

Thoughts on the Effective Connection Between Local University Campus Culture and Local Community Culture*

Yongtao Deng

School of Media

Mianyang Teachers' College

Mianyang, China 621000

Abstract—Through the exploration of the methods and models of developing campus community culture and community cultural education resources, this paper makes theoretical and practical attempts in developing the innovation and evaluation mechanism of developing community culture and community culture education resources. Through cultural media it introduces the linkage of campus community culture and community culture so as to promote the role of campus community culture in the cultivation of students.

Keywords—social culture; campus culture; docking path

I. INTRODUCTION

Community culture refers to a subculture formed under certain natural environment, specific historical background and unique cultural accumulation. It has strong regional, traditional and unique characteristics. Community culture has a very close relationship with the characteristics of local colleges and universities. It fosters and nourishes the characteristics of local colleges and universities, and provides strong spiritual guidance and cultural resources for the implementation of the four major functions of local universities, especially for discipline construction, personnel training, service society and culture.

II. INTEGRATION OF COMMUNITY CULTURE AND CAMPUS CULTURE

Campus culture refers to the campus group culture that reflects the physical condition of children and adolescents under the guidance of the advanced social culture, reflects the physical and mental characteristics of children and teenagers, and recognizes, owns and shares them under the guidance of the advanced social culture. It is a system of values, new beliefs and behavioral norms abstracted from the educational activities of children and adolescents. Its value lies in highlighting the "people-oriented" educational ideology, meeting the development needs of the society, and respecting the autonomy of children and teenagers. The formation of a world outlook and a life outlook enhances

*Project: This paper is the phrased achievement of the 2016 Mianyang Social Science Association "Local University Culture and Community Culture Effective Docking Research" (MYS2014ZD01)

their moral standards and promotes their healthy growth. The community culture is based on the community, taking the society as the two-way communication object, taking the cultural activities as the carrier, propagating the party's line, principles and policies as the purpose, giving full play to the functions of cultural work education, knowledge, entertainment and aesthetic education, and improving the politics awareness and cultural quality of the whole people to promote a mass cultural activity that is driven by two civilized constructions and led by the government administrative department. It is a comprehensive cultural combination that reflects the community culture, organ culture, corporate culture, campus culture, military camp culture, and cultural industry of the national, folk, and custom culture characteristics of the community.

The participation of campus culture in community culture construction is an inevitable requirement of the development of the times. With the development of society and the continuous construction of spiritual civilization, people's demands for living standards are increasing, and community culture construction is increasingly valued by the people. Especially in Shanghai, as an international metropolis, community culture construction is changing with each passing day. In many streets of the district, it can be seen science bars with scientific knowledge, fitness gyms for people, and English Corner for English conversation. As the main administrative body of community culture construction, the street has certain limitations on the professional construction of these cultures. The construction of these aspects is the strength of campus culture construction. Therefore, it must cooperate with the school to promote the construction of cultural aspects such as English, science and fitness of the community. [1]

Campus culture participation in community culture construction is an inevitable requirement of community work. The members who are the main players in the school occupy a large proportion in the community. They are the main targets for the development of community culture. But in actual work, a large number of children do not like community activities. So how can the community culture construction adapt to these groups? This requires community workers to understand the construction of campus culture so

that they can better approach their children and start from their actual activities to carry out activities that children like, thus playing a guiding role on the formation of their good moral character and good habits.

Campus culture participation in community culture construction is an urgent need of team members' parents. According to a survey report, due to the increase in weekends and holidays, the time spent in the community has increased. How to make children manage, organize and gain during this time is the most concerned issue for parents. Therefore, the construction of campus culture is not only limited to the school, but also should go out of the campus and go to the community.

