

Study on the Development of Shanghai Culture in Shanghai Universities from the Perspective of Internationalization

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Abstract: With the deepening of globalization, cultural exchange and integration has become a major trend in the international society. Shanghai culture, as a unique regional culture of Shanghai, not only carries the historical memory of Shanghai, but also is a model of the integration of Chinese traditional culture and modern civilization. This paper aims to explore how Shanghai culture can be effectively studied and widely developed in Shanghai universities under the background of internationalization. First of all, this paper summarizes the definition of Shanghai culture, its historical origin and its value in contemporary society. Secondly, it analyzes the current situation of Shanghai culture education in universities, including curriculum, cultural activities and international exchanges, and points out the existing problems and challenges. On this basis, this paper puts forward a series of strategies and ways to promote the international communication and local development of Shanghai culture. The research of this paper not only helps to deepen the understanding of Shanghai culture, but also provides a useful reference for the cultural inheritance and innovation of Shanghai universities and even the wider region.

Keywords: Shanghai culture; Universities in Shanghai; Internationalization; Cultural inheritance; Educational approach

1. Introduction

In the tide of globalization, cultural exchanges and integration have become an important force to promote the integrated development of diversity in the world. Shanghai, as the window of China's opening to the outside world and an international metropolis, has nurtured a unique charm of Shanghai culture. Shanghai culture, with its characteristics of openness, inclusiveness, innovation and integration, has not only become a symbol of the city spirit of Shanghai, but also a vivid portrayal of traditional Chinese culture and modern civilization.

However, in the process of internationalization, how to protect and inherit the local culture and make it glow with new vitality in the new era has become an urgent problem to be solved. Especially for Shanghai colleges and universities, as the cradle of cultivating future social elites, how to integrate Shanghai culture elements in the education process and cultivate students' cultural self-confidence and international vision has important practical significance and far-reaching historical significance.

With the research theme of "Ways of learning and developing Shanghai Culture in Shanghai universities from the perspective of internationalization", this paper aims to explore how to effectively inherit and develop Shanghai culture through educational channels under the background of globalization through in-depth analysis of the characteristics, values and current status of Shanghai culture in higher education. This paper will propose innovative strategies and approaches from multiple dimensions such as curriculum setting, teaching methods, cultural activities and international exchanges, in order to provide beneficial reference and inspiration for the cultural education of universities in Shanghai and even the whole country.

By discussing the ways of inheriting and developing Shanghai culture in Shanghai colleges and universities, this paper not only helps to deepen the understanding and understanding of Shanghai culture, but also helps to promote the innovative development of Shanghai culture in the new era, and contributes wisdom and strength to the construction of an open, inclusive and harmonious cultural ecology.

2. The Formation and Development of Shanghai Culture

The formation and development of Shanghai culture is an important phenomenon in the course of Shanghai city history. It originated in the mid-19th century, with the opening of Shanghai port for trade, Western culture and traditional Chinese Jiangnan culture converged here, and gradually formed a unique regional characteristics of Shanghai culture. The development of Shanghai style culture has gone through several important stages: from the early commercial trade center, to the industrial and cultural prosperity in the early 20th century, to the modernization transformation after the reform and opening up. In this process, Shanghai style culture not only absorbed the modern elements of the West, but also retained the traditional charm of Jiangnan water town, forming a unique cultural style.

The formation and development of Shanghai style culture is the result of the integration of multiple cultures, which reflects the openness and inclusiveness of Shanghai. In this process, Shanghai culture continued to absorb, integrate and innovate, forming its own unique cultural characteristics, such as Shanghai architecture, Shanghai painting, Shanghai music, etc., which are an important part of Shanghai culture.

3. The Core Value and Characteristic of Shanghai Culture

Taking openness, innovation and inclusiveness as its character, Shanghai has been persistently opening up to the outside world, and has always taken the promotion of civilization progress as its own responsibility, to build a diversified and inclusive platform for the mutual learning of world civilizations, and to present Shanghai's practice of promoting mutual learning among civilizations to the world. Shanghai culture, as the embodiment of the unique cultural identity of the city of Shanghai, its core values and characteristics are mainly reflected in three aspects: openness, innovation and inclusiveness.

