CONNOTATION CONSTRUCTION OF COLLEGE-STUDENT APARTMENT CULTURE

Dr. Xiaosheng Ding
Associate professor, School of Marxism, Henan Normal University, Xinxiang, Henan Province, China.

ABSTRACT
As an important part of campus culture, college-student apartment culture is also an extension of campus culture. It is important to correctly understand and grasp the connotation of apartment culture for its future development and prosperity. There are mainly three aspects of apartment culture: material culture, institutional culture and spiritual culture. Specifically, material culture as surface culture is the foundation of apartment culture construction; institutional culture as middle culture is the guarantee of apartment culture construction; spiritual culture as deep culture is the core of apartment culture construction. The mentioned three aspects form a unified whole with a mutual influence, restriction and promotion.

KEYWORDS: Apartment culture, material culture, institutional culture, spiritual culture, education of people.

1. INTRODUCTION
It has become as important subject for higher education to strengthen construction of college-student apartment culture in new period. Besides, it is an inevitable requirement to advance culture, and a crucial way to enrich campus culture. As mentioned, material culture lays foundation for apartment culture construction, institutional culture stresses normalization of cultural connotation and high-level cultural systems, and spiritual culture composes the core of apartment culture construction. With mutual influence and restriction to each other, they form an organic unity, accelerating the development and prosperity of college-student apartment culture.

2. College-student material culture
“Spiritual culture actually develops from material culture,” said Deng Xiaoping (Deng Xiaoping, 1992): “Material is foundation; a good material life ensures a higher cultural level and a better spiritual outlook” (Deng Xiaoping, 1992). College-student material culture mainly refers to some visual contents such as basic facilities, overall layout of apartment and its internal allocation. Hence, apartment material culture as surface culture of apartment culture lays a foundation for apartment culture construction, and promotes the development of other apartment cultures.

2.1 Categories of apartment material culture
Material culture refers to substantive results and products from the process of human material production. College-student apartment material culture defines the range of apartment material from cultural level. Different categories of apartment material culture are summarized from different scholars as follows.

A. Apartment infrastructure culture construction: Apartment infrastructure mainly refers to material facilities providing public service for students' life and study. These facilities actually form a public service system to ensure normal practice of apartment culture. As material conditions for apartment culture development, infrastructures include places involving student services: apartment buildings (with its network system of water, electricity and heating), student healthcare service center, stadium, entertainment places, student canteen, library, internet service center, supermarket, IC card service center, bank, post office, communication service center and student affair center (providing services such as financial aid, psychological consultation, career planning, life guidance, enrollment and employment) and student associations (American College Personnel Association, 1996). Apartment internal basic facilities include beds, student desks, Wi-Fi, balcony, bathroom, washing basin, toilet, shower and indoor laundry rack.

B. Apartment landscape culture construction: Apartment landscape culture is an important part of campus culture, college-student apartment landscape culture aims at achieving the harmony between human and nature through exclusive artificial hills, ponds and trees in student apartment areas. Based on people-oriented principles and requirement of the times, culture construction of apartment landscape strives to improve living environment quality, students' personality accomplishment and moral sentiment. Therefore, apartment landscape details (such as overall school layout, building structures, scenery sports layout, roads and lamps, artistic naming and designing of apartment building) are of vital importance to the construction of apartment landscape culture. In college with mature apartment landscape culture, unique cultural atmosphere and connotation is reflected from the design of every tree and bush, or even a single brick and tile. More importantly, apartment landscape in campus inherits its particular cultural qualities, stimulating students’ spirit of hardworking while enjoying the beautiful landscape in campus.

A. Regional characteristic of apartment material culture: Regional characteristics — emphasizing both natural and cultural environment of student apartment area—are key factors and vital conditions for the existence and development of apartment culture. Apparently, apartment area has to occupy some natural space, thus the natural and cultural environment within this area develops unique culture with regional characteristics. At the same time, apartment culture also enriches its regional culture, which is beneficial to apartment material culture.

