

# The Function and Implementation Strategy of Campus Culture Activities in Training Talents

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## Abstract

**Campus culture activities are important ways to implement quality education and enhance the students' awareness of innovation and practical ability. According to the practice and exploration of campus culture activities, the campus culture activities should focus on three aspects: immerse into the socialist core value system, actively create a good educational environment and develop various campus culture activities. These measures have achieved very good results in practice.**

## Keywords

**Campus Culture Activities, Talent Cultivation, Socialist Core Value System**

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## 1. Introduction

In China, with the continuous development of our higher education, it has become the consensus for the various colleges and universities to improve the overall quality of students [1]. How to improve the overall quality of practice and innovation capacity is a new topic for educators. Campus culture activities are an important activity for College Students, which are an important measure to create a good educational environment, an important way to enhance the overall quality of students, and at the same time an importance channels for students to integrate into the society [2]. Campus culture activities are playing an increasingly important role under the background of the popularization of higher education, which have a special significance.

Currently, many local colleges and universities are strengthening the construction of campus culture and carrying out a wide range of campus culture activities [3]. Shanghai Second Polytechnic University is a local application-oriented engineering university. In the long-running practice, our school has always attached great importance to the construction of campus culture, and adhered to combine campus culture activities with talent cultivation. We actively try and explore how to carry out a variety of campus culture activities to cultivate and foster the overall talents to adapt to the society. In practice, we have achieved remarkable results.

## 2. The Importance of Campus Culture Activities for Cultivating Talents

Campus culture activities refer to various forms of activities under the guidance of a particular university cultur-

al value, which meet the needs of the cultural construction. In other words, all activities which happen inside and outside the university campus, such as technological innovation activities, social practice and culture & sports activities, should be classified as Campus Culture activities [4]. Campus Culture activities can penetrate into the moral, intellectual, physical and aesthetic education, so that students affected by subtle participation in activities, their thoughts and feelings get nurtured, enriched spiritual life, their moral realm has been sublimated.

A variety of campus culture activities provide a vast world to students to form colorful personality traits, so that students' personality and potential can be fully developed. Each of the specific campus culture activities can cultivate students' temperament, good psychological quality and humanistic spirit, motivate students to love their motherland and school, thus they will study hard and make progress, so it can make subtle sense of entrepreneurship and innovation of students, team spirit, collective ideology, sense of responsibility and mission, self-confidence and motivation [5]. Campus culture activities are actually a common process of progress and can improve students by participating in a variety of activities. In the process of participating in campus culture activities, students can find their own shortcomings, recognize and learn the advantages of others, learn by practice, improve by learning and ultimately achieve the purpose of self-improvement and self-motivation.

In the era of knowledge economy, it is imperative to break the traditional education mode and vigorously carry out quality education for personnel training. Campus culture activities provide a broad platform for quality education and it has an extremely important position to implement quality education and improve the effective conduct. In the process of implementation of quality education, campus culture activities play an important role in promoting the overall development of students [6]. It can not only better promote the harmonious development of all students, but also can better promote the harmonious development of each student. Campus culture activities with thoughtful, professional and entertaining features can make students establish correct outlook on life and values, cultivate their sense of competitive and innovation spirit to adapt to the socialist market economy, so that students will have a good foundation for harmonious development of the overall quality of students. Practice has proved that, in improving students' ideological and moral qualities, developing students' innovative spirit, promoting students' health and other aspects, campus culture activities play a more important role than the classroom does.

### 3. Integration into Socialist Core Value System

Socialist core value system is a major theoretical innovation of our party on the ideological and cultural construction. Confronting all kinds of new phenomenon and trend, universities must adhere to the socialist core value system to lead the construction of campus culture. We must strive to make our universities to become strong position of Marxism, experimental fields of innovation practices and the moral high ground of social progress and development. We must actively guide the students to form a correct outlook on life and values in order to build a healthy, civilized, harmonious campus culture [7]. Our university always put to practice the socialist core value system as an important task throughout the whole process of cultivating talents, adhere to motivate students with patriotism and always adhere to lead fashion with the socialist concept of honor, and always adhere to combine the construction of socialist core value system with personnel training.

