Logic Level and Construction of Modern University System Establishment in Cultural Perspective

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Abstract. Culture is necessary for modern university system reflected on three aspects as the relationship between university and culture, system and culture, modern university system and culture. The organization properties of university determine their establishment must follow cultural logic. On one hand, the properties of university in academic organization enable it to put forward requirements on via value culture and behavioral culture, on the other hand, the social organization properties from university also influence the modern university system in the forms of local culture, university culture and subject culture. In addition, the cultural distributions of different stakeholders in university organization also provide analysis thought for modern university system establishment.

Introduction
Research on modern university system is in a trend of progressive increase year by year, “modern university system” has posed consecutive and extensive attention from more and more scholars and relevant research organizations as an important topic in the field of higher education research.

Modern University System and Culture
Culture is the soul of university, and is an inexhaustible motive driving university development; culture is a necessary supplementary to system establishment; culture is the operational logic of modern universities, and is a subject matter of modern university system establishment.

University and Culture
The university is a social organization with profound knowledge at the core, has cultural organization features. Just as what said by some scholars, “we cannot exclude that university also has a certain political properties and economic properties, but as a whole, the blood of culture is flowing in the body of university. The cultural properties are the everlasting feature and invariant of the university. Apart from culture, there will never be education in university; apart from culture, there will never be academic in university; then, apart from culture, there will never be solemnity, dignity and holiness in university.”¹ Culture is a basic element of university, and it also counteracts on university by its unique manners. As a talent of the economic society and incubator of the knowledge industry, the talent cultivation, scientific research and social service functions from the university are inevitably influenced by social politics, economy and culture, and need continuously adapt to the demands from social knowledge and culture through the optimization and adjustment of the educational concept, educational contents and educational patterns; as the repository and thinking bank of human society, the civilization inheritance and the platform and position role of communication at universities make it difficult for their ideologies and mainstream thoughts to get rid of the impacts from the adaption theory, survival theory, organon and multi-cultures. University
cannot be separated from culture, and culture counteracts on university, university and culture accompany each other and both are necessary.

**System and Culture**

System construction has an evident role in university reform and development shall be equally highlighted. However, according to the system economics viewpoints, any formal systems are incomplete. This aspect is reflected that the people in systems only have limited rationality, it’s also reflected that some contents in systems cannot be verified, which means the formal organizations could only construct the network of system rather than the curtain of system, and the gap in system network requires be to filled up by culture. Culture is the thought and idea, behavior and custom from a group established within a period, and all activities radiated from integral consciousness of this group. Culture is hereby defined as the shared value and a set of rule system, and various more concrete elements from a community in social interaction aspect. Just these values and rules are guiding the development of organizations-the establishment of system, in other words, culture is the thought and value basis produced by system, it restricts the establishment and development of system, the role of culture not only could be ignored in system establishment, but also the value orientation and supporting role from culture shall be properly developed. In fact, the relationship between system and culture is a dialectical relationship. Both of them are alterative, integral and in reciprocal causation. The tangible system is permeated with culture, and the intangible culture is reflected by tangible system. The co-existence and common prosperity from system and culture is constructing the basic operational mechanism of organizations.

**Modern University System and Culture**

University system is the spiritual basis and code of conduct of the university activities, and is the basic condition for university to sustain and develop. The changes of internal and external conditions and environments from the university highlighting the university system problems. However, the technicality, complexity, publicity and other features of the university have determined that the pure stiff system is difficult to meet the demands from various interest subjects, and the flexible spiritual culture is required for coordination. Actually, the theoretical research and practical explorations on modern university system benefit from the enlightenments from enterprise management, however, the organizational culture features of the university have determined the development logics complying with educational laws shall be followed in its system establishment, attention shall be paid to shape a favorable internal cultural atmosphere, to maintain the spiritual temperament and cultural traditions for the existence of university, and externally coordinate the value conflicts between the university and society, and to ensure the cultural position and independent critical spirit of the university. In other words, fully reflecting and guaranteeing the cultural spirit of the university is the orientation of the modern university system. Because the core for constructing the modern university system is the “university” rather than “system” and “modernity”. As you see, establishment of the modern university system shall also follow the development logics of culture, and the research on modern university system cannot be separated from the research on culture.

**Cultural Environment of the Modern University System Establishment**

Establishment of the modern university system is neither simple transplantation of the western system, nor all-purpose pattern for any duplications at will, even if it’s framework type, it’s only a rough orientation, is the guiding principle with specific system designs, it’s also the standardized design on the basis of fully analyzing university culture, territory culture, college culture and even subject culture, so the role from the cultural elements must be considered.
Universal Culture

The university is not a subject beyond the universe, it roots in a specific social soil, the university in different countries and different environments have distinctive individualized features, but the organizational features of university enable it with universal features.

