

An Analysis of the Construction Path of Higher Vocational Campus Culture from the Perspective of “Three Holds Education”

Xiajian Liu

Guangdong Teachers College of Foreign Language and Arts, Guangzhou 510640, Guangdong

Abstract: In the construction of spiritual civilization in higher vocational colleges, the construction of campus culture, as an important link, has a direct impact on the talent training in higher vocational colleges. Practice has proved that a harmonious campus cultural atmosphere plays an extremely important role in improving the quality of students. The construction of campus culture should always focus on the fundamental task of “establishing morality and cultivating people”, and focus on the main line of “three qualities and educating people”. Only in this way can we ensure the scientific and effective construction of campus culture, and better play the role of campus culture in the growth and development of students. Based on this, this paper analyzes the concept of “Three Holds Education” and campus culture construction, as well as the significance of campus culture construction in higher vocational colleges from the perspective of “Three Holds Education”. At the same time, combined with the current situation of campus culture construction in higher vocational colleges, this paper analyzes and discusses the path of campus culture construction in higher vocational colleges from the perspective of “Three Holds Education”, hoping to provide some reference for relevant people and contribute to the construction of campus culture in higher vocational colleges.

Keywords: higher vocational education; Campus culture construction; Three Holds to Educate People

Since the 19th National Congress of the Communist Party of China, focusing on the fundamental task of “building morality and cultivating people” and comprehensively promoting the construction of the new pattern of “three guarantees and education” has become the key task of the majority of higher vocational colleges. In this process, the construction of campus culture, as an important link, has a pivotal position. Its own characteristics of participation, continuity and universality require us to innovate the construction path around the concept of “Three Holds Education”, and build a harmonious, modern and characteristic campus culture of higher vocational colleges, so as to better

O2O marketing, network marketing, team building and interpersonal communication. The marketing specialty should focus on cultivating high-level technical and skilled talents who master three technologies, namely, Photoshop, office software, and product photography, have four qualities, namely, copywriting, speech and expression, interpersonal communication and cooperation, and creative innovation, and master five professional knowledge, namely, online marketing promotion, online sales, marketing planning, marketing, and market research, engaged in the marketing profession under the O2O mode. In the training courses, the courses are set on the basis of “three technologies, four qualities and five professional skills”. According to the typical tasks of marketing and other related projects, and supplemented by the main methods of the corresponding project thinking process design, the courses are gradually embedded into the actual work of the corresponding projects in teaching, the whole week of practical training, and post practice.

4. Conclusion

To sum up, in the context of the “Internet plus” era, the teaching reform measures of the marketing major in higher vocational education mainly include cultivating skilled talents for marketing posts under the O2O model, focusing on the combination of MOOC courses and flipped classrooms, promoting teacher development, innovating Internet innovative teaching methods, and building the training goal of Internet innovative marketing talents.

references:

- [1] Sun Haishao. Analysis on the Reform Strategy of Higher Vocational Marketing Major in the Context of the “Internet plus” Era [J]. Journal of China Multimedia and Network Teaching (Mid term), 2021 (02): 22-24
- [2] Wu Qingfu. Research on Teaching Reform of Marketing Specialty in the Context of “Internet plus” Era [J]. Science and Technology Economic Market, 2019 (01): 130-133
- [3] Lu Zhenhong. Exploration on the Reform of Marketing Major in Higher Vocational Education in the Era of “Internet plus” [J]. China Market, 2017 (33): 212-213. DOI: 10
- [4] Yang Heng. Exploration on the Reform of Marketing Major in Higher Vocational Education in the Era of “Internet plus” [J]. Business Economics, 2017 (06): 64-66
- [5] Hu Min. Discussion on the Reform of Marketing Major in Higher Vocational Education Based on the Mobile Internet Era [J]. Knowledge Economy, 2016 (18): 177-178. DOI: 10

play its positive role in the development of higher vocational college students' ideology and comprehensive quality, and cultivate more high-quality and comprehensive talents for the society.

1. The Concept of “Three Holds Education” and the Construction of Campus Culture

1.1 An Overview of the Connotation of “Three Holds Education”

As far as the concept of “three all-around education” is concerned, it emphasizes the whole staff, the whole process and all-round education. This idea is not only an educational idea based on “building morality and cultivating people”, but also a modern and quality-oriented educational method. It has strong operation and application value, plays an important guiding role in the reform of higher vocational education and the construction of campus culture, and is a key policy for higher vocational colleges to promote the implementation of the fundamental task of “building morality and cultivating people” and improve the quality of talent training in the new era.

