factor that directly affects the growth of students. Therefore, by strengthening the construction of campus culture and giving full play to the educational function of campus culture, it can help students improve their spiritual realm and increase their sense of social responsibility.

Keywords: Innovation model, Infrastructure, vocational education, campus culture

1. INTRODUCTION

With the rapid development of China's economy, the higher occupation education in China and the scale of influence is also growing, the problem of teaching quality of higher occupation technique education and received great attention from the whole society, the development of the connotation of higher occupation technique education has become a high occupation technology education theme of sustainable development. The potential power of sustainable development of higher occupation technology education is the soft power of the school, and the campus culture as a direct impact on students' growth environment, it is one of the most important factors that influence the formation of soft power in Higher Vocational education. Therefore, higher vocational colleges campus culture in the development of Higher Vocational Colleges in the more and more people's attention. Higher education is a special community, is a kind of education community, campus culture as a form of culture is accompanied by the emergence of higher education schools. Campus culture plays an important role in higher education and social development, because the campus culture is one of the direct factors influencing students' humanistic quality, with the rapid development of network economy, the development of moral education of college students are vulnerable to bad cultural intrusion, thus strengthening the construction of campus culture, give full play to the function of campus culture and education in Dehua the real value, to help students enhance the spiritual realm, perfect personality, increase the sense of social responsibility has important practical significance. The higher occupation education as a part of China's higher education and play an important role in cultivating the production, construction, service and management of the first line of occupation for China's socialist modernization construction of high skilled talents, more attention should be paid to the construction of campus culture in higher vocational colleges, higher vocational students' moral cultivation to promote the improvement of students' comprehensive quality. However, the current development of China's higher occupation colleges, most of China's higher vocational college managers to understand the construction of campus culture is still relatively one-sided, often will narrow the campus culture and students' extracurricular activities between equate, work on the construction of campus culture is not enough attention to the construction of campus culture as a the work is not essential. These problems have a series of adverse effects on school running characteristics, personnel training and enrollment, employment, and so on, forming a vicious circle. This situation inevitably requires us to strengthen the understanding of campus culture construction, to highlight the distinctive features of higher vocational colleges, and to promote the development of Higher Vocational colleges.

Therefore, the construction of campus culture in higher vocational colleges has become an urgent task. Domestic scholars understanding of campus culture are the first, in the study of the connotation of campus culture, more content representative said there are second classroom and extracurricular activities, the school said that the quasi culture and cultural atmosphere, said that the campus spirit and norms and so on, scholars from our own point of view to understand the campus culture. To some extent, reveals the essence and connotation of campus culture. Second, in the study of the structure of campus culture, most scholars divide the campus culture into three levels: material culture, institutional culture and spiritual culture. There are some scholars based on three aspects of material, spirit and system culture and behavior culture proposed interpersonal activities produce in the activities of campus teaching, scientific research and management and life in derivative culture. Third, understanding the characteristics of the campus culture, the most representative view is set and the cultural carrier of campus culture characteristics of the five aspects of Wang Banghu summed up the closed unity and openness of the distinctive education and clear normative content of the
diversity of the number of antenna radiation absorption and release of the sentence the sensitivity and the time in advance. Fourth, in the research of campus culture function, most scholars think that campus culture is a special community cultural environment, and the inevitable outcome of educational activities is the formation of campus culture. The scholars affirmed the campus culture plays an irreplaceable role in the process of talents in Colleges and universities, also believes that the educational function of campus culture can not by compulsory means to educate students, but in a subtle form of school teachers and students in groups to produce persistent. The educational function of campus culture mainly includes demonstration function, restriction and edification function, guiding and condensing function, balance and coordination function, sublation and creation function.

