

# Triple Analysis of Characteristic University Culture Construction in the New Era from the Perspective of "Double First Class"

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**Abstract:** As an important topic of socialist modernization construction, the cultural construction of "Double First Class" universities is related to the realization of the centenary goal and the fundamental task of "cultivating morality and talents" in universities. Based on the new era, the construction of university characteristic culture has become the core task of the "Double First Class" construction. Characteristic culture can not only provide internal impetus for it, but also carry the spiritual heritage of its university. However, due to the issue of homogeneity in university culture, it is difficult to conceive distinctive cultures, and the construction of soft power in distinctive cultures has a single perspective and weak strength. At the same time, there are also problems such as insufficient innovation and connotation exploration in the construction of distinctive cultural carriers. In specific practice, efforts can be made to integrate the spirit of new era universities into the construction of university characteristic cultural carriers, while deepening the reform of the education system to promote the construction of university characteristic culture, and actively absorbing and integrating diverse university cultures from both domestic and foreign perspectives with an international perspective. Promote the construction of characteristic culture in "Double First Class" universities in multiple aspects, provide strong support for cultivating first-class talents, serving national strategic needs, and comprehensively realizing socialist modernization and power.

**Keywords:** Double First Class, University culture construction, The new era

## 1. Introduction

The president has pointed out that: "Without the prosperity and prosperity of culture, there will be no great rejuvenation of the Chinese nation." [1] Nowadays, "Double First Class" universities are playing an increasingly important role in promoting social progress, cultural innovation, and talent cultivation. Universities are not only guardians of knowledge, but also inheritors, innovators, and disseminators of culture. [2] Doing well in inheriting, innovating, and disseminating the distinctive culture of universities plays an important role in the cultural core inheritance and cultural education efficiency improvement of "Double First Class" universities.

## 2. The Value Implication of the Construction of Characteristic Culture of Universities in the New Era from the Perspective of "Double First Class"

The new era is an era in which the CPC leads the people to comprehensively realize socialist modernization and realize the great rejuvenation of the Chinese nation. If the culture is strong, the country is strong. In the overall layout of socialist advanced culture, the construction of characteristic culture in universities is of utmost importance.

### 2.1 The Characteristic Culture of Universities in the New Era is the Core Task of the Construction of "Double First Class"

The core task of the "Double First Class" construction is to build a first-class university with distinctive culture and first-class disciplines. Double first-class "refers to the construction of first-class universities and first-class disciplines. This construction is guided by the needs of the country and the people, aiming to cultivate internationally competitive talents and enhance China's position and influence in the global field of higher education. Characteristic culture refers to the unique and

distinctive cultural characteristics formed by each university in terms of history, geography, disciplines, and talent cultivation direction. This distinctive culture is the soul and core competitiveness of universities, and it is also an important goal pursued by universities in the construction of "Double First Class". We need to make great efforts in talent introduction, discipline construction, scientific research innovation, and other aspects, so that each university has its own characteristics and advantages. Firstly, in terms of talent introduction, universities need to prioritize talent introduction, recruit and retain high-level teachers and graduate students, improve the quality and quantity of the talent team, and provide a solid talent foundation for discipline construction and scientific research innovation. Secondly, in terms of disciplinary construction, universities need to develop sustainable disciplinary development strategies and plans based on their own advantages and characteristics, combined with international cutting-edge and national needs, in order to enhance the international influence and competitiveness of the discipline. Finally, in terms of scientific research and innovation, universities need to strengthen the construction of scientific research and innovation teams, establish strict management systems for scientific research projects and evaluation systems for scientific research achievements, encourage innovation and entrepreneurship, and improve the transformation efficiency and social contribution of scientific research achievements. These are the core tasks of the "Double First Class" construction, and also the foundation for the formation of university characteristic culture.

