

Exploration and Research of Campus Culture Construction in the Mission of Value Cultivation

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Abstract. The aesthetic education environment in colleges and universities is an important link in quality education. The main content of this paper is how to use the existing resources and environment to meet the purposeful needs of colleges and universities in talent cultivation, and at the same time, to accurately educate college students' desire for knowledge, so as to cultivate knowledge literacy and values. This study involves: 1. Teachers play an important guiding role in the process of aesthetic education. Teachers are an extremely important part in the process of aesthetic education, and teachers' knowledge, skills and temperament are important factors in aesthetic education. 2. The existing aesthetic education teaching mode and the learning status of contemporary college students. The educational model, curriculum content and teaching methods are being improved and changed all the time. Various new educational forms such as online courses, micro-courses, flip classes, salons and competitions have already been applied to the teaching practice of colleges and universities, showing new features. At present, art education in colleges and universities has failed to grasp the intrinsic knowledge craving of college students, and applied opinions blindly, but seldom systematically investigated students' needs, resulting in insufficient attention to aesthetic education by college students. 3. Reform and transformation of teaching system and mode. The individualized development of college students requires colleges and universities to provide diversified curriculum contents and forms. How to develop, set up and implement aesthetic education courses with distinctive characteristics is the focus of this section. 4. The assumption of creating a positive educational environment in colleges and universities. The purpose of aesthetic education is to cultivate people by virtue, and how to accomplish its ethical education function in aesthetic experience, aesthetic imagination and aesthetic comprehension, all colleges and universities are exploring and practicing in a targeted way. This study will make a brand-new assumption and design for the educational environment of colleges and universities.

Keywords: College Education Environment; Aesthetic Education; Teenagers; Model of Instruction.

1. Research Meaning

Values are people's general view and fundamental view of values. Values occupy a very important position in the society and individual life. It can be said that any society and an individual's life is carried out under the guidance of its values. Values are always in people's thoughts, which affect people's thoughts, evaluation, choices and actions. It is with the guidance of values that human life is different from the survival of animals.

Contemporary teenagers are valuable social talents, and they are a knowledge-based and thinking group. The formation and development of teenagers' values is of great significance to their healthy growth. Campus, as the main position of cultivating young adults, should not ignore the cultivation of young values while paying close attention to intellectual education.

Data show that at present, domestic and foreign enterprises pay special attention to talent introduction, talent evaluation and other aspects. Many enterprises have introduced the talent evaluation system, which was built in a famous quality "iceberg model" proposed by the famous American psychologist McClelland in 1973. The "part below the iceberg" includes comprehensive ability, personality characteristics and motivation. Values are an inner and difficult part to measure, but they play a key role in people's behavior and performance.

In the increasingly abundant material supply, spiritual problems more prominent in modern society, the school education to cultivate values to develop real attention, the "iceberg part" as the focus of

education research, completely from only heavy knowledge teaching, skills training, despise personality and spiritual education of utilitarian education.

Values are related to the ability to feel life. Different understandings of values, different perspectives of the world, the code of conduct will be different, and the degree of happiness felt is also different. Contemporary college students are in the "torrent" of information, and they need correct values to help them "correct audio-visual". If we cannot set a correct benchmark of values and without the guidance of correct values, it is difficult for the people to truly establish cultural confidence in their hearts, which is not conducive to the construction of cultural soft power, and it is difficult to further improve the level of modern civilization on the basis of inheriting history.

2. Active Exploration of Practicing Value Cultivation in Colleges and Universities

Colleges and universities are an important link of quality-oriented education. How to use the existing resources and environment to meet the purpose needs of colleges and universities in talent cultivation, and to achieve the precise education of college students in the cultivation of knowledge literacy and values is the main content of current research. At present, universities' active exploration of value cultivation is shown in the following aspects:

No.one. Teachers play an important role in guiding teachers in the process of value education. Teachers are a very important part in the process of value education. Teachers' knowledge, skills and temperament abilities are the important factors in value teaching.

No.two. The existing value cultivation mode and the learning status of contemporary college students. Educational mode, curriculum content and teaching means have always been being improved and reformed. New educational forms such as online courses, micro-courses, flipped classrooms, salons and competitions have long been applied to the teaching practice of colleges and universities, presenting new characteristics. At present, the value education in colleges and universities does not grasp the internal psychological needs of college students, blindly applying their opinions and rarely systematically investigating the needs of students, resulting in the insufficient attention of college students to the values.

No.three. The reform and transformation of teaching system and mode. The personalized development of college students requires colleges and universities to provide diversified curriculum content and forms. How to develop, set up and implement the distinctive value curriculum is still questionable.

No.four. Create a positive college education environment vision. The purpose of value cultivation is to cultivate people by virtue. How to complete its ethical education function silently, all universities are in targeted exploration and practice.