2. CONNOTATION AND CHARACTERISTICS OF CAMPUS CULTURE IN HIGHER VOCATIONAL COLLEGES

This paper is mainly about the campus culture from the culture, and the connotation of campus culture in Higher Vocational Colleges and characteristics in detail, through the analysis of all aspects of campus culture in higher vocational colleges, study orientation, campus culture of Higher Vocational Colleges from two aspects of theory and practice, objectives, principles, and through to the present our country colleges and universities the construction of campus culture in higher vocational colleges has made achievements and deficiencies of analysis, put forward several feasible approaches to the construction of campus culture in higher vocational colleges, to provide development strategy for the construction of campus culture in Higher Vocational colleges. Campus culture as a form of culture, is accompanied by the emergence of the school, but the “campus culture” this formulation has been until modern times. The concept of campus culture has been put forward since the reform and opening up of China, with the rapid development of colleges and universities. From the perspective of the history of the research of campus culture, campus culture is a broad and two kinds of different understanding of campus culture in Colleges and universities in the narrow sense is actually the campus culture and extracurricular entertainment equate this kind of understanding is too one-sided, not conducive to the formation of the overall understanding and construction of campus culture. The generalized understanding of this paper, the definition of campus culture is the campus culture is the campus space, the students and teachers as the main body, a kind of group culture has the characteristics of the times and historical heritage of spiritual culture as the core of the material culture, system culture and behavior culture of unity.

2.1. material culture

Material culture including campus scenery, architectural layout and planning, teaching and scientific research conditions, and extracurricular sports activities in science and technology, students’ daily life and entertainment facilities, school publicity facilities, the university campus is a general term for all material conditions, which belongs to the hardware part of the campus culture, is the tangible the sight of campus culture. Material culture is the material basis for the existence and development of campus culture, and the most distinctive external sign of the development of campus culture. Various facilities with different functions in the campus are not only the material carriers for the existence and operation of the campus, but also reflect the characteristics of their respective educational models and concepts. Such as the College of engineering facilities of the laboratory, College of arts books and so on multitude. At the same time, planning scientific, advanced campus will realize the aesthetic function, use function and educational function of harmonious unity, highlight the advantages of a harmonious campus.
2.2. Spiritual culture

The spirit of culture mainly includes ideological education, school spirit, school development and campus atmosphere, teachers and students values, is highly expressed in spirit, personality, social charm, is the soul of the school, is the core of campus culture's existence and development, is the foundation of material culture, system culture and behavior culture. A kind of cultural consciousness of university spiritual culture is by the number of staff and students on campus in the long-term work, study and life gradually accumulated, the heritage and development and as a collective consciousness by all members of the campus identity. Campus spiritual culture is four aspects of campus culture in the most difficult to form, it takes a long time to the cultural and historical heritage, but the spirit culture is the campus culture in the most stable component, it is injected into the rich cultural connotation of campus material carrier, is the construction and development of the campus material culture guidance, at the same time for the construction and development of system culture provides the basic idea, and from the aspect of spirit guide and restrain the behavior of the people in the campus, campus culture has become the core spirit of behavior. Positive campus spiritual culture is the inherent power of a school development and progress, to promote the teachers and students of education and development of their own employees to achieve in a good cultural atmosphere, and the formation of the campus culture and similar coincides with the world outlook, outlook on life and values, to develop consistent with the thought of school culture personal accomplishment. Excellent campus culture accumulation can enhance the sense of belonging of the teachers and students to the school, make the school collect a large number of excellent talents, and can fully stimulate their enthusiasm for work.

2.3. Institutional culture

The campus culture system including college students learning management system, logistics management system, organization and structure, rules and regulations and curriculum, and teaching mode, scientific research, production, life, group behavior norms, which is the guarantee of campus culture. The system culture of colleges and universities is an essential guarantee mechanism to maintain the normal order of campus, and an important guarantee to strengthen the construction of campus culture. The system of culture in Colleges and universities is conducive to the school spirit and personality characteristics of the play, is conducive to the promotion of students and teachers to update the concept and enhance the quality of staff and students, to improve the efficiency of work and study, to speed up the school into the community where the speed. The perfect system reflects the basic process of campus culture in the construction, improvement and formation of behavior norms, habits and so on, and the system construction process itself is also a cultural performance and cultural heritage.

2.4. Behavior culture

Campus behavior culture is the campus behavior of the people in the sum, it is based on the basis of material culture, system culture to standard, with the spirit of culture as the soul of the terminal of the campus culture and embodiment of the construction of campus culture, campus culture is the spirit of the physical environment and management system into staff's thought and in behavior, so as to form a group of common behavior and spirit, is the campus culture structure in the most direct and most extensive part. For individuals, good habits are essential conditions for talented people. For schools, the benefits of the good behavior of many teachers and students to school management and development are incalculable. At the same time, behavior culture is also the most direct and close relationship between campus activities and people, which makes the behavior culture become the most active, vivid and intuitive part of the campus culture structure. Campus culture as a sub culture, as well as the army culture, corporate culture and other sub culture, have some of the nature of culture, such as human nature, inheritance and normative, but the campus culture is the campus space.
in campus, teachers and students as the main body of the cultural system, which determines the characteristics of it must have something different from other Asian culture.