Value Culture. The university is an academic and cultural organization of society, operate according to its self logics. Guided by the properties orientation of the university, the general “triple-A” principles of universities in the world-academic freedom, academic autonomy and academic neutrality have become the core values always maintained in university development exceeding the limits as national culture, political system, economic and social development level and ideology, etc. “The university development history tells us the foundation for establishing university system is the university concept, the university system is contained in the university concept, and the relationship between university concept and university system is style and application. Any university system is accompanied with an upgrading process from system to concept from its sprout form to formation of a relative stable system, and will finally become a unity between system and concept.” The modern university system is not a deny to the traditional university concepts and university spirit, but selection and amendment to the university concept and university spirit, and the modern university system construction is a process for construction of modern university concept and university spirit on the basis of inheriting the traditional university spirit.

Behavior Culture. With the development of universities, the influences from the bad thoughts as pragmatism, utilitarianism and money worship, the phenomena is more and more normal such as highlighting administration but ignoring academic, emphasizing scientific research but ignoring teaching, and focusing on practices but ignoring theory. However, talent cultivation is always the core function of universities. This means regardless of the research-oriented universities, teaching-oriented universities or application-oriented universities, their school activities must take the educational and teaching activities and the growing and talent cultivation of the students as the starting point, and must follow and serve the core function of talent cultivation. The university is a social organization with profound knowledge as basic operation contents, and the organizational activities of the university cannot be separated from the flexible framework of inheritance, discovery and application of profound knowledge. Establishment of the modern university system is also a scientific development process guaranteeing the university with synergetic development according to internal and external laws through standardizing the system design.

Social Culture

In fact, establishment of modern university system is by no means specific defining of the development procedures from a certain university, however, not respecting the macroscopic descriptions based on self features might also lack the acting point and development basis without the soil for existence. The path for establishment of the modern university system could only meet the basic requirements from the development of universities and the modern society by adapting to the social culture on the basis of following the universal culture of university, and is the intention of task for reform and development of university system.

Local Culture. It’s not difficult to discover after making a general survey on the development history of university system that the innovation of university is closely related to its social culture. Different from the classicism humanistic education thoughts, Berlin University duly introduced the modern science into university education and started the modern university system, which is related to the new humanism education thoughts. The American special modern university system with equal attention paid to academic and practicality is also benefiting from different types of cultural soils formed by gathering its practical gene. Currently, the establishment of modern university system in China also cannot be separated from the social and cultural influences, and the Chinese culture with a long history and profound and extensive background is the soil for the Chinese modern university system.
system to root. The construction of modern university system is a product after integration with the traditional culture and modern culture and integration with the oriental culture and western culture, and construction of the culture with Chinese characteristics becomes the thought basis of the modern university system. Construction of the modern university system with Chinese characteristics is to establish a system complying with the features of the Chinese national culture on the basis of understanding the spirit from the western universities and referring to the successful experiences from their university system, and a process for discrimination and reference, inheritance and innovation is required.

**College Culture.** The university serves as an academic organization, the college culture is an important source of its academic culture. A healthy college culture not only could benefit guaranteeing the community properties of the campus, but also is a bridge connecting the external world and accelerating resource circulations, and is also an important factor influencing the school’s reform and development. Different college cultures have different forces and contents according to their different scales, integration, histories, conflicts and competitions, and the establishment of their university system will also appear with different features due to their different college cultures. As for the university, the authority of university system shall be really established, a cultural environment benefiting system authority must be created so that the university communities will consciously recognize and follow, and jointly form a cultural inheritance and resultant force for innovation. Therefore, on one hand, as a core factor maintaining the academic organization properties of university, the college culture shall create a scientific and rational humanistic environment for improving the modern university system construction through improvements in the school running philosophy, campus ethos and campus appearance and campus construction. On the other hand, the process of modern university system construction shall also be adjusted according to different development histories, school running features and cultural atmosphere, etc from different universities.

**Subject Culture.** In the university, each subject has a knowledge system according to its unique rational task, that is, the ideological scope and corresponding codes of conduct. There shall be a lifestyle required to be gradually developed by each new member in each field, that is, the subject culture. Although it’s difficult to be perceived by the outsiders, its established thoughts and communication patterns differentiate the different subject organizations. In addition, influenced by the subject culture, its own subculture will also be established according to its unique value concepts and standards in relevant fields. The academic organization properties of university could enable subject to be an academic system, and even a core member in the university system, and the features of its core member will also have significant influences on other aspects of the organization, therefore, the different subject cultures shall distinguish the different types as single subject universities, multidisciplinary universities and comprehensive universities, etc. For example, there are researches indicating that comparing with science and engineering, the inconsistency of basic attitudes, theories and approaches in social science and human science field make them easier to accept the external specific political viewpoints or world view influences.

