

# Research on Campus Culture Construction of Private Colleges and Universities Based on the Perspective of Communication

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**Abstract:** *Private colleges and universities are an important part of the national higher education system. Due to the short construction time, the campus culture lacks systematic construction and inheritance. With the rapid development of information and media technology, private colleges and universities should pay attention to strengthening the dissemination and construction of campus culture to enhance the function of educating people and multi-layered value, this paper proposes a research on campus culture construction in private colleges and universities based on the perspective of communication. By analyzing the characteristics of campus culture communication, the significance of campus culture construction in the context of communication studies is clarified, and then the path of campus culture construction in private colleges and universities based on the perspective of communication studies is explored from the perspectives of communication media, communication content, and communication ideas and theories, and provides the basis for private colleges and universities. The development of campus culture construction points out the direction and promotes the spread and progress of campus culture.*

**Keywords:** *communication; private colleges and universities; campus culture construction*

## 1. Introduction

Campus culture is an important part of advanced socialist culture, and the construction of campus culture is an important manifestation of the comprehensive level of colleges and universities. With the rapid development of information technology, the communication of campus culture is gradually emerging. The construction of campus culture of private colleges and universities based on the perspective of communication science is the dissemination of advanced concepts and positive culture on campus, and is an effective way to avoid the problem of the construction of traditional campus culture of private colleges and universities and provide new forces for the construction and dissemination of campus culture of private colleges and universities.<sup>[1]</sup> Therefore, from the perspective of communication, it is of great significance to rationally apply scientific theories and methods of communication in the construction of campus culture in private colleges and universities, and explore the construction of a scientific and rational mode of campus culture communication in private colleges.

## 2. The characteristics of campus culture communication in private colleges and universities from the perspective of communication science

The construction of campus culture is not only a kind of campus practice activity, but also a typical cultural communication behavior of disseminating relevant college cultural information to the educated in an organized and planned way through certain media and channels. The characteristics of the dissemination of campus culture in private colleges and universities are as follows: (1) The dissemination of campus information has basic characteristics. Information dissemination is a basic form of dissemination in the process of campus culture construction in private colleges and universities. In information dissemination, both the recipient and the disseminator are one person. Self-thinking of patterns, etc., and analysis and processing of internal information; (2) The campus group communication has the characteristics of dispersion. Group communication is information dissemination among multiple members. The main way of group communication in the cultural construction of private colleges and universities is the communication among various groups such as classes, student dormitories and school clubs. During the process of group communication, private

college students' conformity mentality The manifestation is relatively extensive. Students often lack subjective judgment and expression in campus cultural construction and cultural dissemination because they cater to groups, which in turn leads to a situation of decentralized dissemination of cultural dissemination; (3) Interpersonal dissemination on campus is characterized by extensiveness. Any individual can interact through interpersonal communication. Interpersonal communication is the most widely used communication method in colleges and universities. Under the influence of the flexible school-running mechanism of private colleges and universities, students' thinking is more active. Communication and interaction provide an information basis, and the process of students' communication and discussion is the process of widespread publicity, acceptance and information feedback of campus culture in private colleges and universities.

### **3. The significance of campus culture construction in private colleges and universities based on the perspective of communication**

#### ***3.1. Conducive to promoting the realization of the goal of cultural power and enhancing the soft power of advanced culture***

Education is the main form of cultural communication in colleges and universities, and it undertakes the mission of cultural inheritance and cultural innovation. The cultural construction of private colleges and universities based on the perspective of communication studies focuses on inheriting the essence of traditional Chinese culture, and strengthens the cohesion of teachers and students. Communication power, constantly innovating the excellent culture of the country and the nation, by cultivating teachers and students with family feelings and noble humanistic qualities, and constantly playing the demonstration role of campus culture construction in private colleges and universities, it is conducive to realizing the positive impact of cultural communication, and then promoting Realize the goal of building a culturally strong country, and continuously enhance the soft power of the country's advanced culture.

#### ***3.2. It is conducive to optimizing the educational environment of private colleges and universities and enhancing the competitiveness of private colleges and universities***

A good campus culture can directly promote the creation of a good educational atmosphere. The school-running model of private colleges and universities leads to a poor sense of belonging to the campus among schools, teachers and students, and lack of campus cultural identity. From the perspective of communication, the construction of campus culture in private colleges and universities Taking improving the overall education and teaching quality of the school as the starting point, focusing on improving the comprehensive service ability of the school, to a certain extent, it enhances the sense of identity and belonging of teachers and students to the campus culture, which is conducive to optimizing the educational environment of private colleges and universities, and promotes the cultivation of moral education. The realization of the educational goal of socialist successors; at the same time, by improving the core literacy of teachers and students, creating a good school spirit, reflecting the distinctive school-running philosophy and campus spirit, it is conducive to comprehensively improving the image of private colleges and universities and enhancing the competitiveness of private colleges and universities. The construction of campus culture in private colleges and universities under the background of communication studies provides multi-level and multi-form communication channels for cultural communication and campus culture construction, provides correct guidance for the value formation of private college students, and clarifies the development direction for the optimization of the educational environment. It is the only way for the development of education in private colleges and universities.

