Reflections on the Ways to Improve the Pertinence and Effectiveness of Culture of Clean Administration in Colleges and Universities Education

Ya-Fang LI
Xi'an Medical University, Xi'an, Shaanxi, China
396902117@qq.com

Keywords: Collaborative Model, Culture of Clean Administration, Pertinence, Effectiveness, Way.

Abstract. Colleges and university are the front of the output of the ideological ideas, the cultural highlands leading the social development, the lighthouse of the cultural development, playing an important role in the social process. The cultivation of the cultural of clean administration in college students' minds has much to do with the future of China and the Chinese nation. In a certain sense, it is the key to strengthen the construction of college culture and even enhance the soft power of the national culture by improving the pertinence and effectiveness of the culture of clean administration education in colleges and universities education. This paper aims to explore the possible ways to enhance the pertinence and effectiveness of the culture of clean administration in colleges and universities education.

Introduction

Colleges and universities are the cradle of high-level talents; they have a great impact on social culture through the cultural transmission, knowledge creation, knowledge dissemination and are viewed as the lighthouse in cultural development. In the process of social development, the construction of the culture of clean administration in colleges and universities cannot be underestimated. What is the culture of clean administration in colleges and universities? The author believes that the culture of clean administration in colleges and universities is a kind of group culture, which is based on campus activities as the carrier, on the key leading role of the functional sector, on teachers’ and students’ broad participation as a guarantee, always filled with a strong atmosphere of advocating and respecting it. As the cultivation of the cultural of clean administration in college students' minds has much to do with the future of China and the Chinese nation, it is of great significance to explore ways to enhance the pertinence and effectiveness of the culture of clean administration in colleges and universities education.

The Great Significance to Strengthen the Education of the Culture of Clean Administration in Colleges and Universities

Colleges and universities are the front of the output of the ideological ideas, the think tank to improve the social management, the cultural highlands leading the social development, the core institutions of cultural transmission and innovation. College students are the backbone of social influence and social development. Their values and the concept of clean administration culture have much to do with the future of China and the Chinese nation, and their university stage is the critical period for the formation of their values and cultural ideas. The culture of clean administration in colleges and universities education can reflect the education ideology and culture level of a nation, a country and a university from the aspects of moral concept, value orientation and behavior mode. It is a complex of university culture and the culture of clean administration. Strengthening the education of the culture of clean administration in colleges and universities has a guiding function for the formation of college students' world outlook, outlook on life, values, morality and legal concept.

At present, most colleges and universities are not conscious of the importance of the construction of clean administration culture; the pertinence and effectiveness of the culture of clean
administration education are weak; the teaching of specialized courses is placed in the crucial position while the necessity and importance of honest education for college students is not given enough attention; there are no positive probe into the good way of carrying out the culture of clean administration education in colleges and universities; there are no innovation of teaching content and teaching mode based on the practical need of the characteristics of college students. The above situations lead to the lack of relevance of the education of clean administration culture in colleges and universities. Although some colleges and universities bring the clean administration education on campus, into the classroom, but they did not put it into the teaching materials; and students are not interested in it because of the dull teaching method and content; there are no guarantee of the teaching efficiency; and the repeated cases of unclean administration in colleges and universities reveals the effectiveness and urgency of clean administration education shall be improved. Colleges and universities should strengthen the value of anti-corruption policy, turning the campus into a frontier position of enhancing self-confidence in the culture of anti-corruption, using the network as an important carrier of spreading clean administration culture education, firmly grasping the direction of advanced culture development, focusing on the people's need of the construction of clean administration culture, safeguarding the campus as the base of clean administration education, cultivating and educating all students and teaching staff, promoting the pertinence and effectiveness of clean administration culture education, promoting teachers’ and students’ confidence in fighting against corruption.

Improving the pertinence and effectiveness of the clean administration culture education in colleges and universities is an important part to strengthen the construction of the soft power of a country. It is also a realistic need for the education that satisfy people. It is also an important measure for school administrators, teachers and students to form anti-corruption concept. It is of great and far-reaching significance for college students to hold the cultural confidence, to consolidate ideals and beliefs, to choose the right path to success. In the Internet+ era, cultural exchanges, assimilation and confrontation become the strongest voice of the times; universities and colleges are the best place of the education of clean administration for its talent cultivation and cultural leadership function. Because of the important role of universities and colleges in the clean administration culture education, more and more colleges and universities begin to explore ways and means to promote the pertinence and effectiveness of clean administration education.

Reflections on the Methods to Promote the Pertinence and Effectiveness of Clean Administration Cultural Education in Colleges and Universities

There are many advantages to carry out the culture of clean administration education in colleges and universities. The free learning environment, the strong atmosphere of the pursuit of truth, the free and democratic management system, large quantity of young people with great expectation in universities and colleges are the favorable conditions which provide a platform for the cultural innovation, transmission and spreading. It is worth reflecting on the role that colleges and universities play in the promotion of national cultural soft power, and on the exploration of the path to promote the pertinence and effectiveness of clean administration education in colleges and universities.

