



Research on the Path of Colleges and Universities Participating in the Construction of Local Urban Culture

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Abstract. Based on the current situation of local colleges and universities participating in urban cultural construction, this study analyzes the important position and special advantages of colleges and universities in urban cultural construction, and puts forward the effective path of benign interaction between colleges and universities and local urban cultural construction.

Keywords: colleges and universities, Urban cultural construction, Path research

1 Introduction

The healthy development of cities needs culture, science and talents, and the most effective way to supply these needs is through the active participation of universities. Through the accumulation of its own history and the influence of the external environment, colleges and universities have gradually formed an advanced cultural form with the essential attributes of educating people, pursuing truth, virtue, devotion to learning and perseverance, which is pioneering, innovative, comprehensive and original, and can play a leading and innovative role in urban culture. At the same time, university culture is an important part of modern urban culture, a symbol of social civilization within the geographical scope, and an indispensable spiritual pillar in the process of urban historical development. This spiritual pillar mainly reflects the historical tradition, value orientation and moral norms of a city's cultural heritage, and is an indispensable spiritual wealth for the development of urban culture. Therefore, colleges and universities with remarkable social and educational functions are indispensable subjects of responsibility for urban cultural construction. To improve the construction of urban culture, it is necessary to strengthen the links between universities and urban governments, that is, to carry out cooperation between government and universities, and to cooperate with each other from various aspects and levels, so as to provide guarantee for the construction of urban culture. In order to realize the positive interaction between colleges and universities and the construction of urban cultural soft power and achieve

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more ideal results, it is necessary to establish a reasonable and scientific integration path according to the actual development situation.[1]

2 Establish An Open Communication Mechanism to Promote the Positive Interaction between Schools and Cities

Colleges and universities have the characteristics of openness, universality and inclusiveness. Only on the basis of maintaining good exchanges and cooperation with the outside world can they better promote their healthy survival and development. As an important part of colleges and universities, school culture is no exception. It needs to establish friendly relations with all sectors of society to play its role. Outward communication is the main channel for school culture to establish friendly relations with all sectors of society, so it is very important to do a good job of outward communication. Generally speaking, the construction of communication mechanism between colleges and universities and urban culture needs to be constructed from the following two aspects.

2.1 Focus on Spiritual Communication

The construction of urban culture can not be separated from the support of talents, so experts and scholars in Colleges and universities should give full play to their role in promoting the construction of urban culture. Urban culture is the core of a city. To some extent, the city culture with personality is the characteristics of the city. The city should further develop cultural resources with the help of experts and scholars from colleges and universities, and explore them in depth, and guide the general public to establish the concept of urban culture that keeps pace with the times. Colleges and universities can set up cultural training courses, attach importance to the teaching and publicity of cultural concepts, provide opportunities for social workers to participate in training and learning, and promote the effective improvement of citizens' cultural quality. We should actively participate in cultural activities organized by cities, strengthen exchanges between schools and cities, and close the distance between them.[2]

2.2 Expand Communication Space

The cultural resources of colleges and universities should be oriented to all citizens, that is, both students and citizens outside the school can participate in cultural and technological exchanges and enjoy their achievements. As an important part of colleges and universities, libraries are rich in cultural resources and play a positive role in improving the cultural quality of citizens. Therefore, libraries in colleges and universities should abandon the traditional restriction of only facing teachers and students in schools, actively provide high-quality services for the development of urban cultural science and technology, fully display cultural charm, and enhance the attraction and appeal of cultural science and technology to the general public. Develop good habits and improve cultural quality in a good atmosphere.[3]Colleges and universities can also open their

campuses in a planned way, give full play to the public service role of campus buildings, landscapes, stadiums, school history halls and other resources, and build regional cultural centers centered on colleges and universities. Through the cultural atmosphere in the campus environment of colleges and universities, we can give full play to the invisible power of campus culture and enhance the taste of urban culture.

2.3 Local universities should lead the development of urban culture through cultural innovation[4]

Innovation is the key to cultural construction. Colleges and universities should give full play to the intellectual advantages of talents, take ideological and theoretical innovation as the basis, boldly lead the new social fashion, and promote the innovation of urban culture.

Local universities should deeply explore local cultural resources, including historical relics, folk culture, traditional handicrafts, etc., and transform these valuable cultural resources into the driving force of urban cultural development through academic research, teaching inheritance, and other methods. At the same time, local universities can establish regional cultural research institutions to provide a relaxed research environment for cultural researchers. Local governments can provide institutional and policy support for cultural researchers, and offer financial rewards to individuals who have made outstanding contributions to regional cultural research, thereby increasing the enthusiasm and initiative of university teachers to engage in regional cultural research.

3 Construct the Integration Mechanism of University Culture and Realize the Systematic Co-Construction of University Culture and Urban Culture

Although there are differences between urban culture and university culture in the characteristics and focus of cultural construction, their ultimate goal is to close the distance between universities and cities and make them develop together. In view of this characteristic, colleges and universities should construct a stable and systematic cultural integration system that meets the needs of reality and play a leading role in the construction of urban culture. [5]

3.1 Promote the Effective Integration of Urban Culture and Cultural Value Orientation of Colleges and Universities through the Construction of Socialist Core Value System

It not only takes into account the urban construction environment, but also meets the realistic needs of the culture of colleges and universities, which is conducive to enhancing the cultural influence of colleges and universities, making them develop in the direction of harmonious culture and truly integrate into the urban culture.

3.2 Based on Various Activities, the Carrier and Content of University Culture are Integrated

Such as classroom teaching, social practice, academic exchanges and so on, so as to promote the further development of university culture and give full play to its positive role in the construction of urban culture.