1.2 The connotation of campus culture construction

Campus culture refers to the unique characteristics of the school environment, spirit, education and system. However, campus culture not only refers to the campus lifestyle, but also is a special value concept, which has an important impact on students' learning and development. The construction of campus culture, as the name implies, refers to the comprehensive construction process of school environment, spirit, education and system.

2. The Significance of Campus Culture Construction in Higher Vocational Education from the Perspective of “Three Holds Education”

2.1 Promote the cultivation of the whole staff

Extensive participation is the basic feature of campus culture construction in higher vocational colleges. Generally speaking, the main body of campus culture construction in higher vocational colleges can be roughly divided into three levels, which are the implementation level of teachers and students, the implementation level of the middle level and the school decision-making level. Among them, the implementation level of teachers and students reflects that teachers and students combine their own cultural needs and supply capacity to promote the construction of campus culture; The middle level of implementation is the implementation of the Propaganda Department, Student Affairs Department, Youth League Committee and other school departments; At the school decision-making level, relevant departments of the school formulate corresponding campus culture construction plans and measures in combination with the characteristics of the school itself. These three levels are interdependent and inseparable. From this point of view, the participatory characteristics of the construction of campus culture in higher vocational colleges coincide with the concept of “all staff education” in the concept of “three all-around education”. Therefore, it is necessary to carry out the construction of campus culture in higher vocational colleges based on the concept of “three all-around education”.

2.2 Assist in educating people in the whole process

Objectively speaking, the construction of campus culture in higher vocational education is not an overnight thing, and it needs to be continuously promoted. Only in this way can we form a campus cultural atmosphere with vocational education characteristics in the process of development. The continuity of campus culture construction in higher vocational colleges will be more prominent under the concept of “three all-around education”. In specific construction practice, we need to focus on the whole process education concept to carry out campus culture construction, focusing on the micro, medium and macro levels. First of all, at the micro level, the whole process of educating people requires that the construction of campus culture should be reflected in every campus culture construction project to ensure that it can be effectively implemented before, during and after the construction. Secondly, at the medium level, the whole process of educating people requires that the campus culture construction should be based on its own development plan and formulate annual and other phased construction plans in detail. Furthermore, at the macro level, the whole process of educating people requires that the campus cultural construction should effectively deploy cultural construction matters around the fundamental task of “establishing morality and cultivating people” and in combination with its own cultural characteristics. Therefore, from the perspective of “three integrity education”, the sustainability of campus culture construction will also be more obvious, which can also enable its own effectiveness of education to be effectively played, and bring sustainable help to students' learning and growth.

2.3 Promote all-round education

In combination with the practice of campus culture construction in higher vocational colleges, it not only includes the cultural construction of environment and system, but also includes the construction of behavior and cultural practice, which is an important manifestation of its universality. Therefore, in the construction of campus culture, it is necessary to implement the concept of “all-round education”, and to run through all aspects of specific cultural construction, especially in combination with the “four services” principle of higher vocational education, to effectively do a good job in the cultural construction of “socialist core values”, focusing on the problem of “what kind of people to cultivate”. At the same time, under the concept of “all-round education”, the construction of campus culture in higher vocational colleges will also pay more attention to the promotion of such concepts as the construction of teachers' ethics, ideological and political education, and the simultaneous development of “five educations”, so as to ensure that students can receive education and influence in all aspects of culture, and then learn more, go further, and fly higher.

3. The Current Situation of Campus Culture Construction in Higher Vocational Colleges

At present, in the context of vocational education reform, the construction of campus culture is getting more and more attention. The majority of vocational colleges have made some achievements in this field, but there are still some undeniable deficiencies, which are mainly shown in the following aspects: First, there is no long-term mechanism. At present, higher vocational colleges have insufficient cognition on cultural construction, and the idea of emphasizing skill education over cultural construction is widespread. At the same time, higher vocational colleges pay less attention to the construction of campus culture and the planning is not scientific, especially the lack of long-term planning. There is a lack of in-depth thinking and discussion on why, what to do and how to do, which makes a lot of noise but little rain. The actual effect is not satisfactory. Secondly, mass organizations and cultural construction are mostly formalized. The connotation and scientific nature of campus cultural activities are insufficient, and students' participation is not high, which also makes campus culture unable to truly and effectively play its role in promoting talent training in higher vocational colleges. Moreover, the education and publicity of socialist core values are not in place, which greatly affects the effectiveness of campus culture.

