

# Strategies of regional cultural education in Colleges and Universities

Jie You

Student Affairs Department of the Party Committee of Changzhou Vocational Institute of Mechatronic Technology, Changzhou, Jiangsu 213164

**Abstract:** colleges and departments are the basic operating units of current colleges and universities. Strengthening the cultural construction of colleges and departments is of great significance to improve the comprehensive strength of colleges and universities. Taking a university in Changzhou as an example, from the perspective of integrating the regional red culture, integrity culture and business culture into the cultural construction of the University, this paper proposes to improve the style of teaching, study and study of the University, and build the core competitiveness of the university through external efforts, joint efforts of all staff and group assistance, so as to provide some reference for the cultural construction of the University.

**Key words:** regional culture; Education; Integration; path

The construction of college and department culture is the cell of the construction of campus culture in Colleges and universities, which is of great significance to improve the level of talent cultivation, cultural connotation and comprehensive strength. In the talent training program of a university in Changzhou, students are not only required to learn professional knowledge and cognitive ability, but also pay attention to students' creative thinking ability, organizational management ability, identification ability of "beauty", and labor practice ability, that is, to cultivate people who understand management, are good at management, and are easy to communicate, forming the unique cultural construction system of the college.

## 1. The necessity of the cultural construction of colleges and departments and the integration of regional culture

The necessity of the cultural construction of colleges and departments and the integration of regional culture. With the advancement of university construction, the college is facing new opportunities and challenges. The motto of the college is to be diligent in learning and practicing, and to uphold morality. This is in line with the spirit of Changzhou's regional culture. Driven by a group of industrial and commercial wizards such as liuguojun, Changzhou has made remarkable achievements in the case of the national cotton textile crisis. The rise of the textile industry has not only led to the development of industry and commerce, the prosperity of the urban economy, but also changed the social structure of Changzhou. In the past, the "Southern Jiangsu model", in which everyone worked hard and thrifty to open up the market, had a profound impact on the city's culture. The construction of college and department culture integrated with regional culture is conducive to promoting the construction of college and department culture, the development of students themselves, and improving the competitiveness of talents in Changzhou. By training students to become compound applied talents with professional ability and professional ability, they can become new talents with Four Haves in the new era; Through teachers' conscious use of college culture in teaching and scientific research in their work, professional development can be promoted; By shaping the professional characteristics and brand of the college, and taking the cultural construction of the college and department as the driving force, we can enhance the social influence of the college.

## 2. The current situation of the integration of regional culture and department culture

1.Characteristics of regional culture. As the birthplace of the Yangtze River civilization and Wu culture, Changzhou has a profound historical accumulation. Jizi culture, Qi Liang culture, industrial and commercial culture, and "three outstanding" culture have endowed Changzhou with unique local humanistic spirit and driven by meeting the needs of regional social developmentThe five majors of e-commerce supply a large number of talents for Changzhou and its surrounding areas every year. Looking back on the development of the college in the past 20 years, it has grown from scratch in teaching, scientific research, personnel training and other aspects, and has been striving for excellence and overcoming difficulties. As a department of business in engineering colleges, it has been trying to combine the cultural construction of the college with the spirit of Changzhou local culture, Absorb the excellent cultural characteristics of the region, nourish the humanistic quality of students, and always take improving the professional competitiveness and cultural taste of the college as the foothold to deeply explore the local cultural and historical traditions. Build a distinctive and connotative college culture closely linked to regional culture, create a cultural atmosphere that leads, cultivates and condenses students and teachers, and form a good style of teaching and learning.

