

# Analysis of Current Situation、 Problems and Reasons of New Campus Culture Construction For Universities in Sichuan Province

**Zhang ke**

Student, Department of China West Normal University  
Nanchong City, Sichuan Province,  
People's Republic of China 637009  
Email: [71195130@qq.com](mailto:71195130@qq.com)

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Zhang Ke (1981-), male, Han, Guanghan Sichuan, Master, Lecturer, majoring in study on undergraduates' ideological and political teaching theory.

## **Abstract**

*Strengthening new campus culture construction is in favor of improving quality of talent cultivation, promoting school-running taste and establishing harmonious campus. New campus culture construction in universities of Sichuan presents sound condition, material culture begins to take shape, institutional culture constantly improves, spiritual culture constantly intensifies and behavioral culture possesses unique features, but there are still some problems, such as school-running condition needs to be improved, scientific research innovation and logistic service to be advanced and university spirit to be refined etc. Analyzing these problems and finding out reasons have great significance on new campus culture construction of universities in Sichuan.*

**Key words:** universities; new campus; campus culture; problems; reasons

## **1. Introduction**

《Ministry of Education Opinions of Communist Youth League on Strengthening and Improving College Campus Culture Construction》 emphasis, to “strongly promote college campus culture construction, vigorously enhance college campus culture environment construction and practically build and perfect security mechanism of college campus culture construction” [1]. Obviously, it has important theoretical and practical significance to strengthen college campus culture construction. However, campus culture, which has a historical process for its emergence and development, is generated accompanied by the emergence of school and is an important part of social culture. Universities emphasis campus culture construction, especially for new campus, which is not only beneficial to improve the quality of talent cultivation and to improve school-running taste, but also it is good for the construction of harmonious campus.

On current situation for new campus culture construction of universities in Sichuan, the writer investigated some universities of Sichuan Province, with visiting Sichuan Normal University、Chengdu University of Technology and China West Normal University. The writer mainly issued questionnaires to students for further understanding of undergraduates’ opinions on new campus culture construction. 4000 pieces of questionnaires were issued, and 3998 valid pieces were recycled, with recycling ratio amounting to 99.95%. Among them, 1690 boys take up 42.27% of the total while 2308 girls take up 57.73%; the number of freshmen is 1749, with a ratio of 43.75%; the number of sophomores is 1720, with a ratio of 43.02%; the number of juniors is 499, with a ratio of 12.48%, and the number of seniors is 30, with a ratio of 0.75%. Analyzing current situation of new campus culture construction, summarizing existing problems and further analyzing the reasons have great significance on new campus culture construction in universities of Sichuan Province.

## **2. Current Situation of New Campus Culture Construction in Universities of Sichuan Province.**

### **2.1 The construction of material culture begins to take shape**

As shown in figure 1, through investigating, the writer found that, material culture constructions in these three universities have taken shape and all the three universities attach great importance to campus infrastructure and campus environment construction.

Campus culture infrastructure in Chenglong Campus of Sichuan Normal University mainly adopts cluster arrangement, and all the campus have their own emphasis based on their location with dividing into six categories such as “teaching building、school history wall、major activity place、specialized activity place, dedicated public place and culture attractions etc. Teachers’ and students’ paintings、calligraphy works、sculpture in small scale、some precious pictures related on campus history and main achievements of famous teachers in all ages are hanging on areas such as corridors and halls in teaching buildings; nine contents, such as “Trace to its source, Endure Hardships in Pioneer Work, A Thousand Things Wait to be Done, Spanning Development and Looking Forward to the Future” are exhibited on school history wall, which vividly displays historical culture accumulation; specified constructed ethnic square provides platform and room of exhibiting and communicating minority culture for minority students. Constructed history museum becomes educational base for loving school; old pictures reflecting campus history are hanging in public places such as meeting room etc; cultural attractions in new campus such as art wall and

ode to Longhu are built prior .