#### ***3.3. It is conducive to strengthening the comprehensive quality of college students and enhancing the value of college cultural construction***

College students are the main force in the construction of campus culture. The construction of campus culture in private colleges and universities based on the perspective of communication focuses on the construction and dissemination of campus culture. Through various campus culture construction platforms, various forms of moral education propaganda are actively and widely carried out, which is conducive to cultivating The noble character of students helps students establish correct value guidance and strengthens the comprehensive quality of students in private colleges and universities. A healthy

and rich campus culture can scientifically lead the growth of college students, meet the needs of college students' development, and help enhance the cultural construction value of private colleges and universities.

#### **4. The path of campus culture construction in private colleges and universities based on the perspective of communication**

##### ***4.1. Combining the cultural communication media of colleges and universities to promote communication efforts***

The construction of campus culture in private colleges and universities is a cultural communication activity that takes cultural content as a bridge and takes awareness activities as the main body of information communication and feedback between cultural communicators and recipients. In the construction of campus culture in private colleges and universities based on the perspective of communication, we should correctly understand the meaning of "bridge" of cultural communication media. Through the continuous comparison and optimization of the selection of appropriate media for communication activities, a network communication system can be constructed through graphic publications, animation videos, radio and television, etc., and the cultural communication media of private colleges and universities can be fully assembled and combined. High-quality content in cultural construction can be disseminated and inherited to the greatest extent and provide a solid technical guarantee [2]. At the same time, the dissemination of campus culture can be expanded through theme activities, community activities and other dissemination activities, and the dissemination of campus culture can be continuously promoted.

##### ***4.2. Optimize the content of cultural communication in colleges and universities and highlight the characteristics of colleges and universities***

The construction of campus culture in private colleges and universities is a direct manifestation of the comprehensive strength of the school. It enriches students' campus life, spreads positive culture to students, and guides the development of cultural construction in line with the times. In the process, we should actively give full play to our own school-running advantages, create a cultural communication education platform with our own characteristics, and reflect the unique humanistic spirit and school-running philosophy of colleges and universities; at the same time, we should take the content of communication as a breakthrough point, and improve the authenticity of the content of communication from the actual situation of the campus. , pay attention to the connotation of the communication content, enhance the credibility and acceptance of the communication content, continuously refine and optimize the cultural communication content of private colleges and universities, highlight the cultural construction and communication characteristics of colleges and universities, and lay the foundation for good communication effects.

##### ***4.3. Strengthening the idea of cultural communication in colleges and universities and improving the quality of communicators***

The main body of campus culture dissemination in private colleges and universities is the three main bodies of teachers, students and managers, which are the embodiment of the spirit, behavior and institutional culture of private colleges and universities. At the same time, it continuously strengthens the idea of cultural communication in colleges and universities and improves the overall quality of the communicators. Teacher group communicators should use their deep understanding of cultural connotation, establish correct communication concepts, continuously improve themselves, and use scientific methods and correct moral values to guide students positively; student group communicators are carrying out cultural communication. At the time of communication, it should be rational to ensure the authenticity of campus culture dissemination; managers should fully understand the needs of recipients when carrying out cultural dissemination, realize information interaction, and promote the inheritance and innovation of campus culture.

##### ***4.4. Pay attention to the theory of cultural communication in colleges and universities and improve the communication effect***

The construction of campus culture in private colleges and universities is the fundamental way to

guide students and motivate students with campus culture, promote student development with culture, and promote the construction of colleges and universities. Campus culture disseminators are in the process of generating cultural dissemination and realizing the goal of cultural dissemination. Progressive changes in cognition, attitude, and behavior [3]. The construction of campus culture in private colleges and universities is inseparable from communication. From the perspective of communication, we should pay attention to the study and application of cultural communication theories in colleges and universities, and use relevant communication theories to analyze the problems in the process of communication and the effect of communication in detail, so that the spread of campus culture can be achieved. It has the effect of getting twice the result with half the effort, and at the same time promotes the advancement of cultural communication theory with the times, and enhances the effect of cultural communication in private colleges and universities.

## 5. Conclusions

Private colleges and universities are the cradle of advanced cultural dissemination. From the perspective of communication science, opportunities and challenges coexist in campus culture construction and campus cultural dissemination activities in private colleges and universities. Private colleges and universities should keep pace with the times, seize opportunities, meet challenges, and pay attention to the leading role of campus culture. Continue to create and optimize new carriers of campus culture construction, relying on the Internet and other new media means, create a campus culture dissemination path with rich channels, continuously enhance the effectiveness of campus culture dissemination, conform to the requirements of the development of the times, and create a positive campus culture.

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