

Implementation Pathways of Cultivating College Students' Professional Spirit by University Culture

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Abstract: The cultivation of college students' professional spirit is an important way for universities to "awaken" students' sense of responsibility and stimulate their spirit of responsibility. It is also an important basis for universities to fulfill the dual mission of talent cultivation and cultural inheritance and innovation. Giving full play to the educational function of university culture is of great significance for improving the comprehensive quality of college students, promoting the formation of college students' professional spirit and promoting the development and reform of higher education. In this paper, professional cultural activities such as carrying out professional spirit theme education, creating employment and entrepreneurship project brand, and creating an atmosphere of professional spirit education can enrich the cultivation methods of college students' professional spirit, and provide guarantee for the cultivation of college students' professional spirit.

1. Introduction

Culture is the soul of a country. University culture is the spirit and soul of a university, and it is through culture that the university realizes the cultivation of talents. "To strengthen the ideological and political work in colleges and universities, we should pay attention to the infiltration, infection and edification of culture. We should pay attention to both explicit education and implicit education, so as to achieve the effect of long time in the room of Zhilan"^[1]. University and culture have natural inner connection, in a sense, university is a culture. The education and teaching process of university is the process of educating people with culture. The important function of cultural inheritance and innovation should be realized by giving full play to the construction and carrying role of cultural knowledge and information as the core element of education.

2. Implementation pathways of cultivating college Students' professional spirit by university culture

2.1. Contents of cultivating college students' professional spirit with university culture

Integrating professional spirit into university culture has become an important part of university humanistic education. The report to the 19th National Congress of the Communist Party of China made a comprehensive and systematic summary of socialist culture with Chinese characteristics for a new era, and "identified three components of socialist culture with Chinese characteristics: excellent Traditional Chinese culture, revolutionary culture and advanced socialist culture."^[2]. The cultivation and refinement of university culture in the new era must be rooted in the fertile soil of socialist culture with Chinese characteristics, with Chinese excellent traditional culture, revolutionary culture and advanced socialist culture as the main line, and constantly enrich and perfect the system of cultural education. Young students are the successors of the socialist cause, and whether they can be led and influenced by the socialist culture with Chinese characteristics has a bearing on the future of the country and the nation. Influenced by Chinese and Western cultures,

contemporary college students tend to have more and more diversified ways of thinking and values. They have a wider understanding of various social problems and social phenomena, and have more diversified choices for the formation of their ideals, beliefs and value standards. Faced with numerous and complicated choices, it brings more challenges to the educational work of colleges and universities. The foundation of cultural education in universities is to adhere to socialist culture with Chinese characteristics, so as to construct a content system of cultural education that can distinguish right from wrong and has a clear value orientation, lead students to form firm ideals and beliefs, establish correct political beliefs, and strive to cultivate talents needed by the country and society.

The cultivation of college students' professional spirit is based on moral cultivation, which is integrated into the cultivation and practice of socialist core values and into the whole process of cultural education. The cultivation of college students' professional spirit is an important way for universities to "awaken" students' sense of responsibility and stimulate their spirit of responsibility, as well as an important basis for universities to fulfill the dual mission of talent cultivation and cultural inheritance and innovation. With the profound reform of economic development and the continuous emergence of various social trends of thought, people have the characteristics of individuality and variability in ideology. The socialist core values point out the direction, enrich the content and provide resources for the cultivation of college students' professional spirit. In the cultivation of professional spirit, we should focus on constructing the professional ideal and professional ethics of socialist standpoint. In the process of talent training in colleges and universities, the cultivation of college students' professional spirit is emphasized, and the organic integration of professional construction, textbook development and teaching practice is internalized into the common cultural psychology of teachers and students in colleges and universities. The professional spirit runs through the education process of guiding students to be practical, learn to be able to do things, and cultivate to do things. It is the practical connotation of the professional spirit to set up the professional spirit in the guidance of college students' career, happiness and entrepreneurship.

The cultivation of college students' professional spirit should combine reading thousands of books with traveling thousands of miles organically and integrate into all aspects of education. Through the integration of educational resources inside and outside the campus, a healthy and lively education environment should be created so that students can gain knowledge, receive education and develop talents through personal participation. Professional spirit is the cultural foundation of the relationship between human and professional system^[3]. Social professional work can help the realizing of the interaction and integration of the professional spirit with 'its' people. Taking the professional spirit as a kind of pursuit could make the connotation of college education more extensive and rich, which become the carrier of college students' professional spirit cultivation, so as to firm their ideals and beliefs, and nourish their cultural knowledge and professional quality.

2.2. Vocational cultural activities to enrich the cultivation of college students' professional spirit

Professional spirit is the thought, concept and value orientation reflecting the nature and characteristics of occupation^[4], the practical characteristics of professional spirit are embodied in four directions: "dedication, diligence, entrepreneurship and career"^[5]. Strengthening the cultivation of college students' professional spirit, taking the rich cultural activities as the carrier, can greatly improve the effectiveness of the cultivation of college students' professional spirit.

First of all, carry out activities on the theme of professionalism. According to the personality characteristics and professional learning characteristics of college students, the theme activity plan is carefully designed to carry out targeted professional spiritual and cultural activities, so that college students in the participation of professional values can be formed, moral quality can be improved, spiritual world is enriched, so as to enhance the collective sense of honor and social responsibility. At weekends, summer and winter holidays, important festivals, campus (sports) culture and arts festivals and other time points, special vocational cultural activities such as "mock

interview contest", "employment class meeting" and "resume contest" are carried out intensively to effectively improve the effect of cultivating professional spirit. We should promote college students' professional quality education actively, for further standardizing college students' professional behavior culture.

