Excellent Campus Culture Is the Basis of Good Quality

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Abstract: Full-bodied campus culture is one of the important characteristics of an university. Creative talents’ building must recur to rich cultural atmosphere. Visible campus culture, such as the green water around, towering trees should be a good place to study. Elegant human landscape will enable everyone to feel solemn, purification and self-transcendence. At the same time the invisible campus culture, such as the spirit of the campus culture is an invisible force, which is able to exert an imperceptible influence in every student. Building good campus culture is an important aspect and link of the university building. Excellent university campus culture is the basis on which students can foster themselves good quality.

Key words: campus-culture, quality, basis

1 Introduction

Competition in the 21st century is the competition of technology and talent in fact. Students are the main force of the new century. So the quality of student directly determines the success or failure of the competition. Quality-education must be the first important aspect in higher education. We must build excellent university campus culture if we want to foster high-quality college students. The university campus culture is an important place where we carry out quality education and train college students ability to innovate, innovative spirit and practical ability. Also it is an important stage where to improve the humanistic and scientific quality of university students. Therefore, strengthening the building of the university campus has become an important task in contemporary higher education.

2 Connotation of university campus culture

University Campus Culture is a spirit and cultural atmosphere built by teachers and students together in the campus of university. It is combination of material culture and spiritual culture under teachers’ guidance and with the main body of students, which includes cultural facilities, cultural environment, cultural values, cultural organizations and cultural information. At the same time, the campus culture is combination of campus material form and awareness form, including thinking, moral self-cultivation, value orientation, lifestyle, pursuit of beliefs, relationships and knowledge capability of teachers and students. Specifically, the performance of the campus culture embodies in at least the following three forms.

2.1 The physical form of campus culture

Campus material culture refers to the physical form of the campus culture, including the natural environment of campus, the style of buildings, types and levels of the library, teaching facilities, cultural and recreational facilities, living facilities, campus landscaping and so on. The physical form of campus culture is the external expression of campus spirit, which in turn plays an important role in promoting the spirit of campus. The tidy dormitory, clean playground, bright classrooms together provide a good place for student to rest, exercise and learning. Clear water, green willows and breeze make students fresh. Perfect teaching facilities can provide adequate teaching and learning conditions, at the same time, the rich and high-quality library resources can provide various nutrients for students to deeply absorb and improve their own qualities all-round.

2.2 Campus rules and regulations culture

Campus rules and regulations are important contents of campus culture, which refer to the teaching management systems, regulations, provisions, measures, guidelines and codes of conduct. With the
campus rules and regulations, we can act reasonably. Otherwise, we will act unsystematic. We must manage the university according to the rules and regulations rather than a small number of people's desire. Campus rules and regulations cultural does not only make the teaching work run on the normal orbit. Also, make teachers and students carry out various kinds of teaching and learning activities.

2.3 The campus spirit culture
Each university should have its unique campus spirit culture. Campus spirit culture is the core content of campus culture, and it is accumulation of fine traditions spirit of an university in the course its developing. Campus spirit culture embodies in many aspects, such as the guiding ideology, development strategies, teachers’ and students’ value, sports activities. School Motto, school spirit, study style and teaching style are concrete manifestation of campus spirit culture. The campus spirit culture points out the development direction and goal for teachers and students. It plays an extremely important role in an university's development and student cultivation.

3 The function of campus culture
As a special phenomenon, campus culture plays an important role in the process of high-education. Campus culture has its rich content and is open. Therefore, teachers and students can participate in the construction of campus culture to enrich their knowledge, improve self-cultivation. What's more, the openness of campus culture makes teachers and students take full use of it to develop innovative thinking and cultivate innovation spirit. Campus culture also has a wide range of participants, which includes teachers, students, service personnel and managers. The extensiveness of the campus culture main body brings its own richness of content, also helps participants to exchange fully make progress altogether. Its specific functions can be summed up as follow.

3.1 The education-direction function of campus culture
Each teacher in university has different knowledge background and comes from different places for the multi-formity of high-education and high frequency of talent interchange. That the diversity of university education and high-frequency mobility of talent as well as the teachers have different knowledge backgrounds and come from different places makes teachers and students has different outlook on life and values. All kinds of hedonism, money worship and corruption grow in the school for contemporary society the existence of various ideologies. A number of undesirable phenomena and ideas seriously affect teachers’ and students' mind, disrupt people's thinking. If there is not a normative main ideas-oriented to arm teachers' and students' idea, school education will not be able to truly carry out its responsibilities. Campus culture has education-oriented function for its spirit developing in many years. It can induction, inspired the teachers and students to grasp the correct direction in forming a correct world outlook, outlook on life and values.

3.2 The campus culture has the function of edification
Any educational institution does not only impart book knowledge, but also foster people. So it is with university. Students absorb sufficient nutrients from books through the teacher's teaching and their own efforts to enrich their brain. However, this is just one aspect of responsibilities which high-education must achieve. As another important aspect, students' moral education and affective education is the important duty of high-education. The realization of this responsibility should not only rely on the teacher's guidance, inspiration, but also cannot be separated from the campus culture and infection. College time is the golden age for students to form the correct outlook on life, values and worldview. The simply knowledge teaching cannot carry out the goal of fostering person. However, campus culture provides for students and teachers a place to cultivate people's souls. The mood of the people in campus culture is deeply infected and spirit is purified. Therefore, university campus culture will be able to make up what the simple knowledge education cannot achieve. Therefore, the university campus culture can play an important accessorial and supplementary role in the realization of comprehensively improving students’ quality through its own richness, openness and diversity.
3.3 The campus culture has the function of cohesion
The college students have a strong awareness of self-improvement and self-development. They enjoy fully the outstanding culture in the campus. At the same time, the university campus culture just provides them with the stage of life. The youth has different interests and hobbies gather in the university campus. They communicate ideas, learn skills, pass the feelings and improve together. Thus, they set up good interpersonal relationship. At the same time, the rich and colorful culture activities attract students gradually moving towards a new culture circle, and even improve their psychological structure. Therefore, in the campus where talents muster, various trends of thought and knowledge form a powerful cohesion to converge everyone person to take part in the building of campus culture.

