

## Thoughts on Strengthening the Construction of University Campus Environment in the New Period

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**Abstract:** The campus environment of colleges and universities is the internal environment of the school education environment. It plays a subtle role in the cultivation of college students' values and character. In the new era, improving the education function of the campus environment can not only promote the healthy growth and comprehensive development of college students, but also promote the sustainable development of colleges and society. In this paper, the importance and basic content of the campus environment construction in the new period are analyzed, and measures to promote the construction of the campus environment are proposed, with a view to providing new ideas for the campus environment construction in the new period.

### 1. Introduction

In the new era, with the in-depth development of the socialist market economic system, the integration of multiculturalism, the proposal of the concept of ecological civilization, and the continuous development of new media technologies, the construction of university campus environments is facing new opportunities and challenges. Constructing a good campus environment is not only an inherent need for sustainable development of colleges and universities, but also an inevitable requirement of socio-economic and cultural development for colleges and universities. It has also become an urgent and important realistic issue facing educators in universities<sup>[1]</sup>. Therefore, how to integrate various human, material and financial resources to optimize the campus environment is a long-term strategic task for the current and future.

### 2. Importance of Campus Environment Construction

The campus environment is an important part of the school. The campus environment is an important window reflecting the school discipline, discipline, material civilization, and spiritual civilization of a school. A good campus environment promotes the comprehensive development of university students' moral, intellectual, physical, aesthetic, labor, physical and mental, and can cultivate sentiment, make people happy physically and mentally, promote the overall development of students, and inspire students to work hard.

The beautiful campus environment is conducive to the cultivation of college students' good morals. Strengthening the cultural quality education of college students has been the consensus of our educators. "Several Opinions on Strengthening the Cultural Quality Education of College Students" holds: "Strengthening cultural quality education is conducive to enabling college students to enhance their personality and inspire their spirits through the study of cultural knowledge, the cultivation of cultural environment, the training of cultural activities, and the infection of the humanistic spirit. It is beneficial to college students to broaden their horizons, activate their thinking, inspire innovation, and lay a solid cultural foundation and deep cultural heritage for their future development. It is also conducive to the cultivation of talents with solid foundations, broad knowledge and high ability. " The elegant campus environment has the effect of turning the spring weather into rain and moisturizing. Influencing and infecting people through environmental culture,

so that college students can cultivate good moral qualities under the influence of the environment. Therefore, we must strengthen the construction of the campus humane environment, improve the campus environment, and cultivate college students with good morals.

The beautiful campus environment can inspire college students to work hard. The beautiful campus environment allows college students to feel the modern pursuit of life, as well as the requirements and constraints of personal quality in a civilized environment, allowing college students to start from small things around them and cultivate their own civilized behaviors. In a beautiful and harmonious campus environment, various environmental factors can become the motivation for motivating college students, such as excellent school style, class style, democratic and harmonious teacher-student relationship, lively classroom atmosphere, comfortable and pleasant learning space, clean and beautiful Event venues and more. One brick, one tree, one flower and one scene on campus can become the spiritual strength of college students, encouraging them to work hard.

The campus environment is an important part of building a harmonious campus and a harmonious society. Colleges and universities are important positions for inheriting civilization and innovative culture, and important places for leading social development and civilization. Building a good campus environment is the need to build a harmonious campus and a harmonious society. The core content of the campus environment is the school's ethos, cultural life, interpersonal relationships, and psychological atmosphere. It subtly affects students' values and behaviors. By creating a harmonious teacher-student relationship, teaching operation mode, and management system, a harmonious humanities and natural environment in colleges and universities can be built to better promote the construction of a harmonious society.

### **3. Basic Content of Campus Environment Construction in the New Period**

The new era background puts forward new requirements for the construction of university campus environment. On the one hand, the 18th National Congress of the Communist Party of China has incorporated the construction of ecological civilization into the general layout of the "Five in One." Therefore, the construction of campus environment should also reflect the connotation of ecological civilization on the basis of material civilization and spiritual civilization. On the other hand, with the rapid development of new media, the cultural environment of campus new media should also be valued.

#### **3.1 Campus Physical Environment**

The physical environment of a university campus refers to the sum of all material conditions that have a profound impact on the learning, life, and quality development of college students on a university campus. It includes the university's appearance, buildings, campus landmarks, infrastructure, teaching facilities, etc. The physical environment is the foundation, prerequisites and conditions for other environmental constructions on the campus, and it is also an important carrier on which the campus cultural environment depends for survival and development. It embodies the unique material and cultural characteristics of a university, and has a subtle influence on the lives and learning of teachers and students. □□

#### **3.2 Campus Ecological Environment**

The ecological environment of a university campus has two meanings. One is the natural geographical environment, greening, vegetation, landscape, and green facilities on the campus. The other is the application of environmental protection technology, environmental protection behavior codes, and the ecological civilization that teachers and students follow together. In the context of ecological civilization construction, colleges and universities should attach importance to the construction of campus ecological civilization, strive to create a campus atmosphere of conservation and environmental protection, and cultivate college students to establish a sense of ecological civilization that respects, conforms to, and protects nature.

