

Discussion on the Establishment of Campus Culture in Normal Universities From the Perspective of Teachers' Moral Cultivation

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Abstract

The moral education in the new era is not only the practical need to improve the quality of normal students, but also the need to promote the continuous development of education in China. This article expounds the influence of the establishment of campus culture in normal colleges on the cultivation of teachers' morality, discusses on the existing problems in the current campus culture and education of normal universities, combines the characteristics of normal universities to explore the campus culture establishment from the perspective of the morality training of teachers, and propose a strategy that is beneficial to teachers' moral cultivation.

Key words: Normal universities; Teachers' moral cultivation; College culture establishment

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The moral education in the new era is not only the practical need to improve the quality of normal students, but also the need to promote the continuous development of education in China. In the *Opinions on Comprehensively Deepening the Reform of the Teaching Reform of the New Era* proposed by the Central Committee of the CPC and the State Council on January 20, 2018, we need to thoroughly hold up the spirit of the 19th Party Congress and implement the

fundamental tasks of the moral cultivation, "to strengthen moral education of teachers and cultivate a team of highly qualified teachers." As a high-quality talent training base, normal universities are not only cultivating students with Bachelor's Degree, but also educators who work hard in the front line of primary and secondary education in China. College students who are in the campus culture environment of normal colleges are at their key period for learning professional knowledge and making professional accomplishment. Normal universities should build a campus culture with "teacher morality", which infiltrates the "teacher spirit" and "teacher morality" into students' consciousness invisibly.

1. THE INFLUENCE OF THE ESTABLISHMENT OF CAMPUS CULTURE IN NORMAL UNIVERSITIES ON THE CULTIVATION OF TEACHERS' MORALITY

1.1 Guiding the Moral Orientation of Normal Students

The campus culture of normal universities reflects the spirit of the schools. This kind of campus culture spirit will infiltrate into the management, teaching, life, and various activities of the school. Its influence on the formation of teachers' moral character is subtle, and it is a kind of invisible education. From the campus culture, school management, school motto, school song, school discipline, school regulations, teacher morality, teaching style, and other campus culture, the spirit and cultural atmosphere is created in each student's heart so that students will be unconsciously affected by the atmosphere displayed by the campus culture. This campus culture affects people's thoughts and behaviors, transmits positive energy, and guides the students to establish correct values and moral orientations invisibly.

1.2 Improve the Teacher's Morality

“Campus culture establishment is the soft power of the development of normal universities. It reflects the characteristics, ideas, and spiritual culture of normal universities. It is an important part of the overall construction of normal universities.” [1] The campus culture of normal universities with characteristics of teachers' morality will be condensed into the spirit of campus and recognized by all teachers and students. In this cultural atmosphere, students can experience the professional morality and emotions in advance, the sense of responsibility of teachers and the sense of honor of teaching profession, and finally internalize the moral cultivation of teachers into their own code of conduct and build a solid foundations for those who become outstanding teachers in the future. The educational function of campus culture can continuously improve the moral qualities of students.

2. THE CURRENT SITUATION OF CAMPUS CULTURE ESTABLISHMENT IN NORMAL UNIVERSITIES

2.1 Campus Culture Lacks Overall Planning and Scientific Management

In the development process of some normal universities, there is still a lack of overall planning for the establishment of campus culture. Some normal universities do not regard campus culture establishment as a systematic project. The various departments of the school carry out corresponding work according to their own needs and do not cooperate with each other. Some management departments even believe that the cultural establishment of the campus means the students' activities organized by the Ministry of Education and the departments faculties. They said that the normal work of the school should not be affected by the campus cultural activities. The two parts are separated, and there is no overall planning on this, which makes the atmosphere of teachers' morality in the campus culture weak. Without characteristics and continuity, the effect of campus culture is not well. In addition, the management is not systematic nor scientific. The evaluation of campus cultural activities is arbitrary and blind. Usually, the evaluation is based on a single project or an activity. The qualitative nature of the results is not confusing, and there is not a unified evaluation standard. Thus, it cannot well promote teachers and students to actively participate in the establishment of campus culture.