North campus of Chengdu University of Technology exerts itself into constructing campus culture hardware environment platform, striving to establish “Ecology Campus” ——“Humanity Campus”—— “Civilization Campus” —— “Harmonious Campus”. The university names dormitories in these three campus ‘Ginkgo Garden’, ‘Lotus Garden’, ‘Banian Garden’, ‘Cercis Chinensis Garden’, ‘Bamboo Garden’ etc respectively; new names for roads are Success Road, Tongying Road, Nanyuan Road, Yanhu South Road, Yanhu North Road etc. Names for scenic spots are Youth Square, Inkstone Lake, Poem Island, Book Island, Heart Bridge, Curved Bridge, North Garden Bridge, Inquire Canal, Ruxu Pavilion, Bright Garden, Bei Garden, San Xing Garden, Seven-steps Garden, Nine-chapters Garden, Xiaoya Garden, Jusong Garden etc; and “Longqing Pavilion”, “Chengsan Pavilion”, “Zhaoxiang Pavilion” commemorating famous professors Chang Longqing, Li Chengsan and Bian Zhaoxiang.

Three stages are mainly included in campus culture infrastructure construction for Huafeng Campus of China West Normal University with the first two stages construction having been finished. Painting, calligraphy works and wisdom words are hanging on areas such as corridors and indoors in teaching buildings; school history drawings reflecting historical development are built in library; school history museum are built to be educational base of loving school, and the school specially organizes campus guides teams to narrate its history and culture to visitors; “Chao Yang Square”, it has built “Art Square”, “Flying Square”, “Erudition Square”, “Chongwen Square”, “Broad-minded Square”, “Self-improvement Square”, which provides conditions for students’ daily cultural exchange; roads conclude Dingxin Road, Rainbow Road, Tongde Road, Tongxian Road, Dexing Road, Chidatsu Road, Shuyuan Road and Lighthouse Road etc. Scenic spots conclude Yuxiu Lake, Yingxi Lake, Feihong Lake and Tongxian Lake etc. The university still mainly built red landscapes such as Gongqing Forest.

Through statistic analysis of questionnaire survey, degree of satisfaction of students in all the three universities on new campus afforestation and campus environment exceeds 90%. In general, school-running infrastructure has tentatively been equipped. But accommodation, communal facilities and invest need to be improved.

Degree of satisfaction	Project	Good		Bad		not care	
		population	%	population	%	population	%
	Campus afforestation	3756	93.95%	160	4.00%	82	2.05%
	Campus environment	3680	92.05%	225	5.63%	93	2.33%
	Accommodation	1875	46.90%	1925	48.15%	198	4.95%
	Communal facilities	1782	44.57%	1867	46.70%	349	8.73%
	Facility investment	1675	41.90%	2058	51.48%	265	6.63%

## 2.2 Institution culture construction constantly improves

As shown in figure two, through investigation and statistic for teaching management, scientific research innovation, security and logistics services, we found that students’ degree of satisfaction on teaching management system and security system exceeds 50%, but systems of scientific research innovation and

logistics service need to be improved.

On teaching management: all the three universities put talent cultivation in the first place all the time, emphasizing specialty institution construction and formulating specialty construction development plan as well as implementation plan; they intensify teaching management and emphasis curriculum construction to guarantee teaching operate steadily, orderly and high effectively; they establish quality engineering incentive mechanism to encourage teachers to actively participate in quality engineering construction. They attach importance to construction of teaching staff, encouraging teachers to participate in educational reform and intensifying teachers' ethics as core center, and insisting the principles of institutional improvement and co-construction and sharing all the time.