III. WAYS OF CAMPUS CULTURE PARTICIPATING IN COMMUNITY CULTURE CONSTRUCTION

A. *Leaders Attaching Importance to Coordination and Integration*

This is the key to the participation of campus culture in the construction of community culture. Taking the district as an example, from the perspective of the district, the working group led by the Education Bureau, the Youth League Committee, and the Youth Activity Center will set up work requirements on a macro level, set up incentive mechanisms, and integrate resources inside and outside the school. On the level of street, they set up posts that are specifically responsible for youth work. From the school level, the school sends counselors to the community to assist the cadres to carry out youth work every year. At the same time, it also opens up school resources to the community, and conducts activities such as reading, sports, and speeches. Some schools also compete with the eagle. In combination, community chapters have been established to motivate players to actively participate in community activities. It constitutes a working mode with management, level and feedback. In recent years, the campus culture construction in the district has been vigorously carried out. The "Star of Hope" campus culture series competition has pushed the campus culture construction of the area to one climax. This has created a strong and solid foundation for the campus culture to participate in the construction of community culture.

B. *Counselors Guiding and Taping Community Education Resources*

Counselors should actively guide the team members to participate in community cultural construction activities. Community culture is an unavoidable external environment for the growth of players, which greatly affects the healthy development of players. It should guide team members to actively participate in community culture construction can develop community cultural resources, such as "we are coming from the red scarf" large-scale interview activities, allowing team members to find a model of labor in the community, to understand how they succeed, and to promote the morality of players' healthy growth. At the same time, guiding the team members to pay attention to their own environment, such as guiding them to investigate the water

quality of the community rivers, and consciously making them participate in the construction of the community, can enhance their sense of social responsibility and promote the spirit of innovation and the occurrence and development of personality. The rich and colorful community cultural activities not only provide a good space for the self-development and self-improvement of the players, but also promote the formation of harmony, harmony, friendship, cooperative interpersonal relationship and healthy and upward education atmosphere.

C. *The Team Members Practicing and Creating New Space for Activities*

As a team member, people should actively participate in the activities of the community in the attitude of the master. Personally, people can participate in various activities organized by the neighborhood committee during the holidays, such as cleaning and greening, visiting, listening to lectures, etc. Some members also actively applied for the "small secretary" of the cadres of the neighborhood committee and experienced the hardships of the cadres. In terms of the collective, in order to ensure that the team members can participate in community activities, the school has set up the Eagle Holiday Team on the principle of proximity. This is an activity organization form that the team members like. They brought the knowledge they learned from the school to the community, and actively carried out the "I-am-so-capable-on-housewares show", "Reading Activities Exchange Meeting", "Respect for the Elderly", and other colorful and entertaining squad activities, creating new space for the Young Pioneers' activities.

IV. ANALYSIS OF THE STATUS QUO OF COLLEGE CAMPUS CULTURE AND LOCAL COMMUNITY CULTURE IN MIANYANG

Since the beginning of this year, Mianyang City has focused on the actual needs of the city's masses in the series of campus culture and social activities, constantly innovating service models and service channels, persisting in highlighting the theme of activities, the universality of grassroots and the subjectivity of the masses, and carefully planning and arranging the content and form of the event. And the menu, pairs of public welfare training launched in succession has been popular. As of mid-July, the city's art-based professional training has been hold 6 times, and peer-to-peer training and mentoring were paired up to 8 and directly benefited nearly 50,000 people.

Under the unified deployment and dispatch of the Propaganda Department and the Civilization Office of the Mianyang Municipal Party Committee, the Municipal Cultural and Sports New Bureau, the Municipal Cultural Center, the Municipal Children's Palace and the various street (town) cultural stations, the City People's Literature and Art Association, the Municipal Volunteers Association, and the University Art Schools Team conduct regular fixed-point training, joint-point training, point-and-click interactive training, grid-based filming, and public welfare mass dance skills, makeup knowledge training, vocal training, etc. in the form of "menu-style" training and guidance. These have caused widespread praise among the masses. The

professional teachers' meticulous explanations, scientific and standardized training and counseling, and various forms of interactive communication have enabled the masses to fundamentally improve their links of "listening to understand", "fine comparison" and "exquisite training".