**Organizational Distribution of Modern University System**

The university is a complicated social organization composed of teaching and scientific research staff, administrative staff, logistics service staff, students group and other groups with different identities and roles. They have different cultures, and their research capacities in cultures from different group members could provide basis to the implementation of effective management.

**Administrative (Party Affair) Personnel and Their Culture**

The administrative personnel culture is the attitude, belief, emotion and value concept to be held by the administrative personnel, and their manners and habits to be followed specifically including their administrative concepts, administrative consciousness, administrative thought, administrative ideal,
administrative morality, administrative psychology, administrative principles, administrative value and administrative tradition, and is an “official rank standard” cultural pattern.

Power is supreme. Who owns power will own resources and own the right of speech. Power is considered as capable of disposing everything, the size of power determines the relationship between initiative and passive, and between commanding and obeying.

Official is supreme. This is a cultural pattern organizing the society by status hierarchy and official rank, and the administrative level and power size are taken as major standards for judging one’s value, identity and social status.

Obedient to the superior. Highlight the individual shall only be responsible to the superior, therefore, catering to the preferences from the superior and obeying orders from the superior become its behavior guidance. The superincumbent governing and obeying relationship is established by the official rank standard system in the bureaucrat system obeying to the superior and the officials.

Teachers and Their Culture

Teacher culture refers to the value concepts, behavior habits, knowledge skills and linguistic symbols different from others, and it’s one of the important subcultures in university organization. This group is the intellectual with solemn respect to their professional knowledge and thoughts, not willing to yield to the pressures beyond knowledge and seriously pursuing science, with independent personalities and taking science as criteria in judging right and wrong.

Higher spiritual demands. The features like high educational background, extensive knowledge and high grade taste, etc distinguish them from other social groups. It’s considered by Manos in his research that people have five level of needs including physiological needs, safety needs, needs of love and affiliation, needs of respect and needs of self realization. As for college teachers, the needs of self realization will be their most urgent and highest level needs after their basic needs as material needs, etc are met to some extent. This means that in management of the college teachers, the materialistic and economic rewards and punishments offered to them might be far from the motivation caused by honors and occupational satisfaction, etc.

The college students are not obeying to the superior, are not pursing with power and are only pursuing with truth. “Everyone is equal before truth”, the one who masters profound and extensive knowledge will have the right of speech. After end of the Second World War, Eisenhower-President of Columbia University at that time once mentioned on a congratulation meeting for professors, “it’s always nice to see university employees making achievements and obtaining recognition”.

College Students and Their Culture

College students culture refers to a set of unique cultural rules occur among the college students group, including the unique value concepts, lifestyles and even behaviors and conversations, etc from the college students. Among them, value concept is at the core status of the deep cultural structure from the college students. The college students culture also including the ideological concepts, emotional attitudes and ways of thinking from the college students, and they are influencing the lifestyles, clothing and apparel, behaviors, conversations and other presentation structures from the college students, and are often presented in various club activities.

Individualized culture. As indicated by a questionnaire jointly, covering more than 10000 college students at 126 colleges in 34 cities, the contemporary students tending to have more individualized pursuits. In the questionnaire, 70% students declare “to be a person of unique style”, and more than half of the college students like to purchase products of unique styles. Corresponding to this is that some brands with extending individualities are also winning favors from the college students.

Web culture. As indicated by a questionnaire, as for the time distribution of network using from the college students, 46.9% students mainly surf internet in the evening and morning, 29.5% students spend the weekly web hours more than 15 hours, and 24.9% students have the monthly web fee above 50 yuan. [4] Currently, internet has become all the funs and interests from a pretty high percentage of
colleges students, and most of their spare culture life including QQ chatting, Twitter. The young students tend to extremely efficient and fast internet activities, and are indicating a “fast food culture”.

Fashion culture. As young students with extreme vitalities and enthusiasm, they are holding curiosity and interests to the novelties, and they often become the pronouns and main forces pursuing fashion, and fashion culture is also becoming an important feature of college students culture. The campus fashion culture are reflected on the several aspects including fashion language, fashion learning, fashion sports and fashion consumption, etc., and fashion language is the most typical.

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