On scientific research innovation, all the three universities attach great importance to the cultivation of scientific research innovation and emphasis discipline construction. "Sichuan Normal University has two first-level disciplines of doctorate authorization, 22 doctorate authorization units, two centers for post-doctoral studies, master degree authorization of 21 first-level disciplines and 114 master degree authorization units" [5]; Chengdu University of Technology has five first-level disciplines of doctorate authorization units, 36 second-level disciplines of doctorate authorization units, 19 first-level disciplines of master degree authorization units and 117 second-level disciplines of master degree authorization units" [1]; China West Normal University has 15 first-level disciplines of master degree authorization units, 108 second-level disciplines of master degree authorization units and "PHD Application" being advancing. But scientific research innovation needs to be enhanced on the whole.

On security; all the three universities attach great importance to their safety and stability, irregularly or regularly strengthening students' safety knowledge education and safety skills training etc; they install HD cameras in main roads and dormitories to keep an eye on campus trends; they enhance communications and cooperation with school police, and intensify campus safety check; they irregularly inspect illegal electric usage in dormitories and enhance potential safety hazard controlling etc.

On logistics service: all the three universities constantly improve accommodation conditions and beautify corridors in dormitories; they improve students' food conditions and introduce chain catering trade to campus; they open up 24-hour service hot line to exclude the difficulty and anxiety from teachers and students in time. For example, China West Normal University is batch installing standardization apartment beds to provide favorable accommodation conditions for students; it launches "Evaluation of Star Level Demonstrated Dormitories" to establish sound dormitory atmosphere.

Figure 2: Investigation on Institution Culture Construction in New Campus

Degree of satisfaction Project	Good		Bad		not care	
	population	%	population	%	population	%
Teaching Management Institution	2120	53.03%	1860	46.52%	18	0.45%
Scientific Research Innovation Institution	1520	38.02%	2433	60.86%	45	1.13%
Security Institution	2088	52.23%	1766	44.17%	144	3.60%
Logistics Service Institution	1860	46.52%	2045	51.15%	93	2.33%

### 2.3 Spiritual Culture Construction are Constantly Strengthened

As shown in figure 3, through investigation on their school spirit、 school management theory、 school ethos、 studying style and working style etc, overall satisfaction are achieved.

On school spirit: Chengdu University of Technology forms the spirit of “Unwilling to yield to others, Dare to be the first; China West Normal University forms the spirit of “ Strictly school managing, preciseness study, hard work and plan living, forge ahead”;

On school management theory: Chengdu University of Technology forms the study theory ( or school motto) of “make a thorough inquiry of science, achieve in engineering”; China West Normal University forms the theory of “mold spirit and encourage to teach, cultivate and educate”.

On school motto: Sichuan Normal University forms the motto of “virtue emphasized, erudition, dealing with concrete issues, advocating of aesthetics” ; Chengdu University of Technology forms the motto of “ make a thorough inquiry of science, achieve in engineering”; and China West Normal University forms the motto of “ diligent, realistic, dedicate, create”.

On school spirit, studying style or working style: Sichuan Normal University forms the study spirit of “ motivational and relentless、 aim at absolute perfection” and studying style of “purist of truth, careful reflection”; Chengdu University of Technology forms excellent traditional working style of “hard work and plain living, strive to be strong”; China West Normal University forms fine working style of “high aspirations, pursuit of excellence, diligent, study assiduously, looking for truth and be practical”.

However, the writer found through investigation on school spirit, that numerous students have no idea or hardly clear of what the spirit is; or know school spirit but unable to remember or comprehend its connotation. Meanwhile, the writer found that, the motto of “make a thorough inquiry of science, achieve in engineering” in Chengdu University of Technology has been enjoyed popular support among students. The writer randomly asked many students in this university only to find find that they can reply proficiently and explain its connotation roughly. It is observed that it is important to condense school spirit for universities.