First, the advanced nature: The campus is the gathering of high-quality talent, the culture collection of excellent cultural heritage in the history of mankind, but also learn the advanced factor in the development of modern society, is the spread of advanced culture and carry forward the demonstration base, to the surrounding social culture will have a demonstration, leading and flaunt advanced not only the role of campus culture there are typical characteristics different from other Asian culture, but also the social and public expectations of campus culture. We often call colleges and universities "ivory tower". From this appellation, we can see the status of campus in people's minds. Therefore, the campus culture must reflect its advanced nature, so as to match the mission and status given by mankind.

Second, variability: Due to the interaction of people and environment, human beings will not only affect the environment, which in turn will affect the environment, so people should not only adapt to the environment, but also to take the initiative to transform the environment to make it more suitable for their own development, the cultural environment is the same reason. Although the campus culture is accompanied by the objective existence of the school, but campus culture is not immutable and unchanging, it is not the same with the development of the school and the development of society, it has a high plasticity. The school campus culture is not only influenced by external factors such as social tradition, culture, customs and political and economic development level, the school will also be affected by internal factors, educational goals, principles and policies such as schools, teachers and students' world outlook, values and so on. Especially in the society of today's rapid economic development, social development and integration of highly internationalized, cultural exchanges have become homely food, so for the personnel training colleges and universities undertake an important mission, to absorb the spirit, will be beneficial to the cultural factors of positive absorption into the campus culture, to create a healthy and highly open to the cultural environment, to meet the needs of social development needs of talent cultivation, is the main content of the construction of campus culture.

Third, diversity: On the one hand, the diversity of campus culture is reflected in the diversity of the carrier of campus culture; on the other hand, it reflects the diversity of campus culture. The diversity of campus culture carrier is determined by the universality of campus culture and the diversity of forms. The campus is usually converging many cultural genres, different schools of scholars in this contention of a hundred schools of thought influence on campus culture, is to demonstrate the colorful vitality, has an indelible effect diversity of campus culture to cultivate students' personality and cultural development, the diversification of education helps students to broaden the horizons of knowledge and so they can enjoy different culture, language, values and ways of thinking, more effective to adapt to society.

3. CHARACTERISTICS OF CAMPUS CULTURE IN HIGHER VOCATIONAL COLLEGES

As a type of higher vocational school, the campus culture and other campus culture in the concept is no difference, the only difference is that the target with other colleges and universities talent training target and running its own group, common sense and material carrier, different. Therefore, according to the definition of
university campus culture, the campus culture of higher vocational colleges is defined as the campus culture of Higher Vocational Colleges in Higher Vocational Colleges Campus Space in Higher Vocational Education under the guidance of Higher Vocational Education in specific activities, set by all members of the school and higher vocational colleges created by all the material and spiritual products. It is also on the campus space, with students and teachers to participate in the main body, a kind of group culture with characteristics of the times and historical heritage with the spirit of culture as the core of the material culture, system culture and behavior culture of unity. The campus culture mentioned above actually covers the campus culture of Higher Vocational colleges. Because ordinary institutions of higher learning and higher vocational colleges belong to higher education institutions, the concept of campus culture alone, there is no difference between the two. But in terms of the connotation, extension and characteristics of culture, the common campus culture and Personalized campus culture of higher vocational colleges is different. From the point of view, the higher occupation education is to cultivate advanced technical talents to production and service line of various forms, various levels of education, which belongs to the type of occupation technology education, mainly the implementation of practical, technical, occupation of education. Therefore, as a place to implement higher vocational education, higher vocational colleges, their campus culture must have distinctive characteristics of Higher Vocational education.

