

Discussion on the Practical Measures of Shaping the Image of Local College Students -- Taking Taishan University as an Example

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Abstract: At present, with the continuous development of the education industry and the increasingly fierce competition, how to effectively shape the image of college students through practical measures has become the focus of the current education and academic circles. “Image” is a specific form or posture that can trigger people’s thinking or emotional activities. It is a general impression of a nation, a product or a person. In view of this, this paper takes Taishan College as an example, in-depth discussion of the importance and practical measures of the image of local college students, focusing on the adjustment of curriculum and educational methods, the cultivation of campus culture, and the impact of increasing social practice opportunities on the image of students in our college. The results show that through curriculum education, cultural training and the development of social etiquette can create a good image of students, which has a great role in promoting the development of local college students in all aspects.

Keywords: Local colleges and universities; Image of college students; Shaping measures

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Introduction:

In the current context of higher education, local colleges and universities are facing many challenges, one of which is how to create a positive image of students. The image not only affects the students’ own development, but also closely related to the reputation and status of the school. As a school with a profound history and rich cultural traditions, Taishan University’s practical measures in shaping the image of college students are worthy of in-depth discussion. The purpose of this paper is to analyze this from different dimensions and provide useful reference for local colleges and universities.

1. History and Background of Taishan College

In 1958, Taishan College began to hold higher education. In the course of decades of development, the school has continuously adapted to the reform of national education policy, actively carried out education and teaching reform, and achieved a series of important milestones. In 2002, the school was approved by the Ministry of Education and officially began to provide undergraduate education. In 2012, the school implemented the management system of “provincial and municipal co-construction and provincial-oriented”, marking a new change in the school management model.

In 2012 and 2019, the school successfully passed the undergraduate teaching evaluation of the Ministry of Education, showing the school’s excellent level in education and teaching. In 2017, the school obtained the right to grant a master’s degree, marking a new improvement in the level of school education; in 2021 and 2022, the school was selected as the first batch of supporting units for the construction of applied undergraduate colleges and universities in Shandong Province and obtained the scientific and technological achievements of colleges and universities in Shandong Province The certification of the transformation and technology transfer base

further proves the school's strong strength in teaching and scientific research.

2. The importance of the image of local college students

2.1 The Significance of to Students

For students themselves, a positive image can bring many benefits. First of all, a good image can strengthen self-confidence and self-esteem, so that students have more courage to face the challenges and difficulties in life. When they realize that they are recognized and respected by others, both externally and internally, they will be more confident in working towards their goals.

Secondly, image has a key impact on the establishment and maintenance of interpersonal relationships. In dealing with others, a positive image can help students gain the trust and friendship of others more easily, and establish a wider social network for them in their study, work and life. In addition, the image is directly related to students' future career and development opportunities. Whether it is a job interview, internship or other social interaction, a professional and confident image can increase students' chances of success and let them stand out in the fierce competition.

2.2 Significance of for the College and the Community

As the representative of the college and the future social subject, the image of college students directly affects the cognition and evaluation of the college and the community. First of all, from the perspective of the college, the image of students is often regarded as a reflection of the quality of college education and training results. A positive, professional and responsible student image can bring higher reputation and recognition to the college.

Secondly, students often play the role of "messenger" or "ambassador" in the community. Their behavior and image directly reflect the college's educational philosophy and training direction. When the students of local colleges and universities show a positive attitude, enthusiasm for public welfare and professional skills in the community, the students not only win praise for the college, but also bring real contributions and positive energy to the community.

3. Proposals of practical measures

3.1 Curriculum and the Adjustment of Educational Methods

In order to shape the image of college students more pertinently, it is very important to adjust the course content and education methods. Among them, the addition of courses related to image construction, such as literacy courses, is considered to be the most direct and effective way.