B. Historic characteristic of apartment material culture: Historic nature focuses on the long-standing profound accumulation of school history, demonstrating its excellent cultural traditions and strong humanistic concern. Besides, it also shows the running philosophy, value pursuit, campus spirit and educational goals of the school. Apartment culture, with respect of school history, inherits and enriches school histories in return. Therefore, historic characteristics of apartment material culture demonstrate school’s development path. With profound cultural atmosphere in student apartment area, students can experience and feel historic cultural traditions of the school.

C. Structural characteristics of apartment material culture: Structural characteristics emphasize appropriate layout of apartment material cultures. Apartment material culture does not mean random arrangement of material objects. Instead,
it strives to construct a harmonious material and cultural environment with dis-
tinctive local characteristics (Yu Qingcheng, Lu Yuanxiai, 2010). People-oriented philosophy, culture communication, ethics of location and sustainable develop-
ment principles should be well integrated in apartment material culture, showing
school’s cultural taste and value pursuit. In a word, apartment material culture
reflects cultural concept and features of the school, stimulating students’ passion
to their school and determination to success.

Educational characteristics of apartment material culture: Educational char-
acteristics mainly stress on the educational effects of apartment material culture
to students. According to UNESCO, “Besides regular courses, the environment
around students is another educational factor.” It proves that apartment material
culture also has subtle educational effects to students. For example, old apart-
ment buildings with historical culture advocate the spiritual outlook of graduated
students; sculptures in apartment areas tell significant stories about history. As a
result, these material cultures stimulate student’s sense of pride and desire of
learning.

Developmental characteristics of apartment material culture: Development of
apartment material culture is a dynamic process containing concept of harmon-
ious development, healthy development and sustainable development. With
the development of society, social environment gradually changes and students
also present diversified features, leading to innovations of higher education. Stu-
dent apartment material culture with continuous innovations reflects the trend of
future education, ensuring student apartment material culture to keep pace with
times.

2.3 Planning of apartment material culture.
Apartment material culture, manifesting constitution of apartment culture, plays
important roles in history inheritance and education. Thus, the planning of apart-
ment material culture is very important for improving educational functions of
apartment material culture.

Planning of apartment material culture has to respect history. Apartment mate-
rial culture is mainly manifested from the outlook, cultural taste and connotation
of apartment buildings. Therefore, the planning of apartment material culture
should respect excellent traditional culture of Chinese history and school history.
Hence, students can gradually develop their recognition of cultural identity and
sense of responsibility for advocating historic cultures.

Planning of apartment material culture has to respect time changes. Apartment
material culture should follow characteristics and changing regularities of times.
Sustainable development need to be applied in the planning and construction of
apartment material culture, thus strengthening the attraction and appeal of apart-
ment material culture. Harmonious apartment material culture provides safe and
civilized external environment to cultivate students’ moral sentiments and
healthy personality, thus achieving sustainable, harmonious and scientific devel-
opment of apartment material culture.

Planning of apartment material culture has to respect realities. Currently, the con-
struction of apartment material cultures is still at the preliminary stage, and there
are some non-scientific features, such as unscientific, irrational, and unprofes-
sional. In the construction of apartment material culture, apartment material culture
should be planned scientifically and carried out step by step. Besides, existing natural space, financial investment and personal
allocation should be considered in the integrated planning of apartment material
culture construction (Vasyli Sukhomlyonsky once said profound apartment mate-
rial culture is an expression of every student’s walls to speak). Moreover, construction of
material culture should integrate inheritance and innovation, and combine scientific spirit with humanistic spirit, thus developing its universality and
individuality.

Planning of apartment material culture should show respects to students. Con-
struction of apartment material culture has to show its respects to students’ values
and human care concepts. For example, non-obstacles system and function divi-
sion can be designed for different groups of students, separation of pedestrian
and vehicles in campus reduces harmful effects from busy transportation in cam-
pus. Such planning details construct a humanized student apartment area. How-
ever, construction of apartment material culture should also motivate students’
participation, thus enhancing their sense of ownership and responsibility.

3. Institutional culture of college-student apartment
Institutions refer to rules and regulations that team members should abide by.
Institutional cultures come from enterprise culture at the earliest time, develop-
ing to an important part of enterprise culture. Institutions, integrated with culture,
promise some new characteristics. Student apartment institutional culture, as an effective
way to regulate students’ behaviors, requires each student to follow the rules in
certain time and area. Therefore, with characteristics of enforceability, instru-
mentality and timeliness, student apartment institutional culture embodies and
guarantees spiritual culture and behavior culture.