2.1 Effective Docking between Ideological and Political Classroom Construction and Social Practice

Ideological and political courses in colleges and universities are the main channel of ideological and political education for college students, and play an irreplaceable role in the formation of their world outlook, outlook on life and values. It is an important way to train qualified builders and reliable successors of the cause of socialism with Chinese characteristics, and also the essential embodiment of socialist universities. In recent years, under the great attention and joint efforts of the CPC Central Committee, the Party committees and governments at all levels and all colleges and universities, the ideological and political education and teaching work in colleges and universities has achieved obvious stage results.

As an important town of colleges and universities in China, Shanghai is one of the main positions for the implementation of advanced educational concepts, and it plays an important leading role in the reform of ideological and political teaching nationwide. In the past ten years, Shanghai has been implementing the comprehensive reform of ideological and political theory curriculum in schools,

from which it has realized the importance of improving the effectiveness of ideological and political teaching in colleges and universities, and produced the working idea of promoting the "ideological and political curriculum" at the level of regional work practice.

Shanghai university first across the first step of the implementation of education teaching reform, in 2014 initiative "power strategy" characteristic course, guide students to "horizons", with "China" as the theme, absorb the humanities and social sciences professional famous professor as teacher, innovation "courses" new platform, guide after 90 to understand national conditions, grasp the process, at the same time to guide the youth way of thinking, patriotic concept, the national "trend" and individual "inner" better docking. General lesson innovation in 2015 version 2.0 "innovation" online, further lead students in the perspective of the world "China", "innovation" covers the subject span is bigger, curriculum using special teaching, gathered top people in various fields as teachers, in multi-dimensional view show China into the world, and the process of affecting the world. While displaying the research results in the professional field, the factors of ideological education to encourage students to strive for the Chinese dream of the great rejuvenation of the Chinese nation. Then in 2016, the general lesson version 3.0 "entrepreneurial life" online, teach students in the face of new world new problems "how to do", invite entrepreneurs to share entrepreneurial experience, teachers, students, entrepreneurs industry integration platform, around students concerned about entrepreneurship set classroom theme from different levels, meet the needs of college students, inspire college students down-to-earth, innovation passion. In 2017, launched the general class latest "time", in the context, the music and architecture, history and calligraphy and painting to fusion, tells the story of modern Chinese history, poetry, music, painting development, absorbed from music academy, academy of fine arts, and other excellent teachers, realize the interaction between teachers and students from multiple angles, has the great innovation. Once the course was opened, it caused a huge response among the students, a quiet ideological and political class out of the heat, the class has no "phubbers", some have active participation and ideological collision; the classroom content is no longer a rigid input, but into the real ear and heart.

Strategy for the success of the Shanghai university course, quickly radiation to other colleges and universities in Shanghai, blew a wave to promote the reform of ideological course teaching, followed by a batch of "China series" courses, such as fudan university "governing theory", east China university of science and technology "green China", the "China" in China, Shanghai normal university, "China series" courses in organization, teaching methods, course topics, teachers in the innovation.

2.2 The Important Role of Faculty Construction and Psychological Counseling

The work of teachers is to shape the soul, life and people. The development of the school lies in the teachers, and the quality of talent training lies in the teachers. The construction of teachers is not only the number and structure of teachers, the strengthening of professional ability and scientific research strength, but more importantly, the improvement of the comprehensive quality of teachers.

Whether a teacher is excellent, in addition to excellent professional ability and scientific research strength, whether he has a good ethics is the most important standard. The importance of the national "classroom behavior management code" or title, promotion, ethics are adhering to the veto system, is self-evident; in 2014, the Ministry of Education proposed the "red seven" ethics banned behavior; in 2018, the Ministry of Education issued the ten guidelines to emphasize the bottom line of ethics.

The development of institutions of higher learning depends on the improvement of teachers' quality, and the competition among colleges and universities is ultimately the competition among high-level teachers. The improvement of teachers' comprehensive quality is mainly considered from two aspects: external environment and their own conditions.

External environment mainly refers to the provisions of the state, the school and rewards and punishment policy, such as: ethics strengthen construction standards, expand the construction of teachers 'scientific research and business ability training mechanism, faculty competition mechanism, talent introduction mechanism, communication mechanism and the development of the school

development planning, etc., are encouraging and promote the influence of teachers' comprehensive quality improvement. At the same time, teachers' personal innovation and enterprising and learning consciousness, personal ideological and political level, are also the key factors to determine the development of individual teachers in the external environment.

The construction of teachers' ethics is an important part of the construction of teachers. The improvement of teachers' comprehensive quality is not only teaching and scientific research, but also the ideological quality of teachers, self-discipline, and the dedication of lofty education to the society to the greatest extent. College teachers should restrain themselves with high standards, teach students how to learn, how to be a man, how to live, how to live in harmony with the society and nature, and give full play to the teachers' sense of ownership and love and dedication.