The core goal of literacy course is to help students shape and improve their comprehensive quality, and cultivate them to become citizens with social responsibility, humanistic feelings and professional ethics. These courses not only focus on students' knowledge and skills, but also focus on their humanistic quality, social responsibility, professional ethics and teamwork ability.

First of all, through the establishment of relevant humanities, history, philosophy and art courses, to help students establish a correct world outlook, outlook on life and values. These courses will guide students to think about the nature of human society and the course of history, develop their critical thinking and creative thinking.

Secondly, practical literacy courses, such as public service, community participation and teamwork, can enable students to integrate into society more deeply, learn to cooperate with others, solve problems together, and cultivate their sense of social responsibility and team spirit.

In addition, professionalism and ethics are also an integral part of the literacy curriculum. Through simulation practice, case analysis and expert lectures, students can have a deeper understanding of their major, and at the same time cultivate students' professional ethics and professional quality.

3.2 Cultivation of Campus Culture

As the soul of the college, campus culture has a profound impact on the shaping of the image of students. Among them, the tradition and cultural heritage of the college is a vital part of the campus culture. It can be said that colleges with rich traditions and culture can cultivate students with profound humanistic feelings, social responsibility and professional ethics.

Take Taishan College as an example. The college originated from the Tai'an Government Normal School founded in 1905. It has a profound historical background and rich cultural traditions. These history and culture are not only the precious wealth of the college, but also an important part of the college culture^[1]. Therefore, strengthening the inheritance of these traditions and cultures is of great significance for shaping the image of students.

First of all, the college can provide students with a deeper understanding of the history and culture of the college by offering relevant courses and activities. For example, courses on the history of Mount Tai College can be set up and students can be organized

to visit places related to the history of the college. This can enable students to have a deeper understanding of the history of the college and cultivate their feelings and sense of belonging. This has a certain hidden effect on shaping the good image of students.

Secondly, the identity of the college, such as the school logo and badge, is also an important part of the college culture. The college can strengthen the publicity and promotion of school logos through various ways, such as formulating relevant school rules, holding relevant activities and competitions, so that students can be more familiar with and love these logos and enhance their college feelings.

3.3 Opportunities for social practice

In the cultivation of college students, the opportunity of social practice is a link that can not be ignored, especially for students in local colleges and universities. Social practice can not only enhance students' practical ability and social responsibility, but also help students to better shape their own image. In social practice, interview etiquette, party etiquette and position etiquette are very important links.

Meeting interview etiquette: When meeting with others for the first time or conducting a formal interview, how to show your professionalism and courtesy is very important. Students should learn how to greet others, introduce themselves, how to sit and stand up correctly, how to keep a proper distance from others, etc., in which students can not only leave a good first impression on others, but also show their educational background and cultural accomplishment ^[2].

Conversation interview etiquette: In a formal conversation or interview, how to keep listening, how to communicate effectively, how to ask and answer questions, how to maintain eye contact, etc. are all skills that students need to learn and master. This not only helps students communicate better with others, but also strengthens their confidence and persuasiveness.

Party etiquette: when attending various parties or activities, students need to pay attention to and learn how to interact with others, how to choose appropriate clothes, how to introduce themselves and communicate with others, and how to choose appropriate topics for communication. This can help students better integrate into society and establish and maintain good interpersonal relationships.

Etiquette: In formal occasions, how to choose a suitable position to sit down, how to interact with others, and how to abide by relevant rules and etiquette are all things that students need to understand and master. This can not only show the students' educational background and cultural accomplishment, but also enhance the students' social integration ability ^[3].

Conclusion:

To sum up, local colleges and universities need to effectively shape the image of college students through various practical measures. This not only contributes to the personal growth of students, but also enhances the overall reputation and social status of the school. However, image building is a long-term and complex process, which requires the joint efforts and cooperation of schools, teachers, students and all sectors of society. It is hoped that this study can provide useful thinking and reference for local colleges and universities in shaping the image of college students, and promote the sustainable development and progress of higher education in China.

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