

The Cultural Construction of Colleges and Universities from the Perspective of Marxist Cultural View

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Abstract: Marxist theory has important theoretical significance and practical value for guiding practical work. The deep connotation and value of Marxist cultural outlook play a positive role in leading the construction of colleges and universities culture in China. This article uses qualitative research methods in combination with actual conditions to fully utilize the inclusive, practical, diverse and transcendental characteristics of Marxist cultural views, and provides inexhaustible impetus for the construction of Chinese university culture. This article hopes that the construction ideas provided in this article hope that will be useful for the cultural construction of Chinese universities and provides useful references.

Keywords: Marxism, colleges and universities, culture

1. Introduction

As the inheritors of human civilization and the organization for the cultivation of social elites, colleges and universities are not only an indispensable material carrier for social progress, but also a spiritual and cultural existence that evolves with time. The colleges and universities culture is a kind of social subculture, which is the further refinement and sublimation of campus culture research that emerged after campus culture. The colleges and universities culture can be understood as the highest level of campus culture [1]. The two have overlaps and differences in the connotation and extension of the research. The study of university culture gradually emerged in the mid-1990s. Since then, the academic community has increasingly enriched the interpretation of university culture and tried to explain the connotation of university culture from different perspectives [2]. Marxist cultural theory was first put forward in the process of creating historical materialism. Its cultural theory was born when Marx and Engels studied capitalist politics, economics, and other issues. It is the economic and political issues of society. The conceptual reflection fully demonstrates the profound connotation of Marxist cultural outlook and its role in guiding and promoting social development.

2. Analysis of the characteristics of university culture

First of all, we must understand university culture from a dynamic perspective. The formation and development of any culture is a historical process. The colleges and universities culture is born in accordance with the laws of cultural and economic development, and has social practicality and historical development. The construction of university culture requires meticulously excavating the essence of traditional culture, making use of the university's own fine traditions, actively absorbing human advanced cultural achievements, and shaping the spirit of high-grade university culture with its own characteristics. Secondly, university culture is a cultural system that embraces all rivers, learns from others' strengths, promotes the old and brings forth the new, and maintains vitality forever. In the context of multiculturalism, information technology is advancing by leaps and bounds, and network culture is rising rapidly. There are numerous ways for university elites to obtain and disseminate information. The coexistence of world and national culture and the integration of traditional and modern culture require university culture to be able to identify and transcend the immediate scene, look forward to the future, and give full play to the leading role of the backbone of university culture. Third, universities are the gathering place of social elites. The colleges and universities people are keen in thinking, full of vitality, and easy to accept new things. On the basis of being deeply rooted in local culture, paying attention to world culture and having a global perspective, it can be seen that

universities are advanced organizations that absorb world culture. This will help universities to practice excellent cultural concepts first, identify their authenticity, select the essence and discard the dross, and provide resource guarantee for the construction of socialist culture with Chinese characteristics in the new era. Finally, the construction of university culture is known for its characteristics of pursuing truth and criticizing errors. Since its birth, the university has undertaken the mission of inheriting excellent culture and reflecting and criticizing unreasonable phenomena in society. Therefore, the colleges and universities culture should use its strong sense of social responsibility, exert its precise judgment and deep insight, affirm excellent university culture, and spare no effort to criticize and deny university culture that is not suitable for the local area. Constantly surpass the existing culture, giving the university culture the true face of pursuing truth, teaching and educating, inheriting culture, and serving the society.

3. Description of the status quo of cultural construction in Chinese universities

3.1 Multiculturalism triggers the utilitarianization of university spiritual culture

In the new historical period, the integration and collision of traditional culture and modern culture, the comparison and reference of Eastern culture and Western culture, and the choice of maximizing the interests of the market economy, make the senior scholars and scholars in the ivory tower explore the truth and pursue excellence. There are many cultural choices in the process: whether to adhere to the truth-seeking, pragmatic, solemn and sacred of university culture, or blindly follow pragmatism and utilitarianism. At present, in the process of Chinese university culture construction, the leaders, organizers and participants of university culture construction face the complicated cultural environment, and it is inevitable that there will be utilitarian tendencies such as pursuit of benefits, eagerness for quick success and instant benefit, and no distinction between academics and businessmen [3]. This kind of cultural atmosphere is gradually drifting away from the sublime and sacredness of the university's spiritual culture, leading to phenomena such as emphasizing intellectual education but despising moral education, and only teaching but not educating people, which makes university people gradually lose their cognition and emotional numbness. This unhealthy spiritual and cultural orientation that deviates from the nature of university culture has caused some university people to be unsteady in their political positions, profit-only, academic ethos, and lack of spirit of struggle and cooperation. Utilitarian university spiritual culture prevents scholars from devoting themselves to studying the grand plan of governing the country, making it difficult for students to find good mentors and friends to realize their academic ambitions.

