

# Reflections on the Construction of Campus Culture in Medical Colleges and Universities in the New Era\*

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**Abstract**—In the new era, the campus culture construction of medical school needs to be strengthened. The construction of campus culture is conducive to the optimization of campus ethos, to the inheritance of campus spirit, and to improving the effect of education. Many schools focus on improving students' professional skills rather than building campus culture. This paper mainly studies the problems existing in the construction of campus culture and finds effective solutions.

**Keywords:** *new era, campus culture, implementation strategy*

## I. INTRODUCTION

The construction of campus culture in medical schools is mainly to create campus cultural atmosphere and cultivate students' spiritual outlook. Campus development should not only focus on students' learning skills but ignore culture. Schools need to build different campus cultures according to students' characteristics so that students can understand campus development and talent cultivation planning. This can endow students with a good sense of service and form a positive spiritual quality. However, there are still some problems to be explored in the construction process. This paper analyzes the problems existing in the construction of campus culture and makes an effective construction plan.

## II. THE CONNOTATION OF CAMPUS CULTURE CONSTRUCTION

The school has formed its own unique characteristic culture in its educational experience, including spiritual culture, historical culture, educational purpose and development direction, which is the campus culture. Medical schools train medical talents who shoulder the important tasks of the country. These talents should not only have excellent professional knowledge and skills, but also cultivate students' cultural accomplishment. The construction of campus culture will bring far-reaching influence on the development of medical school education.

## III. SHORTCOMINGS IN THE CONSTRUCTION OF CAMPUS CULTURE IN MEDICAL COLLEGES AND UNIVERSITIES

### A. *The cultivation concept of valuing technology over culture*

It is a common phenomenon in Chinese university education to put technology first and neglect the cultivation of students' cultural quality. The social status of humanities majors is lower than that of science and engineering majors. The same is true in medical schools. Literature courses are only optional and few people take them. Teachers and students usually read mostly medical books, which is because the school pays too much attention to students' professional skills and knowledge, so it can be seen that the medical school does not pay enough attention to humanistic education.

### B. *Cultural construction lacks spiritual connotation*

Medical schools are different from other universities in that they train medical talents. The campus culture of medical school should have its own spiritual characteristics and cultivate the spiritual character and professional quality that doctors should have. However, many medical schools lack their own spiritual characteristics and cultural characteristics. A doctor's sense of responsibility should be developed in school, not just in textbooks. The lack of moral education in schools leads to the fact that students do not know how to deal with the relationship between patients and doctors, and the society has some negative comments on doctors. All these are caused by the school's insufficient attention to the construction of campus culture.

### C. *The content of cultural construction is single*

Medical schools should not be stereotyped in cultural construction, but should have their own cultural characteristics, with their own cultural focus. Some campus cultures fail to take into account the real needs of teachers and students for culture, which only reflects the campus culture in form. It may be effective in a short time, but it is not conducive to the long-term stable construction of campus culture and cannot improve the campus atmosphere. Such construction is meaningless, and students do not accept it

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well, nor can it reflect the achievements of the construction of campus culture.

#### IV. THE IMPLEMENTATION STRATEGY OF STRENGTHENING THE CONSTRUCTION OF CAMPUS CULTURE IN MEDICAL COLLEGES AND UNIVERSITIES

##### A. *Actively building campus culture*

1) *Spiritual and cultural construction*: The key to the construction of campus culture is to find the core of the construction. Most of the students coming out of medical school are engaged in the medical profession, so it is very important to cultivate students' professional qualities as medical workers. The emphasis of cultural construction should be placed on cultivating students' spiritual culture of "dedication and initiative", so that students can devote themselves to their jobs and serve the people in the future. The construction of such campus culture should start from the following three aspects: first, teachers, as leaders of cultural construction, should enrich their own cultural knowledge, impart knowledge and spirit to students, so that students can have a deeper understanding of culture. Second, culture-related courses should be set for students, so that students can learn about culture from a professional perspective, learn about campus culture through practice, and lay a good foundation for their future employment. Third, the school should actively carry out culture-related activities, such as lectures, cultural weeks and publicity on some campus public platforms, so as to make students have a deep understanding of spiritual culture, give students positive guidance and promote healthy campus atmosphere.

2) *Creating a campus cultural atmosphere*: Campus cultural atmosphere is as important as cultural spirit. It is difficult to create a good cultural atmosphere, which is not only a high requirement for the school, but also a judgment on whether students have independent learning ability. First of all, for the school, the choice of right value orientation in the process of carrying out campus cultural activities and the overall cultural values of books in the campus library play a great role in the cultivation of students' cultural atmosphere. Teachers also need to set an example and play a leading role to enhance students' publicity and explanation of medical knowledge and culture, so as to create a good campus cultural atmosphere.

