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Research on the Construction of Campus Culture in Colleges and Universities from the Perspective of Strengthening the Consciousness of the Chinese nation's Community

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Abstract

Carrying out the construction of campus culture in colleges and universities from the perspective of strengthening the consciousness of the Chinese nation's community is not only a practical need for colleges and universities to strengthen national unity education in the new era, but also an inherent requirement to continuously strengthen socialist ideological education. By creating material carriers, strengthening cultural creation, improving system construction and building brand activities, we can achieve the integrated development of education for the consciousness of the Chinese nation community and the construction of campus culture in colleges and universities from multiple dimensions such as material culture, spiritual culture, institutional culture and behavioral culture, so as to better exert the educational effectiveness of colleges and universities and improve the level of campus cultural connotation construction.

Keywords

Build a solid sense of community for the Chinese nation; University; Campus culture construction

Introduction

As a conscious national entity formed in the long-term historical development process, the Chinese nation is a community of people with the identity of the Chinese nation community formed in the historical process of jointly creating a unified multi-ethnic country through long-term exchanges, exchanges and integration. The Party Central Committee with General Secretary Xi Jinping as the core attaches great importance to "building a strong sense of the Chinese nation community." As an important place for cultivating talents for the party and the country, colleges and universities carry out campus culture construction from the

perspective of forging a strong sense of the Chinese nation’s community. This is not only an inevitable requirement for colleges and universities in the new era to strengthen national unity and progress education and socialist ideology education, but also an important way to further enhance the level of connotative construction of campus culture.

1. The practical value of strengthening the construction of campus culture in colleges and universities from the perspective of the consciousness of the Chinese nation’s community

Building a strong sense of the Chinese nation's community is an important measure to develop new socialist ethnic relations in the new era to achieve the great rejuvenation of the Chinese nation. As important institutions of higher learning that bear the fundamental function of cultivating moral character and cultivating people, campus culture construction under the perspective of building a strong sense of the Chinese nation's community can achieve integrated development of the educational function and the creation of campus culture.

1.1. The practical need for colleges and universities to strengthen education on national unity and progress in the new era

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with General Secretary Xi Jinping as the core has based on the actual development of ethnic work in the new era and proposed the major and original conclusion of building a strong sense of community for the Chinese nation. As important institutions of higher learning that “educate talents for the Party and the country,” colleges and universities have students from all over the country, and their ethnic composition also covers all ethnic groups. Their fundamental function of cultivating people morally is to cultivate new people of the era who are capable of taking on responsibilities for the realization of the great rejuvenation of the Chinese nation. Carrying out the construction of campus culture in colleges and universities from the perspective of strengthening the consciousness of the Chinese nation community can take the creation of campus culture in colleges and universities as an opportunity to achieve the integrated development of strengthening the education of national unity and progress and the construction of campus culture.

1.2. The inherent requirements for strengthening socialist ideological education in colleges and universities in the new era

The current international situation is undergoing rapid changes, and major changes unseen in a century are accelerating. Although peace and development are still the themes of today's world, local conflicts and fierce disputes continue, and instability and insecurity factors that affect the peaceful development of the international situation still exist. Especially with the development of Internet information technology, various social trends of thought are stirring up each other more rapidly.

Western hostile forces are also constantly infiltrating values into our country, which is manifested in fierce competition in the ideological field. This has also made the ideological work of universities face more severe challenges, and has also put forward higher requirements for universities to play their role as the main front in the field of socialist ideological education. As a conscious national entity, the Chinese national community has formed a strong production memory, life memory, emotional memory and historical memory in the long-term common life of the people of all ethnic groups, and they all have a high-level sense of national identity, that is, the emotions and morals of sharing weal and woe, coexistence and death, common honor and disgrace, and common destiny. From the perspective of building a strong consciousness of the Chinese nation's community, taking the construction of campus culture as an opportunity, we can further strengthen the education of national unity and progress, and guide college students to consciously establish socialist core values with the rich connotations contained in the consciousness of the Chinese nation's community.