3.1 Types of apartment institutional culture
With institution as the guarantee and culture the nutrient, institutional culture
generates a well-organized regulation system from long-time social experience.
College-student apartment institutional culture, refined from excellent history
and long-term accumulations, effectively constrains and encourages students and
teachers. Based on different standards, student apartment institutional cul-
ture is classified as follows:

According to its enforceability, apartment institutional culture is divided into for-
mal institutional culture and informal institutional culture. Formal institutional
culture, based on time requirements and wills from teachers and students,
focuses on concrete written rules and regulations (i.e., laws and regulations, poli-
cies and principles, notifications and specifications). These formal rules are car-
ried out in the country or schools under powerful supervisions. Informal institu-
tional culture is an unwritten institutional culture, students consciously or unconsciously from long-term contacts between teachers and students (i.e., value belief, ethics, customs and ideologies). Formal institutional apartment cul-
ture is known for its passivity, enforceability, binding and inspiring characters; while informal institutional culture is prominent in its spontaneity, university, continuous and non-commercial characteristics. These two types of institutional cul-
tures are indivisible and supplement each other.

Apartment institutional culture is classified as endogenous institutional culture and exogenous institutional culture according to its generation path. Endogenous institutional culture, as requirement of talent cultivation and student develop-
ment, relies on students and teachers to accelerate institutional culture innova-
tion. Exogenous institutional culture makes use of external forces from country,
society and organizations to establish student apartment institutions, eventually
converting into apartment institutional culture.

According to its manifestation mode, apartment institutional culture is divided into dominant institutional culture and recursive institutional culture. Dominant institutional culture refers to written and visible laws and regulations, policies and principles, notifications and specifications, giving teachers and students
time orientation. Recessive institutional culture, an invisible network of organi-
zations, emphasizes students’ cognition, attitude and will power to institutions.

Apartment institutional culture is classified as subject-type institutional culture and non-subject-type institutional culture according to different subjects. Sub-
ject-type institutional culture includes apartment-leading cadre institutional cul-
ture, apartment-administrator institutional culture, apartment-cleaner institu-
tional culture, party-member institutional culture, student-leader institutional
culture and apartment student culture. Non-subject-type institutional culture
includes apartment-health institutional culture, apartment-security institutional
culture and apartment-comparison institutional culture.

In a word, all classifications of student apartment culture aim at the same goal,
and are accepted by students and teacher. No matter how classified, they are sup-
plementary to each other: the former provides conditions for the transformation
of the latter, and in return the latter provides subtle supplement for the former.

3.2 Principles of apartment institutional culture
College-student apartment institutional culture is the connection points of other
apartment cultures. At the same time, it ensures smooth practice of other cultures.
Construction of apartment institutional culture should accord with social politi-
cal customs, education traditions, and sustainable development. Construction of
apartment institutional culture should accord with social political traditions, edu-
cation traditions and sustainable development. Meanwhile, it should conform to social political features. Lenin once pointed out, “It is not allowed to separate education work from political the-
ories, and education work is closely connected to politics (Lenin, 1972). There-
fore, construction of student apartment institutional culture has to follow politi-
cal features, keeping consistent with the Party’s guidelines, normative docu-
ments from superior departments, school rules and regulations. Thus, it ensures
legality of apartment institutional culture from the source. At the same time, the
content of apartment institutional culture composes institutional systems. Insti-
tutional culture construction achieves its significant meanings and functions
through following the principle of legality and human-oriented theory. There-
over, the practice of student apartment institutional culture should accord with
legality principle, ensuring fair and just construction of institutional culture.