First, actively carrying out educational activities closely linked to the theme of the times. In 2011, combining some major events, such as the 90th anniversary, the 100th anniversary of the Revolution, the Sixth Plenary Session of the Seventeenth, our university grasp major historical node to carry out a series of publicity and education activities, such as red classic movie screenings, my favorite red movie online voting and online comments, "Hundred Questions martyr—a dialogue across time and space" martyrs campus activities. By these activities, we vigorously carry forward the spirit of patriotism and revolutionary heroism and love school wing school emotions. In 2011, the students' learning on situation and policies focus on some major events such as the scientific concept of development, the General Secretary Hu Jintao's important speech at Tsinghua University to celebrate the 100th anniversary and the "July" important speech. We take a variety of forms to learn including concentrated study, to hire experts for learning guidance report, discussion exchange and self-learning activities.

Second, we focus on propaganda of typical characters and adhere to take advantage of typical characters to encourage and infect teachers and students. Through the campus network, newspaper and other ways, we have vigorously propagated advanced models, actively promoted these spirits such as dedication, loving our students and rigorous scholarship, guided our teachers influence and educate students with their exemplary deeds and behavioral norms. Our university has emerged outstanding educators in large numbers who are engaging in

teaching, research and management. Last year, our university propagated Dai Zhenwei in the department of Computer and Information Science who donated blood stem cells deeds. Dai Zhenwei, who has donated voluntarily blood nine times in three years, won the 2011 Shanghai Party Committee System spiritual ten good deeds.

#### 4. Creating a Good Educational Environment

Good campus culture and environment can influence teachers and students and at the same time create the unique character. Our university emphasizes that the construction of material culture should integrate university spirit, and pay attention to the function of material culture of the university. After moving into Pudong Caolu, new campus set up school motto walls and motto nameplate of “respecting for students, emphasis on moral education, focus on technology”, build boat docks, install wind power generation equipment and erect “PIN” word sculpture. Using these typical material identifications to carry forward the glorious tradition and highlight the university spirit and ultimately form a vibrant, lively, harmonious, progressive campus culture.

By the platforms of 50th anniversary, our university further explored historical heritage, cultural heritage, refined the spirit of model workers more deeply, integrated into the construction of campus culture and ultimately form a unique brand of campus culture. We establish “a wall”, “a grapple”, “a museum”, “three bridges” to strengthen cultural symbols which contain the university spirit of model workers. “A wall” refers to the establishment of model workers alumni display wall which includes the 76 national model workers and provincial model worker graduated from our school. The wall shows the style of model workers, knowledge application, courage and pioneering spirit. “A grapple” refers to “QiFan grapple”, which was invented by Bao QiFan, who is known as the king of “grapple”. “A Museum” refers to history museum about our university. It wonderfully and completely has presented the history after the expansion and has become university spirit and important window. “Three bridges” refer to “QiFan bridge”, “GongDe bridge” and “WenWu bridge”, which are named according to the outstanding alumnus’ name such as Bao QiFan, Yu Hong and Li Bin. All of the above will stimulate the students and staff, create a strong cultural atmosphere and optimize the educational environment.

Our university has placed great emphasis on the construction of study style and combined campus culture activities with the construction of study style to create a good learning environment. Construction of study style infect all the students, subtly promoting mutual learning of all students, competing with each other and training students diligent and realistic attitude towards learning. Study style is an important guarantee for the quality of personnel training. Therefore, we should take style construction as the core, focus on the guiding role of campus culture activities, motivate students to study hard and to forge ahead, correct their attitude towards learning and develop good learning habits. Through various forms of campus culture activities, the students’ interest and enthusiasm are fully mobilized. We should find the best combination to carry out campus culture activities and the construction of study style, encourage and strengthen the students’ good motivation and sense of innovation, stimulate intrinsic motivation fundamentally student learning and innovation activities.