Figure 4. Higher Vocational Education

3.1. Practicality

Talents' training in Higher Vocational Colleges "goal is to have the necessary theoretical knowledge and practical ability, in line with the modern enterprise production and construction, management and service line of advanced technology applied talents", and the general characteristics of technical talents is the combination of theory and practice. According to this goal needs to reflect the practical necessity of campus culture in higher vocational colleges, such as curriculum, curriculum in Higher Vocational Colleges for experiment, practice and training proportion is much higher than that of ordinary higher education, Xianyang industrial occupation colleges as an example, the college students start school practice factory from just a school, in their school career in some time in the operating room or the school shop practice in teaching methods, than college vocational colleges emphasize theory and students Combining production with practice, "applying for study", highlighting the theory and practice of parallel, speaking and operating, knowledge and skills equal emphasis on school running policy. Therefore, the campus culture in Higher Vocational College is practical significant when it was born, with the process of personnel training, the practice of continuous impact on students, leading students to establish a sense of practice, improve the practice ability.

3.2. Service

Higher vocational education has a strong service. Higher vocational colleges first serve the students, all take the students as the starting point, focus on the cultivation of students' post ability, and improve the comprehensive quality of students. Training "application type, skill type, entrepreneurial talents, well, this is the core of higher occupation education eternal. Secondly, to serve the enterprise, higher vocational colleges should take the initiative to adapt to the current needs of economic and social development, and prepare the successor for economic development. The goal of higher vocational education is to cultivate a large number of reserve productive forces with professional knowledge and operational skills for society and enterprises, so as to ensure the sustainable development of society and enterprise economy. Again, the people of higher occupation
education is the majority of services, higher vocational colleges not only to cultivate the talents of many front-line service skills of personnel and the third industry, but also for the social idle labor force to provide a variety of training activities are very professional, the laid-off or need to continue to learn a person good learning platform. Therefore, the three layer service based on higher vocational education, construction of campus culture must reflect the characteristics of the service, adhere to the text, the characteristics of Higher Vocational relying on itself, the construction of the culture in Higher Vocational colleges.

The higher occupation education is different from general higher education, the higher occupation colleges, talent training goal and education mode has its own characteristics, therefore, the construction of campus culture in higher occupation colleges should form their own characteristics. This paper focuses on the campus culture of Higher Vocational Colleges and the characteristics and training target, first proposed the characteristics of campus culture construction in higher vocational colleges, the construction has the characteristics of higher vocational colleges through the formation of material culture, spiritual culture and system culture and behavior to promote the overall vocational characteristics of campus culture, the higher occupation education is to cultivate has certain theory knowledge and practical ability, grass roots oriented, production, service and management for first-line occupation practical and technical talents for the occupation education purpose, is the advanced stage of occupation education. Because of Higher Vocational Colleges in the purpose of education, educational philosophy and cultivation of special economic structure mode and other aspects of the particularity and the location of the school, vocational education and enterprise contact is very close, the construction of campus culture in higher vocational college should also broaden their horizons, learn and introduce the excellent enterprise culture and positive cultural elements to achieve docking and the penetration of campus culture and enterprise culture, enhance the construction of campus culture in Vocational Colleges occupation atmosphere, the brand construction of campus culture in Higher Vocational colleges.

4. CONCLUSION

In this paper, the specific writing of campus culture in Higher Vocational Colleges Construction of the introduction of excellent enterprise culture and the introduction of standard way, introducing enterprise culture for Higher Vocational Colleges in our country, to build brand of campus culture in higher vocational colleges has a good reference value in higher vocational colleges, facing the increasingly fierce competition and since the financial turmoil in the reality, this article from the vocational practice College of the construction of entrepreneurial culture to higher vocational colleges, to solve the employment problem of their own development and students. In short, higher vocational colleges are faced with fierce competition for students and the employment competition, higher vocational colleges should be able to make full use of the characteristics of a school, the training mode of unique talents, according to regional and industry characteristics, combined with the school's cultural heritage, to the construction of Vocational College Campus culture, campus culture brand has the characteristics of higher vocational education, improve the the quality of students, improve teaching quality, enhance the competitiveness of the school, to cultivate more qualified talents for the society. Higher vocational education should adhere to the employment oriented school running thought, and adjust the training objectives according to this guiding ideology and deepen the teaching reform. Employment should include employer recruitment employment and entrepreneurship employment two categories, the training goal of higher vocational colleges should not only knowledge, ability and quality to employers need job requirements, but also should point to the students the necessary business business knowledge, business skills requirements.

References