Construction of apartment institutional culture has to adhere to the principle of
democracy. Party organizations with political key roles contribute to the con-
struction of apartment institutional culture with its supervisory and combatant
functions. Application of democracy principle in the construction of institutional
culture guarantees the normal practice of democratic supervision, participation
and negotiation mechanism. Democracy gives full play to students’ and teachers’
initiative in democratic management. Adam Smith said, “Human society is like a
huge chessboard, and each piece follows its routes and principles, which is dif-
ferent from enforced regulations of legislative institution” (Adam, S. 2000).
According to Smith, it is impossible for legislators to clearly understand the

International Education & Research Journal [IERJ]
E-ISSN No : 2454-9916 | Volume : 2 | Issue : 4 | April 2016

Research Paper

14
thoughts and situations of every person. Instead, open communications help to achieve scientific institutional construction. Therefore, teacher-and-student representa-
tive conferences emerge in the response to the needs of apartment innova-
tion. Major decisions and hot issues related to vital interests of all students and 
staff are discussed in such conferences, strengthening democratic management in 
campus.

Construction of apartment institutional culture should abide by its educational 
principle. Marx once said, “Human has the duty and mission to comprehensively 
develop their full abilities such as thinking ability” (Marx, Engels, 1960). Engels 
also stressed, “It is the duty for all social members to develop their comprehensive 
abilities”(Marx, Engels, 1960). Hence, the construction of apartment institu-
tional culture is to cultivate builders and successors of socialism with Chinese 
characteristics based on people-oriented theory, thus achieving a comprehensive 
development. In order to promote students’ comprehensive development, the con-
struction of apartment institutional culture should accord with national laws, local regula-
tions and legal management decisions. As mentioned, college-student apart-
ment and supervision mechanism is beneficial to construct a management struc-
ture. As a result, students get opportun-
ities to continuously improve their ideological quality, moral integrity and per-
sonality charms.

3.3 Molding of apartment institutional culture
Molding of student apartment institutional culture encourages students and 
teachers to develop their self-control ability, thus cultivating their values and 
codes of conduct. Their internal morals and forces as the driving force of culture 
tide promote their comprehensive development, thus achieving harmonious deve-
opment. Apartment institutions should accord with demands of students and 
their characteristics, should give full play to its educational functions and prin-
ciples.

Construction of apartment institutional culture has to comply with the principle 
of development. Apartment institutional culture is a kind of dynamic and devel-
opmental culture. Time changes, talent cultivation objectives, school running 
concepts and students’ characteristics should be considered to improve and sup-
plement student apartment institutional culture. With innovated methods and 
enriched connotation of institutional culture construction, students get opportun-
ities to continuously improve their ideological quality, moral integrity and per-
sonality charms.

4. College-student apartment spiritual culture
German philosopher Karl Jaspers believed, “Colleges and universities exist in 
endless spiritual pursuit”. In other words, college-student apartment culture also 
exists in endless spiritual pursuit. Student apartment culture is an important part 
of campus culture, while apartment spiritual culture is the core of student 
apartment culture generated from long-term history accumulation. Its ideolo-
gies, value orientations and moral principles reflect the spiritual outlook and cul-
tural taste of student apartment. In return, student apartment management inte-
grates these ideologies, value orientations and moral principles into education 
activities.

4.1 Connotation of apartment spiritual culture
English renowned scholar Arnold said, “Human spiritual ideal is to continuously 
achieve self-development and ability”. The connotation of spiritual culture, 
which in return promotes the development and prosperity of student apartment institutional culture.

Apart from developing excellent culture and pursuit, students have to improve 
their comprehensive development. According to Deng Xiaoping, “A good insti-
tution stops evil people acting against laws and reasons; a bad institution constrains people 
doing the good, or even enables them go over to the opposite side” (Deng 
Xiaoping, 1994). Fairness and justice, as the basic institutional values, strive to 
achieve social equality for all human. Therefore, it is critical to keep pace with 
the times, constructing a just and fair apartment institutional culture system.

Apartment institutional culture should demonstrate justice and fairness. Students 
and teachers are granted with participation and voice to ensure justice and fair-
ness in the operation of apartment management. There is no exception in fair and 
just implementation of apartment institutions. Construction of apartment 
institutional culture should reflect the vital interests of teachers and students, try-
ing to balance interests among different subjects. With a wider rage and deeper 
extent of subject interests, institutions develop towards better fairness and jus-
tice.

