

Constructing Campus Culture System of Agricultural Universities with Characteristics of Agricultural Education

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Abstract: The campus culture is the important embodiment of school-running concepts and character of university. The agricultural universities are in the important position of modern agricultural talent education. The construction of campus culture of agricultural universities has not only the same characters of general campus culture, but also the unique characters of agricultural education. There is theoretic and practical significance of construction campus system of agricultural universities with characteristics of agricultural education for development of agricultural universities, agricultural talent education, and new socialist countryside construction.

Keywords: Agricultural universities; Campus culture; Agricultural education

1. Introduction

The Ministry of Education and the CYL central "on Strengthening and Improving colleges and universities construction of campus culture's opinions" pointed out that the colleges and universities campus culture is the important constituent part of socialist advanced culture. To strengthen the construction of campus culture has the very vital significance for promoting the development of higher education reform, strengthening and improving ideological and political education, improving college students comprehensive quality.

April 24, 2011 President Hu Jintao to celebrate the 100th anniversary of Tsinghua University Conference, stressed that higher education is an important carrier of outstanding cultural heritage and an important source of innovative ideas and culture. On April 13, 2012, vice minister of education Du Yubo symposium on cultural education in higher education school, points out that higher education is not only the important carrier of cultural inheritance, also the important source of ideology and culture innovation, to realize university cultural construction in the important position in the cultural quality education, strengthen the construction of university culture. Higher agricultural colleges is the important position to cultivate agricultural modernization talent, its construction of campus culture with agricultural characteristics of education has crucial important to create a good educational environment and improve the school core competitiveness.

2. The Connotation of Campus Culture

About the concept and connotation of campus culture divergent views, the famous educator Mr. Pan Maoyuan said: generalized campus culture is the sum of college lifestyle. It lives on campus students, teachers and cadres as the major groups, as distinct from other groups. It has certain unique type of culture in material wealth, spiritual products, atmospheres and activity patterns.

It includes four aspects of culture: Smart Culture (academic level settings, research, etc.); material culture (cultural facilities, campus and create other); standardize culture (school system, school discipline school, ethics, etc.); spiritual and cultural (value systems, concepts, spiritual atmosphere, etc.). As for the narrow campus culture refers to the process of the formation of the historical development of higher education, reflecting the people in the lifestyle, values, ways of thinking and behavior is different from other social groups on a sense of community, spiritual atmosphere.

It is a spiritual force to maintain school groups, namely cohesion and solidarity^[1].

Fang Zhihua in the "campus culture concept, connotation and understanding a few errors" points that the campus culture in a specific geographical (university campus), the specific subject (university staff and students and alumni) are jointly create a to university spirit as the theme to the "people" as the fundamental purpose of the sum of the various sub-cultures^[2]. I think the campus culture is an important component of an advanced socialist culture, is the need of school teachers and students

based on socio-economic development, in the long process of education and teaching practice in the creation, accumulation and sharing with the campus features and characteristics of the times, it is possible reflect common beliefs and ideals and students a unique culture, is the soul of the school.

Mainly includes material culture, system culture, behavior culture and spiritual culture. Material culture is the carrier of spiritual culture which includes the campus construction, afforestation and beautification, cultural facilities and other hardware conditions; System culture is mainly embodied in the campus management system and service system; Behavior culture is the specific behavior of university teachers and students, management personnel of the spirit reflected in the quality and temperament face^[3]; Spiritual culture is mainly refers to the spirit of university, is the spirit of the most typical characteristics of a university in the long-term education practice of accumulation, is the embodiment of a university overall appearance, level, characteristics and cohesion, and the of the vitality of the^[4], is the core of campus culture.

3. The Importance of the Construction of Campus Culture

3.1. The Construction of Campus Culture Conducive to the Development of Cultural Heritage and Traditions

Culture is important spirit of national carrier, the university is the most important spiritual and cultural heritage of the halls, the university through personnel training, cultural studies and other ways to build wealth distinctive campus culture to the glory of ancient civilizations, the essence of modern civilization, internalized into contemporary students' ideological and moral qualities, aesthetic, scientific and cultural qualities and ability to work, so that the outstanding cultural heritage and preservation to achieve university cultural heritage and innovative features, leading social thought and values.

