

The Quality Education and Campus Culture of College Students

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Abstract. Recently, with the rapid development of social economy, quality education becomes more and more important in college education. To further implement the spirit of ‘CPC central committee of the state council on the deepening education reform comprehensively promote quality education decision’, adapting the urgent need of the economic and social development for development of human resources as well as the urgent need of the young student growth, exploring the construction of campus culture , the comprehensive promotion of quality education, so as to enhance the overall quality of students, improving the quality of education

1. Introduction

It is the primary way to enhance college students’ comprehensive quality by strengthening the construction of quality education and campus culture in a high quality and establishing a new atmosphere of education.

Colleges should make a comprehensive plan on the construction of campus culture and rationally arrange the important points of the construction as well. Hence, the construction of quality education for college students plays a significant role in the construction of college campus, as well as the campus culture, two of which is closely connected with each other and cannot be dispensable. To implement quality education is bound to , to a great extent, lessen the quality education.

2. The research method

2.1 Literature consultation: consulting 50 related literature materials.

2.2 Interview: interviewing 50 students, 3 principals and 15 teachers.

2.3 Investigations: carrying out an investigation about college quality education and campus culture.

3. Result and analysis

3.1 Campus culture forms

3.1.1 The forms mainly reflect the outside of campus culture.

In terms of the whole college teaching environment, the form of material culture is part of campus culture, including all the material and spiritual products as well as the creative process created by the efforts from the leadership , teachers and students in education, teaching, research, learning and so on. The creation has an extensive and rich connotation, which is a many-sided and multi-concept system. When students step into the college, the hardware facilities leave students the first impression, namely the material cultural form. College students accept various acknowledgement and communicate with their peers in a college where they learn how to get well along with each other and build up a civilized and healthy environment. The construction of campus culture, therefore, can coordinate with the students’ quality education, which most positively and perfectly promote students’ comprehensive quality. Additionally, it is noteworthy that it is the foundation of the system.

3.1.2 The pattern of cultural activities

Culture pattern reflects the inside of the campus culture. In the west, ‘culture’ has more extensive meanings which could educate and foster people’s quality. In one hand, values must be the deepest core of the culture, taking on different functions to students’ behaviors, such as oriented, incentive, discretionary, regulatory and cohesive values. The essence of these functions lies in changing, cultivating and molding people. As we all know, culture is capable of enhancing people’s wisdom and abilities, meanwhile it can also save and transfer the information of knowledge. Students can totally exert their own advances and personalities by taking part in several activities where they gain confidence and competition. After experiencing the difficulties, they would spare

no efforts to work harder towards success. Then they are going to find the real selves, know themselves and perform themselves to make up for what they are lack of so that they raise their comprehensive qualities in the best way.

3.1.3 Spiritual cultural patterns

The subject of campus culture is the spiritual culture which combines campus culture with students' spiritual culture together. Further, a good campus appearance not only consists of the spiritual culture and culture functions, but the way to use school's material resources. Campus culture establishes a series of specific activities forming a sort of civil and healthy atmosphere at the campus so as to encourage students to endure hardships and work harder. There are close connections and effects among the spiritual culture pattern, campus culture pattern and cultural activities, all of which profoundly influence students and play leading roles in the promotion of students' comprehensive qualities. They are usually a measurement standard of how the environment of campus culture is.

3.1.4 Media culture pattern

Media culture directly demonstrates the campus culture. Saving and transferring the information of knowledge constitute the basic functions of media culture. Media culture attaches the importance to students' intellect and capabilities, as well. To a certain extent, the media could influence students' behaviors. Media culture includes papers, broadcast, blackboard newspapers, and school song and motto. Contents of media culture tend to provide students with direct and provoking effects not only on their thoughts but the appeal aroused by various activities in moral, intellect, sports and arts held by the schools. In the word, media culture works as mind guidance, publicity and education roles in the culture system.

3.1.5 Social practice pattern

Social practice pattern is one of the important contents of the campus culture. Social culture is special in the campus culture which is created by wide range of teachers and students in the specific environment connecting with campus culture and social era. Social culture offers the whole school humanistic atmosphere, cultural spiritual and living environment. Schools, places where gather the human culture; consist in innovative and scientific attitude to open a brand new cultural place. Schools are always at the forefront of cultural development which not only needs to adapt into the mainstream of social culture, but break them to explore and create new ones so as to facilitate the development of socialist culture. Constructing social advanced culture is the most significant step in campus culture, taking teachers and students as subjects, campus culture spirit and students' quality education as the background. Moreover, what schools should do first is to study and construct campus culture at the height and depth of creating and optimizing the education environment. There is no doubt that educational function should be exerted at the maximum.