Inheriting and Excavating the Excellent Resources which Advocate and Respect Clean Administration in Chinese Culture

The excellent resources in Chinese culture on clean administration, such as "Come out of mud unsoiled", "Attend office morning and night", "Remain uncorrupted" are valuable resources that colleges and universities could make good use to carry out the education of clean administration cultural. These spiritual ideas are the most profound cultural soft power; inheriting, innovating, exploring and promoting these key elements of the clean administration in Chinese culture is an important subject that needs undertaking in the construction of university culture and the promotion of the national cultural soft power; and it is beneficial to strengthen people's confidence and
national pride. In the construction of clean administration culture, colleges and universities should continue to cultivate the elements of clean administration from Chinese culture, paying attention to the creation and spread of the works on clean administration. They should combine the advantages of traditional culture and regional culture with the characteristics of Internet+ era, and coordinate those advantages with the construction of clean administration culture; they should link those advantages with teachers’ and students’ learning and life and the need of promoting national soft. Making full use of the strong academic research atmosphere, the strong research team and the excellent research platform, colleges and universities could explore the rich connotation and contemporary value from the excellent Chinese culture to achieve the modernization of regional culture and national culture, to carry out a systematic and a comprehensive clean administration education, to elevate teachers’ and students’ human quality, to strengthen their national confidence and cultural pride. In addition, after large quantity of students graduate, they would directly or indirectly spread the concept of anti-corruption and values that the college and university are advocating to the surrounding population and to the world, which will boost both the development of social culture and the building of national cultural soft power. Throughout the history of social development, the rise of the first-class university often leads to the rise of the country and its people, for instance, the rapid development and prosperity of Germany and the United States is due to the win-win relationship between university and the country.

**Integrating Teaching Content and Reforming Teaching Methods**

The improvement of the effectiveness of clean administration education is dependent on the integration of teaching content and the reformation and innovation of various teaching methods. In the context of the rapid development of new media, the relevant topics on clean administration culture education can be set up to ensure the conduction of teaching in the classroom, and flexible and diverse teaching methods, such as the inside and outside classroom teaching, online and offline teaching, the theoretical teaching combined with field practice teaching, could be employed. In the teaching process, the selected teaching content should fit the professional characteristics of the college or university concerned as far as possible; the selected case study should cater for students' interest and focus; the traditional cramming teaching models should be reformed constantly to meet students’ learning habit; the teaching methods that meet the practical needs of students, such as interactive discussion, debate, scene simulation and movie watching, could be adopted to strengthen the teaching efficiency; some practice teaching mode, such as reporting listening, on-site teaching, visit to the educational practice bases of clean administration culture teaching could also be adopted to help students get personal experience of the teaching effect, making the concept of anti-corruption internalized. To be specific, the measures that could be taken are listed as the following:

First, to strengthen the combination of anti-corruption education with professional education combined. The anti-corruption teaching should satisfy the Quality Requirements of Personnel Training in Colleges and Universities, should reflect the current ideological and moral standard and the future professional requirements, should bear the distinctive professional characteristics of the university concerned, should have clear target. Second, to deepen the reform in classroom teaching and the innovation of teaching methods. Subject-oriented study, case study, scene simulation, group discussion and the employment of new technology help to encourage students' participation in class, to stimulate students’ initiative in learning, so as to consolidate the efficiency of classroom teaching. Third, to give full play to students in their study, realizing the transformation from inculcation to the inspiration, from one-way learning to learning in multi-direction, from passive learning to active learning, to help students learn to think, to experience, to practice. Undoubtedly, encourage students to play a major role in the process of learning meets the demand of promoting the efficiency of anti-corruption teaching in colleges and universities.
Using Collaborative Model to Strengthen the Pertinence and Actual Effect of Clean Administration Education in Colleges and Universities

How could the relevance and effectiveness of anti-corruption education in colleges and universities be further strengthened? The answer is to adopt the collaborative mode. The collaborative mode could help to solve the problems that lead to the low teaching pertinence and effect, such as emphasizing theoretical knowledge too much while neglecting practice knowledge teaching, emphasizing teaching role too much while neglecting the educating role, emphasizing arrangement too much while neglecting the implement. The author believes that the collaborative mode mainly refers to the creation of various conditions, the setting up of a variety of platforms, the coordination of the relationship between two or more subjects, the use of various initiatives to achieve the interaction between different entities of cultural integration and innovation development; and as a result, a synergistic effect in enhancing the cultural soft power could be achieved. In the construction of anti-corruption education in colleges and universities, everyone should take his/her own role; every department, every staff member and students should be involved in it, co-operating to create an atmosphere in which everyone "prides itself on being clean, feel shame for corruption", so that teachers and students are all concerned about the construction of clean government, alarm themselves.

Conclusion

The construction of the culture of clean administration education in colleges and universities is a difficult and long-term task. The improvement of its relevance and effectiveness cannot be achieved overnight. Only by the continuous cooperation and effort of teachers and students can we achieve a healthy working and learning environment.

Acknowledgements

This article is a partial fulfillment of a ideological and political education research project sponsored by Xi'an Medical University results, project number 2015SZ04; is also one of the results of school-level education reform project, project number 2014JG-09.

References