### ***2.2 The unique culture of universities in the new era provides endogenous impetus for the construction of "Double First Class"***

With the development of economic globalization and education internationalization, competition in higher education has become a global phenomenon. In such an environment, the construction of "Double First Class" has become the common goal of the highest education. In the construction of "Double First Class" universities, characteristic culture can provide endogenous motivation. The goal of the construction of "Double First Class" is to continuously surpass and innovate, actively optimistic, and full of exploratory spirit in university culture, providing ideological motivation for the construction of "Double First Class" and the sustainable development and seeking truth and reality of modern universities. [3] Firstly, characteristic culture can promote innovation in universities. Higher education institutions need to showcase unique characteristics and cultivate various talents that meet social needs, which requires universities to have strong innovation capabilities. Featured culture can make universities unique, forming unique advantages in talent cultivation and scientific research, thus providing strong support for innovation. Secondly, distinctive culture can enhance the social reputation of universities. The formation of university characteristic culture not only revolves around the technical advantages of the college, but also needs to explore the historical and cultural characteristics, regional cultural characteristics, subject cultural characteristics, and student cultural characteristics of the college. These comprehensive factors together constitute the unique and distinctive culture of universities, attracting more outstanding teachers, students, and scholars, thereby enhancing the reputation of the university and providing assistance for the construction of "Double First Class". Finally, distinctive culture can enhance students' own value. The establishment of characteristic culture can make the university no longer be an ivory tower education form, but combine learning with social practice. Students can take more active and active part in activities inside and outside the school, enhancing students' comprehensive quality and improving their own value. In short, establishing a distinctive culture is an important factor in attracting talents, innovating creativity, and enhancing the multi-dimensional development of traditional universities related to infrastructure, geography, etc. The implementation of university characteristic culture can provide endogenous impetus for the construction of "Double First Class", making higher education more outstanding and influential.

### ***2.3 The characteristic culture of universities in the new era carries the spiritual heritage of "Double First Class" universities***

The characteristic culture of universities in the new era carries the spiritual heritage of "Double First Class" universities, reflecting the values, concepts, and behaviors that guide and influence the development of universities. The characteristic culture of universities in the new era advocates academic excellence, cultural diversity, and social responsibility, which are necessary conditions for building a "double first-class" university. It is a unique and vibrant cultural phenomenon that reflects the historical inheritance, academic achievements, and social influence of universities. The characteristic culture of universities in the new era is not only a reflection of the past and present of universities, but also a vision and mission for the future of universities. The first accumulation of characteristic culture of universities in the new era is academic excellence. A "Double First Class"

university refers to a university that has world-class academic achievements and makes significant contributions to the development of science, technology, and humanities. The academic excellence of universities is not only reflected in the quantity and quality of academic publications, but also in the dissemination and application of academic knowledge. The unique culture of universities in the new era emphasizes the importance of academic freedom, innovation, and cooperation, which are necessary conditions for promoting academic excellence. The second accumulation of characteristic culture of universities in the new era is cultural diversity. Universities are social institutions that reflect the diversity and complexity of human society. The characteristic culture of universities in the new era advocates for multiculturalism and inclusive values, which is crucial for cultivating a global perspective and cross-cultural understanding. Cultural diversity is reflected in many aspects of university life, such as curriculum design, enrollment, teacher selection, and campus activities. The characteristic culture of universities in the new era emphasizes cultural exchange, mutual learning, and respect, which are fundamental to promoting cultural diversity. The third accumulation of characteristic culture of universities in the new era is social responsibility. Double first-class universities play a leading role in promoting social progress, cultural innovation, and talent cultivation. The social responsibility of universities is reflected in many aspects, such as community participation, environmental protection, and moral leadership. The unique culture of universities in the new era emphasizes the importance of social responsibility, which is crucial for promoting sustainable development and social harmony. Universities should not only focus on academic achievements, but also on social responsibility, both of which complement and complement each other.

### **3. The Dilemma of the Construction of University Characteristic Culture in the New Era from the Perspective of "Double First Class"**

Although China's "Double First Class" characteristic cultural construction has achieved significant results, there are still some thorny problems that need to be solved jointly by the country, schools, society and other sectors.

