



# Analysis on the Path of Digital Culture Construction on College Campuses in the New Era

**Shaohua Lu**

The Open University of Nanhai, Foshan 528200, Guangdong, China  
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**Abstract:** The implementation of digital culture construction on college campuses in the new era is crucial to the sustainable development of college campuses. This paper first analyzes the characteristics and functions of campus digital culture, and then expounds the importance of the content exploration of campus digital culture to the development of colleges and universities, including the introduction method of college campus digital culture construction, the educational reform of college campus digital culture and the promotion of advanced culture. Effective Ways. Recently, an in-depth analysis of the construction path of digital culture in colleges and universities in the new era aims to promote colleges and universities to establish the value orientation of literate people and educating people with culture.

**Keywords:** college campus, digital culture, effective way, construction path

## 1. Characteristics and functions of digital culture on college campuses in the new era

Campus digital culture can be defined in broad and narrow senses. Broadly speaking, campus digital culture usually refers to the sum of the existing school life, including school material culture, school system culture and school spiritual culture [1]. Campus digital culture can enable students to understand and master the essence of Chinese culture, thereby enhancing cultural identity, consciously avoiding wrong tendencies towards culture, stimulating a sense of solidarity, building consensus, and building students' cultural self-confidence. This plays a pivotal role in the socialist modernization drive. The goals of campus digital culture and socialist core values are similar in nature. Through campus digital culture, students can develop a scientific understanding of socialist core values, and socialist modernization requires talents who have a deep understanding of socialist core values. The renaissance mission [2].

The dissemination of digital culture on campus is the key to the construction and development of campus digital culture. Magazines, newspapers, television, telephone, etc. are all traditional information dissemination methods, which have the disadvantages of slow dissemination, small coverage and high dissemination costs [3]. Papers are the main carrier of digital cultural dissemination on campus in my country, and the carriers mainly include notices on school newspapers and school bulletin boards. The sustainable design of the digital culture construction path of college campuses is an important field for shaping the value system of college students. Simultaneous design and construction of a green campus helps to shape ecological awareness and lay principles for sustainable social behavior and life. Students are energetic and interested in realizing their ideas and ambitions, so the digital cultural environment on campus must create the conditions for future experts and scientists to emphasize and understand the sustainability challenges facing young people.

## 2. Research on the content of digital culture in college campuses in the new era

### 2.1 The introduction method of digital culture construction on college campuses

The characteristics of campus digital culture construction in the new era actively introduce the Internet new media environment, and explore the research on the construction of campus digital culture in colleges and universities and the dissemination of new Internet media [4]. The rapid development of Internet technology in recent years has changed people's work and lifestyle. "Teaching students according to their talents" has become the main mode of campus digital culture education, which can greatly promote students' active learning of campus digital culture. But the reality is that the digital culture of society, family and school is often difficult to achieve unity.

### 2.2 Educational reform of digital culture on college campuses

The benevolence thought and filial piety education culture of traditional Chinese Confucius have gained great power in our thought formation and value education. Centering on the construction of digital culture on college campuses, this study

examines the changes in schools after the implementation of China's educational reform measures and policies. The first goal of digital culture construction on college campuses is to improve the quality of Chinese school education. Among the main contents of digital culture construction on college campuses, the most striking change in school education is online education, and the application of public online education platforms such as cloud platforms will be more active. Students can access a variety of educational resources without being limited by time and space through the platform, teachers can cultivate their own teaching and learning ability, and excellent teachers and teaching can be shared among schools. However, the use of online education is from the standpoint of students. Online education cannot completely replace offline education. The competition for teachers to select excellent teachers and the fatigue problem from parallel teaching online and offline will lead to harmful information exposure online and long-term use of intelligence. Concerns about vision loss caused by machines. Provide courses for outstanding teachers through network sharing between schools. The use of public online education platforms can provide free high-quality education for students, reduce the financial burden of parents, and help strengthen the power of teachers. The functions of such a public online education platform will be of practical help in achieving the goals pursued, and it is expected that a more active online education culture will be formed in China in the future.

### **2.3 Effective ways to promote advanced culture**

It is an effective way for the construction of digital culture on campus in the Internet space of colleges and universities to carry forward the advanced culture. Using the database in the network technology to build a complete background information culture storage space and integrating the network knowledge to build an open campus network environment has become the core issue of digital culture dissemination in Chinese colleges and universities. The formation of a wide range of cultural infrastructure such as movies, broadcasting, games, travel, concerts, etc., meets the needs of campus digital culture. Especially with the development of digital technology, the success of policy support and digital infrastructure construction, the scope and depth of cultural exchanges and cultural consensus have expanded through blogs, bulletin boards and discussion rooms in online cultural spaces, etc. Cultural exchange created a turning point. With the entry into the knowledge information society, it is necessary to learn how to properly understand and interpret visual information, which is currently the key to digital cultural education on campus. In addition, the redefined vision in the context of campus digital culture education refers to one's own awareness of the influence of political and social contexts.

