The Thinking of Effective Docking between the Local University's Campus Culture and the Local Community Culture

Yong-tao DENG¹,a,*

¹Media College of Mianyang Teachers’ College
²Email: 1046677288@qq.com
*Corresponding author

Keywords: Social culture, Campus culture and docking path.

Abstract. Community culture refers to a kind of subculture formed in the certain historical background, natural environment and unique culture. It has strongly regional, traditional and unique. Community culture and local universities are intimately related to each other, which breeds and nourishes the characteristics of running the local university. Furthermore, it provides strongly spiritual guidance and cultural resources for school-running practice of the local university, especially for realizing discipline construction, talent training, and community service and culture guidance.

The Combination of Community Culture and Campus Culture

Campus culture refers to the established real big cultural background, in the society under the guidance of advanced culture, reflect the children's school life, reflect the characteristics of body and mind, for the group consensus, Shared, sharing of campus culture. It is abstract from the children's education activities of values system, new beliefs and practices, the value is to highlight the "people-oriented" education idea, can meet the needs of the development of social culture, starting from the respect children's autonomy, affect the formation of their world outlook, the outlook on life, improve their moral standards, to promote their healthy growth. And community culture is based on the community, to society as a two-way communication object, in cultural activities as the carrier, to promote the party's line, principles and policies for the purpose, to play a culture education, knowledge, entertainment, the function of aesthetic education, improve the political consciousness and cultural quality, promote two civilization construction, led by the government administrative departments to organize and guide a kind of mass cultural activities. Embodied in this community ethnic, folk, folk culture village culture, organ culture, corporate culture, campus culture and military camp culture, the cultural industry is a body comprehensive cultural combination.

Campus culture in the community culture construction is the inevitable requirement of era development. With the development of society and spiritual civilization construction, the requirements of the people's life level is increasing day by day, people is now paying more and more attention to the community culture construction. Especially in Shanghai, the internal metropolis, the community culture construction is also changing dramatically. In many streets of the district, we can see the science board which promotes scientific knowledge, the gym for people to keep fit, and the English Corner for conversation, etc. Street as the main administrative agencies of the community culture construction, it has some limitations in professional culture construction, while these aspects of the construction are the strength of campus
culture construction. Therefore, it must join efforts with the school to promote the construction of cultural aspects in science, fitness as well as English.

Campus culture in the community culture construction is the inevitable requirement of community work. As the main body of the school, team members occupy a large proportion in the community, they are the main objects of community cultural construction. But in actual work, quite a few children don't like community activities. so how to make the community cultural construction can adapt to these groups? This requires the community staff can understand the construction of campus culture, so as to better approach the child, carry out some activities which children like from set out actually, thus to play a guiding role for the formation of their good moral character and habits.

Campus culture participating in the community culture construction is the parents' urgent needs. According to a survey report, due to the increasing of the two-day weekend and holiday, the time of players in the community also increases, so how to make the child in this period of time manage, organize, and harvest is the most concern of the parents. So campus culture construction is not just limited in schools, but should be out of the campus, to the community.

The Way of Campus Culture Participating in the Community Culture Construction

Leadership Attaches Great Importance To, To Do A Good Job of Coordinating Integration

This is the key to the construction of campus culture in the community culture. For example, from the level of our district, the education bureau, the Communist Youth League district party committee, youth activity center for leadership team, they formulate work demands from the macro, set up the reward mechanism, integrating resources off; From the level of the street, they set up specifically responsible for youth work post; From the school level, every year the school sent counselors to community to assist neighborhood committee in youth work, but also open to the community with school resources, carry out activities such as reading, sport, and speech and so on. Some schools are also combined with chapter eyas for activities, chapter set up community, to encourage players to take active part in community activities, which builds a working model with management, level, and feedback. In recent years, the development of the campus culture in our district flourishes more and more, "star of hope" the series matches of campus culture push the development of the campus culture in our district to one and another climax. This makes a strong solid for the construction of campus culture joining in the community culture.

Counselors Guide, Mining Community Education Resources

Instructors should actively guide the players to participate in the activities of community cultural construction. The community culture is becoming an inevitable external environment to the players, which have great effect on the healthy development of the team. Guiding the team engaging in community cultural construction can develop the community culture resources, such as "we are all coming from the red scarf" big interview activity, have been able to find the model of community players, find out how they succeed, so as to promote players of their healthy growth of the moral emotion. At the same time, to guide the players pay attention to their environment, such as the investigation on the community river water quality, and consciously let them participate in community construction, to enhance
their social responsibility, promote the occurrence and development of the innovative spirit and personality. Rich and colorful community cultural activities not only provide the players a good space of self-development and self-improvement and promote the peaceful, harmonious, friendly and cooperative relationships and the formation of an atmosphere of health education.

**Players Practice, Creating A New Space Activities**

As a player, they should take active part in community activities. In terms of personal angle, they could participate in the activities of the residents' committee in the holiday, such as clean green, visits, or the lectures, etc. Some players also actively apply for the residents' committee cadres "little secretary", to experience the hardships of residents' committee cadres. In terms of the collective, for ensuring players can participate in community activities, requesting to the nearest principle, the school set up the eyas holiday party, which is popular in players. They will bring the knowledge which they learnt in school to the community, and actively carry out "I am a household small expert show", a reading activity in the "communication"," gerocomium sympathy activities", etc. These rich and colorful, fun group activities, create a new space for young pioneers activities.