#### 5. Carrying out Various Campus Culture Activities

For a long time, our university has closely linked campus culture activities and training objectives, especially pay particular attention to inspire students to apply the knowledge to analyze and solve practical problems, strengthened students’ practical and innovative awareness, fostered innovative spirit and ability and ultimately enhanced students’ comprehensive quality. Currently, we have built a content-rich, diverse culture activities system, which effectively promote personnel training.

One is technological innovation activities. Technological innovation activities are practical activities to develop students’ ability to carry out a comprehensive application, focus on training students to preliminary research capacity, integrated applications and innovative ability. These activities include a variety of science and technology competitions organized by our university, kinds of mathematical modeling contest, electronic Design Contest, mechanical innovation design competition and other extra-curricular science and technology activities organized by outside organizations. Science and technology competitions organized regularly each year include CNC machining, mathematical modeling contest, advertising design contest, Electronic Design Contest, English speech contest, PPT Design Competition, multimedia production and robotics competitions and other competitions. At the same time, we also actively organize students to participate in extracurricular innovation activities and competitions. There are lots of students who win award every year in a variety of national competitions or in Shanghai. In 2013, for example, our students participated electronic design, mathematical modeling, robotics

competition, advertising and other kinds of Contest, have made 22 first prizes, 32 second and 45 third place prizes. In addition, our university organizes regularly science and technology Festival every year. The Festival promotes technological innovation, courage to compete. By the ways such as showing significant achievements of our students in recent years, inviting experts to carry out a series of popular science lectures and reports, we create a favorable academic atmosphere, attract the majority of students to participate in extracurricular scientific practice and inspire students' technological innovation.

The second is social practice. Services for society are an important function for universities, and at the same time are also important values. Our schools organize the young students to carry out various forms of social practice. Through various forms of public service activities and volunteer service, the young students can practice the socialist honor concepts; develop noble thoughts and good moral character; form scientific, civilized and healthy lifestyle. Our university has 30 student volunteers' teams, including five university-level teams and 25 institute-level teams. Everyone involved in volunteer advocate the concept of voluntary service; by building a multi-level system, expand volunteer service platform to find their own volunteer service projects. In their spare time such as important festival and weekends, college students volunteer service team have insisted to help the weak and the disabled, support education and science service, propagate the theme of environment protection. Only in 2013, there are nearly 2,000 students participated in volunteer service and there are nearly 20,000 people who accepted volunteer service.

The third is cultural and sports activities. Our university actively mobilizes and organizes students to participate in extracurricular cultural activities and has set up cluster point theaters, elegant Music Club, Hip-hop clubs, radio stations and other associations. All kinds of associations regularly organize events section, and guide students to carry out healthy, a variety of community activities. Our university conscientiously implements various tasks proposed in "National Fitness Program for the Development of Shanghai" and regularly carry out kinds of sports activities every year such as annual athletic meets, dragon boat race, "thousand students & one hundred teams" shuttlecock game, basketball, football, badminton competitions and other sports activities. Our university vigorously carry forward the traditional culture, develop dragon boat and shuttlecock sport to enrich students' extracurricular sports activities, enhance national sports connotation and allow students to experience the charm of national sports culture. Dragon boat shuttlecock sports have participated in the competition many times on behalf Shanghai and achieved good results. "Dragon Culture" was named outstanding projects by the Shanghai Municipal Education Commission of Campus Culture. In 2011, the team of dragon boat attended the Tianjin Fourth Chinese Dragon Boat Championships and won the men's 200 meters and straight men's 500 racing. In 2010, shuttlecock team attended the fourth National Sports Conference and won the men's doubles & men's team prizes. In September 2011, on behalf of the Shanghai, our shuttlecock team participated in the Ninth National Games and won the third prize.

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