### **3.3 Campus Humanistic Environment**

The humanistic environment of a university campus refers to the sum of all spiritual and cultural atmospheres formed on the campus through long-term accumulation, cohesion, and development<sup>[2]</sup>. It mainly includes the school's values, style of study, and style of school, knowledge, teaching and morality. The human environment is a hidden education for students, and it can have a profound impact on college students. Under the influence of a good campus cultural environment, students will consciously regulate their behaviors and reflect a good spiritual outlook.

### **3.4 Campus new Media Environment**

With the popularization and development of the Internet, new media such as WeChat, Weibo, digital TV, and mobile TV have gradually replaced traditional media forms. Because of its openness, interaction, and real-time characteristics, new media is widely loved by students and generally accepted by college students. The new media cultural environment uses new media as a carrier and a new environment for information dissemination and interpersonal interaction formed on campus, which meets the needs of college students for information dissemination, personality development, and interpersonal communication.

## **4. Implementation of Campus Environment Construction**

Optimizing the campus environment of colleges and universities should be carried out on the basis of considering the training objectives of talents and the rules of running schools, and strive to bring into play the effects of environmental education. This can be done from the following aspects:

### **4.1 Pay Attention to the Construction of Campus Environment**

The construction of campus environment focuses on the realization of ideas. The first is to strengthen the understanding of the importance of campus environmental construction among educators in the schools. Only by fully understanding and attaching importance to the construction of the campus environment, can we lead the construction of the campus environment of our school to the right direction. All sides of the school must be united in one mind, pay close attention to implementation, and actively promote the construction of the campus environment. Incorporate the campus environment construction into the master plan for school development, and on the basis of adhering to the correct orientation, combine the campus environment construction with the university's school conditions, goals, and development plans, and gradually advance.

### **4.2 Strengthen the Construction of Campus Infrastructure and Enhance its Cultural Connotation**

Building a good campus material environment is the prerequisite and foundation for building a campus cultural environment. Only by improving the material foundation can we effectively carry out various teaching, scientific research and cultural activities. Strengthen the construction of campus infrastructure, that is, increase investment in teaching equipment, natural landscape, and infrastructure to improve school conditions and living conditions. On the one hand, facilities such as gymnasiums, science and technology museums, libraries, and art galleries are constructed to enrich students' extracurricular life and the spiritual and cultural world. On the other hand, enhance the cultural taste of the physical environment and give cultural connotation to the building facilities on campus<sup>[3]</sup>. For example, we must attach importance to the construction of the campus's natural ecological environment, and give the campus green vegetation, landscape, and specific cultural connotations.

### **4.3 Strengthen Campus Natural Environment Construction**

The excellent campus ecological environment can show the spiritual and cultural connotation and humanistic features of a university, meet the needs of teachers and students to appreciate beauty, provide a good learning and living environment for teachers and students, and be conducive to the physical and mental harmony of teachers and students. The concept of ecological civilization should

be integrated into the construction of campus environment, and an ecological campus should be built. The first is to strengthen campus environmental protection and greening and beautify the campus environment. Second, endow the unique cultural attributes of the campus environment. Based on the school's characteristics and school running characteristics, based on the school running philosophy, build a landmark campus environment. The third is to cultivate the awareness of ecological civilization, enable college students to establish a sense of green consumption and conservation, and be able to consciously incorporate environmental protection concepts into their lives.

#### **4.4 Create a Good Campus Cultural Environment Through Various Forms**

The campus cultural environment includes the school's school style, study style, cultural activities, teachers and students' spiritual style, etc., which can be cultivated and improved in various ways. The first is to give full play to the motivating role of school style and school motto, increase students' sense of identity, and form a good teaching and learning atmosphere on campus. The second is to carry out various forms of campus cultural activities, enrich college students' extra-curricular life, spread positive energy and the spirit of the times, thereby improving the comprehensive quality of college students. In the process, the fine traditions and spirit of the school are passed on. The third is to build harmonious campus interpersonal relationships, including teacher-student relationships, faculty and staff relationships, and student-to-student relationships, to promote harmonious campus construction.

#### **4.5 Optimize Campus New Media Environment**

The campus new media culture is a double-edged sword, which not only brings convenience to college students, but also easily brings negative influences. Therefore, colleges and universities must vigorously optimize the campus new media cultural environment, give full play to its positive role, and eliminate its adverse effects. Measures that can be taken <sup>[4]</sup>: First, strengthen the management and monitoring of campus networks, formulate supporting management regulations, improve campus network regulations, and strengthen students' network moral education. The second is to use the rapid and timely advantages of new media to spread positive energy and guide college students with correct public opinion. The third is to use new media (WeChat public account, Weibo, BBS, etc.) to grasp the ideological dynamics of contemporary college students and collect student feedback to better develop education and teaching activities.

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