

Research on the Way of Integrating Industry Spirit into Campus Culture Construction—Taking Contemporary Civil Aviation Spirit as an Example

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ABSTRACT

The contemporary civil aviation spirit, with loyalty, solid science, unity and cooperation, and dedication as its main content is the spirit of the civil aviation industry. It is an important task to integrate industry spirit into the campus cultural construction to highlight the industry characteristics and cultivate conscientious talents. The viable approaches are displaying characteristics of civil aviation in campus material culture construction; nurturing the spirit of contemporary civil aviation by campus spiritual culture; innovating contemporary civil aviation spirit education with the campus network cultural platform.

Keywords: *Industry Spirit; Contemporary Civil Aviation Spirit; Campus Cultural Civilization; Civil Aviation Characteristic; Conservation; Innovation*

1. INTRODUCTION

College culture is an important carrier of industrial spirit education. The key tasks of industrial spirit education are to strengthen the construction and maintaining of a good learning atmosphere, give play to the campus culture. The contemporary civil aviation spirit, with loyalty, solid science, unity and cooperation, and dedication as its main content is the spirit of the civil aviation industry. The department of personnel, science, technology and education, Civil Aviation Administration of China has distributed the Notice on Carry Forward and Practice Modern Civil Aviation Spirit in the Civil Aviation College to its five affiliated colleges before the spring semester in 2017.[1] From the 1248 questionnaires collected on the Wenjuanxing platform, we can see that 85.5% students being surveyed think it is quite necessary and 14.34% think it is necessary to conduct the cultivation of the modern civil aviation spirit. Therefore, strengthening the campus culture construction and explore the way of integrating the spirit of contemporary civil aviation into campus culture construction will help cultivate the characteristic culture atmosphere of the campus and cultivate responsible talents for the civil aviation industry.

2. DISPLAYING CHARACTERISTICS OF CIVIL AVIATION IN CAMPUS MATERIAL CULTURE CONSTRUCTION

Industry-oriented college targets itself with serving the public, aims for promoting employment. Relying on the

industries, enterprises, and society, it cultivates practical, skilled talents that cater to the industrial economy. It is relatively easier to optimize the campus environment with buildings and facilities than to form characteristic culture, present profound cultural implications. Therefore, the material cultural construction should be implemented from the campus purification, greening, and beautification. Taking into consideration of the industry characteristics when designing the campus layout can provide good teaching and learning condition for teachers and students. First, display civil aviation characteristics through forms and styles. The campus design, layout, construction should take into consideration of the school history, and civil aviation culture, keeping in line with the talent cultivation pursuit of civil aviation. The building, road, classroom, training base and equipment facility can integrate the civil aviation culture, be named by the great personage or enterprises in the field. Set statues for the famous people of civil aviation, carved with Chinese characters that has cultural meaning. The teachers, students and even enterprises can jointly name the road, building, areas in the school. In this way, students can feel a sense of belonging. Guangzhou Civil Aviation College, based on civil aviation, takes the modern civil aviation system and the demand for aviation industry chain construction as the guide, focuses on cultivating the exclusive talents for aircraft maintenance, civil aviation transport etc. It has unique material culture with 33 small, medium and large aircraft for teaching, 140 aircraft engines and over 50,000 components and parts and abundant professional equipment.[2]

Second, the content can display the civil aviation characteristics. The colleges can not only embody the characteristics via patterns and styles, but also take advantage of the content to restrain, edify and stimulate every person. Those who have made great contribution to

the industry can be eulogized, and their events or speeches are all good learning material. The specific cultural content can be printed on things like school badge, stationery, totes, uniform, campus newspaper, textbook, CD, etc. School history can demonstrate a school's characteristics, represent its cultural taste, and value orientation. It is necessary to produce a good history, establish a school history room to pass on the culture, image, and spirit of the school. It can record the journey of the school, like the big events, great achievements, and highlight the celebrities contributing to the school, excellent alumni, and scientific payoffs, so as to show the responsibility to shoulder national mission and country's strategy. The life journey, reflection, entrepreneurial process and accomplishments of the excellent alumni can inspire the students. A school history with soul, feeling and responsibility is a living teaching material for cultivating the spirit of contemporary civil aviation. It encourages civil aviation students to be determined to serve the motherland and become successors of civil aviation power with both integrity and talent.

The material culture in the civil aviation college should contain school cultural traditions, keep the school history alive, and characteristics of the civil aviation. The student will study hard in the library, work hard in the training base, review the school motto under the school flag, learn in front of the statues of the famous men, find the truth in the history room. In a word, the construction of campus material culture with unique industry characteristics and educational significance can enable students to appreciate the unique culture and atmosphere, and play an inspiring role in arousing the feelings for civil aviation.