Figure 3: Investigation on spiritual culture construction in new campus

Degree of satisfaction Project	Good		Bad		not care	
	population	%	population	%	population	%
School spirit	1682	42.07%	2188	54.73%	128	3.20%
Theory of school management	2648	66.23%	1243	31.09%	107	2.68%
School spirit	3123	78.11%	674	16.86%	201	5.03%
School study style	3267	81.72%	586	14.66%	145	3.63%

### 2.4 Behavioral Culture Construction has Unique Features.

Through investigation, all the three universities attach great importance to behavioral culture construction, with building platforms to develop colorful campus activities. For instance, Sichuan Normal University annually hold graduates’ calligraphy exhibition and students’ art works exhibition in students square, timely issue host competition, sunshine physical exercise, undergraduates’ academic festival of science, introduce classic art into campus, and undergraduates academic forum activities etc; Chengdu University of Technology, in recent years, creates campus academic culture brands such as “Academician

Lecture”、 “Current Affairs Forum”etc, develops seminar of good deeds of “Top Ten Undergraduates”, hold some activities such as “Art Festival of Autumn of Yan Lake”、 “Forum of Yan Lake”、 “BBS of Yan Lake” etc.

In recent years, China West Normal University regards “Three Festivals”(Freshman Festival, Campus Arts Festivals and Community Festival) as carriers , regards “Three Cultures” (Culture of Three Kingdoms, Red Culture and Culture of Northern Sichuan) as extensions, regards “ Three Hearts” ( Grateful Heart, dedicated Heart and Love Heart ) as tongs, sparing no effort to create campus culture with distinct teachers’ education features” [5]. Here, the writer emphasizes in introducing characteristic campus culture construction experience from China West Normal University.

**2.4.1. Regard “Three Festivals” as carrier, compact students’ professional skill of teaching.** (1) It regards Freshman Festival as superior stage to fully train freshman’s ability. The university sets up superior stage to train their ability through holding some activities, such as freshman basketball game、 freshman experience exchange、 freshman calligraphy photography and painting matches、 DV shooting match、 freshman speech competition、 freshman PPT making competition and non-English major speech competition etc.”[6]. (2) It regards campus art festival as optimum platform for culture construction to fully show students’ talents. From 1989, the university annually hold some campus culture activities that are multitudinous, of property of participation and of extensive coverage, such as singers competition、 normal university students skills competition、 debate competition and professional competition, which expands students’ comprehensive quality and promote students’ comprehensive abilities. (3) It regards community art festival as charm arena to fully expand students’ knowledge. The university integrates nearly 70 community activities projects, pay attention to students’ active role in campus culture construction , and newly create “Charm Arena” community art festival, while a multitude of brand activities such as “ Shi Shuo” teaching competition , “Community Carnival” attract vast students to participate in, which has been second classroom to expand students’ knowledge.

**2.4.2.Regard “Three Cultures” as extension, promote students’ cultural accomplishment of being teachers.** (1) To promote culture of three kingdoms to improve students’ historical connotation. The university fully dig excellent traditional culture resources in Nanchong, elaborately developing historical plays shows of “History- reading Carnival”. From 2000, it has collected nearly 40 historical plays and given more than 40 touring performances in universities located in Nanchong, which receives warm welcome of teachers and students in universities and superior social feedback. (2) To studying Red Culture to cultivate students’ patriotism. The university regularly organizes teachers and students to sweep Hu Yaobang’s former working site in old campus, and organizes them to visit and learn in Red Culture base such as former residences of Deng Xiaoping and Zhu De; they organizes teachers and students to strengthen academic researches on Sichuan-Shanxi Revolutionary Base and County Government Files in Nanbu, getting Red Culture implanting into campus culture. (3) To exhibit Northern Sichuan Culture to show students’ artistic qualities [7]. Nanchong is enriched in traditional culture resources, with some famous ones such as shadow play of Northern Sichuan、 Nanchong silk culture etc. In order to get students understand、 approve、 respect and safeguard excellent local culture, the university holds a series of photographic exhibitions, which

enables students to catch Nanchong' charm in their own vision and to understand current situation of traditional art culture; “ create dances with strong Northern Sichuan culture characteristics, such as *Clear Noodles in Chili Sauce*、 *Northern Sichuan Workshop*”[8] , which makes students comprehend charm of traditional art culture and responsibility of inheriting and promoting this culture.