2.2 Campus Culture Focuses Only on Material but not on Spirit

“The campus culture of normal universities should include three aspects: the culture of spirit, the institution, and the material. The culture of material is the foundation

of campus culture, the culture of spirit is its core, and the culture of institution is the indemnity.” [2] These three aspects form an indispensable whole in the establishment of campus culture. In recent years, in the process of building campus culture in normal universities, there are serious problems with overemphasizing on the establishment of the material environment and neglecting the culture of spirit. For example, focusing only on the total area, number of layers, advanced equipment, and price of the teaching building, the number of rules and regulations, the impact of the activities, and the superior leaders' attention but neglecting the core spiritual level leads to the campus cultural establishment of the normal universities on the surface.

2.3 The Characteristics of Campus Culture Activities Are not Good

At present, the campus culture of normal universities is generally similar to that of ordinary universities and does not reflect the characteristics of normal universities. The various cultural events held are very diverse, most of which are cultural performances, speech contests, debates, lectures, poster sessions, and bulletin boards. The activities are rich in forms but poor in contents, focusing only on external forms but not on substantive content, and there is no emphasis on embodying the characteristics of the teacher. These forms of old-fashioned activities have led to a low level of cultural quality in normal universities, and it is difficult to attract the attention of the students. Campus cultural activities cannot serve to the growth of students.

2.4 Utilitarianism in Campus Culture

In the process of development, in order to continuously improve the reputation of the normal universities, the campus culture establishment gradually becomes impetuous and utilitarian during the process. The campus culture is regarded as a platform for propaganda of the schools and is more used to cope with visits, appraisals, inspections with no in-depth substantive activities. The school pays excessive attention to utilitarian while ignores the significance of the campus culture establishment in normal universities for the development of the students.

3. THE CAMPUS CULTURE ESTABLISHMENT STRATEGY DEVELOPED FOR MORAL CULTIVATION

3.1 Overall Planning, Scientific Guidance, and Campus Culture Establishment

The leadership of a normal university should attach great importance to the establishment of campus culture. According to the characteristics and development needs of normal universities, it should take full advantage of the potential and unique charm of the school, build a

campus culture around the teacher's moral cultivation, and highlight the advantages of normal universities. The leadership should apply overall planning, scientific guidance, and standardized management to campus culture establishment. In the campus culture establishment, we must first establish an organization, leadership, and supervision institutions to strengthen management in building campus culture. All departments of the school must actively participate in the establishment of corresponding rules and regulations and take the system as a guarantee to incorporate campus culture establishment into the overall development planning and daily management of the school.

3.2 Strengthen the Educational Function of School History, School Motto, School Sigil, and School Songs

The school history of normal universities is the accumulation of traditions and spiritual bearing of the school. "The school motto is the core and soul of the spirit. The school sigil is the symbol of the school. The school song reflects the main theme of the campus spirit." [2] Normal universities can strengthen the education function of school history, school motto, school micro, school songs, form a well campus culture and beneficial for the teacher's moral cultivation. For example, Chengdu Normal University has a rich campus culture, and its school motto "Love, Truth, Sincere, and Serving" is an excellent expression of the characteristics of a normal university: inheriting the traditions, forming the spirit, and cultivating the teachers.