3. NURTURING THE SPIRIT OF CONTEMPORARY CIVIL AVIATION BY CAMPUS SPIRITUAL CULTURE

Spirit civilization is not only the essence of the campus construction, but also the driving force of the campus development. A sound spirit civilization can contribute to the implementation of the spiritual education of the civil aviation, promoting students to achieve the unity of knowing and doing and carry forward the spirit of the civil aviation. Meantime, the civil aviation spirit education also enriches the campus spirit and culture construction.

Firstly, the campus humanistic spirit nourishes the spirit of contemporary civil aviation. The colleges are important bases to train various kinds of talents for modernization. The humanistic spirit, to some extent, is the soul and the backbone of college campus spiritual culture. The humanistic spirit in colleges and universities is the historical accumulation and heritage of humanistic tradition, and has the characteristics of the modern times. The humanistic spirit involves political, moral, philosophical, and literal aspects, and may focus on different content of different periods. There are scholars believing that the campus humanities spirit embodied in such aspects as the pursuit of ideals, personality, and integrity.[3] In today's college, the cultivation of

humanistic spirit mainly focuses on the socialist core values. It is particularly important to carry forward the socialist core values, patriotism, socialism, and collectivism as the core of humanistic spirit in colleges and universities.

General Secretary Xi Jinping stressed that the young generation should have ideals and responsibilities, then the country has a future, and the nation has hope. [4]The contemporary civil aviation spirit, with loyalty, solid science, unity and cooperation, and dedication as its main content, is a valuable spiritual asset of civil aviation people, whose goal is to realize humanistic care and embody the humanistic spirit. Great ideals lead young students to be ambitious and willing to present with all respect. The ideal personality transcends secular utility, and reflects human nature. Maintain integrity is the attitude of standing in the world, and the bottom line of people's words and deeds. Civil aviation students immerse in the campus humanistic environment, cultivate the loyalty to the nation, realistic attitude towards life, and the cultural identity of inheritance and dedication of the moral sentiment.

Secondly, the college scientific spirit can promote contemporary civil aviation spirit cultivation. The contemporary civil aviation spirit, with loyalty, solid science, unity and cooperation, and dedication as its main content, is the spiritual connotation of China's civil aviation industry culture, and the highest pursuit of all civil aviation people. The modern civil aviation is a high technology industry with high investment and high risk, characterized by intensive knowledge and technologies. The transportation and production process require that civil aviation practitioners must be highly scientific and accurate. To carry forward the scientific spirit of seeking truth from facts is an important content of contemporary civil aviation spirit cultivation. Being rigorous and scientific is the endogenous demand of contemporary civil aviation, and also the professional spirit and industrial attitude of contemporary civil aviation. The scientific attitude and spirit is required by science which is rigorous theoretical premise and method guidance. Preciseness is required by the scientific operation. The scientific spirit cannot be separate from industry management, flight safety, operation guarantee and technology innovation.

In college education, scientific and cultural knowledge transfer is the major task, and promote the scientific spirit is an integral part of university spiritual culture construction and development. Having acquired scientific knowledge does not mean that students possess scientific spirit. In fact, the modern science and education has an elaborate division. No one can cover all areas as for the limitations of profession. Considering that students are affected sometimes by pseudoscience, idealism, and feudal superstition, it is urgent to create scientific spirit to guide the development of college campus spiritual culture. While highlighting the scientific spirit that encourages us to seek truth from facts, get rid of the fake and retain the genuine, learn suspicion, criticism, rationality, and practicality, we also need to distinguish the scientific spirit from scientism. All these can greatly promote the spirit cultivation and practice of the contemporary civil aviation colleges

Thirdly, the historical tradition of the university deepens the history of contemporary spirit of civil aviation. In the new period, the historical tradition of the university itself is the base and starting point for its development. Each college, in the long running process, gradually formed a certain value orientation and target recognition. Since colleges are founded at different time and regions, and with their own particularity of professional disciplines, their historical tradition embodies the diversified yet overlapped ideological content. Without a profound historical tradition of colleges and universities as a development foundation, and development of college campus spiritual culture is pale.