3.2. The Construction of Campus Culture is Conducive to Create a Good Educational Environment

Campus culture in the process of educating people with a strong penetration, primarily through potential "silent" infection and influence change the student's thinking and behavior, and gradually internalized into the quality of students, with other forms of education cannot be replaced educational function, is a "hidden curriculum" education, with an unexpected, potentially, complexity and covert. Active, healthy campus culture can stimulate students' interest in learning, improve learning autonomy for the personality development of students to provide a broad space, to broaden students' knowledge, strive to develop students' self-awareness and team spirit, promote

students form a correct world outlook, outlook on life and values.

3.3. The Construction of Campus Culture is Conducive to Enhancing Student Cohesion

Good teachers and students in the campus culture is the common creation, identity, values, pursue and establish groups, with a strong attraction, can mobilize the enthusiasm of the teachers, incentive and restraint teachers habits, train teachers a sense of ownership, collective sense of honor and dedication of the school's development into the inexhaustible power. Meanwhile, a good professional development for teachers, campus culture offers a wide range of opportunities and conditions conducive to the formation of teachers' sense of self-development, professional development to form a strong desire and self-motivation.

3.4. The Construction of Campus Culture help to Improve the School's Core Competitiveness

Campus culture is all staff and students work together to create and develop long-term material wealth and spiritual wealth, reflecting the school's educational level, school characteristics and overall strength, is the school's spirit and soul. With the continuous development of higher education, university campus culture has become the core competitiveness, to develop campus culture, and Promoting Education concept, to create an excellent education brand, a brand effect, and enhance the school's social influence, and promote the cause of school development.

4. Agricultural Colleges and Problems in the Construction of Campus Culture

4.1. The Construction of Campus Culture Confined to Student Management and the Level of Ideological and Political Education

School campus culture is the inevitable product of a specific cultural environment, in the process of training personnel with a demonstration, guidance and cohesion, abandoned and creation, constraints and influence, balance and coordination, and many other educational functions. Currently, some colleges and universities affiliated with the campus culture student management department, as education and teaching activities of management methods and means or equivalent student amateur activities, and the school's professional settings, teaching staff, curriculum creation of such separated, confined to the campus culture and ideological and political education student management level, ignoring the staff and students at the campus culture in the role, which greatly limits the campus culture fulfilling its functions^[5].

4.2. Pay Attention to the External Material Culture, Contempt Inner Spiritual Culture

As social and economic development of the increasingly high demand for higher education, the state's emphasis on education degree and engagement growing, expanding higher education, colleges and universities increased investment in material and cultural facilities, campus renovation, expansion and new campus construction efforts also growing, which greatly improved the education and teaching conditions. But in many colleges and universities in the importance extrinsic material culture, while ignoring the inner, hidden spiritual and cultural culture building, ignoring the material and cultural connotation construction, architectural style is monotonous; despite the spiritual and cultural construction, the campus spiritual void, not really, campus culture overall incompatibility.

4.3. Agricultural Colleges' Campus Culture is Lack of the Characteristic of Agricultural Education

Higher Education transition from elite education to mass education stage, many college students biogenic structure and professional structure, discipline structures are clearly different, the difference between getting smaller and smaller universities, in this context, the construction of campus culture likely to lack personality and characteristics. Agricultural colleges and agricultural education should be featured, modern agricultural science and technology to cultivate talents as the goal is to solve the "three rural" issue to provide human resources and intellectual support of the main channel. Today, many agricultural colleges and universities in the process of building the campus culture ignored its own school characteristics, professional characteristics and trends, agricultural education obvious characteristics.

4. The development of network culture brings huge challenge to the construction of campus culture

With the growing popularity of network technology campus Internet access conditions continue to improve, began to move toward the campus computer network, network culture increasingly linked with the majority of teachers and students, network culture for students to learn more knowledge provides the conditions to expand the students' knowledge, to construction of campus culture opportunities. However, many college students indulge in the virtual world of the Internet all day, not only occupy a lot of valuable learning time, but also seriously affect the physical and mental health. Meanwhile, the unhealthy influence of the youth network culture's moral philosophy and behavior, a serious impact on the university campus, the dominant culture, the growth of college students had a negative impact, thereby affecting the campus culture.