**The Present Situation Analysis of the Docking Between Mianyang Local Universities’ Campus Culture and Local Community Culture**

Since this year, in the series of activities of campus culture into the city', Mianyang city has focused on the club and the actual demand of the masses; innovated service pattern and service way; insisted on outstanding the theme of this activity, the universality and the subjectivity of the masses at the grass-roots level; carefully planned and arranged the content and form; launched the menu type and paired public training guidance, which were a huge success. By mid-July, among the whole city, the arts professional training has achieved six times, point-to-point training coaching pair has reached eight pairs, which directly benefits nearly 50000 people.

Under the unified instruction and schedule of Mianyang Municipal Party Committee Propaganda Department and the government, the city style new bureau, the city cultural center, the city children's palace and the masses in the streets (town) township joint city literature and art association, the association of volunteers and ZhuShi art departments of colleges and universities, team carry out the training under specific time and place, pair training, promoting the training a little interaction, grid point guidance. In the form of "menu" training guidance, the dance skills teaching, make-up training, vocal training counselling have reached widespread high praise among the masses. Careful explanation from professional teachers, scientific and standardized training guidance and various forms of interaction have made the masses achieved a fundamental improvement in "understand" and "contrast", "training".

On how to improve the effect of training courses, universality, and the key link of equivalence, Mianyang has changed the traditional arranged training into adjusted training by taking public opinion; changed organizing people to attend training into sending them to the grass-roots level to carry out the training; changed one subject per training into pair fixed-point comprehensive training. The form and content of training match the people's desire more. The quality and effect of training is fundamentally guaranteed. At the same time, the desire of people of the professional training in art increased, the team is more sealed, the training of professional standards of ascension teachers strictly demand themselves. For example, in recent
years, the dancing teachers of College of Art and Architecture in Mianyang pair with Dream of Wing of Changsha Special Education School in Changsha; Li-ping Deng, the teacher of Mass Media Vocational College, pairs with chorus from lotus town; the crew of Chen gang art troupe pairs with Stars Dance Training School and children's dance training in grass-root level, etc. A lot of effort was put into the plait, rehearsals, team norms ascension and the strong energy has been injected into professional counseling training. Training guidance has gone wild at the grassroots level. It has played a significant role in enriching the amateur cultural life in the grassroots, carrying out the mass art high-quality goods competition competitive evaluation, as well as spreading the Chinese dream, cultivating the practice of socialist core values, and transferring the social positive energy.

**Measures To Promote Campus Culture into the Community and Docking Activities**

Campus culture into the community and docking activities should be based on actual school, closely around the "stick to scientific development, building a safe, civilized and harmonious campus and harmonious community" as the theme, the novel idea, unique design, integrating educational and entertaining, build unity and individual character of the campus and community culture system. Campus culture construction is a school teachers’ and students’ work, study and life state and also the embodiment of spirit, is to build a harmonious campus, to carry out the environmental education, cultivating qualified personnel and improve the level of school-running indispensable important aspect, is the soul of a school. Campus culture as a kind of environmental education strength, have a huge impact on the healthy growth of students. The ultimate goal of the construction of campus culture is to create an atmosphere, to cultivate the students' sentiment, build a healthy personality, improving students' quality in an all-round way.

Second, docking activities into the community, campus culture must be promoted realistically, continuously explore perfect activity form, content and method; To adjust measures to local conditions, according to their aptitude. Must strengthen the activities classified guidance, carry out comparison, the implementation of project operation, makes the activity gradually and thorough development; To take advantage of important holidays such as node, good season all kinds of events activities, constantly bring about activities.

Third, the construction of campus culture in local colleges must integrate with the opening attitude, absorb community culture nutrition, and through the aggregation and radiation function of campus culture in local colleges, introducing positive, healthy, and the mainstream ideology and culture to the local, achieves innovation and development accomplished by catalysis of college campus culture. Local university campus culture is a community culture self-restraint edification. First, community culture nurtures the local college culture. As the school staff and students are the residents of the region, they are supposed to be influenced by the community culture. Community culture impacts their outlook on life, on world, on the values and culture interest unconsciously. Staffs and students become participants of community culture as well as the creator, disseminator. Second, the local university campus culture leads the community cultural development. Local university campus culture, with its openness, critical was and creativity reacts upon the community culture, promoting the reconstruction of community culture, and as the symbol of the community culture, it has a strong leading role in the cultural construction of the community. Cultural
events on campus, especially some cultural feat and anecdotes tend to have a revolutionary impact on the change of community culture.

In a word, the school and the local should fully recognize the importance of the cultural construction to colleges and universities' sustainable development of both sides, building communication platform on the basis of mutual benefit and win-win, then realize the interaction. Local colleges cooperating with local government or the competent department of national education and the union school is a successful model. Local community cultural construction of campus culture in colleges and universities should make full use of resources, taking an open attitude to accept local mass culture, and at the same time absorbs the essence and discard the dregs critically and selectively, to form up a positive, healthy and elegant campus culture system.

Acknowledgement
This topic received funding from Mianyang Federation of Social Science (MYS2014ZD01).

Reference