##### B. *The way students learn about traditional culture*

Students' understanding of traditional cultural knowledge is essentially the education of students' medical ethics. Being able to deal with the doctor-patient relationship is a necessary prerequisite for becoming a good doctor. It has to be admitted that the doctor-patient relationship has been a topic of discussion in recent years. The doctor's medical skill is the key to judge a good doctor. However, as a medical worker who saves life and heals the wounded, the first thing he should have is the doctor's professional ethics, which is

what we call medical ethics. Therefore, medical schools should cultivate qualified medical personnel with both humanistic spirit and practical operation. China's traditional culture is extensive and profound, which is the spiritual wealth left by ancestors to the Chinese people. Medical schools should encourage students to make full use of Chinese language classes to learn about the charm of traditional Chinese culture, and introduce some excellent cultural teachers to offer different types of cultural courses for students. Medical schools can also share online resources with other colleges, through which students can learn cultural courses of other colleges. The college can hire scholars and institutions to come to the campus and give lectures to students in the school, teachers and students can read Chinese classical works together, such as *The Analects of Confucius*, *Works of Mencius* and other classics. In this way, students can understand the ancient people's views on some things and learn from them the excellent qualities of indifference to fame and wealth and keeping promises. Students can also read some famous medical works, such as *Compendium of Materia Medica*, *Treatise on Febrile and Miscellaneous Diseases*, and *Traditional Chinese Medicinal Research*, from which to learn the medical thoughts of ancient doctors practicing medicine in order to help the people and acting with both a benevolent mind and heart.

##### C. *Enriching cultural construction*

1) *Students' social practice*: The best way to build campus culture is to get students to take action and explore culture through practice. Students usually sit in the classroom to learn technical knowledge, which is very boring. It is not enough for students to learn culture to build campus culture. Schools should build campus culture from the perspective of students. Schools can organize students to go to primary hospitals, nursing homes, orphanages and other places in need of social help to volunteer, set up their own caring medical teams, and use what they have learned to help more people. This allows students to contribute their own love while learning medical knowledge that is not in the textbooks. Students can also help the elderly and the disabled to carry out free clinical activities, carry out the propaganda of medical knowledge, and explain to them some life-saving first aid methods. After returning to school, the medical team will be evaluated and awarded. In this way, students are encouraged to serve the society and cultivate good cultural spirit.

2) *Understanding the history and culture of the school*: Students' understanding of school history and culture is to transform school spirit into cultural spirit and promote the construction of campus culture. It is not feasible for students to study in school without understanding the history and culture of the school and the development trajectory of the campus. The establishment of each medical school is the spiritual accumulation of generations of students and teachers, and each medical school has its own spiritual values. The school history records the school spirit and

discipline as well as the outstanding deeds of past outstanding graduates in the society, which has formed a positive impact on students and become the goal of students. The history of the university records the bottleneck encountered by the ancestors in the process of starting a business, which can encourage students to never give up when facing difficulties. The key for students to understand the history and culture of the school is to remember the school motto and understand its meaning. It is also possible to set up a school history hall, so that students can experience the school history and culture more intuitively, and show the previous teaching achievements and excellent cases to students, which will inspire students. At the same time, the university should establish a complete history file, collect the past reports and the materials related to the university, so as to make clear the direction of talent development as the focus of promoting the construction of campus culture.

3) *Building campus subculture*: Campus subculture refers to the small group culture existing on campus, which represents the spontaneous speech and cultural consciousness of some small groups and does not follow the mainstream culture. Such culture is not all negative culture and has reference value. They also need attention. Don't be too quick to deny a few negative cultures, but to guide them positively to build a harmonious and healthy campus culture.

4) *Using teaching orientation to guide cultural construction*: The cultural construction of the medical school should highlight the characteristics of the medical school on the premise of not violating the school's running philosophy and educational philosophy, inheriting the medical virtues such as boundless love and benefit mankind. Based on medical education, students are encouraged to develop the good moral character of adapting to the society and serving the people. It can also promote the construction of campus culture, create a harmonious and civilized campus, and promote teachers and students to establish a sense of identity and happiness for the construction of campus culture, as well as a sense of mission of "engaging in the building of campus culture".

5) *Interaction in multimedia platform*: It is necessary to change the traditional mode of publicity. Cultural construction should not only convey cultural and educational knowledge unilaterally, but also improve the communication and interaction between students and teachers, and find a suitable model for students' communication. For example, we media with high usage rate of students, such as Microblog, WeChat public account, Tiktok and other apps, are used for campus cultural exchange activities. Students are encouraged to shoot videos on campus cultural topics and post them on short video websites. Students not only have fun in it, but also have a better understanding of the campus culture. Students can also express their opinions in the forum to discuss with each

other and find out the existing shortcomings in the construction of campus culture. At the same time, students' attitude changed from passive acceptance to active participation, which not only increased the popularity of campus culture, but also promoted the construction of campus culture.

## V. CONCLUSION

In a word, the cultural construction of medical schools is a complicated and time-consuming process. The construction of campus culture is the core competence of medical schools. It has no immediate effect, but it has a subtle influence on cultivating students' good medical ethics. Medical schools should not just teach students technical knowledge and medical theory. Students are still ignorant when they have not entered the society. The construction of campus culture is just the guide for students before they enter the society. The school can only grasp opportunities and actively invest in campus culture. Only by seizing the opportunity and actively participating in the construction of campus culture can the school cultivate all-round talents with professional knowledge and cultural accomplishment for the country.

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