4. The Construction of Campus Culture in Higher Vocational Education from the Perspective of "Three Holds Education"

4.1 Define management mode and formulate scientific plan

In the perspective of "three guarantees for educating people", if you want to do a good job in the construction of campus culture, you must define the cultural management model and create a new model of campus cultural management based on the concept of "three guarantees for educating people". Specifically, we can start from the following aspects: First of all, colleges and universities should define the construction goal of campus culture, focus on optimizing all activities and projects in the construction of campus culture from the perspective of "Three Holds Education", follow the fundamental goal of "Building Virtue and Cultivating People", combine the characteristics of the school, and define the construction policy of campus culture in the direction of ideals, beliefs, values, and professional quality. It will be integrated into each specific construction project, so that students can gradually develop such qualities as optimism, initiative, striving, excellence and practical innovation in such an environmental atmosphere, and shape their firm ideals and beliefs. Specifically, higher vocational colleges should aim to improve students' ideological quality and personal awareness, encourage students to actively participate in relevant cultural activities, guide students to understand and grow in cultural activities, help students establish a correct outlook on life, world outlook and values, enable them to actively link their growth and development with the prosperity of the country, and encourage them to strive for the cause of socialism with Chinese characteristics; We should do a good job in upgrading the quality of campus culture construction, actively rely on the characteristics of vocational education, build a distinctive and modern campus cultural environment, constantly shape students' good minds, and help them improve their cultural quality. Secondly, higher vocational colleges should make a comprehensive plan for campus culture construction. As we all know, campus culture has a very strong effectiveness in educating people. Therefore, in the process of formulating its construction plan, we should focus on how to give play to its effectiveness in educating people, and carefully design the construction objectives, implementation links, process regulation, fund guarantee, and effect assessment. At the same time, higher vocational colleges should focus on cultural construction in libraries, art galleries, gymnasiums, activity centers and other places from the perspective of college students' study and life based on the people-oriented concept. For example, they can actively carry out colorful associations and venue activities and rich second classrooms in combination with the established education goals; In combination with the goal of campus culture construction, optimize the environmental construction of libraries, gymnasiums and other places, and focus on integrating some construction contents with elements of moral education and values education through setting columns, adding wall paintings and setting rules. At the same time, actively do a good job in publicity, guide students to participate in cultural activities, imperceptibly shape students' character in activities, and improve students' quality, realize the campus culture to educate people, moisten things silently.

4.2 Promote diversified linkage and ensure construction quality

In the new era, in order to change the current situation of campus culture construction and improve the quality of campus culture construction, it is necessary for higher vocational colleges to focus on the linkage of multiple subjects from the perspective of "three guarantees for education". First, we should take the construction of campus culture into consideration at the school level, and promote it to the level of equality with school education and overall planning, so as to promote the effective integration of campus culture construction, educational reform and school development, give full play to the participation awareness of all members and all entities, and create a new pattern of campus culture construction involving all members. Second, at the decision-making level, the school should also continue to optimize the top-level design, strengthen its leadership role, fully recognize the importance of campus culture construction, develop a corresponding assessment mechanism, promote the implementation of work, and effectively guide the construction of school style of study, class style and school spirit. Third, colleges and universities should also actively guide professional teachers, ideological and political teachers, counselors and other personnel to participate in the construction of class culture, dormitory culture, campus culture and other aspects from the perspective of all staff education, give full play to their guidance, creativity and enthusiasm, give play to their leading role and personality charm, so that they can become builders, disseminators and educators of campus culture. Further enlarge the educational role of campus culture. Fourth, higher vocational colleges should effectively guide and train all staff to participate in campus culture construction,

constantly strengthen the cultural construction and service awareness of all staff through internal discussions, expert lectures and other ways, create a new normal of campus culture construction with multiple linkage characteristics, and promote students to learn, grow and develop better.