At present, while preserving and exploring the modern meaning and value of traditional Chinese culture, the road to digital culture on campus is to give the focus of the revival and development of traditional culture. In particular, the Chinese government and cultural industry research practitioners pay special attention to how to effectively realize the industrialization of distinctive traditional cultural resources. Post bars and forums have a great role in promoting the construction of digital culture on college campuses, not only allowing students to actively participate in campus digital culture learning, but also integrate an important part of the campus with the campus digital culture. During the transition period of China's economy from high-speed development to high-quality development, the high-quality development of the cultural industry has long-term strategic significance for building a culturally advanced country, achieving double-high development of literature and art, paying equal attention to social impact and economic impact, and exploring integrated and innovative development. The development of digital culture on college campuses is an important support for the modern cultural industry system with Chinese characteristics. The high-quality development of China's cultural industry is still at a relatively low level, with obvious regional differences in development, and structural problems of high input and low output are common. In the face of global competition, the following measures should be taken to realize the high-quality development of China's cultural industry: establish a digital cultural system on college campuses with high-quality development as the core, promote the integrated development of culture and related industries, deepen the reform of the cultural system, and actively explore high-level cultural trade. pattern.

## **3. The construction path of digital culture on college campuses in the new era**

The application scope of network technology in colleges and universities is relatively wide, but in the construction, especially in the network platform and search content, the construction of digital cultural spirit and material layer is also required. The survey on the construction of digital culture on college campuses in the new era has drawn the following results: (1) The fields that the public prefers online education are practical fields such as Internet/computer and life interests. (2) Groups with low participation in offline education tend to increase their participation in online education. (3) Creation cares more about appreciation, and majors care more about cultural education. (4) Some people who show great concern for creation should consider all stages of cultural and artistic education. (5) The network has shortcomings such as unidirectionality, inhumanity, and difficulty in answering questions. Therefore, many people hope that online and offline

education are paralleled, thinking that online education is inferior to offline education. (6) Among the main considerations for online education selection, through technical solutions for online education, reduce the perception that online education is inferior materials, and propose parallel directions such as online and offline, and expect to expand the place of culture and art education to online.

It is necessary to regularly improve and update the content of the network platform, realize the construction of an open sharing platform, and continuously update and improve the relevant teaching content through the sharing of network information; in terms of search, it is necessary to improve the search engine and continuously improve the background database. For example, "asymmetric education" refers to education that is not conducted face-to-face. As the fact that the coronavirus spread through droplets, contact was revealed, people began to practice "social distancing". Meetings such as gatherings and conferences have been postponed or replaced by networking, and some companies have adopted the form of working from home. The same phenomenon has also appeared in education, such as "asymmetric teaching", "online teaching", "network teaching" and so on. Asymmetric education, including school education, is also implemented in museums, art galleries and regional cultural and artistic education. Mainly, the education lecturer shoots the video, uploads it to the website, and distributes it by the students' teaching method and real-time video chat teaching method, or pre-delivery "tool", uploading the video according to the guide class or website, and the report is composed according to its method. In this way, in addition to the asymmetry education using online platforms, there have also been "asymmetric education" conducted through individual visits to the site or through emails and text messages. Currently "asymmetric plane education" tends to be similar to online education, but includes all "asymmetric plane" methods of education including online education. In the field of culture and art education, there have been video lectures, video telephony lectures, cultural and art tools, etc. According to the different educational contents, various asymmetric education has appeared. The content of mathematical culture analysis focuses on changes in network utilization ability and relationship with schools, changes in understanding of school culture and power in visual culture, satisfaction of communication among participants, and time and time allocation.

The campus digital culture mainly achieves the goal of educating people through implicit methods, but to truly realize the campus digital culture, it is necessary to promote the institutional education mechanism, use the system to ensure that all departments and personnel of the school serve students, and use the system to motivate students. Self-motivation and superego-motivation to create a fair, just and positive atmosphere, so that students can feel the beauty of campus cultural life from the bottom of their hearts. Specifically, different colleges and universities have different systems, and even different departments of the same college have different rules and regulations, which guide and restrict every detail of the work and life of teachers and students. As far as students are concerned, for the evaluation of scholarships and bursaries, not all students are eligible to receive this award. Only students with excellent performance in comprehensive assessment, respect for teachers, and enthusiasm for helping classmates can get the award. Therefore, students who want to win awards will usually regulate their behavior and conduct reflections and summaries from time to time, which achieves the goal of educating people with the system. Of course, colleges and universities can add appropriate moral principles to the system to make the system more human in the process of educating people, and effectively improve the effectiveness of campus digital culture. With the development of digital cultural policies on college campuses, cultural and art education policies have also begun to rise synchronously. At the same time, in the field of cultural education, cultural education that emphasizes visual power has also been proposed, and the digital culture construction path is used by many scholars in slightly different ways.

## 4. Summary

With the entry into the knowledge and information society, it is necessary to learn how to correctly understand information, redefine the digital culture construction path in the context of cultural education, observe phenomena, recognize and judge problems, and reproduce culture. With the rapid change of cultural education, the path of digital culture construction has been paid more attention as an alternative learning goal. Digital culture education on college campuses tries to reflect the social value of cultural education through this goal. In addition, in cultural education, the digital culture construction path is the process of allowing the educated to correctly understand and judge the meaning of visual culture, and to rearrange its meaning based on experience, which has a different meaning from ordinary education.

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