3.1. Openness

The openness of Shanghai School culture is one of its most remarkable characteristics. This openness stems from Shanghai's historical background as one of the earliest open ports in China. Since its opening in the mid-19th century, Shanghai has become an important hub for cultural exchanges between the East and the West. In this process, Shanghai School culture not only absorbed modern western thought and technology, but also integrated the traditional culture of Jiangnan area, forming a unique cultural style. This openness enables Shanghai style culture to constantly absorb new elements and maintain its vitality and modern sense. For example, the Bund complex in Shanghai is a good example of the combination of Chinese and Western elements, demonstrating the openness of Shanghai culture in the field of architecture.

3.2. Innovation

The innovation of Shanghai culture is reflected in its spirit of constantly pursuing innovation and change. In many fields such as art, architecture and literature, Shanghai School culture has shown a strong spirit of innovation. For example, Shanghai School painting, on the basis of inheriting traditional painting techniques, integrates the perspective and color theory of Western painting, forming a modern artistic style. In literary creation, Shanghai writers often take the urban life of Shanghai as the background to create works that reflect the spirit of The Times and social changes. This innovation not only enriched the connotation of Shanghai culture itself, but also promoted the modernization process of Chinese culture.

3.3. Inclusiveness

The inclusiveness of Shanghai School culture is reflected in its absorption and integration of different cultural elements. As an immigrant city, Shanghai attracts people from all over the country and even the world. These people from different backgrounds brought their own cultural traditions and lifestyles, and Shanghai School culture showed great inclusiveness in this process. Whether it is in the fusion of food culture, such as Shanghai cuisine absorbs the characteristics of Jiangsu and Zhejiang cuisine, or in the integration of language, such as Shanghai dialect into the vocabulary of local dialects, it reflects the inclusiveness of Shanghai culture. This inclusiveness not only promotes the development of diverse cultures, but also provides a cultural foundation for social harmony.

4. Analysis of current situation of cultural education in Shanghai universities

4.1. The Basic Situation of Cultural Education in Colleges and Universities in Shanghai

Shanghai, as an educational center in China, is home to many institutions of higher learning, which play an important role in cultural education. Shanghai colleges and universities generally attach importance to cultural education, and set up a wealth of cultural courses and activities, aiming at cultivating students' cultural quality and aesthetic ability. Many universities also have special cultural research institutions, such as Shanghai Theatre Academy and Fudan University, dedicated to the study of cultural theory and practice. In addition, Shanghai universities also pay attention to international cultural exchanges, and establish cooperative relations with universities around the world, promoting the integration of diverse cultures.

4.2. Current Situation of Shanghai Culture Integration in College Education

Shanghai culture, as the regional culture of Shanghai, has been integrated into the higher education of Shanghai to a certain extent. Some universities have opened courses related to Shanghai culture, such as Shanghai history and Shanghai art, so that students can understand and learn Shanghai culture. At the same time, universities also hold various cultural festivals, exhibitions, lectures and other activities, so that students have the opportunity to get close contact with and experience Shanghai culture. However, the educational integration of Shanghai school culture is not deep and extensive enough, and there is still a lot of room for development.

4.3. Existing Problems and Challenges

Although Shanghai colleges and universities have made great efforts in cultural education, there are still some problems and challenges in the integration of Shanghai style cultural education. First of all, the curriculum and activities of Shanghai School cultural education are not rich and systematic enough, lacking depth and breadth. When it comes to Shanghai culture, if the cultural image and nostalgia of old Shanghai are mixed together, the essence and the dregs will inevitably coexist, which makes Shanghai culture easily misunderstood by the public in the process of spreading today, and it is difficult to compare it with the urban spirit of "embracing all rivers, pursuing excellence, being enlightened and wise, and being modest" advocated by Shanghai in the new era. And the "open, innovative and inclusive" character of the city^[1]. Secondly, students' cognition and interest in Shanghai culture are insufficient. The "Please speak Mandarin" education in primary and junior high schools gradually makes more students lose the opportunity to spread and develop Shanghai dialect, which needs to be improved through more later education and guidance. In addition, the international spread of Shanghai culture is also facing challenges. How to make Shanghai culture show its unique charm on the international stage is a problem that Shanghai universities need to think about.