#### ***3.1 The influence of homogeneous culture in universities leads to difficulties in nurturing distinctive cultures***

University homogeneity culture refers to the emergence of similar characteristics and cultural phenomena among universities due to their similar environment and conditions, as well as the homogenization of knowledge systems, educational concepts, and teaching staff. With the gradual development of higher education in China, the number of universities continues to increase, and the gap in hardware facilities, curriculum, and other aspects between universities has decreased. The demand for higher education in society is also increasing. Currently, facing the homogenization problem in the context of building a "Double First Class", we need to dialectically understand unity and diversity, and accurately grasp the internal logic of "Chinese characteristics" and "world-class". [4] To this end, universities have begun to strengthen the shaping and promotion of distinctive cultures to enhance their reputation and competitiveness. However, in higher education, the influence of homogeneous culture in universities makes it extremely difficult to cultivate distinctive university cultures. For example, many universities have a rigorous academic atmosphere, focus on scientific research achievements, and focus on teacher-student interaction. These factors have contributed to the emergence of homogeneous cultural phenomena among universities, and have also made it difficult to cultivate distinctive cultures in universities. Firstly, the homogeneity of university culture leads to the lack of distinctive culture. Due to the excessive similarity in cultural phenomena among universities, it is inevitable that similar ideas and practices will emerge when universities pursue their own unique culture, leading to the lack of distinctive culture. On this basis, in order for universities to achieve breakthroughs in characteristic culture, they need to break through the current homogeneous cultural phenomenon, seek new cultural elements and ideas, and form a unique university culture. Secondly, the homogeneity of university culture makes it more difficult to promote distinctive cultures. The distinctive culture pursued by different universities often differs due to differences in historical, regional, and disciplinary factors. This means that in order for the unique culture of a certain university to be recognized and accepted by other universities, it needs to go through a certain period of time for sedimentation and promotion. However, due to the existence of homogeneous culture in universities, the cultural differences between universities are too low, and collaboration and joint activities between universities are also difficult to achieve significant breakthroughs in cultural integration. Finally, under the influence of homogeneous culture in universities, there are also some problems of solidification and

lag in the development of characteristic culture in universities. When universities have a certain degree of solidification and lag, it will be difficult to adapt to the trend of the times, cultivate excellent talents, and will also affect the final development. Therefore, although the characteristic culture of universities plays a crucial role in the development of universities, it is constrained by the limitations of homogeneous culture. In order to break through the dilemma, universities need to explore more diverse and distinctive cultural elements, and through strong promotion and precipitation, in order to ultimately form their own brand and advantages in the construction of characteristic culture.

### ***3.2 The construction of characteristic cultural soft power has a single perspective and weak efforts***

The construction of "Double First Class" universities is one of the important measures in China's higher education system reform, aiming to gain international competitiveness by providing better resources and support. However, there are currently problems with a single perspective and weak efforts in the construction of characteristic cultural soft power in "Double First Class" universities. Some "Double First Class" universities lack comparability in terms of educational concepts, academic style construction, talent recruitment, and other aspects, with obvious characteristics and shortcomings. There are still many problems in the construction of teaching staff in some universities, such as a lack of diversity, youthfulness, and internationalization of teaching staff. These issues directly affect the soft power of characteristic cultural construction in universities. However, in some universities, significant breakthroughs have been made in both the construction of scientific research hard power and the construction of distinctive cultural soft power. For example, some universities can effectively allocate support funds and excellent research teams, and attract international scholars to exchange and share through holding high-level academic conferences and seminars. In terms of soft and practical aspects, these universities have made many efforts to cultivate students' innovative spirit, humanistic literacy, and cultural confidence, gradually building a distinctive high-level university culture and enhancing the overall soft power of universities. Therefore, in order to solve the problem of uneven efforts in the construction of characteristic cultural soft power in "Double First Class" universities, it is necessary for the education department to strengthen supervision and guidance. Universities themselves should also strengthen internal management, formulate practical and feasible goals and plans, and actively explore models suitable for their development. Universities need to further explore their own characteristics and strengthen and upgrade their cultural aspects through talent introduction, international exchanges, and cultural activities. In short, in the construction of characteristic cultural soft power in "Double First Class" universities, it is necessary to take systematic thinking and scientific methods as the foundation, pay attention to overall planning and coordination, and continuously build international and first-class universities.