3.2 Network media leads to simplification of university behavior culture

The rise of network communication platforms has had a revolutionary impact on human production and lifestyle. As the main base for the popularization of information technology, universities, the network culture brought by network media has become an important part of university culture. This kind of network culture, in which culture and emerging technologies are organically combined, has inevitable two sides. On the one hand, the popularization of online multiculturalism provides us with many opportunities to broaden our horizons, absorb and learn from outstanding foreign cultural achievements; on the other hand, the openness of online media and the virtuality and anonymity of online participants will inevitably be mixed. Cultural information enters by taking advantage of the emptiness. Facing the collision and exchange of online cultural resources, college students are quick-thinking but lack discriminative, high-spirited and easy to enjoy pleasure, attracted by the complex online world out of curiosity and exploration of the unknown, so they deviate from the original intention of university culture, obsessed with the world of online life, leading to phenomena such as weak ideals and beliefs, indifferent interpersonal relationships, single behaviors, and weakened sense of social responsibility among college students.

3.3 The leap-forward development of higher education has spawned the paleness of university material culture

The famous scholar Martin Trow proposed the three-stage theory of higher education, dividing the development process of higher education into an elite stage, a popularization stage, and a popularization stage. He believes: "The scale of elite higher education in some countries can be expanded to about 15%. When school-age youths provide learning opportunities, they belong to the

stage of elite education; when it reaches 15%, the nature of the higher education system turns to mass-type; if the scale and capacity of higher education exceeds 50% of the population of school-age age, higher education begins to move towards the universal stage [4].” In 2018, the gross enrollment rate of higher education in China was as high as 48.1%. It can be seen that the leapfrog development of higher education in China has been achieved rapidly on the basis of a relatively low level of economic development. Today, we have just achieved the goal of investing in education to account for 4% of the total GDP. On the one hand, the rapid increase in college enrollment rates requires active investment in college infrastructure and cultural facilities; on the other hand, there is a serious shortage of education funds. Facing the severe situation of university construction, the construction of university campuses emphasized infrastructure investment and neglected the creation of cultural atmosphere, and emphasized the construction of material civilization and neglected the construction of spiritual civilization. Many universities are lined with tall buildings, but lack the inherent cultural heritage, making the functions of universities pale and utilitarian. The function of culture is to guide and inspire people, so as to achieve the purpose of shaping and nurturing people. Under the fierce external pressure of competition and internal development momentum, the construction of university culture as a spiritual pursuit should be supplemented and integrated with the construction of material culture, integrating spiritual culture into the construction of material culture, so that the material carrier of the university reflects the spirit of the university. The true nature, give full play to the university's function of inheriting culture and serving the society.

4. Exploring the path of cultural construction in colleges and universities from the perspective of Marxist cultural outlook

4.1 Promote the diversity of Marxist cultural views and construct a colorful university spiritual and cultural system

First, strengthen the guiding position of the Marxist cultural outlook, and use the Marxist cultural outlook to guide the construction of university culture. Improve students' theoretical literacy and technical level, and cultivate students' behavior habits and moral qualities. On the basis of respecting differences, we should give play to the inclusive characteristics of Marxist cultural outlook, condense the cultural character of university people, build academic elites, and provide spiritual support and cultural motivation for the construction of socialist culture with Chinese characteristics. Secondly, use the ideals and beliefs of socialism with Chinese characteristics to unite the teachers and students, and encourage them to realize the value of life in the common struggle. Universities are the radiation source of talents, and they bear the historical responsibility of inheriting culture and realizing modernization. In the construction of university culture in my country, it is necessary to guide university students to closely integrate their pursuit of life with the realization of the ideal of socialism with Chinese characteristics, fully mobilize the enthusiasm of university teachers and students, and encourage university students to realize their own lives for national rejuvenation through the design of university systems value. Third, lead the construction of university culture in our country with the spirit of innovation and national spirit. The Chinese nation has accumulated a profound national spirit with patriotism, hard work and simplicity, courage to sacrifice and selfless dedication as its core in five thousand years of social practice. In the new historical period, the Chinese people have shaped the spirit of the times with reform and innovation as its soul in the socialist revolution and construction [5]. In the construction of socialist culture with Chinese characteristics in the new era, the national spirit and the spirit of the times should be continuously integrated to promote the continuous improvement of the cultural construction of Chinese universities. Finally, the construction of Chinese university culture should take the core values of socialism as the yardstick of behavior. The socialist core values organically combine traditional Chinese virtues with Marxist moral education and point out the value orientation of ideological and moral construction in the new situation. The socialist core values are used as the yardstick for judging the right and wrong of student behavior, good and evil, beauty and ugliness, and guide students to restrain themselves, love others, and contribute to society in practice, and jointly create a harmonious and beautiful university cultural atmosphere.