They also focus on how to solve the key links of effectiveness, inclusiveness and reciprocity of training and coaching. Mianyang has changed its traditional arrangement training to listen to the opinions of the masses. It has changed the organization to participate in the training and sent it to the grassroots to carry out training. It also has changed the training of the topic to the comprehensive training of the paired points. The form and content of the training are more in line with the wishes of the masses and the quality and effect of the training are fundamentally guaranteed. At the same time, the social city people's desire for training in the art profession is more urgent, the standards of the masses are stricter, and the trainer's self-requirement for professional literacy is rigorous. [2] For example, in recent years, Mianyang local college art school dance teacher paired the City Special Education School Wing Dream Art, Mianyang vocational and technical college teacher Deng Liping paired Lotus Town Chorus Team, Chen Gang Teacher and Student Art Unity to the star dance training school paired grassroots children dance training, etc., injecting vitality around the creation, rehearsal, team standardization and professional counseling training of grassroots social and municipal programs. The favor of training and counseling at the grassroots level has played a significant role in continuously enriching the amateur cultural life of the grassroots masses, conducting competitions in the mass cultural and art competitions, singing Chinese dreams, cultivating the practice of socialist core values, and transmitting positive social energy.

V. MEASURES TO PROMOTE CAMPUS CULTURE INTO COMMUNITY DOCKING ACTIVITIES

Campus culture into the community docking activities, which need to be based on the actual situation of the school, need to closely embrace the theme of "adhering to scientific development, building a safe, civilized, harmonious campus, harmonious community", as well as innovative ideas, unique design, integrating education and appreciation to shape a campus and community culture system that unity and individuality can coexist.

First, the construction of campus culture is a concentrated expression of the work, study and living conditions of a school, as well as the spiritual outlook. It is an indispensable aspect of building a harmonious campus, implementing environmental education, cultivating qualified personnel and improving the level of running a school. It is the soul of the school. As a kind of environmental education force, campus culture has a great impact on the healthy growth of students. The ultimate goal of campus culture construction is to create an atmosphere to cultivate students' sentiment, build a healthy personality, and comprehensively improve the quality of students

Second, the campus culture enters the community docking activities. It is necessary to proceed from the reality and constantly explore and improve the form, content and methods of the activities; it is necessary to adapt to local conditions and teach students in accordance with their aptitude. It is necessary to strengthen the guidance of activity classification, carry out evaluation and commendation, implement the operation of the project, and make the activities gradually promote and carry out in depth. It is also necessary to use the nodes such as important holidays to carry out various season activities and continuously set off a new climax of activities.

Third, the construction of local college campus culture must be integrated into the society with an open attitude, absorb the cultural nutrition of the community. Through the gathering and radiation of campus culture, local colleges and universities bring positive, healthy and mainstream ideological and cultural culture into the place, community culture can realize innovation and development through the catalytic role of college campus culture. First, the community culture concocts the local campus culture. Teachers and students, as residents of the school's local area, naturally accept the influence of community culture, and the community culture influences their outlook on life, world view, values and cultural interests in a subtle way. Teachers and students have a sense of intimacy and identity with the locality and become a participant, creator and communicator of community culture. Second, the campus culture of local colleges and universities leads the development of community culture. The campus culture of local colleges and universities reacts to the community culture with its openness, criticality and creativity, promotes the reconstruction of community culture, and becomes a symbol of community culture, and has a strong leading role in community culture construction. Cultural events taking place on campus, especially the feats and anecdotes of some cultural celebrities, often have a revolutionary impact on the transformation of community culture.

VI. CONCLUSION

Both schools and the local must fully understand the importance of cultural construction for the sustainable development of universities and local governments, and build a communication platform on the basis of mutual benefit and mutual benefit to achieve interaction. The establishment and joint education of local universities and local governments or national education authorities is a successful model. The construction of campus culture in local colleges and universities should make full use of the cultural resources of the community and accept the local mass culture in an open manner. At the same time, it should be critically and selectively absorb the essence, go to its dregs, and form an active, healthy and elegant campus culture system.

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