For example, Liaoning Institute of International Business and Economics has participated in the opening ceremony of the International Cherry Blossom Festival in Dalian, China, jointly organized by Dalian Tourism Bureau and Lushunkou District People's Government, and hosted by Lushunkou District Tourism Development Bureau and Lushun Tourism Group Co., Ltd. for five consecutive years. At the opening ceremony, the school selected more than 100 literary and artistic backbones of teachers and students to undertake the performance tasks of opening dance, large-scale interactive chorus and finale repertoire. The students' brilliant dancing and dynamic interactive performances added luster to the Dalian Lushun International Cherry Blossom Festival. Schools attach great importance to the practice of aesthetic education, continue to organize and participate in various cultural and artistic activities organized by local governments, help the construction and development of local culture, constantly cultivate the aesthetic and artistic accomplishment of College students, and cultivate their humanistic feelings.

3.3 Construct the Cultural Framework and Operation Mode of Colleges and Universities Based on Students' Psychological Characteristics and Cultural Survival Mode

Summarize the construction of material culture, fine culture and system culture of colleges and universities as the key content, and embody the beauty of material culture, the standardization of system culture and the health of spiritual culture on the basis of ensuring the campus atmosphere. According to the actual development of colleges and universities, the effective integration of cultural resources is feasible, which is conducive to promoting the cultural development of colleges and universities and providing guarantee for the construction of urban culture.

4 Strengthen the Close Relationship between Urban Groups and Universities, and Realize the Interaction between Urban Culture and University Culture

Strengthening the construction of urban culture, transforming backward culture, resisting decadent culture, and creating a positive, progressive and scientific social and humanistic environment are the indispensable construction contents of modern residential cities. Compared with other organizations, colleges and universities have certain advantages in geographical and cultural resources, which can provide advanced ideology and culture for urban development, actively construct a dynamic mechanism based on the characteristics and needs of urban development, contact with various groups in the

city, and provide cultural services on the basis of ensuring effective cooperation. It is also conducive to improving its internal structure and making it more complete and scientific.[6]

4.1 Urban Groups Should Take the Initiative to Establish Cooperative and Exchange Relations with Institutions of Higher Learning

Because institutions of higher learning have strong teachers and excellent science and technology, which can help urban groups resolve contradictions in the process of development and promote technological transformation. Colleges and universities not only have abundant teachers and excellent science and technology, but also have certain regional advantages. They should make use of their own advantages to analyze and explore urban culture and spirit, and apply the value of research results to the construction of urban culture, so as to mobilize the enthusiasm and initiative of teachers and students to participate in the construction of urban culture. Second, it can give full play to the positive role of regional culture in the construction of urban culture and enrich urban cultural resources.

4.2 Colleges and Universities Should Also Maintain Good Exchanges and Cooperation with Each Other

Reflect the equality and openness of school-running education, provide guarantee for the cultural construction and development of colleges and universities, and provide impetus for the promotion of urban cultural soft power.

4.3 Strengthening school enterprise cooperation

Enterprises can actively participate in university research projects, talent cultivation, and other activities to jointly promote technological innovation and industrial upgrading. Through cooperation, promote the transformation of scientific and technological achievements, enhance corporate image and core competitiveness, while cultivating high-quality talents for enterprises and promoting urban economic and cultural development.[7]

5 Urban Cultural Construction is a Long-Term Project

Local colleges and universities are the indispensable main body of responsibility for urban cultural construction, but there are widespread misorientations in urban cultural construction throughout the country, believing that colleges and universities and urban cultural construction are relatively independent fields, ignoring the value and role of colleges and universities in urban cultural construction, which leads to the lack of communication between the government and colleges and universities. Or there are some contradictions and conflicts in the cooperation between government and school.

Local colleges and universities are the main positions for the inheritance, cultivation and innovation of urban culture. The role of local colleges and universities in the construction of urban culture is comprehensive and multifaceted. Colleges and universities develop under the influence of local culture and urban history, and draw cultural nutrition from the history of urban development, thus forming their own cultural style, which in turn affects the cultural construction of the city. At the same time, the human resources and cultural resources of colleges and universities can provide a strong guarantee for the construction of urban culture, and play a very important role in image-building, activities, academic research and industrial revitalization.

Local universities are the cradle of talent cultivation, providing a continuous stream of talent support for urban cultural construction by cultivating high-quality and cultured talents. These talents not only possess professional knowledge and skills, but also have noble cultural literacy and aesthetic ability, and can play an important role in urban cultural construction.[8]

The construction of university culture is a complex project with long-term and systematicness, which needs to meet the concept and spirit of modern universities while linking up the past and the present, and to enrich the regional cultural connotation of universities while absorbing the essence of urban culture. The government and colleges and universities should work together to enhance the image and cultural heritage of colleges and universities, enhance their competitive advantages, and play an important role in the construction of urban culture.

6 Conclusion

It should be noted that the state and the government should also establish a long-term and effective cooperation mechanism, maintain it from the aspects of system improvement, information sharing and capital expenditure, and strengthen the win-win cooperation between the government and universities. On the one hand, the government should take the initiative to assume the responsibility of urban cultural construction, seek long-term cooperation with local colleges and universities, give full play to the positive role of colleges and universities in training high-quality talents, and provide human resources for the construction and development of urban cultural industry. On the other hand, colleges and universities should give full play to the responsibility of cultural resources to serve the society, respond to the call of the state and government, integrate the concept of cultural inheritance into curriculum education, form a unified cultural development model with the government, and jointly promote the development of urban culture.

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