3.3 Carry out a Series of Campus Cultural Activities Around the Skills of Teachers

Teaching is a special profession, and a qualified teacher should have profound knowledge and multiple talents. Therefore, in order to train future prospective teachers with high quality and comprehensive ability, the normal universities should carry out a variety of cultural activities in addition to strengthening classroom teaching and experimentation and organize a series of trainings and various types of teacher competitions that can improve the skills of students. According to the characteristics of normal universities, a series of campus activities that help improve the skills of students should be organized, such as conducting academic lectures in teaching, organizing students to participate in "Challenge Cup Competition", "Science and Technology Competition", "Professional Planning Competition", "Innovation and Entrepreneurship Competition", "Chinese Cup Competition", "Teacher Skills Competition", "Professional Quality Competition", "Sports Cup", "Top Ten English Contest", "Three Characters and One Painting Competition", "Teaching Design Competition", "Classroom Teaching Competition", etc. We should guide students to clarify their career goals through activities, establish professional ideals, and improve their professional quality. The series of teaching

skill activities promote the enthusiasm of the students' learning, establish the professional consciousness as an excellent teacher, and enable the students to enrich their spiritual life, promote the moral realm, improve their cultural accomplishments in the process of participating in the activities, and provide development for our future outstanding talents.

3.4 Campus Culture Establishment Should be Closely Integrated With Social Development

Students who do not enter the society lack a deep understanding of society and life in general and inevitably become confused or hesitant about their future career development. In the establishment of campus culture, normal universities should make full use of relevant social resources, broaden the horizon of campus culture establishment, closely integrate the rapid development of socialist modernization construction in the establishment of campus culture, and demonstrate the development of the future economic construction and education of the nation. The prospect reflects the demand of teachers' professional talents in the current social development. This information is the fresh vitality of the campus culture of normal universities. For example, through the campus network, public boards, campus electronic screen, campus radio, lectures, etc., the country will tell the students the importance of education in a timely manner. The requirements and needs of social development for educational talents will enable students to feel the importance of future occupations in teaching through campus culture. At the same time, it can also publicize the typical success stories of all walks of life, especially in education, and show more model characters, deeds, and experiences in education in the normal universities, forming a unique campus culture in normal universities. These campus cultures enable our students to continuously integrate their learning and practical experience to form their own educational philosophy. As our graduates walk out of the campus and enter the workforce, they will carry the campus culture achievements with the spirit of the teacher's morality and continue to improve in the society.

3.5 Building Campus Culture to Fully Excavate Chinese Excellent Traditional Culture

The long history of China, which is more than 5,000 years, has provided us with an excellent culture. Teachers are obliged to excavate, carry forward, and inherit the fine traditional Chinese culture. Therefore, in the shaping of the campus culture of normal universities, it is better to integrate the excellent traditional culture into the campus cultural activities. In the daily activities, special education, theoretical discussion, social practice, volunteer service, literature and art sports, etc. should be adopted. The activities are mostly connected with excellent traditional culture. For example, regular calligraphy competitions and poetry reading competitions related to traditional culture, regular Chinese traditional cultural classics,

exchange of traditional cultural experiences, and excellent cultural traditions such as Chinese traditional culture teacher lectures. Efforts will be made to create a campus culture atmosphere suitable for the development of the humanistic spirit of students so that students can cultivate their sentiments and sublimate the spirit in the atmosphere of excellent traditional culture. In addition, normal colleges and universities should strengthen the construction of campus networks, make full use of the data resources of digital cultural projects such as national, provincial, and municipal cultural resource sharing projects and digital library promotion programs, and promote the dissemination of excellent traditional cultural networks. Relying on the school network culture, we will broaden the online education platform suitable for the learning characteristics of students and encourage students to learn the excellent traditional culture education courses offered by Chinese programs online. Under the influence of China's excellent traditional culture, students can learn about how to behave and live. They can use these fine

traditions to influence more students when they leave the campus and enter teaching positions.

The establishment of campus culture in normal universities is a systematic project involving many aspects such as spirit, material, and system. It needs to be built and accumulated through the efforts of several generations. Only in this way can it become a potential force in the process of teachers' moral cultivation and a valuable intangible asset in the educational process. Only by integrating morality cultivation into the campus culture establishment of normal universities can we create a unique campus culture brand in normal universities.

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