

Analysis on the Innovative Paths of University Campus Culture Construction under the New Media Environment

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Abstract

In the development of educational cause, in order to train all-round developmental talents and do a good job in propagating socialist advanced culture, it is necessary to establish a good cultural environment and create a strong cultural atmosphere to promote the development of educational cause. In this process, the establishment of a good campus culture should draw support from some innovative ways to improve the quality of campus culture construction. Based on this, this paper needs to explore the innovative path of university campus culture construction under the new media environment.

Keywords

New media environment; university campus; culture construction; innovative path.

1. Introduction

The culture construction of campus in colleges and universities has important significance for the promotion and development of advanced culture, the inheritance of traditional culture and the comprehensive training of talents. Therefore, when developing educational cause, colleges and universities should attach importance to the culture construction of university campus, integrate emerging media such as computers and the Internet under the conditions of the information era, innovate the traditional university campus culture construction paths, and further improve the campus culture construction of colleges and universities.

2. Effect of Cultural Environment Construction of University Campus

The university campus cultural environment itself has certain functions and it plays an important role in students' training. On the one hand, the culture construction of campus is conducive to train students' professional emotions. Generally speaking, the professional emotions of college students include the sense of honor of their majors, the love of professional courses and the professionalism of professional work, the training of students' professional emotions, which can help students form good professional ethics to a large extent, and will play an important role in promoting its future development. Moreover, with the help of campus culture corridors and training bases and so on, campus culture, even professional culture and enterprise culture are disseminated, which can help students enhance their experience and enrich their life experience, and it has important help for improving students' cognitive ability. On the other hand, the construction of the university campus culture environment helps students develop a team spirit. That is to say, a good campus culture environment can exert an edifying influence on students' emotions, and can also unite students' thoughts and psychology, which is conducive to improve students' cognition, understanding and mastery for university culture; it improves students' sense of responsibility, sense of mission and sense of belonging to a certain extent., and further promotes the improvement of students' teamwork spirit [1].

3. Innovative Paths of Campus Culture Construction in Universities

(1) Strengthen the infrastructure construction

Infrastructure construction of colleges and universities is the basis of educational cause, usually; infrastructures in colleges and universities include construction facilities, school buildings, garden greening and classrooms, etc., they are not only the material embodiment of campus culture of colleges and universities, but also the important facilities to promote the construction of spiritual culture. Therefore, when building the university campus culture, in order to ensure the effect of culture construction, it is necessary to strengthen the infrastructure construction, improve and perfect the campus environment, and construct a good campus culture environment in the subtle process. In the construction process of infrastructure, concerned people can rationally design the infrastructure according to the needs of teaching and training, which can not only show the connotation of the campus cultural environment, but also optimize the campus cultural environment. As far as many colleges and universities are concerned, a good campus culture environment can fully reveal the cultural atmosphere of the campus; moreover, it can also deeply show the value orientation of the school and help to reflect the spiritual culture of the school.

(2) Establish the campus network platform of colleges and universities

With the development of the information era, the network platform has become an important way to carry out various tasks efficiently; therefore, in order to create the cultural construction environment of the university campus, we should make good use of new media, build a campus network platform of colleges and universities, and provide help for campus culture construction. In the process of building the campus network platform, we should follow certain ideological concepts and theoretical guiding principles, build the campus network platform suitable for construction and development of colleges and universities, and establish a perfect information platform to provide resources and assistance for campus research, teaching and management and promote campus information and cultural exchanges. Because the campus network platform can provide students with a wider space for cultural activities, enhance students' understanding for the outside world, and contact with the outside world, this greatly enhances the flexibility and openness of teachers and students' work and study, it has great help to improve the teachers' teaching efficiency and promote students' all-round development. In addition, along with the development of information technology, the campus network platform should be continuously optimized and improved, so that it can provide more services for campus culture construction and further promote the construction of campus culture environment.

(3) Create a healthy implicit culture of new media environment on campus

In the campus of colleges and universities, implicit culture belongs to a kind of intangible culture, but it can influence people, this culture influences teachers and students subtly by using its own particularity. Therefore, in the process of innovative construction of campus culture, we should pay more attention to the construction of implicit culture, make good use of the flexibility and timeliness of various media under the new media environment, and in a short period of time, realize the dissemination of campus culture through information dissemination forms such as "resource sharing" and "media linkage". Moreover, campus culture is connected to computer network and mobile network via Internet channel to build a unique "streaming media", break the limitations of traditional propagation ways in the space and practice, improve the spread speed and quality of information culture, through an open network culture exchange space, make students collide with more ideas and cultures, continuously improve students' cultural quality and promote students' all-round development. In addition, under the new media environment, colleges and universities carry out innovative of construction campus culture, but also attach importance to the development of implicit culture, with the help of the

network virtual platform, build the platform for college teachers and students to express, think and advocate, and build a development platform for implicit culture, provide a broader activity space for teachers and students to carry out ideological activities and various cultural activities.

(4) Make full use of the advantages of new media

Under the new media environment, when conducting the innovative construction of university campus culture, we must pay attention to the full use of the advantages of various new media. In the process of cultural environment innovation, first of all, concerned people of colleges and universities should improve their understanding for new media, and use new media equipment to spread campus culture, guide teachers and students to say correctly, second, strengthen the coordination between campus culture and new media, correctly understand the relationship between the two, and use the new media to build cultural spaces and theme websites with efficient campus features, use this platform to release the latest information in time and create a good environment for building university campus culture; third, realize the effective combination of new media and traditional media, build a composite campus culture communication channel, improve the comprehensiveness of cultural communication, integrate more cultural communication paths in development and improve the coverage of cultural communication, finally, in the innovative construction of university campus culture, it is necessary to learn from and absorb the advantages and essences of various media forms, advance with the times, develop and innovate, construct an innovative cultural environment suitable for the development of educational cause in the new era[2].

4. Conclusion

On the whole, under the emerging media environment, the construction of campus culture in colleges and universities should change the construction ways in the past, and rationally use the characteristics of fast dissemination, rich content and wide scope of the new media in the new era, and apply it to the process of cultural construction. Moreover, it is necessary to carry out comprehensive thinking, all departments in the colleges and universities work together in harmony, focus on moral education and intellectual education, strengthen the effective use of new media, and innovate cultural construction ways in colleges and universities.

References

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