4.3 Implement core education and create a good atmosphere

Guided by the fundamental task of “establishing morality and cultivating people”, the construction of campus culture in higher vocational colleges must adhere to the socialist line with Chinese characteristics, focus on the education and guidance of socialist core values, effectively enhance the connotation of campus culture construction, and create a good campus cultural atmosphere. Specifically, first of all, we should put moral education first and education first. Higher vocational colleges should follow the concept of “Three Holds to Educate People” and proceed from the perspective of the whole process. In the process of campus culture construction, they should put moral education first and education first through the whole process. Through the optimization of cultural construction modules such as the environment and system, they should create a good cultural atmosphere to educate people and concentrate the role of campus culture in educating people. At the same time, we should focus on combining the current living habits of vocational college students, build a good cultural activity stage around the education of socialist core values, and build a network education platform. In particular, we should pay attention to the integration of traditional ways and Internet means, so that the construction of campus culture can be fully extended and its education effect can be effectively improved. Secondly, we should actively help students establish “four self-confidence”. In the process of campus culture construction, higher vocational colleges should focus on combining ideological and political education to build a good socialist core values education platform. They can adapt to the development situation of the times, actively open up network culture construction and education positions through the Internet, social platforms and other ways, carry out campus culture construction in a way that students like to see and hear, and lead the development of students’ ideological and political literacy. For example, we can build a campus culture and education platform with the help of WeChat official account, in which we can focus on infiltrating content about socialist core values and ideological and political education, and gradually guide students to experience and learn. We can also investigate students’ practical problems and answer their doubts, so as to magnify the influence of cultural construction on students’ development; but at the same time, we should focus on the characteristics of vocational education and combine the students’ professional learning and development needs to promote the construction of characteristic campus culture. For example, higher vocational colleges can actively lead some social enterprises to carry out craftsmanship education for students by relying on their cooperative relationship. At the same time, they can optimize the campus environment, system, behavior and other cultural modules, gradually establish students’ craftsmanship awareness, improve their professional identity, and strengthen their ideals and beliefs. On this basis, colleges and universities can establish “vocational skills competition” activities with cooperative enterprises to form a vocational competition culture with vocational education characteristics, guide students to participate widely, encourage them to practice innovation and strive for excellence, and then promote the development of their professional and professional quality.

In a word, the fundamental task of education is to cultivate morality and talents. In the talent training work of higher vocational colleges, the construction of campus culture, as an important link, is the key to promote the implementation of the fundamental task of “building morality and cultivating people”. In this regard, the majority of higher vocational colleges and teachers should fully grasp the connotation of the “three integrity education” and the construction of campus culture, clarify the relationship between the two, on this basis, face up to the problems and shortcomings in the current construction of campus culture, carry out effective optimization and innovation, and focus on using new ideas and new methods to create a new normal of campus culture construction, so as to create a good cultural atmosphere for college students, Cultivate more high-quality and comprehensive professional talents for the society.

references:

- [1] Cui Shaojuan. Research on the Construction and Practice of Higher Vocational Campus Language Culture from the Perspective of “Three Holds Education” [J]. Comparative Research on Cultural Innovation, 2022, 6 (19): 163-166
- [2] Li Ni, Yin Ling. Research on the Path of Campus Culture Construction in Higher Vocational Education from the Perspective of “Three Integrity Education” [J]. Cultural Industry, 2022 (09): 148-150
- [3] Huang Qiaoling. The Predicament and Breakthrough of Campus Culture Construction in Higher Vocational Colleges from the Perspective of “Three Integrity Education” [J]. Education Observation, 2021, 10 (46): 46-49

Project: The phased achievements of the 2021 Education Science Planning Project (Moral Education Project) of Guangdong Province “Theoretical and Practical Innovation Research on Guangdong University Students Adhering to the People’s Standpoint in the New Era” (Project No.: 2021JKDY048).

The phased achievements of the project “Research on the Construction of Industrial Culture Education in Higher Vocational Colleges from the Perspective of the New Ecological Integration of Industry and Education” (Project No: GBAZYJYG202001) commissioned by the Vocational Education Alliance of Modern Industrial College in Guangdong-Hong Kong-Macao Greater Bay Area.

The phased achievements of the 2021 educational science planning project of Guangdong Province (higher education special project) “Research on the balanced and quality improvement of the inclusive kindergarten in rural areas of Guangdong under the rural revitalization strategy”, (project No: 2021GXJK494).