5. Featuring Agricultural Education, to Build Campus the Culture System of Agricultural Colleges and Universities

5.1. To Strengthen the Macro Leadership of the Campus Culture Construction

Campus culture attached to the university which is a social subculture at the same time, reflecting local schools and educational philosophy, in different schools should show different characteristics. Universities from the school development and personnel training strategies and global perspective to fully understand the significance of campus culture, overall planning of campus culture, strengthen the construction of campus culture management and promote the further development of campus culture; cultivate a good school spirit, teaching style and the style of study, the Ministry of Education, the CYL Central Committee "on Strengthening and Improving the Construction of Campus culture opinions" that construction of campus culture to be "excellent build school spirit, teaching style, study style as the core." Promote university spirit, strengthen school spirit, teaching style and the style of study construction, eliminate all unhealthy, create a good school spirit, as students become adults and provide a good environment.

5.2. To Create its own Distinctive Material Culture

Material culture on campus is the campus culture of the material carrier of the campus culture, external signs, is the dominant campus culture. Campus construction material culture process, shall establish a rich feature of the school's campus cultural environment, and with a unique style and cultural connotation of the impact of all students and staff of the concepts and words and deeds, "Let the school's walls also speak", and thus play a good the role of educating people. On the one hand, combine with the actual school, focused on the coordination of man and nature, create a university environment brand. Other financial educational philosophy, school characteristics, and training objectives in campus buildings, teaching and research facilities and equipment, books and other hardware facilities, the real feature of the school formed a good cultural environment, such as: Harvard University, Harvard Square, vivid figure statue, stocked libraries everywhere implies the pursuit of truth ideal; Peking University Weiming Lake, Bo Yata, etc., all reflect the school's educational goals, campus spirit^[6].

5.3. Build Unique Characteristics of Agricultural Education Campus Spiritual Culture

At this stage, the "three rural" issue is the core of our country's most prominent issues, agricultural colleges and universities is to solve the "three rural" issue to provide intellectual support and human security, deepen agricultural institutions "three rural" education, enhance agricultural the social nature of technology professionals is particularly important. Campus spiritual culture is the core of the campus culture, build unique characteristics of agricultural education institutions campus spiritual culture is necessary for the development of agriculture of

the road. Adjust personnel training concept, the "three rural" education into the whole process of personnel training; improve curriculum, knowledge of agricultural science and the "three rural" education thought and teaching content combine; promote agricultural teaching and research personnel training objectives, such as: agricultural science and technology education and social needs of combining theoretical study of different professions of the "three rural" issue affecting manner and extent of the "three rural" education specific embodiment, agricultural colleges agricultural education and agricultural education in general university contrast research and so on.

5.4. Strengthen the Construction of the Campus Network Culture

As the Internet evolves and universities to accelerate the process of information, the majority of Internet culture and students' ideological and moral attitudes and behavior had a greater impact, network culture has become an important part of campus culture. Campus culture construction process, the use of network flexibility and convenience features, innovative forms of teaching, expand educational space, build positive and healthy network culture environment, play network construction of campus culture in a positive role. Administering the network, deter and eliminate unhealthy information exists in the network, integrating network society disordered state. Strengthen legal education, guide students to 3,000, health access, strengthen the network of positive guidance for the majority of students, campus culture.

6. Conclusion

In short, the campus culture is a long-term, multi-party coordination process that requires joint efforts of various departments schools, colleges and universities not only to agricultural colleges campus culture into the school planning and construction, to build a campus culture and establish full awareness of teachers and students enthusiasm, so that teachers and students involved in the process of construction of campus culture to fully understand their own cultural construction of the campus should be held responsible, more important is the idea of the agricultural education throughout the whole process of construction of campus culture, reflecting the agricultural colleges educational characteristics, enhance the school's core competitiveness, truly serve the agricultural personnel training and new rural construction.

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