1.3. An important way for colleges and universities to improve the level of campus cultural connotation construction in the new era

Strengthening the country through education is an integral part of building a modern and powerful socialist country. Education is the foundation of building a powerful country and can cultivate talents who can shoulder important responsibilities for the construction of a modern and powerful socialist country. As important institutions responsible for cultivating talents, colleges and universities also need to continuously strengthen education to build a strong sense of the Chinese nation's community, and at the same time achieve high-level education to continuously improve the quality of talent training. As an important subject of cultural creation, colleges and universities play their role in multiple dimensions such as the creation of material culture and the creation of spiritual culture. The connotative creation of campus culture from the perspective of forging the consciousness of the Chinese nation's community can give full play to the subjective role of cultural creation in colleges and universities. At the same time, the educational role of the campus environment can be exerted in a hidden form through thematic landscape campus construction, and the education of the consciousness of the Chinese nation's community and socialist ideology education can be carried out in a relatively flexible way. This is not only an important way for universities to independently create a beautiful campus environment to improve the quality of running schools, but also an innovative practice for universities to continuously explore ideological and political education models and high-level school running models in the new era.

1.4. Requirements for colleges and universities in the new era to further fulfill their fundamental functions of cultivating moral character and cultivating people

As socialism with Chinese characteristics enters a new era, the main contradiction in our society has transformed into the contradiction between the people's growing needs for a better life and unbalanced and inadequate development. The people's demand for a more beautiful natural environment and a more harmonious humanistic and social landscape is also growing. The creation of campus culture in colleges and universities from the perspective of solidifying the consciousness of the Chinese nation community can better meet the needs of cultivating new people of the times, and is manifested in making good use of the concepts and resources related to the consciousness of the Chinese nation community in the process of creating campus culture in colleges and universities. From the cultural creation level, we can achieve the creative transformation and innovative development of China's excellent traditional culture, enhance the identification of college students with the Chinese nation, Chinese culture, the Communist Party of China and socialism with Chinese characteristics, constantly cultivate their feelings about their home and country, and make them consciously called new people of the times who can bear the heavy responsibility.

2. Forging a solid logic for the construction of campus culture in colleges and universities from the perspective of the consciousness of the Chinese nation’s community

The construction of campus culture in colleges and universities from the perspective of solidifying the consciousness of the Chinese nation's community can also be based on the specific process of cultural creation, focusing on material culture, spiritual culture, institutional culture and behavioral culture.

2.1. Promote the integration of the consciousness of the Chinese nation's community into the construction of campus material culture

To promote the integration of the consciousness of the Chinese nation's community into the construction of campus material culture, it is necessary to distinguish between established material cultural facts and dynamic material cultural carriers. First, for campus spaces and places that have become material and cultural facts, make full use of campus spaces represented by teaching buildings, libraries and various functional places, and carry out targeted transformation of existing such places under the guidance of building a strong sense of the Chinese nation’s community, so that such places can better reflect the sense of building a strong Chinese nation’s community while the costs are controllable and the effects are expected. The second is for the dynamic material cultural carrier, that is, the material campus cultural landscape in the process of creation, so that the campus material cultural landscape creation products can fully reflect the awareness of the Chinese name community, and form a campus cultural landscape that has the characteristics of running a university, has the function of educating people in universities, and embodies the consciousness of the Chinese nation's community.

2.2. Achieve a solid sense of Chinese national community and guide the construction of campus spiritual culture

The spiritual culture of college campuses includes culturally related spiritual cultural creation activities and established spiritual cultural works on campus. Starting from the actual cultural creation activities of colleges and universities, it is embodied in the spiritual outlook and practical results of the college teachers and students in the process of learning and interaction. First, the spiritual outlook displayed by teachers and students in colleges and universities in the process of study, work and life, which is expressed in the general sense of patriotism, seeking knowledge, advocating science and other characteristics, is to integrate the awareness of the Chinese nation community into the spiritual outlook displayed by teachers and students, so that the school spirit and study style can consciously reflect the recognition of the Chinese nation community. The second is the spiritual and cultural achievements achieved by teachers and students in colleges and universities in the process of study, work and life, that is, the spiritual and cultural works created by teachers and students in colleges and universities, including poetry, calligraphy, folk art and other forms of expression. It is necessary to carry out cultural creation activities for teachers and students around the consciousness of strengthening the Chinese nation's community, so as to form high-impact campus spiritual and cultural works that can reflect the consciousness of strengthening the Chinese nation's community.

