

# Research on the Current Situation and Countermeasures of Campus Culture Construction in Higher Vocational Colleges from the Perspective of Marxism Popularization

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**Keywords:** Marxism; vocational school; campus culture

**Abstract:** The popularization of Marxism is an important purpose and task of the construction of campus culture in vocational schools. The campus culture of vocational schools is an important platform and carrier of the popularization of Marxism. In the stage of higher vocational education, ideology theory education belongs to a basic course, is also a public compulsory course, and is a course that every student must learn. Ideology educators in vocational schools must realize that the popularization of Marxist education is an important purpose and task of campus culture in vocational schools; The rich and colorful campus cultural activities of vocational schools are an excellent platform and carrier for ideology education for teachers and students of vocational schools, especially young students. At present, there are many puzzles in the practice of educating people in the construction of campus culture of Vocational Schools in China, which further proves that it is realistic and urgent to strengthen the construction of campus culture of Vocational Schools from the perspective of Marxism popularization. In the process of campus culture construction in vocational schools, we must adhere to the guidance of Marxism, integrate the content of Marxism through various channels, and promote the popularization of Marxism in vocational schools.

## 1. Introduction

The popularization of Marxism refers to the process of transforming the theories of Marxism-Leninism, Mao Zedong Thought, Deng Xiaoping Theory, the important thought of "Three Represents" and the scientific concept of development from "abstract to concrete, from abstruse to popular, from a few people to the masses" [1]. Campus culture is a unique cultural phenomenon in schools, and campus culture in vocational schools is a unique form of campus culture in vocational schools [2]. Strengthening the construction of socialist culture is an inevitable requirement to ensure a stable and harmonious social environment, an important means to gather the centripetal force and cohesion of the broad masses of the people, and an important guarantee to promote the steady development of socialism with Chinese characteristics [3]. Under the influence of the popularization of Marxism, the ideology theory education in vocational schools should timely update the concept of Ideology theory education according to the new needs of the development of the times, and examine the content of Ideology theory education in Vocational Schools from a new perspective [4]. At present, China is in the period of rapid development of modern vocational education. For vocational schools, the improvement of their governance ability, connotation construction level and talent training quality are inseparable from the support and guidance of campus culture [5].

Compared with social culture, the campus culture of vocational schools is a regional subculture, which depends on its existence and has an important influence on social culture, and is recognized by all campus people and maintained and built together [6]. The campus culture of vocational schools is the inner temperament and unique vitality of the university campus reflected by the ideological construction of the school's running philosophy, value orientation, teaching style and study style and the hardware construction of the campus environment [7]. Although there are still many factors that hinder the construction of campus culture in vocational schools, they will be gradually solved in practical exploration, and the corresponding cultural construction system will be

improved. Campus culture is not only an atmosphere, but also a spirit. The construction of campus culture in vocational schools can not only provide a good atmosphere for students' development, but also have a positive impact on the improvement of cultural taste in Higher Vocational Schools [8]. In the face of the rapidly changing international situation, promoting the popularization of Marxism is of great significance to ensure the stable development of various undertakings in our country.

## **2. The dilemma of campus culture construction in Vocational Schools from the perspective of Marxism Popularization**

### **2.1. The carrier and channel of Marxist education in vocational schools are single, and the method is too rigid**

With the rise of mobile Internet, the way of information dissemination has undergone earth-shaking changes. Various forms of self-media platforms make the channels of information dissemination, idea dissemination and public opinion expression more smooth and wordy. At present, Marxism education in some vocational schools is mainly carried out through classroom teaching of ideology theory courses. The education carrier and channel are too single, and the classroom teaching method is too rigid, which leads to poor education effect. . In the process of promoting the popularization of Marxism, vocational schools only use the popularization of Marxism as a slogan to carry out the corresponding publicity and education work, but do not reflect the relevant content in the course content teaching process. Over time, it is difficult to play the role and value of the popularization of Marxism in the process of ideology theory education and teaching in vocational schools. In the teaching process, some teachers still stay in the empty preaching of Marxist theory. The teaching methods are simple, the educational methods are rigid, and the communication discourse is too abstract and not popular enough. They lose their due attraction to students and can not arouse their ideological resonance. There are still loopholes in the teaching content of Ideology theory education in Vocational Schools in terms of social reality. The attention to the social hot and difficult problems that some students pay more attention to is not enough. We can't use the realistic ideology point of view to explain these difficult and hot issues in society. China's vocational schools have always undertaken the important task of Marxist education. The primary task to achieve this goal is to interpret Marxism in a variety of forms and lively ways, which highlights the importance of the campus platform of vocational schools to the popularization of Marxism [9]. In the practice of campus culture construction, some teachers seldom participate in or organize extracurricular education and teaching activities in addition to teaching according to fixed class hours, which cuts off the communication with students and separates the distance from the majority of students, making it difficult to teach by words and deeds. Some students are disgusted with the lengthy series of Marxist education, hold a negative attitude, and can not really recognize and accept the relevant theories of socialism from the heart, which greatly reduces the effectiveness of the teaching of Ideology theory.