5. Suggestions

5.1. In-depth Interpretation and Understanding of the Essence

Shanghai School culture has been gradually accumulated through thousands of years of social development and practice, in the process of development, it is inevitable that some backward ideological dross and wrong ideas left over from the process of absorbing foreign culture. In this case, it is necessary to strengthen the interpretation and research of Shanghai School culture in the process of inheritance and development, and deeply explore the historical origin, development context, artistic characteristics, cultural value, basic trend and social role of Shanghai School culture, so as to guide people to have a more objective and profound understanding of local excellent culture and consciously become the inheritors of Shanghai School culture^[2].

5.2. Multi-dimensional Communication and Innovative Means

Shanghai style culture has a deep mass base, but the younger generation of audiences have a very limited understanding of its core values. Therefore, it is necessary to make full use of various forms popular with the people to publicize and promote the inheritance and development of culture. First of all, strengthen the shooting of Shanghai cultural repertoire. On the basis of the original excellent plays, more

works that are popular and close to public life are created, and filmed into videos, which are disseminated and promoted by modern media such as TV and Internet. Shanghai Drama Academy and other professional colleges and teams should assume the responsibility of selecting excellent plays for primary schools, secondary schools and universities and passing on positive energy, and promote Shanghai culture into the campus in a planned and step-by-step way. Secondly, strengthen cultural innovation and cultural IP construction. Create a Shanghai culture theme park, so that Shanghai culture radiates to every part of the park, involving various forms of Shanghai culture peripheral products, focusing on the leisure, participation and cultural nature of culture. Through museums, cultural centers, libraries, memorials and other educational positions, as well as external cultural exchanges and cultural dissemination, Shanghai culture is comprehensively promoted to penetrate into every corner, so that the vast audience can feel the artistic charm and artistic value of local excellent traditional culture.

5.3. Cultivate talents and reserve strength

Talent is the fresh blood of cultural inheritance and development, and the gardener and builder of culture with a long history. The fault of talents has become an important factor restricting the development of traditional culture. The inheritance and development of Shanghai school culture also has the problem of lack of talents and lack of youth. The fundamental reason is that the government's guarantee for talents is insufficient, and the training system of cultural talents is not perfect. Limited by the needs of life, there are very few talents who choose Shanghai cultural research. In order to make Shanghai culture move to a higher platform, create a higher artistic level and more distinctive regional characteristics, and a world-renowned cultural category, strengthening the construction of professional talents is the most important means. To train professional talents of Shanghai culture, we should be good at using the way of sending out and inviting in, and make full use of various talent training machines or even create opportunities for training^[3].

6. Conclusion

This paper deeply discusses the inheritance and development of Shanghai school culture in Shanghai universities under the background of internationalization, and puts forward a series of targeted strategies and suggestions. Shanghai culture is an important part of Shanghai's urban spirit, and its education and dissemination in colleges and universities not only helps students build cultural self-confidence, but also is the key to promote cultural innovation and international exchanges. Facing the opportunities and challenges brought by globalization, Shanghai universities should actively integrate resources, innovate educational models, strengthen international cooperation, and train cultural talents with international vision.

Through the analysis of this paper, we realize that the openness, innovation and inclusiveness of Shanghai school culture are the charm of its continuous attraction and influence on the world. In the future, Shanghai colleges and universities should continue to deepen the exploration and dissemination of the core values of Shanghai culture, stimulate students' awareness of cultural innovation through multi-dimensional educational practice, and promote the modernization and internationalization of Shanghai culture. At the same time, through training professional talents and innovative cultural expression methods, we reserve forces for the long-term development of Shanghai school culture, and ensure that this unique cultural tradition can be inherited and revitalized. Finally, through these efforts, we expect Shanghai School culture to shine more brightly on the big stage of globalization and make greater contributions to the diversity of world cultures and the progress of human civilization.

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