In the report to the 19th National Congress of the Communist Party of China, we should take what kind of people and how we should train them as an important means in developing education. College teachers play an important role in the "three views" and growth of college students. In order to cultivate high-quality talents, we must have a team of high-quality teachers. This is also the inevitable requirement of the development of colleges and society, and also the only way to improve the comprehensive quality of every university teacher.

2.3 The Recessive Educational Value of Campus Culture Construction

Since the early 1980s, with the rise of cultural fever, campus culture has been paid more and more attention. From the concept of "campus culture" put forward at the 12th Academic Congress of Shanghai Jiao Tong University in April 1986 to the first national campus culture seminar was held in Beijing in April 1990, campus culture has gradually become a research hotspot. In the 21st century, with the continuous expansion of the scale of higher education, the quality of running schools and talent training should meet the needs of national future development and the world development level. The campus culture of higher learning universities that is striving for the first-class university and the popularization of higher education has once again attracted people's attention.

On the meaning of campus culture, from the narrow understanding, campus culture is college students, is a form of aesthetic education for students; in a broad sense, campus culture is the sum of two school civilizations, one is material culture, the other is intangible culture; in addition, campus culture can also only include the school thought, consciousness, ideas, emotion and traditional habits.

Campus culture on the basis of social dominant culture, and the school values as the core, contains the traditional school style, leadership style, teachers' teaching style, students' style, personnel quality, campus environment and other rich connotation, both the school development of cultural progress and modern management level, also reflects the campus culture in the social dominant culture system, internal concentration for a certain campus climate, external school image to the society, and play a role in promoting social culture. In short, the campus culture construction is different from the school any explicit subject course, it is not a school situation in direct and obvious way, but in an indirect, implicit way, it is not only a spiritual culture, more can be externalized in our 3d environment, it does not need teachers "pursuit" type "indoctrination", not only the classroom and books, but permeate into students' daily life, step by step, silently teach students to establish a new campus order and campus culture meet the characteristics of the school.

3. University Environmental Construction and the Shaping of University Spirit

3.1 Effectiveness of Campus Cultural Space Construction

The material and cultural aspect of campus culture construction mainly refers to the construction of campus public cultural space. The so-called campus public space, generally refers to the campus with public forms of building indoor or outdoor space. In the design of campus public space, it is generally around the form of campus public building space, with "people" as the center, according to the functional needs and aesthetic needs of teachers and students, set up space theme creativity, use modern means to create again, and give the space personality and spirituality.

3.2 Characteristics of the Construction of Campus Culture Thematic Space

3.2.1 South China Agricultural University of China

South China agricultural university in 2007 formally established the public basic experimental teaching center, the college of life science, garden, school of foreign languages, information institute, agriculture, art, engineering and other 11 categories of teaching laboratory integration, establish field public basic experimental teaching platform, the existing construction area of 15386 square meters, experimental room 178, average undertake the whole school public basic experimental course 89 experimental teaching work.

In the landscape design, First, take the form of a roof garden as a green space, The hollow landscape plane combines the regional culture, Referring to the garden building technique of "living in water and building around water" in Lingnan gardens, Replacing water features with plant scenery and landscape sketches, With all around the teaching laboratory; Secondly, in the selection of plant scenery, South China Agricultural University has been committed to building the "Bauhinia Campus" into a beautiful name card of the school, The Bauhinia Bridge is a landmark attraction to create a "Bauhinia campus", You can choose Bauhinia palace pink as the theme tree species in this atrium landscape, It has the lingnan garden tree species characteristics, Extract the university spirit from the campus greening, This is the hidden function of campus culture; last, Improve the atrium landscape layout of each circular teaching building, For example, using the outer outline of bauhinia petals as a regional division or dynamic guide, Or add a representative art installation related to the school spirit and school motto of South China Agricultural University, Strengthen the sense of campus cultural atmosphere.

In the entrance design of the experimental teaching center, the overall atmosphere of the door head is solemn and solemn, using some decorative elements commonly used in Lingnan architecture, such as stone carving, stone drum and shaped door eaves. Stone drum as one of the essence of lingnan architectural technology, all dynasties are the symbol of fame and power, it is generally composed of three parts, the lower carving must be the seat, the middle of the drum, decorated with decorative pattern relief, the upper for the carved lion, and "things" homophonic, meaning "everything is safe", "all the best", with good luck and blessing. In addition, the banner on the electronic screen inside the entrance hall adopts the color of Bauhinia petals, forming a cultural atmosphere combining campus culture and Lingnan culture.