#### **2.4.3. Regard “Three Hearts” as tongs, cultivate students’ professional spirit of being teachers. (1)**

To cultivate students’ grateful heart. The university actively launches all kinds of grateful education activities, emphasizing the cultivation for students’ grateful quality. For instance, the university regularly develops a series of activities as “a letter from home” and “candle spirit”, and regularly broadcast grateful theme education films to enhance students’ grateful education. (2) To cultivate students’ loving heart. The university regularly develops all kinds of voluntary service activities and actively organizes students to go deep into community、 mountain to care for empty-nest elderly as well as stay-at-home children, receiving superiors social feedback. (3) To cultivate students’ dedicated heart. The university regularly organizes student Party members and outstanding student leaders to head for Nanchong to develop various voluntary activities such as advocating firefighting and law、 obligated tutor and protecting mother river etc, which drives more student to actively participate in through demonstration effect of advanced models.

### **3. Existing Problems in Campus Culture Construction from Universities in Sichuan Province**

#### **3.1 School-running conditions needs to be improved**

As shown in figure 1, degree of dissatisfaction of students on accommodations and communal facilities approximately amounts to 50%. Through practical investigation and follow-up visit to students, the writer further verify that accommodations and communal facilities need to be further improved to practicably improve students’ living conditions and to build favorable environment.

#### **3.2 Scientific research innovation and logistics service need to be enhanced**

As shown in figure 2, degree of satisfaction of students on scientific research innovation and logistics service is not that high, with 38.02% and 46.52% respectively. Through deep inquiry, the writer found that most students have low consciousness of scientific research innovation cultivation and just few do scientific researches actively; while dissatisfaction on logistics service mainly reflects on projects maintain、 corridor sweeping and food in canteens etc.

#### **3.3 University spirit needs to be condensed**

University spirit, as high condensation of university-running characteristics, is core and soul for campus culture. It is “achievement of civilization in spiritual style with special features that a university gradually accumulates through proposing、 practicing、 refining and sublimating its school-running theory in the long school-running practice and development process ” [9]. As shown in figure 3, currently, a lot of junior grades students have no idea of university spirit, and they can not remember it easily. Meanwhile, university develops constantly, therefore, it is imperative to re-condense and innovate university spirit.

#### **4. Analysis of Reasons for Existing Problems in New Campus Culture Construction for Universities in Sichuan Province**

##### **4.1 Weak Consciousness**

The theory of culture education reflects value orientation of a university, affecting school leaders' and teachers' decisions on teaching activities even developmental direction and future of a university. Theory of culture education needs to be supported by many activities, thus forms a visible and sensible idea and practice system. Material culture、institutional culture、spiritual culture and behavioral culture are all developed around the theory of culture education. At present, many universities are short of such idea or overall plan on it.

##### **4.2 Deviation of conception**

Currently, numerous universities attribute campus culture construction to Student Affairs Department and The School League Committee、or to some extent equate campus culture to extracurricular activities、community activities, instead of bringing campus culture into overall construction and development, therefore, they are short of overall school image analysis and location, ignoring integrity and systematicness of overall image-building project, thus the function of campus culture is limited to play even the important function of campus culture in talent cultivation is further weakened.

##### **4.3 Lack of Security**

Abundant financial support is important guarantee and key to smooth construction of new campus in universities. A great many universities construct new campus by stages with bank loan. In the process of former construction, insufficient funds may invested in infrastructure resulting from financial reasons, which results in necessary material insurance is absent in the process of campus culture construction and all kinds of activities hardly achieve their aims of educating owing to hierarchy absence.