2.Students' cognition of regional culture in our college. We set our observation point on the students of our college, and distributed questionnaires from the aspects of Changzhou red culture, Changzhou Industrial and commercial culture, Changzhou regional culture, Changzhou happy life and so on. Through the analysis of students' recognition of Changzhou local humanistic spirit, the coupling degree of regional culture and improving the degree of campus civilization, and the combination degree of regional culture and department culture, It is proposed that Changzhou's long history and culture, integrity culture, studious and thrifty, and innovative spirit should be deeply integrated into the education system of the hospital. Among the students surveyed, 74% were non Changzhou people, 70% wanted to know more about Changzhou, 96% were willing to understand Changzhou's local culture through tourism, classroom teaching, literature review and watching online videos, and 42% believed that understanding Changzhou's local humanistic spirit was effective in improving self-cultivation, The proportion of people who clearly stated that they wanted to stay in Changzhou after graduation was 35%, and 35% were not

considered yet. The proportion of people who think it is necessary and necessary to learn Changzhou local culture is 76%.

3. Existing problems. In the process of specialty construction, the culture of colleges and departments has not been systematically sorted out, refined and summarized. The specialty setting is slightly separated from the enterprise, industry, industry and regional culture, which is not consistent enough. The specialty teaching is "separated" from the goal of improving talent training, and the knowledge, skills and humanistic spirit in the internal structure of the specialty are "separated". It has important theoretical and practical significance to integrate regional culture into the construction of college and department culture.

### 3. The path of integrating regional culture into college culture

1. Make efforts from the periphery, let the regional culture enter the field of vision and thoughts, and improve the style of the hospital

The survey shows that 44% of people approve of the hardware environment of the college, 75% of people approve of the cultural activities of the software environment indicators of the college, and 55% of people approve of the quality of teachers. Serving the local economic and social development is the inevitable result and basic trend of the development of higher vocational education and regional economy. The construction of campus soft environment must be combined with the nature of the school and the service orientation, and actively create a campus atmosphere with regional cultural characteristics for students and teachers. Through the influence of this local spiritual atmosphere, it can affect the behavior of all teachers and students, Promote the development of the college. For example, we should actively build some facilities with our own characteristics, local cultural characteristics, and design ideas with commonness and individuality, and reflect local characteristics through the school classroom, activity room, office space and other carriers.

Break the system barriers between schools, enterprises and public utilities, integrate and gather talents, capital, information, technology, etc., build the cultural construction system of colleges and departments in Colleges and universities, improve the soft power of campus culture, and drive the civilization of the region. Pay attention to publicizing and absorbing the cultural concepts and core values of local excellent enterprises. The enterprise spirit reflecting Changzhou spirit, such as brand awareness, service awareness, innovation awareness, and thrift awareness, will be incorporated into the ideological and political education of the college. Regularly hold Changzhou local innovation and entrepreneurship entrepreneurs' report meeting, or in the form of classroom teaching and lectures to motivate students. With close ties with enterprises and industries, students can quickly establish a sense of professional identity, responsibility and mission, and enhance the dissemination, mutual penetration and integration of college and department culture in schools, enterprises, industries and industries.

2. All staff work together to make regional culture enter textbooks and classrooms and promote teaching style

Compile school-based teaching materials or cultural books with regional cultural characteristics, fully tap the local humanistic spirit of Changzhou, combine it with the talent training direction of the college, provide important resource guarantee for the cultural construction of the college and department, take the development process of local culture as the main line, take local typical characters as the main body, absorb the ideological essence and moral essence of the characters, and expound the positive, friendly, professional, healthyThe concept of employment and occupation of diligence, thrift and integrity. Integrating local business culture and humanistic history into professional courses such as marketing and e-commerce can enhance students' confidence in Changzhou business culture and Changzhou economic development. Strengthen the contact with local enterprises, one major and one enterprise, and adjust the professional curriculum according to the development needs of well-known enterprises and talent needs. Enhance students' conscious recognition and operation compliance of the major, and enhance the recognition of enterprises and industries on the quality of graduates. Develop the application media of college and department culture, such as the establishment of college and department culture website, research and development of college and department culture products, etc. According to the survey sample, 72% of professional teachers are willing to focus on Changzhou's local manufacturing industry and culture in teaching.