3.2.2 Central China Normal University

Central China Normal University has Guizi Mountain and Yuanbaoshan Mountain in the southeast of Hongshan District, Wuhan city. It makes full use of the profound historical deposits and the geographical environment of mountains and rivers to build a cultural atmosphere with the theme of "realistic, innovative and cultivating people by virtue". This cultural atmosphere relies on the unique campus environment of Huashi University: the historical buildings with distinct style, the cultural environment and landscape and the landscape system with rich charm. From the campus environment, we can feel the strong humanistic color that contains it and continues its development.

The north-south axis formed by the library and the fountain square of the old campus is divided into two areas with different architectural styles, the liberal arts district and the science district, from the campus road and the middle road, across the east and west.

The liberal arts area is dominated by traditional architecture, while the science area is dominated by modern science and technology theme architecture, which is more modern in style. Some new buildings, such as the new library, are bolder in design and enrich the original landscape style. Other buildings in certain locations, such as the music building and the old library, are located at the full end of the road and square and serve as the scene.

4. "WuTextile" Experience of Public Space Construction

4.1 Take Wuhan Textile University as an Example

Wuhan Textile University, founded in 1958, is located in Wuhan, Hubei province, which is a full-time undergraduate university approved by the People's Government of Hubei Province and registered by the Ministry of Education of China, and a key university in the "Excellent Engineer Education and Training Plan" of the Ministry of Education.

In terms of aesthetic education cultivation, the school has actively responded to the call of the state, and opened dozens of elective courses covering a wide range of novel content in the form of students, including film and television, literature, philosophy, general history, dance and other aspects.

But in terms of the specific implementation, it has still highlighted many problems. First of all, due to the limited funds and manpower, the school will not offer elective courses with less than 60 applicants. Although this can meet the needs of students' aesthetic education to the greatest extent while maintaining the normal operation of the teaching system, it still ignores the psychology of a few students in aesthetic education.

Second, the teaching arrangement, the school mainly has the south lake and sunshine two campus, south lake campus professional distribution is given priority to with art, media, sunshine campus professional distribution is given priority to with technology, tube, so on the elective course content arrangement, south lake campus to film and television production, textile culture need art courses, and sunshine campus is open a dream of red mansions study, Chinese wine culture and philosophy courses. The boundary between such a curriculum arrangement and the daily schoolwork of the students in the two campuses is too vague to effectively distinguish between or play the function of aesthetic education.

Finally, the students, there are still many students lack of correct cognition of aesthetic education function, the elective courses just as spare play time, although we emphasize the aesthetic education and compulsory intellectual education tutorial, should not be as intellectual education, moral education subordinate, but in essence, students as the recipient of aesthetic education, still want to set up the importance of aesthetic education of psychological and respect degree, so is conducive to the advancement of aesthetic education.

In December 2020, we took 176 freshmen from the School of Art and Design of Wuhan Textile University as the sample data, and distributed 176 questionnaires, of which 174 were valid questionnaires. Through the summary analysis of the 174 data, we found that the contemporary teenagers dare to say dare to do, to target and more clear, and more direct, due to the general improvement of family economic level and increasingly enlightened parents idea, also makes them feel art edification earlier, aesthetic education began to contact since childhood, aesthetic education concept also laid the foundation in the early stage. But we also find that they have much but not much knowledge, and that, with the spread of the Internet and new media technology, people receive huge amounts of information every day, but they are habitually guided by their own interests to shackles their lives in a cocoon room. This is the information cocoon, for contemporary teenagers, they are keener to accept their interested information, the information can more quickly understand, absorption, and converted into himself to use, so the aesthetic education should be accurately "catch" teenagers, not filtered by information cocoon room, deeply rooted in teenagers thinking, this is what we should think about.

5. Conclusion

The core of aesthetic education is to cultivate students know beauty, love beauty and the ability to create beauty, is in humanism foil student accomplishment, in contemporary, the socialist society with Chinese characteristics needs new aesthetic education thought interpretation, socialist social aesthetic education intended to serve the socialist spiritual civilization, from the aesthetic aspects of cultivating socialist successors. As an important part of college students 'comprehensive education,

aesthetic education pays attention to people's emotional field, takes emotion as the starting point and destination, and involves the cultivation of aesthetic consciousness, aesthetic emotion and aesthetic ability. Aesthetic education strives to explore individual uniqueness and stimulate individual empathy ability on the basis of intellectual education and moral education. It can be seen that aesthetic education plays a great role in promoting the progress and development of the overall quality of independent individuals, single ethnic groups and multi-ethnic countries.

Environment as the biggest and most intuitive visual presentation, has been subtly influence, but its importance is not attach importance to, as the primary cultivation base of higher talents, in the education mode should be updated, first should examine whether the campus environment construction and the campus culture, second in the values cultivation, should start from teachers and students, teachers should continue in-depth study, practice the socialist core values, pay attention to the development and psychological problems of students, students should be immersed in learning atmosphere, and implement the school awarded knowledge culture and values.

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