Apartment institutional culture should manifest human-oriented concept. With 
the goals of human-oriented democracy and efficiency, it strives to construct an 
institutional culture system related to the extent of students’ interests and charac-
teristics. In fact, the basic meaning of institutional culture construction is to enrich 
apartment culture and promote the development of teacher and student. Hence, construc-
tion of apartment institutions, based on student as subject and teacher as domi-
nance, focuses on overall and comprehensive education of people. As a result, 
apartment management improves apartment service, thus enhancing apartment 
taste and upgrading its culture. Other than adopting opinions and suggestions 
from experts and scholars, it is essential to learn and absorb excellent experience 
and wisdom of institutional culture construction from other colleges. However, 
any experience and innovation learned from other school can be implemented 
only after consent voting. As a result, institutional culture will better meet the 
demands of students and teachers.

Apart from institutional culture system, teacher-and-student representatives 
have transformative roles in guiding students to form good working attitudes 
and merciful manners. Meanwhile, students should try their best to do every 
thing well and treat every person nice, understanding the essence of 
dedication spirit.

Apart from teacher-and-student representatives, student and teachers can 
also form self-management team to implement the spirit of dedication. As a 
result, dedication spirit can inspire students and teachers to adjust, 
unwillingly serve organizations, society and country. Lenin thought, “Dedication 
involves in unpaid labor for the society” (Lenin, 1972). Therefore, dedication is 
a kind of attitude, action, virtue and belief. Dedication spirit, as a traditional Chi-
ese culture concept, is the combination of social ethics and personal virtues. It reflects 
the spiritual outlook of modern students. Dedication spirit of student spiritual culture 
requires not only students and teachers to cultivate the spirit, but also students 
and teachers to cultivate their innovative thinking. Students should try 
to do things with dialectical negative attitude and insight, thus promoting contin-
uous development of student spiritual culture.

4.2 Elements of apartment spiritual culture
College-student apartment spiritual culture is not achieved in one day. It is the 
result of long-term accumulation and innovation from campus spiritual culture, 
apartment management subject qualities and apartment overall planning. It has 
significant role in students’ healthy growth and culture transmission.
three stages. The first stage is initially forming stage. The concept of campus culture can also be established when school histories accumulated to a certain stage. The second stage is development stage. Unique campus spiritual culture is formed and accepted by students and teachers after generations of practices and innovations. The third stage is maturity stage. Campus spiritual culture, as intelligence gathering of teachers and students, finally and officially formed after long-term refining, induction, finalization and transmission. Therefore, campus spiritual culture, through its permeation and radiation effects, becomes the key element for production and development of student apartment spiritual culture.

Quality of apartment management staff: Russian famous educator Ushinsky once said, “Personality of educators is the foundation of education; and teachers’ morality becomes invisible education power that no textbook, moral proverbs, reward and punishment can achieve.” Teachers’ noble personality is the spiritual power guiding and stimulating students to develop perfect personality. Therefore, the ideological quality, personality charm and management levels of apartment management staff become key elements for the forming and developing of apartment spiritual culture. CPC central committee and the State Council stressed in “Further Strengthening and Improving Ideological and Political Education” that “Each course of colleges and universities has the same function of educating people and all teachers take the responsibility to educate their students. Therefore, teachers should set up examples for others with both precept and practice, influencing students imperceptibly with their moral virtues and personalities.” This further proves that the manners, services, management levels, ideological levels, and the awareness of apartment management staff play crucial role in promoting the construction of apartment spiritual culture. At the same time, students as the subject of apartment spiritual culture construction, impact the cohesion of apartment spiritual culture with their national habit, family background, religious belief. Therefore, their ideological ideas, personalities, values, habits and requirements directly influence the construction and development of apartment spiritual culture.

Overall planning of student apartment: Schools strive to make achievements on unique overall planning and design of student apartment. In campus, each building shows its histories and school running theories; the culture corridor and main road spread its school motto and spirit; even the sculptures and rocks in campus have profound meanings. Campus landscape and lighting engineering manifest harmonious interpersonal relationship, creating an environment of equal love and mutual assistance. Besides, inspiring sayings and slogans can be found everywhere in campus, constructing particular spiritual culture environment for students.