4 Widening our eyeshot in looking for campus culture constructing ways
Quality education is one of the fundamental objectives of contemporary high-education. Quality Education is building people's subjectivity quality based on congenital endowment through education and practice activity. This quality is an aggregate of intelligence and moral. Diathesis of people includes the thought quality, moral quality, mental quality, physical quality, cultural quality, professional quality, skills quality and so on. Quality education is the education whose goal is to develop student's physical and mental in order to guarantee the comprehensive and promotion in moral, intellectual, physical and so on. At the same time, the most important purpose of quality educations is to enhance the independence, enthusiasm, initiative and creativity of the students. In a word, strengthening the construction of campus culture can help to promote the overall development quality of students.

4.1 Building material culture, constructing beautiful external environment
The beautiful physical environment of a campus is conducive to improve quality of aesthetic and civilization. Material culture environment includes green, beautiful, clean and knowledgeable physical environment and facilities. Campus material culture has the influence of edification, infection and suggest. When the students appreciate and feel the campus scenery beauty, they improve the artistic accomplishments and aesthetic taste, and also consciously cherish and protect the beauty of the campus environment.

4.2 Building good campus spirit, fostering and strengthening students' enterprise
The campus spirit culture is a compound, which includes teaching traditions, school spirit, study style, interpersonal relations and so on. The campus spirit is the soul of the campus culture as well as the reflection of values and personality, which is identified by the techers and students together. It is a powerful potential effect. Style of study, teaching and examine directly determines the quality of personnel training. A kind of good style of study is an invisible force that can create positive atmosphere, stimulate each student's interest, and enrich each student's knowledge. The style of teaching is a complex of teachers' rigorous attitude and noble personality. Teachers educate and guide students with using this complex and then students absorb nutrition from teachers. On in this way, can the purpose of high-education really be carried out.

4.3 Organizing various cultural and sports activities, strengthening students’ collectivity sense and cohesion in order to hasten their develop fully
The campus of the University must always hold a number of sports, science and technology activities and social practice. Through these activities, we can not only enrich students’ knowledge, but also improve the capacity of social practice activities in order to strengthen the collective sense of honor and cohesion. These activities include community activities, academic seminars, lectures, singing competition, technology innovation, and so on. These activities meet students’ need to develop their interests and hobbies, and adapt to students’ characteristics. In this way, the students strong bodies on one hand, and on the other hand, they cultivate the entrepreneurial spirit, the collective spirit and the spirit of unity and cooperation. This activity has great significance in improving students’ overall quality. For example, various speech activities can contribute to improving language expression ability and
interpersonal skills. And scientific and technology innovation activities is an effective means to improve the quality of academic research, practical ability and self-learning ability. Social practice activity allows students to walk out of school to the big stage of society. This will not only enrich their experience, but also help them training the abilities of identifying problem, analyzing problem and solving problem. At the mean time, social practice is another important function through which students can building working concept, self-awareness, confidence and courage to overcome difficulty.

4.4 Set up psychological advisory institutions and informal groups. Exert their function
Psychological quality education is a new development in contemporary high-education, and also a new requirement of society. Setting up psychological advisory institutions is necessary. We can improve students’ psychological quality through the professionals’ or technical personnel’s’ effective communication with students to identify the problems caused by psychological reasons, to find a solution to the problem, restore the psychological balance, improve physical and mental health of students. Students who have common hobbies and interests organize the informal groups in campus such as associations. We can make use of the advantage of psychological coordination, guide them in right way, once, and let these groups provide Services in improving Students’ psychological quality.

4.5 Avoiding the errors of construction, paying more attention to connotation building
We must find suitable ways in campus culture building according to college actual conditions, traditions and resource. It is important to avoid the errors of idea, action and input. It is wrong considering the campus culture building is the work done by a few departments. We should mobilize the enthusiasm of teachers and students to participate together so that we can seek common development. We should pay more attention to both theoretical study and practice action but not only the latter. The construction of campus culture needs a great deal of funding. We should not weaken the material support. We must pay attention to the connotation of campus culture construction. School spirit is the core content of campus culture construction, which should be the main job. Culture establishments and environment is the external protection of high-quality campus culture. Creating a favorable external environment, increasing the input of funds, ensuring full education facilities can impulse the construction of campus culture develop in a steady manner. The construction of campus culture is the responsibility of all teachers and students. We must bring into full play the leading role of teachers and students in the main role and attract teachers and students together to participate in the construction of campus culture.

5 Conclusion
Campus Culture plays a decisive role on students’ quality development. In turn, the development of students’ quality impels the building of campus culture. During the course of campus culture’s building, we must combine with the actual situation and existing conditions of the university, fully mobilize the teachers and students to participate. The construction of excellent campus culture is important not only in improving students’ quality, but also in developing and constructing the School. What’s more, the construction of excellent campus culture has important practical significance in university education itself.

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