3.2 Enforcing the construction of campus culture, positively promoting quality education

A real experience at the campus has an ultimately significant influence on enhancing students' quality and the recognition of the society. Thus, building a nice campus cultural environment has the critical impact during the process of promoting quality education.

3.2.1 High-grade campus culture

Students' mastering knowledge, molding character, developing abilities and improving qualities are the major purpose of the construction of campus culture. In the past, we pay more attention to *teaching education*, *managing education*, and *serving education*, ignoring *culture education* and *environment education*. Actually, how students correctly set up the outlook of life, noble morality and character and healthy atheistic is largely up to the effects of campus culture. Therefore, schools should carry out educational policy from the center of the Party to reinforce campus culture and optimize education environment, which is dispensable in implementing the quality education and improving school standards. College campus culture builds an atmosphere for students in different levels and ways, which is based on the campus environment at every corner of the college making every student's behaviors be affected by it. Given that the culture will reach some certain tendency, every students' comprehensive qualities will be completely raised.

3.2.2 High-quality campus culture

It is essential for schools to carry forward humanity, because the gaps of talents in the future are not only in the skills of the expertise college students are learning now, but far more in students' basic qualities especially the humanity. Humanity embodies a kind of character, spirit statement and comprehensive qualities, morals and ethics not the knowledge features. To highlight talents 'qualities in a much higher and deeper level, schools should take it as their priority to cultivate students' humanity qualities in order to lift their spirit culture. The key to mold an appearance of campus culture is to keep a constant healthy development not only in their spirit civilization, cultural functions or material resources.

3.3 Enforcing campus culture through quality education

Because of the influence of 'examination-oriented education', there is definitely need to strengthen campus culture, with a numerous number of schools ignoring the construction of campus culture. This statement leads to appear countless *high-mark test takers*, most of whom can get high grades but lack emotional intelligence that could be damage to schools' development and leave a miserable lesson to the colleges. Although campus culture has unique effects on cultivating students' comprehensive qualities, the public hasn't realized the importance of campus culture and quality education and brought them into the discussion until now. Hence, campus culture industry has become the leading criterion by which people can judge a school whether they are carrying out the quality education and developing comprehensive talents.

3.3.1 Intuitiveness of campus culture

Intuitive campus culture include: teaching environment, facilities, posters, motto, school spirit, school flag, badge, uniforms and other layouts, these shapes are the school's organization's logo. Once the student came into the school, he was surrounded by the campus culture, blending in the campus culture atmosphere, so that the student campus culture plays a subtle role of education.

3.3.2 Pertinent of campus culture

Campuses are different from other places, their cultural arrangement need to have certain relevance. Because of the importance that cultural taste owns in expanding the campus space environment. Whether it is a historic landmark building, or a monumental sculpture, fountain, or aesthetic attractions, scenery, etc. It is often regarded as the ideal work that reflects school culture, which would have a strong influence to the students, not only promoting the students' spiritual world, but also cultivating a sentiment for students to create a good material and cultural conditions.

3.3.3 Suggestibility of campus culture

Motto itself is a kind of campus culture, and it belongs to spiritual culture. It forms a unique school campus culture ---*Campus Spirit*, which not only plays a silent role of incentives and cohesion to the students, but also works as a tangible example and silent commands for inspiring each student's creative spirit and strength. It also plays a role in the promotion of students' ideological quality, charisma and the development of a strong psychological effect, or produces less force. Therefore, some suggestive things in school culture exert a subtle influence on students.

4. Summary

4.1 Carrying out quality education to the construction of university campus culture is an important subject.

4.2 university campus culture construction and quality education both contact each other, and none can be dispensed with.

4.3 The formation of the campus culture is the foundation of all education practice process.

4.4 campus cultures is not only a cultural phenomenon, but also a new teaching management mode, It reveals the deepest content in school management, its ultimate objective is the development of all students, especially college students' overall quality enhancement.

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