#### **5. Conclusion**

##### **Ways to campus culture construction in colleges and universities**

##### **5.1 Elementary level: Construction of Material Culture**

Material culture of campus, covering material conditions such as education、scientific study、daily life、environment and facilities, is cultural level of material scope. Meanwhile, it endows these material contents with cultural connotation. “we should seize the opportunity to develop campus economy. We should import material、energy and information from multi-angle and multi-channel, increase new vitality to educational ecosystem, improve educational condition and promote the increasing of material culture construction level. According to the requirement of educating people by environment , We should get school buildings、indoor arrangement、school consolidation embodied consciousness of educating to stimulate students' thirst for knowledge and cultivate teachers' and students' sentiment, which makes campus environment become really

seeding soil, educating place and grown-up room and embody the functions of cultivating morality, educating, body building and beauty creation”. In order to do material culture construction better, we should formulate construction plan with campus characteristics and emphasis harmonious and beauty of campus culture construction; establish characteristic brand of construction and highlight spiritual culture of infrastructure.

### **5.2 Extension Level: Construction of Institution Culture**

Institution culture is a unique culture gradually formed in a university’s long-term school-running practice, and is spiritual wealth carried on from generation to generation reflecting a university’s specific spirit and idea. It is not only followed and approved by all teachers, students and staffs, but also it has restraint and guiding function on school-running, management and educating. Institution culture is mainly constituted by school-running idea, value orientation, university spirit, management system and behavioral norms, with university regulations, academic norms, behavioral norms and students’ association being its main carriers. In the process of new campus construction, we should make good institution construction, which requires us implement core idea of people-oriented regarding humanistic quality and scientific spirit as value orientation and insist democracy, openness, fairness and legitimacy, reasonable, equitable while regulating and perfecting various regulations; we should internalize external regulation into personal values and norms to conscientiously comply with, maintain and implement, through exterior constraining force to cultivate teachers’ and students’ control force, and realize individual self-improvement and integrated development on sustainable construction and development.

### **5.3 Explicit Level: Construction of Behavioral Culture**

Campus behavioral culture refer that “in the historical practice process of construction and development for a university or college, all activities and external dynamic response proceeded accompanied by campus staff creating material and spiritual wealth. It mainly concludes spirit condition, behavior ethics and cultural taste presented by campus staffs in activities such as school education, teaching, academic study, learning, physical training, entertainment as well as daily life.” In the process of new campus constructing, we should accomplish ideological and political education and actively guide teachers, students as well as staffs to guide their behaviors by using correct ideas in order to do behavioral culture construction better; we should accomplish the formulation and implementation of behavioral norms to restraint and regulation their behaviors with institutions; we should promote behavioral culture construction through optimizing

environment culture construction, accomplish campus activities, and supervise students to form better behavioral habit via developing positive campus culture activities.

#### 5.4 Core Level: Construction of Spiritual Culture

Spiritual culture refer to “ value system、 teaching concept or spiritual atmosphere concluded in ideology hid in university interior. It concludes university people’s ideal pursuit、 mental realm、 value goal、 interpersonal relationship and school ethos、 teaching and learning styles、 school-running theory as well as school motto、 school song、 school badge、 school discipline and morality norms etc.” Reflecting schools’ school mission、 training objective and its special style, spiritual culture is core and soul for school culture. In the process of new campus construction, in order to accomplish spiritual culture construction, we must have uniform school-running idea, reach a consensus on school-running theory and ideas, form uniform standard on talent cultivation and scientific study, regard university’s development direction as common objective for all students and staffs, and regard university’s future development goals as cooperative cohesion and centripetal force for all teachers and students in both new and old campus; we should inherit university culture to fully play the function of school history in campus culture construction, and emphasis publicity and permeating of school motto、 school spirit and learning spirit in new campus; we should highlight credibility culture and academic morality culture to build cultural environment in multi-media channels, and reinforce undergraduates’ honesty and morality construction and establish credit files; we should build excellent spiritual home to fully play the important rule of undergraduates association in campus culture construction, and take effective measures to play undergraduates’ organizations such as students’ dormitory self-discipline committee in campus culture construction, and enhance internet culture construction.

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