### ***3.3 Insufficient depth of innovation and connotation exploration in the construction of characteristic cultural carriers***

The development of higher education is showing a trend of diversification and internationalization, and the construction and exploration of the characteristic culture of "Double First Class" universities is of great significance for improving the quality of higher education and international competitiveness. The distinctive culture of universities carries the history, traditions, and cultural beliefs of the school, and is the spiritual soul of the university. It plays an important role in improving the reputation, enrollment quality, and talent cultivation quality of the school. However, in reality, the innovation and connotation exploration depth of the construction of characteristic cultural carriers in "Double First Class" universities still need to be further improved. On the one hand, the distinctive culture of universities carries the history and tradition of the school, but with the development of the times, many problems such as insufficient historical and traditional culture in universities have emerged. Therefore, universities need to increase investment and support in the construction of distinctive culture, tap into the cultural heritage of the school, and carry forward the distinctive culture. To achieve this goal, university leaders need to possess innovative awareness and expand their thinking. Universities should focus on building distinctive cultural carriers, such as museums, cultural walls, and large sculptures, to showcase their distinctive culture through these carriers in the form of graphics, language, music, images, etc., attracting more attention from teachers, students, and social personnel, and enhancing the social influence of the university. On the other hand, exploring the unique cultural connotations of universities requires university leaders and teachers to have the ability to continuously learn and research cultural and historical knowledge. Universities should pay attention to the exploration of the connotation behind distinctive culture and integrate it into education and teaching. For example, integrating distinctive cultures such as medical ethics and clinical practice into teaching can help

students become more socially responsible and culturally literate medical talents. At the same time, universities should strengthen discipline construction, cultivate more research talents on characteristic culture, and explore how to integrate characteristic culture into the entire higher education system from a research perspective, promoting the development of higher education. In short, in terms of innovation and connotation exploration in the construction of characteristic cultural carriers in "Double First Class" universities, it is necessary for university leaders to possess innovative spirit and pioneering vision, focus on creating cultural carriers, and strengthen the exploration of cultural connotations and subject construction, innovate and develop university characteristic culture, injecting strong cultural momentum into the development of higher education.

#### **4. The Construction Path of University Characteristic Culture in the New Era from the Perspective of "Double First Class"**

In addition to imparting subject knowledge and skills, "Double First Class" universities also need to actively build a distinctive university culture, because characteristic culture is an aspect of the university's image that has been formed since its establishment, closely related to its educational philosophy, historical traditions, and disciplinary characteristics.

##### ***4.1 Integrating the New Era University Spirit into the Construction of University Characteristic Cultural Carriers***

The university spirit is a stable common pursuit, ideal and belief accumulated for a long time in the process of the university development. It is the value recognized by the university people, the core of the university culture and the soul of the university.[5]The university spirit of the new era refers to the ideological and cultural values that are in line with the current national conditions, the development of the times, and the requirements of internationalization. The distinctive culture of universities not only highlights the social image of the school, but also directly affects the psychological health and physical fitness of students. It plays an important role in promoting the quality of higher education, promoting the modernization of national governance, and realizing the Chinese Dream. Firstly, remember the mission and cultivate responsibility. Words such as "upholding lofty ideals and beliefs and a strong sense of social responsibility" often appear in university promotional slogans. This promotion is to remind teachers and students of their mission and sense of responsibility. In the construction of cultural carriers, the university mission of loyalty to the motherland and dedication to society has been conveyed, continuously strengthening students' national awareness and social responsibility. Secondly, focus on innovation and pursue excellence. The new era requires universities to drive development through innovation and cultivate innovative talents. Build cultural carriers through unique and ingenious visual design, content planning, experiential marketing, and other methods, and promote the innovative spirit of independent thinking and brave practice. At the same time, it is possible to construct carriers such as campus "continuing education lecture halls" and "maker spaces" to provide students with diverse social and cultural activities, cultivate their comprehensive qualities and sense of social responsibility. Thirdly, promote Chinese culture and pursue the great beauty of humanity. The main design mode for architecture and decoration is based on traditional Chinese cultural elements, and the cultural carrier is also aimed at promoting Chinese culture. It encourages the exploration and display of traditional cultural charm, and guides students to become new era college students with Chinese soul. In the new era of universities, innovation and practice are emphasized in the construction of cultural carriers, creating new cultural carriers with modernity, artistry, inheritance, and practicality, leading students to master advanced technology, enhancing national awareness and cultural confidence, and becoming outstanding talents who will determine the future.