3. With the help of groups, regional culture can be introduced into communities and apartments to create a style of study

In Changzhou, Ji Zi's integrity, virtue and refined feelings are deeply rooted in the hearts of Yanling's descendants and integrated into the blood of Yanling's descendants. The college implements the "five ones" image project among students: advocating a kind of behavior and saying hello to teachers; Develop a habit, such as being honest with others and being friendly with classmates; Instill an idea, such as the spirit of hard-working and perseverance of Changzhou's older generation of entrepreneurs; A skill, such as a skill other than one's major; Cultivate a spirit to integrate the "integrity" spirit, the "comity" spirit, the "dedication" spirit representing Changzhou, and the "dare to be the first" spirit of striving to be the first swallow in the south of the Yangtze River into the daily civilization project, so as to show the image of the College.

Organize students to carry out various forms of practical activities. For example, with the practice theme of "understanding the source of Changzhou and offering my spark", the college closely follows the main line of regional culture, holds college and department culture lectures, college and department culture research associations and activities, and tries to take the opportunity of apartment environmental layout to create professional corridor culture, window culture, apartment indoor culture, apartment outdoor culture, etc. Form the characteristics of colleges and departments. Focus on cultivating students' confidence in Changzhou's red culture, Changzhou's industrial and commercial culture, Changzhou's regional culture and Changzhou's happy life, and form a positive, friendly, professional, healthy, thrifty and honest outlook on employment and occupation, so as to improve students' humanistic quality and civilization, and do a good job in nurturing humanistic spirit and leading social civilization.

#### 4. The direction of integrating regional culture into the cultural construction of colleges and departments

Exploring the integration of regional culture into the construction of college and department culture is also a way to carry forward and inherit the regional culture again. Implementing the effective docking and blending of college and department culture and regional culture to form a college and department culture with local characteristics is one of the ways to enhance the strength of running a school.

1. People oriented and form a unified consensus. The construction of college and department culture must be based on teachers and students, respect and care for people, and work together for development, so that everyone can develop and realize their value pursuit at the same time of collective development. Changzhou is rich in red culture resources and has a detailed map of red culture. Fully excavating the resources of red culture is helpful to promote young college students' firm ideals and beliefs, and condense ideological consensus; Enhance political identity and cultivate love for the party; Cultivate patriotism, improve moral quality, shape professionalism, and improve personality. All teachers and students should combine the regional culture to form perfect ideas and clear measures in the construction of environmental culture, behavior culture and management culture, and jointly build the pattern of college and department culture construction.

2. Deepen the characteristics of colleges and departments with culture as the soul. On the basis of characteristics, it is complementary to the campus culture. In the process of college and department culture construction, we should strengthen the construction of professional culture and teaching culture, guide and encourage the healthy development of college and department culture, promote the construction of college and study style, integrate regional resources into students' Ideological and political education at the stage of learning and internship, and combine internship practice to help students form a correct outlook on life and values, For the country to grow "great country craftsman" type technical and skilled talents with firm faith, do a good job of nourishing the humanistic spirit and leading the social civilization.

3. Strengthen management and form a long-term mechanism. The construction of college and department culture should be sustainable and long-term, and form a long-term mechanism of constantly "mining traditional culture, creating enterprise culture and establishing professional culture", so as to continue to make efforts in the construction of college and department culture. At the same time, the regional red culture is used to form a red post station as the base.

4. Strengthen the integration of production, learning and research, and promote cultural interaction. Fully mobilize and give full play to the radiation function of the college and department culture, integrate the culture of well-known enterprises in the region into the college and department culture, integrate the regional industrial and commercial culture, integrity culture and red culture resources into the ideological and political education of students in the internship stage, promote the cooperation between the college and red museums, enterprises (units) in the internship stage, and relevant local government departments, and cultivate students' love and dedication, Cultivate students' craftsman spirit and broaden the ways of campus culture construction in Colleges and universities. It provides a theoretical basis for the government education department to formulate relevant internship policies, measures and decisions.

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**About the author:** Youjie (1980-), female, born in Yancheng, Jiangsu Province, associate researcher, master, majoring in Party construction and students' Ideological and political education.

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