2.3. Promote the embedding of the consciousness of the Chinese nation's community into the construction of campus institutional culture

The campus institutional culture of colleges and universities is an important part of their campus culture. To promote the embedding of the consciousness of the Chinese nation's community into the construction of campus institutional culture, it is necessary to realize that the management system of colleges and universities embodies the consciousness of the Chinese nation's community and provide guarantee for colleges and universities to carry out the education of the consciousness of the Chinese nation's community. First, it is necessary to ensure that all systems and relevant regulations for the legal governance of colleges and universities can reflect the awareness of the Chinese nation's community, and to adjust the existing campus management system based on the awareness of the Chinese nation's community, so that college teachers and students from all ethnic groups can truly feel ethnic equality and unity, and effectively enhance national identity. The second is to keep pace with the times and strengthen the construction of relevant systems for education on the awareness of the Chinese nation's community, and provide a good teaching environment and cultural atmosphere for the education on the awareness of the community of the Chinese nation by strengthening

institutional supply.

2.4. Promote the building of a strong sense of community of the Chinese nation and promote the construction of campus behavioral culture

Promoting the construction of campus culture by building a strong sense of community with the Chinese name is to use cultural creation activities with the theme of building a strong sense of the Chinese nation’s community, so that the strong sense of the Chinese nation’s community becomes the behavioral habits and methods displayed by college teachers and students in daily life practice. First, by carrying out education to solidify the awareness of the Chinese nation community, teachers and students in colleges and universities can consciously form a Chinese nation community identity and enhance their identification with the Chinese nation, Chinese culture, the Communist Party of China and socialism with Chinese characteristics. The second is to strengthen the construction of institutions related to building a strong sense of the Chinese nation's community in colleges and universities, and correct the behavior of teachers and students in colleges and universities that goes against the mainstream of building a strong sense of the Chinese nation's community in the form of institutional regulations, so that teachers and students in colleges and universities can build a strong sense of the Chinese nation's community in the dual dimensions of thought and behavior..

3. A Practical Path For Building Campus Culture In Colleges and Universities From The Perspective of The Consciousness of The Chinese Nation’S Community

The construction of campus culture in colleges and universities from the perspective of strengthening the consciousness of the Chinese nation's community is an important measure for colleges and universities to integrate the function of cultural inheritance and innovation with the education of national unity and progress. It can be carried out from the aspects of creating material carriers, strengthening cultural creation, improving system construction, and building brand activities around the construction of the consciousness of the Chinese nation's community.

3.1. Create An Iconic Campus Cultural Landscape That Embodies The Sense of Community of The Chinese Nation

Colleges and universities need to make good use of the opportunity of creating material carriers to build campus culture from the perspective of building a strong sense of the Chinese nation's community, and give full play to the educational role of the environmental campus culture environment, so as to better carry out education to build a strong sense of the Chinese nation's community. First, it is necessary to further improve the level of campus construction planning, and through scientific planning and rational construction, create spaces related to the education of the

awareness of the Chinese nation's community, such as architectural venues that can reflect the identity of the Chinese nation and display the characteristic culture created by various ethnic groups in their common life, so that teachers and students in colleges and universities can effectively enhance the awareness of the Chinese nation's community in the process of using and visiting such venues. The second is to transform existing campus spaces with the theme of building a strong sense of the Chinese nation’s community, so that existing spaces in colleges and universities can, in addition to existing educational and teaching functions, also play a role in promoting the awareness of the Chinese nation’s community, such as posting slogans that reflect the awareness of the Chinese nation’s community in existing teaching buildings, libraries and other related places, so that teachers and students in colleges and universities can feel the cultural atmosphere of building a strong Chinese nation’s community when using such places.

3.2. Create High-Level Campus Cultural Works That Reflect The Consciousness of The Chinese Nation’S Community

The cultural creativity of colleges and universities is an important component of their core influence. Colleges and universities also need to give full play to their cultural creativity when building campus culture from the perspective of forging a strong sense of the Chinese nation's community. The first is to guide teachers and students in colleges and universities to engage in research related to the field of Forging a Strong Chinese Nation’s Community Consciousness, especially organizing experts and scholars in the fields of Marxist theory, philosophy, politics, and ethnology to continuously expand the depth and breadth of research around the theme, so as to produce influential articles and books related to Forging a Strong Chinese Nation’s Community Consciousness, in order to create an academic highland and a powerhouse for output in the field of Forging a Strong Chinese Nation’s Community Consciousness research. The second is to give full play to the cultural creativity of teachers and students in colleges and universities, and take the opportunity to organize and carry out a series of theme education activities on building a strong sense of the Chinese nation’s community. Through hosting theme essays, poetry recitations, calligraphy and painting exhibitions, etc., organize teachers and students in colleges and universities to conduct and build a strong sense of the Chinese nation’s community. Create high-level campus cultural works related to the theme of understanding, and conduct centralized exhibitions of outstanding cultural works, so that college teachers and students can consciously cultivate and solidify the awareness of the Chinese nation community and enhance their identification with the Chinese nation community during the creation of high-level cultural works and exhibition visits.