4.3 Cultivation of apartment spiritual culture

Cultivation of college-student apartment spiritual culture is a process to inheritance, introduction, innovation, creation and development with the guidance of science, edification of campus spirit and creation function of cultural activities. The basic task of higher education is “to establish moral values and to cultivate people.” Thus, construction of apartment spiritual culture should reflect the guiding principles of talent cultivation in higher education, establishing dominant position of socialist core value system. Latest achievements from Marxist philosophy with Chinese character should be constantly applied to cultivate students and teachers, firmly establishing common ideal of socialism with Chinese characteristics. Besides, cultivation of apartment spiritual culture vigorously promotes Chinese national spirit with patriotism and the spirit of time and reform with innovation and reform as the core, positively practicing and developing socialism core values.

Cultivation of college-student apartment spiritual culture needs to further construction campus spirit, teaching style and learning attitude based on behavioral education of apartment subjects. Teachers and students can consciously combine “morality cultivation” with “course learning” to enhance their senses of mission and responsibility, thus contributing to construction of apartment spiritual culture. Meanwhile, cultivation of apartment spiritual culture highlights noble morality and develops professional spirit, striving to instill campus spirit into daily activities and behaviors of students and teachers. Effective combination of education and promotion with institutional management make the management staff to rely on fine spirits as their professional ethics and value pursuit, thus exploring management theories. Therefore, apartment management staff improves their human-oriented service level and meticulous management, constructing management-service education mode. Spiritual culture stimulates students to understand school histories and stories, chant school anthem and wear school badge, participate in essay contest and lecture discussions, thus continuously enhancing their senses of ownership and responsibility. In the end, teachers and students cherishes school reputation, focusing on school development and construction.

It is important for schools to carry out apartment cultural activities and construct healthy environment and atmosphere, enriching students’ mind and their knowledge. Firstly, affection education should be applied as important means to cultivate college students’ ideological and ethical qualities. Besides, schools should take multiple measures to comprehensively promote affection education and construct affection, and filter affection education into apartment spiritual construction. Then, students can spread great love and thankful heart into society, establishing education environment of mutual help and respect. Secondly, school should set up appropriate education activities to develop students’ physical and psychological health based on different time and grades, stimulating their self-thinking abilities. This helps students to set up correct concept of physical and mental health, promoting healthy development of their personality. Thirdly, for students with financial difficulties, schools should take effective financial-aid measures to intensify encouragement and donation systems. Students, implanted with concept of financial-aid education, develop their qualities of solidarity, self-reliance and diligence. Fourthly, based on scientific development concept and practical experience as guidance, school should encourage students to participate in more activities out of school, promoting their social practice as well as their senses of history missions and social responsibilities. Finally, school should insist on cultivating students’ scientific thinking, scientific spirit and scientific capacity, developing campus culture and encouraging innovation activities. Therefore, cultivation of apartment spiritual culture enables college students to acquire science and technology knowledge and enrich their cultural and art life, thus cultivating their academic literacy and artistic accomplishment.

5. Conclusions

In brief, college-student apartment culture is based on apartment as carrier, students as subject, environment as foundation, system construction as guarantee and inheritance as principles. Thus, college-student apartment material culture is the foundation of apartment culture construction, college-student apartment institutional culture the guarantee of apartment culture construction and college-student apartment spiritual culture the core of apartment culture construction. As the spiritual apotheosis of school, the three aspects have mutual influence and restriction to each other, contributing to the prosperity and development of apartment culture construction. Meanwhile, it is important to refine apartment spiritual culture and absorb advanced theories and ideas as well as break backward obstacles and resistance. While absorbing western culture and exploring local culture, it is essential to innovate campus culture and integrate apartment culture. More importantly, students and teachers play the main role in the exploration, protection, innovation and inheritance apartment spiritual culture. Thus, the identity and belonging of apartment culture should be intensified among them. College-student apartment culture is integrated with profound campus ethics and human spirit, cultivates noble characteristics and moral qualities of college students, enriching students’ cultural life and mental world. Therefore, college-student apartment culture, developing school campus spirit, teaching style and learning attitude, plays positive roles in students’ development and growth.

6. Acknowledgments

This research was completed under the financial aid of Soft Science Project (Grant No: 15ZD10410803) and UCI cooperation project (Grant No: 162170080073) of Henan Province in P. R. China.

7. REFERENCES