Secondly, in order to create the brand employment and entrepreneurship projects, we should further strengthen the institutionalization, standardization, normalization and characteristic of campus cultural activities, guide young students to carry out colorful campus employment and entrepreneurship activities, and carefully build the brand of career activities. At the school level, we should set up employment guidance courses, career planning courses, compulsory courses and elective courses for cultivating professional spirit. We should strengthen the "professional lecture hall" cultural forum, build high-end academic and cultural exchange platform; To make the "Youth Entrepreneurship Lecture" and "College Students Innovation and Entrepreneurship Design Competition" excellent, inspire innovative thinking, spread entrepreneurship; Do the "workplace drama" education work, make full use of personnel and place advantages, strengthen self-editing, self-arranging, self-acting, so that all students can watch the performance during the school. At the college level, colleges are encouraged to actively carry out the "second classroom" quality creation activities, and strive to achieve the employment activity of "one college, one brand" project.

Thirdly, in order to create an atmosphere of professional spirit education, we should implement the requirements of the Central Civilization Office and the Ministry of Education on the construction of civilized campus, mobilize the enthusiasm of all aspects, carry out various activities, and strive to build regional spiritual civilization highland. Actively carry out activities such as "career planning", constantly expand the carrier of activities, enrich the content of activities, vigorously create a scholarly campus cultural atmosphere, lead the construction of learning style, teaching style, and provide strong support for the cultivation of college students' professional spirit. The cultivation of professional spirit in western universities has formed an integrated educational approach, which has been supported by the government, society, family, religion and other aspects, forming a good atmosphere for the cultivation of professional spirit. The state and government have issued a series of relevant policies to encourage the cultivation of college students' professional spirit. However, there is still a long way to go. The development of vocational education in China lags behind western countries to a certain extent and has not reached the level of attention paid by all members. The society and family do not recognize vocational education, and it is often believed that only students with poor grades will choose vocational education. Therefore, under the government's initiative, it is necessary to mobilize all the factors that can be mobilized to correct the deviation of the understanding of vocational education, so as to expand the coverage of the cultivation of college students' professional spirit. We should strengthen the society and family further recognition of vocational education, enhance the universality of college students' professional spirit cultivation, forming a good atmosphere for college students' professional spirit cultivation. On the basis of drawing lessons from the excellent experience of the cultivation of professional spirit in western universities and according to the basic national conditions of Our country, the educational approaches of college students' professional spirit are integrated to form the cultivation approaches of college students' professional spirit with Chinese characteristics.

2.3. Creating a college professional cultural atmosphere to provide a guarantee for the cultivation of college students' professional spirit

In recent years, China's higher education has made some achievements, quality education has been carried out for many years in the process of talent training, but there are still some significant problems. First, skills are more important than humanistic phenomena, but this situation has been improved in recent years. Schools have begun to pay attention to the dissemination and learning of excellent Chinese traditions, and humanistic activities have gradually increased, but many students are still lacking in humanistic knowledge and spirit. Second, they attach importance to immediate employment and neglect long-term development. Under the guidance of the principle of "employment-oriented", they neglect the cultivation of students' ability of sustainable development.

Third, special education is emphasized, while system design is neglected. Some colleges and universities lack top-level design for cultural education, and interpret it unilaterally as special cultural activities. It can be seen that only by integrating university culture into the cultivation of professional spirit can we cultivate reliable talents with both moral integrity and ability for the country and society.

The excellent cultural atmosphere of university provides a guarantee for the cultivation of college students' professional spirit. To optimize the cultural atmosphere and enhance the charm value of campus professional spirit is an important measure to establish a good cultural atmosphere in universities. First, the construction of cultural landscape with professional characteristics. The cultural elements with humanistic characteristics will be actively integrated into the construction of ecological university marked by green, energy saving and low carbon, so that the school buildings, campus landscape and every plant and tree can fully reflect the campus spirit and cultural temperament, and further enhance the connotation of campus culture. The professional spirit into the connotation of campus culture. At the school level, we plan to build themed landscape areas such as international characteristic culture and innovation and entrepreneurship culture. At the school level, the landscape with professional characteristics will be built around each teaching area, and the professional spirit with characteristics will be integrated into the professional cultural landscape. Second, enrich and improve cultural venues. We should further enrich the school history museum, natural history museum, famous teachers museum and other collection content, using venues and school history information, strengthen the school history and school situation education for college students. We should do well in compiling school history, give play to the exemplary role of outstanding alumni, enhance the patriotic consciousness of teachers and students, and create the most vivid and vivid textbooks influenced by university culture. Third, we enhance the level of visual communication. We should make visual communication system (VI), unified design of the school outstanding alumni publicity records, highlight the school tradition, spirit, style and characteristics to strengthen the professional spirit of college students.

3. Conclusion

Culture invigorates the country, and culture strengthens the nation. With China's economic and social development, college students in the new era with good cultural literacy and professional spirit has become the focus of many employers. The cultivation of college students' professional spirit is characterized by continuity and the generation of professional spirit is carried out under specific conditions. Therefore, as an important part of university humanistic spirit, college students' professional spirit is closely related to the whole social environment. College culture provides conditions for the cultivation of professional spirit, while the cultivation of college students' professional spirit also greatly enriches college campus culture, and the two complement each other and promote each other.

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