##### ***4.2 Deepening the Reform of the Education System to Boost the Construction of University Characteristic Culture***

The characteristic culture of universities in the new era is an important component of the "Double First Class" construction, which includes values, concepts, and behaviors that guide and influence the development of universities. The construction of characteristic culture in universities in the new era requires comprehensive reform and innovation in various fields such as management, teaching, scientific research, and talent cultivation. Firstly, it is possible to strengthen the construction of the teaching team and enhance the teaching staff. Establishing a high-level and diversified teaching team can provide students with richer and more diverse educational experiences. For enhancing the soft

power of university culture, the construction of the teaching staff is crucial, including recruiting excellent teachers, strengthening teacher training, and encouraging teachers to participate in academic research. Secondly, universities can focus on disciplinary construction and strengthen the research and development of basic and cutting-edge disciplines. An excellent disciplinary system is an important component of a university's soft power, which can enhance its academic reputation and influence. By optimizing course offerings and promoting teaching reforms, we aim to improve course quality and teaching effectiveness. It is also possible to innovate teaching methods, diversify educational content and teaching methods. In addition, universities can focus on cultivating students' innovation and practical abilities, actively promoting their participation in scientific research projects, innovation and entrepreneurship, and other practical activities. Such activities can not only improve students' overall quality, but also expand the social influence of universities. Finally, strengthen disciplinary construction and continuously improve disciplinary capabilities and academic status. Encourage teachers and students to participate in scientific research projects, improve the scientific research level of the school, and strengthen exchanges and cooperation with other domestic and foreign higher education institutions.

### ***4.3 Actively absorbing and integrating diverse university cultures from both domestic and international perspectives***

The construction of "Double First Class" universities is a crucial aspect of China's higher education reform, aiming to enhance the international competitiveness and academic reputation of Chinese universities. How to actively absorb and integrate diverse university cultures from both domestic and international perspectives has become a key breakthrough point in the construction of "Double First Class" universities. Universities can introduce international educational resources and concepts to enhance their internationalization and cross-cultural communication capabilities. This not only provides students with a broader perspective and higher quality education, but also promotes international exchange and cooperation among universities, enhancing their international influence. Firstly, it is necessary to enrich the teaching staff by recruiting well-known educators, scholars, and talents both domestically and internationally. These well-known talents have an international perspective, bringing experience and ideas from international universities, and integrating these experiences and ideas into education, teaching, and academic research to promote the internationalization of universities. Secondly, in terms of facility construction and curriculum design in universities, international needs should be fully considered. Universities can introduce internationally advanced teacher training, academic lectures, student exchanges, and other programs to expose teachers and students to different cultures and ways of thinking. While absorbing foreign cultures, they can also provide a better learning environment for foreign students, enhancing the school's international reputation and competitiveness. In addition, universities should actively participate in international academic exchanges and cooperation. Universities can invite internationally renowned scholars to give academic reports and guide research, and send teachers and students to participate in academic conferences, conduct collaborative research and exchanges abroad, so as to establish good connections and cooperative relationships with international advanced universities and further absorb and integrate diverse university cultures both domestically and internationally. In addition, universities can also play a better role in international construction by establishing overseas research centers, international exchange bases, and other means. Overseas research centers can provide opportunities for university teachers to participate in international seminars and visit overseas higher education institutions, helping them enhance their understanding of modern international education; International exchange bases can provide better learning and living environments for overseas students, promoting communication and interaction between domestic and international students. In short, actively absorbing and integrating diverse university cultures both domestically and internationally from an international perspective is the only way for the construction of "Double First Class" universities to be internationalized and diversified. Universities should make full use of national policies and advantageous resources, actively promote the internationalization process, benefit more teachers and students, and create a higher-level international brand.

## **5. Conclusion**

As one of the important directions of the "Double First Class" construction, the improvement of the quality of university cultural construction will help improve the overall level of China's higher education, enhance international influence and competitiveness, promote internationalization and

diversification, and promote national cultural construction and innovation.

### **Acknowledgements**

This paper was supported by "the Fundamental Research Funds for the Central Universities" in Northwest Polytechnical University (Research on Improving the Quality of University Cultural Construction from the Perspective of "Double First Class" 2023FZY23).

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