3.3. Establish A Campus Institutional System To Carry Out Education On The Awareness Of The Chinese Nation’S Community

The construction of campus culture in colleges and universities from the perspective of building a strong sense of the Chinese nation’s community also needs to be in the form of institutional supply, and through a sound institutional system to provide guarantee for the development of the education and campus culture construction activities of building a strong Chinese nation’s community. The first is to establish relevant systems that are conducive to the construction of campus culture from the perspective of building a strong sense of the Chinese nation's community, fully implement the party and the country's requirements to build a strong sense of the Chinese nation's community as the main line of ethnic work in the new era, and effectively use the construction of campus culture as an opportunity to do a good job in education on national unity and progress. It provides institutional support for the construction of campus cultural landscapes and the creation of campus cultural works under the perspective of building a strong sense of the Chinese nation's community, and establishes a special system for building campus culture from the perspective of building a strong Chinese nation's community. The second is to establish a guidance system for the construction of campus culture from the perspective of the consciousness of the Chinese nation's community, forming a vertical work system dominated by functional departments under the leadership of the party committee of the university, and based on the majors and discipline characteristics of the secondary colleges, forming a horizontal work system for the construction of campus culture from the perspective of the consciousness of the Chinese nation's community that combines school approval and college construction, forming a work layout of vertical guidance and horizontal integration. The third is to improve the evaluation system for the effectiveness of campus culture construction from the perspective of strengthening the consciousness of the Chinese nation's community. Establish a scientific assessment and evaluation system in the form of pre-special research, mid-term indicator setting, and post-evaluation feedback to assess the campus culture construction work carried out in colleges and universities from the perspective of strengthening the consciousness of the Chinese nation's community. The assessment results will be included in the first-class evaluation and annual assessment, so as to achieve the effect of promoting excellence and creating advanced through assessment.

3.4. Create high-impact campus brand activities related to the awareness of the Chinese nation’s community

Campus cultural education in colleges and universities is an important component of the education system in colleges and universities. By creating brand cultural discourse, it can also play a role in cultural education on a larger scale and further enhance the cultural influence of colleges and universities. Creating high-impact campus brand activities related to the awareness of the Chinese nation's community

is also a manifestation of colleges and universities' continuous strengthening of national unity and progress education. The first is campus cultural activities with university characteristics related to forging a strong sense of community of the Chinese nation, such as organizing activities such as "teachers and students share the story of home and country" and "teachers and students paint the national scene together". The second is to create a theme month of education for the awareness of the Chinese nation community. In the form of the leadership of the school party committee and the organization of the secondary college, specific months are selected. The league committee of the secondary college organizes teachers and students to independently plan and organize campus cultural activities related to the awareness of the community of the Chinese nation. At the end of the activity, excellent activities and exhibitions of outstanding works are organized to discover a number of campus brand cultural activities with various forms, obvious results and high participation of teachers and students. Through the cultivation of brand activities, fixed campus brand cultural activities are formed regularly every year. The third is to create a digital publicity matrix, strengthen the promotion of campus brand cultural activities related to the awareness of the Chinese nation's community, make good use of traditional media and Internet media, form a diverse publicity method of school publicity, college publicity and student publicity, continuously enhance the influence of campus brand cultural activities, and better demonstrate the education level of the university's education of the awareness of the Chinese nation's community.

4. Conclusion

Building a strong sense of the Chinese nation's community is the main line of ethnic work in the new era, and it is also the direction for colleges and universities to continuously strengthen the education of ethnic unity and progress. Carrying out campus culture construction from the perspective of strengthening the awareness of the Chinese nation's community plays an important role in colleges and universities' fulfilling their fundamental functions of cultivating morality and cultivating people and strengthening socialist ideological education. By creating material carriers, strengthening cultural creation, improving system construction and building brand activities, the integrated development of education to strengthen the awareness of the Chinese nation's community and the construction of campus culture in colleges and universities can be achieved from multiple dimensions such as material culture, spiritual culture, institutional culture and behavioral culture. It can also continuously enhance the cultural creativity and influence of colleges and universities, and contribute to the construction of a powerful socialist education country with Chinese characteristics.

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