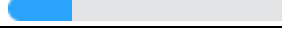
Civil aviation colleges and universities have notable characteristics, and their historical traditions carry with a strong industry characteristic, which has special requirements for students' quality. For civil aviation colleges, their operation goal is to reflect historical tradition and culture with a certain value target, goal identification, and figure out the right culture idea and value systems for civil aviation industry. It is believed by some scholar that inheriting or innovating industry culture is a sacred mission and honorable responsibility of civil aviation colleges. [5] The mission of cultural civilization is adhering to fine tradition, and advancing with the times, growing to be a place where the advanced civil aviation industry culture is reserved, inherited and innovated. The spirit of the contemporary civil aviation reflects both the special requirements of the college to students' quality, and the theme of running school. With the traditional and the

educational requirements, spiritual culture with a clear history tradition becomes an important part of the students' spirit and value orientation. It is necessary to make full use of the data available in traditional history and culture in civil aviation colleges, deliver epochal interpretation for different development phases, endow new connotation, so as to cultivate and practice the contemporary spirit of civil aviation.

4. INNOVATING CONTEMPORARY CIVIL AVIATION SPIRIT EDUCATION WITH THE CAMPUS NETWORK CULTURAL PLATFORM

With the development of information technology, people are embracing the Internet era. Network virtual space provides room for the industrial spirit education and brings unprecedented reforms. Students' concept, idea formation, communication and interaction have taken place in the new domain, new space. The Internet space brings both challenges and opportunities to the college students' industrial spirit education. From the 1248 questionnaires collected on the Wenjuanxing platform, we can see that among the elements affecting the cultivation and implementation of the modern civil aviation spirit, 43.19% students surveyed choose the bad network information. In this regard, it's critical to make full use of the Internet platform to carry out industrial spirit education.

Table 1. The main factors affecting the cultivation and practice of contemporary civil aviation spirit of civil aviation students (Multiple choice)

Options	Subtotal	Ratio
A. Students' quality	1193	 95.59%
B. School management	982	 78.69%
C. Importance attached by teachers	923	 73.96%
D. Social conduct	913	 73.16%
E. Bad network information	539	 43.19%
F. Other	289	 23.16%
The number of qualified participants	1248	

We need to make full use of network resources. The rich information and software resources on the Internet are favorable to student's knowledge accumulation, character molding and profession and skill enhancing. Firstly, the profound traditional culture provides students major in civil aviation with abundant ideological and ethical resources. The traditional culture must have something in pertinence with modern civil aviation, which is favorable to nourish students' mind and boost their self-confidence. Secondly, provide thought-provoking, and tell stories regarding civil aviation to draw close to students and warm their heart. It is believed by some scholars that data governance is inevitable and essential for the supply-side reform of the network ideological and political education. [6] Therefore, the optimization of data acquisition and the establishment of database is one of the approaches to the

supply-side reform. Database education can be presented with methods like text, image, video, audio and so on. Furthermore, the virtual Internet space break the limit of the time and location, offers great flexibility to the time, pattern, and objects of the education.

We should use network platform reasonably. With the fast development of information technology, the rapid transmission network with huge amounts of information has brought great convenience to the student's study and life, and also incurred the negative influence on ideology, values and behavior. It is necessary to make full use of network platform for healthy college spirit culture. Firstly, create real working scenario on the network platform and deepen the spirit of contemporary civil aviation education. The network platform brings students rich sensory experience. Virtual reality technology, in particular,

creates a truly immersive experience for students with the three-dimensional image and virtual sound and touch, which outperforms the education mode that can only provide single sensory perception. Secondly, students can discuss hot topics on the network platform, share insights and opinions, or relieve their feelings. For some hot debated or tricky points, students can turn to teachers or experts invited by the school. Moreover, the presence of the celebrity can increase the forum popularity, and guide the public opinion. The school itself should also establish a response mechanism for the public opinion, and arrange staff to take charge of the BBS, forum, etc.

We should actively make innovations on network education forms. The virtual, interactive, and open network unleashes student's imagination and creativity, provides the platform for the use of various forms of innovation. We also need to get rid of stereotypes, give play to unity and cooperation, make various education innovation, such as panel discussion, online knowledge contest, play micro film and so on. Carrying out the contemporary civil aviation spirit education in all kinds of network forms guided by the socialist core values can help students enhance professional ethics in the perception and experience, carry forward and practice the spirit of industry.

5. CONCLUSION

To sum up, Campus culture civilization is the important link of the industrial spirit education. The culture civilization on campus should be led by the core values of socialism, integrate diversified characteristics, specific industrial style and culture. Civil aviation colleges should actively create the material culture with characteristics of civil aviation, nurture modern civil aviation spirit with scientific and humanistic spirit, campus school tradition spirit, and use the campus network culture platform to innovate contemporary civil aviation spirit education. Characteristic campus culture provides the civil aviation students with good atmosphere for education and individual growth. The civil aviation scholars in the new

era should always keep in mind why they start, shoulder the responsibility of the times to contribute to build a country with great civil aviation and to the cause of the great rejuvenation of the Chinese nation.

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