4.2 Practicing the practicality of Marxist cultural view, and carrying out various forms of university behavior culture construction

First, patriotism education can be carried out through daily activities such as raising the national flag and singing the national anthem. Facing the solemn and sacred national flag and listening to the

inspiring souls under the national flag, college students are all infected by that atmosphere, forming noble moral sentiments, and setting the lofty goal of striving for the realization of the Chinese dream of the great rejuvenation of the Chinese nation. Secondly, conduct special lectures, academic lectures and other special education activities in a timely manner to create a harmonious university behavioral cultural environment. The development of academic report activities should choose the content of the report. The content should be academic and forward-looking, which can attract students' attention, reflect professional characteristics, and enhance professional theoretical accomplishment. It must also have general knowledge and ideological education significance, and allow students to participate in the activity. After resonating spiritually and reaching a consensus emotionally, no matter where we are, we all have the great Chinese dream in mind and work together to realize the Chinese dream of the great rejuvenation of the Chinese nation. Thirdly, through associations, activities that are beneficial to develop students' interest, enhance patriotism, and enhance creativity, promote the construction of behavioral culture in Chinese universities. The club is the organization of the students themselves. Friends of college students with common ideals and beliefs communicate emotions, communicate with each other, stimulate enthusiasm for struggle, and achieve common ideals and beliefs through competitive activities such as speeches, singing, calligraphy, and dancing. Finally, through social practice activities such as social investigation and practice, visits to patriotism education bases and young volunteers, let young friends enter a better life and experience the outstanding achievements of socialist construction. Experience material civilization in the community, experience spiritual civilization in the countryside, experience ecological civilization in factories, and experience political civilization in government agencies. Through a series of campus and social practice activities, students can cultivate the spirit of unity, friendship, understanding of the country, good practice, and willingness to contribute, actively cultivate and cultivate the main body of our university culture.

4.3 Adhering to the transcendence of Marxist cultural view, and cultivating all-round free development of university students

The Marxist cultural view pursues the liberation and free development of all mankind, and has a spiritual character that transcends the times. Marxism believes that the free and comprehensive development of mankind is achieved through the coordinated development of practical activities, social relations, individual ability and quality training. In the construction of Chinese university culture, the goal is also to realize the full and free development of people [6]. First of all, in the construction of Chinese university culture, the development of students' comprehensive ability is the core, and conditions are actively created. On the basis of imparting professional knowledge, it focuses on the cultivation of students' comprehensive ability. Through the teaching reform that effectively combines professional education and general education, the goal of cultivating people with full and free development is achieved. Secondly, we must always pay attention to the construction of the connotation of university culture, and finally realize the overall goal of the construction of Chinese university culture through continuous improvement of the construction content of material culture, system culture and behavior culture. Finally, universities should actively develop sports to enhance students' physical fitness and call on students to develop healthy living habits. Exercise can enhance physical fitness and stimulate fighting spirit. Sports events should be based on large-scale sports games, focusing on the development of daily sports activities, and ultimately enable students to develop good sports habits and healthy lifestyles, and provide physical protection for the comprehensive and free development of "university people".

5. Conclusion

The Marxist cultural view has the characteristics of transcending the real society. It regards the free and comprehensive development of human beings as our ultimate pursuit, which is in line with the pursuit and yearning of human beings for a better future. This is the ultimate goal of the construction of Chinese university culture: to cultivate free and comprehensive people. Persist in the leading role of Marxist culture and provide a source of motivation for the construction of Chinese university culture. The construction of Chinese university culture must adhere to the characteristics of critical and independent culture, aim at the free and comprehensive development of people, and ultimately deliver qualified talents to the society. Therefore, adhering to the transcendence concept of Marxist cultural concept, actively practicing the construction of university culture in our country, cultivating qualified talents with free and comprehensive development and building a community with a shared future for mankind will surely be achieved.

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