### **2.2. The role of Marxist education in the campus construction of vocational schools has been weakened**

At present, Chinese society is in a period of transition. With the rapid development of economy and the opening to the outside world, a lot of bad thoughts are pouring in. And informationization and networking weaken Marxist value identity. Although some university campus culture constructions are in full swing and colorful, Marxism is weakened, and the value orientation of campus culture construction is vague and lost. The ever-changing science and technology are constantly changing people's lifestyle, and informationization and networking have become the norm of social life. Especially in recent years, some higher vocational campuses regard campus culture construction as enriching college students' spare time, overemphasize the entertainment of campus culture, follow the fashion, regard campus culture construction as leisure activities such as singing and dancing, and fail to promote it to the height of shaping college students' souls. Students in vocational schools are active in thinking, quick in thinking and full of curiosity about all kinds of

things, but they have limited life experience, insufficient social experience, immature ideas, lack of firm willpower and self-control ability, and often can't stand the temptation, and lack deep thinking and scientific judgment on many things. The impact of various social trends on campus culture has shaken some teachers and students' belief in Marxism [10]. Over the past 30 years of reform and opening up, China's great changes in economic, political, social and other fields will inevitably lead to profound changes in people's ideas. Using seemingly beautiful and scientific ideas such as "economic globalization" and "free trade" to attack collectivism, erase nationalism and deny the mainstream ideology of socialism in China, which seriously endangers the confidence of teachers and students in Vocational Schools in China's economic and social development. A few teachers and students in vocational schools have some confusion about China's socialist democratic political system. They hope to use the Western multi-party system and the separation of powers system to reform China's social practical problems, and place their hopes on the so-called democratic politics to realize the "ideal" democracy and equality.

### **3. Countermeasures of campus culture construction in Vocational Schools from the perspective of Marxism Popularization**

#### **3.1. Carry out the integration of higher vocational campus culture construction and Marxist education through multiple channels**

Through deepening the education reform, we should do a good job in the teaching of ideology theory course in vocational schools, so that the teaching of ideology theory course in vocational schools can play its due role. The subject of campus culture construction in vocational schools refers to all groups and individuals living in the campus of vocational schools. Vocational school students are the key subjects in the campus culture construction of vocational schools, the largest number of groups in school education and teaching practice activities, the most important promoters and creators of campus culture construction, and undoubtedly the main force to promote the campus culture construction of vocational schools. To build a distinctive campus culture of ideology theory education in vocational schools and give full play to the implicit educational function of campus culture, we should integrate the ideas and values advocated in the latest theoretical achievements of sinicization of Marxism into the process of campus culture construction, standardize the behaviors of students and teachers, and highlight the educational function of campus culture. In classroom teaching, teachers should change their ideas, emancipate their minds, rely on and make use of existing teaching materials, but not stick to books' theories, and be able to develop their thinking and learn from others. Only by constantly enriching and developing the campus system culture in the process of campus culture construction can we ensure that the rules and regulations followed by the school adapt to the strategic development goals of the school and ensure the realization of the development goals of the school. We should make rational use of the Internet, school newspapers, radio and other media to promote the popularization of Marxism. We should make full use of the advantages of the campus network and integrate the latest development achievements of Marxism into the campus network. Teachers of Ideology theory courses in vocational schools should also pay attention to teaching in combination with social hot issues, and introduce the hot and focus issues concerned by students into the subject to make it resonate. Guide students to correctly understand and understand the scientific and revolutionary nature of Marxist theory, so as to establish a firm belief in Marxism and socialism. As shown in Figure 1, the function of Campus Culture:

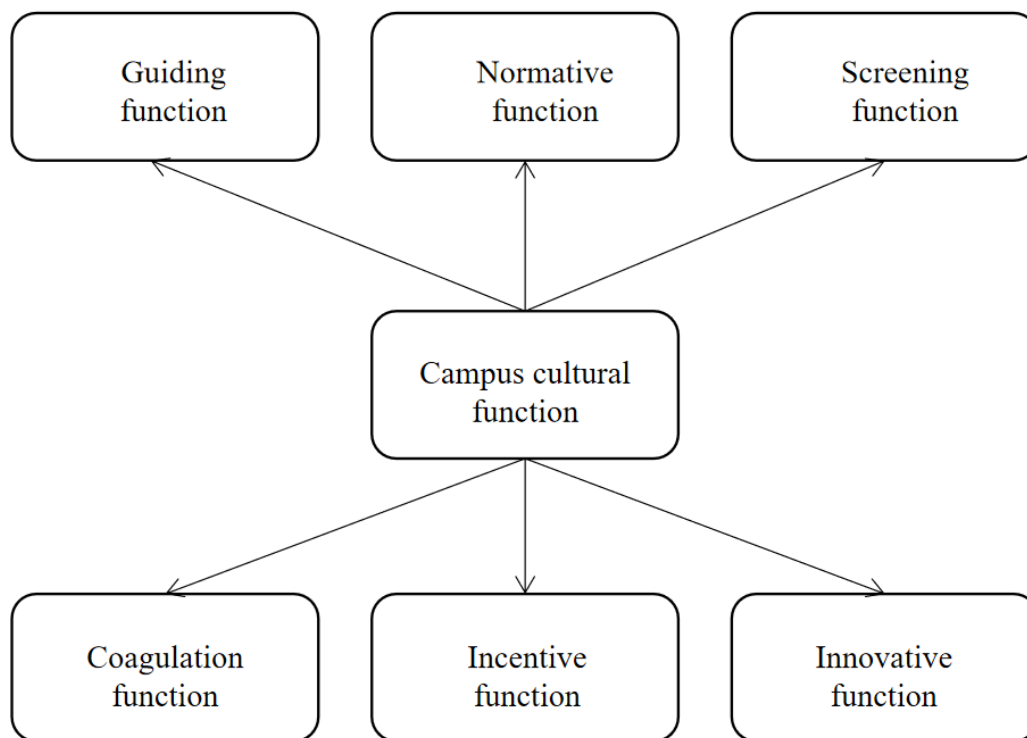


Figure 1 The function of Campus Culture

### 3.2. Adhering to the guiding position of Marxism and ensuring the correct direction of campus culture construction in Vocational Schools

The campus culture of vocational schools must obey and serve the educational purpose of vocational schools to cultivate socialist successors. Therefore, the campus culture of vocational schools must adhere to the correct political direction. With the deepening development of vocational schools in the process of globalization, China's contacts with many western countries become closer and closer, which provides the possibility for vocational schools to communicate with different ideas, and at the same time makes some extreme ideas spread. Vocational Schools Vocational Schools, by strengthening the campus culture construction of vocational schools, integrate the basic principles of Marxism and the latest theoretical achievements of vocational schools with the sinicization of Marxism into the campus environment of vocational schools, and consolidate and strengthen the position of China's mainstream Marxism ideology and guiding ideology in the ideological field of vocational school students in a subtle way. Only by mastering the Marxist theory can vocational schools go deep into vocational schools and vocational schools to rationally analyze social problems in vocational schools, solve social problems, assume civic responsibilities, and strengthen the belief of Marxism in vocational schools, so as to carry the banner of socialism. In the new historical period, only by cultivating successors with firm Marxist belief can vocational schools ensure that all undertakings in our country can maintain the correct development direction. Marxism must be combined with the construction of campus culture in vocational schools. The popularization of Marxism in vocational schools is also an important indicator of the curriculum reform of vocational schools. We need to highlight the practicality, times and scientificity of the popularization of Marxism. With the help of the popularization of Marxism, we can effectively enhance the effectiveness of Ideology theory education and teaching in Higher Vocational colleges and improve the quality of daily ideology education in vocational schools. The ideology workers in vocational schools must apply the relevant principles of Marxist vocational schools to the construction of campus culture in vocational schools. Only in this way can the campus culture of vocational schools become an advanced cultural representative with cohesion, centripetal force and radiation force. Only by adhering to the guiding position of Marxism and the construction of campus culture, can vocational schools develop vocational schools in the correct

direction of "vocational schools serve the people and socialism".

#### 4. Conclusions

Vocational schools are important bases for cultivating talents. Strengthening the campus culture construction of vocational schools is of far-reaching significance for promoting the popularization of Marxism in vocational schools. Based on the popularization of Marxism, the ideology theory education in vocational schools needs to link the ideology theory education with the actual situation of the times development. Marxism education, as a constant ideology education work in colleges and universities, must be combined with the actual study and life of students in vocational schools, so as to truly achieve the purpose of education. Facing the change of social environment, it is urgent to solve the problems existing in campus culture construction in vocational schools from the perspective of popularization of Marxism. Although there are still some problems in the construction of campus culture in vocational schools, its development prospect is bright and broad, and its future is bound to be bright. Take the popularization of Marxism as an opportunity of educational development, and promote the further development of ideology theory education in vocational schools. To strengthen the construction of campus culture in vocational schools, we must give full play to all the forces of teachers, students, society, enterprises and so on, and strive to build a positive, vibrant and harmonious campus, so that teachers and students are willing to contribute to the development of the school, society and the progress of the country.

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