

Campus Culture Construction for the Elderly University “Eye-dotting”

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Abstract: As the affluence of people's material civilization deepens and their concern for spiritual civilization increases, the number of senior universities in China has been steadily increasing in recent years, and the campus culture construction of senior universities has given full play to the excellent role of “eye-dotting”, laying a solid foundation for the long-term development of senior universities. This paper briefly explains the fundamental connotation of campus culture construction of senior universities, and focuses on the specific strategies of campus culture construction for senior universities to “dot the eyes”.

Keywords: Campus culture construction; Senior university; Spiritual culture

Preface

Strengthening the campus culture construction of senior citizens' universities is an important part of ensuring the healthy and stable development of senior citizens' education, which can greatly enhance the taste of running senior citizens' universities and improve the overall cohesion of senior citizens' universities. In essence, the campus culture construction of senior citizens' universities is a kind of group cultural outreach. Paying attention to campus culture construction helps to help senior citizens' universities take on a new era of vitality and provide a comfortable and pleasant campus cultural environment for the elderly.

1. The fundamental connotation of campus culture construction in senior universities

Culture is the sum of spiritual and material wealth in the process of social and historical practice, and can fully reflect the historical development of a nation, while campus culture, as a kind of explicit culture, is an important expression of the inner spirit of senior universities. The campus culture of the university is the spiritual pillar of the university, laying a solid foundation for the innovative development of the university. Respecting the main position of the elderly, combining the culture of the elderly group with the development requirements of the new era, laying a solid foundation for promoting elderly education and lifelong education, which can improve the overall level of the university on the one hand, and help enrich the spiritual and cultural life of the elderly on the other^[1].

2. The campus culture construction for the elderly university "eye" specific strategies

2.1 Further emphasize the construction of campus material culture

The construction of campus culture of senior universities includes the construction of material culture, which is an external form of cultural expression that can intuitively show the image of the campus, so it is necessary to further emphasize the construction of campus material culture. The material culture of the campus of the university for the elderly should be displayed through entities, focusing on the essential links between the physical structures on the campus, with an emphasis on reflecting the values of elderly education. Strengthening the construction of campus material culture and creating a comfortable campus environment will help older students to better cultivate their moral character and improve their overall quality. The physical culture of the campus should be built by using all corners of the campus as a base for cultural expression, adhering to

the basic guidelines of integrated planning and scientific arrangement. For example, a display stand can be built in the interior of the school building to showcase the excellent work of older people. This will help to focus on the achievements of the school on the one hand, and provide a platform for older people to showcase their work on the other, which will help them to be more creative and motivated to practice and gain a greater sense of achievement. At the same time, the physical culture of the campus should also be scientifically designed in such a way that the teaching and activity areas of the campus are harmoniously designed to show the humanistic culture of the campus. In addition, the layout of each area of the campus should be in line with the purpose of the university, so as to create a suitable learning and entertainment environment for the students, and to cultivate a better quality of civilisation for the students, creating the necessary prerequisites for the construction of the campus culture of the university.

2.2 Innovation of the spiritual culture carrier on campus

The core of the campus culture construction of the university for the elderly lies in the construction of spiritual culture, which is the spiritual driving force for the long-term development of the university, and its essence is to attach importance to the construction of the psychological level of the students and staff in the campus, which can reflect the positive and upward spirituality. Therefore, the spiritual culture construction of the university should be innovative, adhere to the concept of political school building, implement the core socialist value system with Chinese characteristics, take the classroom as the basic carrier, gradually infiltrate the spiritual culture to the students, at the same time, make good use of various forms of propaganda carrier, boldly explore innovative activities, through the use of role model demonstration, so as to continuously improve the students' The university also makes good use of various forms of propaganda vehicles and boldly explores innovative activities, so as to continuously improve the humanistic and moral qualities of the students, so that they can have positive values and play their part in the stable development of our society. By carrying out spiritual culture construction, the university for the elderly can cultivate more modern elderly people with high quality, who can influence others through their own behaviour, thus further expanding the radiation of excellent campus culture in society^[2].

2.3 Displaying campus culture with diversified activity carriers

In order to fundamentally ensure the quality of campus culture construction in universities for the elderly, diversified activity carriers should be used to comprehensively display campus culture. According to the physical and mental development characteristics of the elderly, appropriate campus cultural activities should be held, emphasizing the good guidance and nurturing functions of campus cultural activities, promoting the main theme, building the cultural brand of the university, and embedding the value pursuit of the university. Older people's universities should make good use of the second and third classes and extra-curricular activities in addition to the first classroom to encourage and guide students to participate actively and to be able to improve their own cultivation in the process of participating in practice. At the same time, the university should also make use of China's excellent traditional festival culture, and hold corresponding festival celebration activities according to different festival themes, such as festival debriefing performances, photography exhibitions, poetry competitions and painting competitions, etc., to display the excellent works of the students, so that they can effectively feel the unique charm of campus culture in the diversified forms and activities of the carrier, and receive a good cultural This will enable the participants to feel the unique charm of the campus culture and receive a good cultural influence through a variety of activities, creating a cultural environment where the elderly can enjoy themselves. The construction of campus culture at the university can also be achieved through the construction of clubs, which provide a platform for participants to develop and exercise, and is an effective way to open up the characteristics of campus culture construction. In the context of the rapid development of information technology in China, the construction of campus culture in universities for the elderly should not only rely on traditional activity carriers, but also make good use of modern network means. Older people's universities should be equipped with first-class multimedia classrooms with the function of distance education, providing richer courseware resources for students, and the learning platform of older people's education should be open to the public, strengthening the communication between older people's universities and the outside world, and attracting people in society to pay attention to the campus culture construction of older people's universities together.

2.4 Play the joint role of multiple subjects in the university for the elderly

The campus culture construction of the university for the elderly is a long-term task that requires the joint efforts of many parties. Teachers, managers and students on campus should do their own work and actively contribute to the campus culture construction of the university for the elderly. Participants are not only the main body of campus culture construction, but also

the main practitioners involved in this systematic project, the main audience of campus culture inculcation, and the main disseminator of the campus culture spirit of the university. Therefore, students should be consciously aware of their social responsibility, be enthusiastic about participating in the construction of campus culture, and give full play to their own initiative. The president of the university, as the person in charge, should take the lead and set an example to promote the deepening of the campus culture. Teachers are the main force in the construction of campus culture at the university, and in the process of campus culture construction, they should further innovate the teaching methods, adjust the teaching objectives according to the feedback of students' performance, provide students with more innovative and diversified course activities to the greatest extent, fundamentally guarantee the quality of teaching, play an important role in creating a harmonious and stable campus environment for the university, and create a campus environment with A campus environment with quality services. It can be seen that only through the joint efforts of the students, the headmaster and the teachers, and by strengthening communication between them, can we create a better campus culture and realise the "eye-catching" role of campus culture construction for the university.

3. Conclusion

In conclusion, the campus culture construction of the university is to fully respect the main position of the elderly, to fundamentally meet the spiritual and cultural needs of the elderly, to deepen the implementation by further emphasising the construction of campus material culture, to innovate the spiritual culture carrier of the campus, to display the campus culture with diversified activity carriers, to give full play to the common role of the multiple subjects of the university, to enhance the university running The "eye-catching" role of campus culture construction will be brought into full play.

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