

The Cultivation of Environmental Awareness of College Students: A Public Policy Perspective

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Abstract. As environmental problems around the world become more and more obvious and people's awareness is improving, people are gradually becoming more and more aware of environmental protection. The role of education in environmental awareness cannot be ignored. Environmental protection education is one of the key research topics today. Therefore, the research topic of this paper is the cultivation of environmental awareness of college students: a public policy perspective. This study found that China already has many policies on environmental education and these policies have good prospects and far-reaching benefits for the future. College students should actively learn about environmental protection and spread relevant knowledge. At the same time, college students should also take the initiative to abide by relevant regulations on campus and participate in relevant activities. This study has clarified the status of environmental awareness cultivation in Chinese universities to a certain extent and provides a reference for future related research.

Keywords: Cultivation, environment, awareness, college students, policy.

1. Introduction

Nowadays, more and more studies have discovered and supported the important role of education in environmental protection. For example, researchers believe that awareness-building education is an important factor in improving environmental awareness, and teachers' teaching will have a significant impact on students' environmental awareness, globally, sustainable development has been fundamentally dependent on education [1-3]. However, there is still a certain gap in analyzing the topic of environmental awareness cultivation in China from a policy perspective. Therefore, this article aims to analyze the cultivation of environmental awareness in contemporary China from a policy perspective.

In contemporary society, environmental protection is paid more and more attention. College students are the mainstay of environmental protection in the future. Education policy plays a key role in cultivating college students' environmental awareness.

From both perspectives of existing policies and practices, this study reviews the goal of environmental awareness cultivation in policy concept, the content of environmental awareness cultivation in university curriculum education, and the measures of environmental awareness cultivation in campus life

2. Policies of Environmental Awareness Cultivation

2.1. Policies in the Construction of Ecological Civilization

In contemporary times, the Chinese government pays more and more attention to environmental issues. Nowadays, environmental issues have been regarded as survival issues [4]. The Chinese government has strong execution capabilities. Especially when faced with such major events that concern the interests of all Chinese people, the Chinese government can often take very effective actions. Therefore, China not only has many policies for building an ecological civilization, but these policies can also play a big role in practice.

Since the 18th National Congress of the Communist Party of China, the Communist Party of China has put forward a series of new concepts and strategies for the construction of ecological civilization,

which are called "Xi Jinping's Ecological Civilization Thought". In recent years, many relevant policies have required Chinese universities to pay full attention to the important new theories put forward by the Communist Party of China and incorporate these theories into teaching.

China's ecological civilization policies are usually top-down policies, and these ecological civilization policies will also undergo appropriate changes in China's strategic arrangements [5]. In recent years, the Chinese government and the Chinese people have increasingly attached importance to environmental protection. At the same time, advocating environmental protection is also a general trend recognized by the world. From all aspects, the increase in environmental policies is in line with the needs of China's national strategy in the relatively long term. To build an ecological civilization, the implementation of these policies plays a vital role and should be vigorously promoted in all aspects. After the concept of ecological civilization construction was proposed, these concepts penetrated the teaching content of universities at a relatively fast speed, and they have a profound impact on related teaching.

It is worth noting that China is now in the early stages of building an ecological civilization [4]. This means that China's future ecological civilization construction will still require a long period of effort. In the process of striving to build an ecological civilization, it is inevitable that a lot of relevant talents will contribute. And the cultivation of relevant talents must rely on education. Although China has many policies on environmental education, there is still room for improvement in this regard. Therefore, policies related to environmental education are indeed an area that should be given special attention.

2.2. Policies Related to Youth Development

Contemporary Chinese policies have always advocated the all-round development of young people. For example, the government has clearly stated 'Encourage young people to actively participate in ecological and environmental protection, take the lead in practicing green production and living styles, jointly build ecological civilization, and create a beautiful China' [6]. In fact, this is fundamentally conducive to the implementation of environmental education policies. But on the other hand, from a practical point of view, there are indeed a series of shortcomings in the all-round development of Chinese young people. This also means that there is huge room for improvement in the implementation of policies to support the all-round development of Chinese young people. Similarly, the implementation of environmental education policies is not an easy task. This means that all sectors of China need to make extra efforts. Universities should play a significantly greater role in accelerating the process of sustainable development and disseminating various related knowledge [6].

Environmental education is usually used to influence knowledge, attitudes and, behaviors [7]. This means that policies on youth development are different from many other policies. This is mainly reflected in the fact that policies on youth development have an indirect rather than direct impact on the environment, so the speed of producing visible effects is relatively slow. However, the effects of such policies are more far-reaching, so they have good prospects.

2.3. Policy of Ideological and Political Education

China's ideological and political courses consider many aspects of important social knowledge, so they always involve some concepts about environmental protection. In recent years, with the introduction of a series of policies, the concepts of environmental protection and ecological civilization have been significantly increased in ideological and political courses. At the same time, more and more excellent teachers have been involved in the teaching of ideological and political courses in universities.

As mentioned above, Xi Jinping's ecological thought has been taken seriously by universities. Therefore, a few years ago, all Chinese universities added a course called "Introduction to Xi Jinping's New Era of Socialism with Chinese Characteristics". This course is a must-learn for almost all Chinese college students. This course focuses on a lot of knowledge about China's ecological civilization construction. For example, the relationship between ecological civilization and the future

development of the entire country, the importance of ecological civilization to all Chinese people, and the importance of ecological civilization to the world. Although there is some controversy about the overall effect of many ideological and political courses in universities, there are still certain good results in the teaching of ecological civilization construction. Many ideological and political courses not only have long-term educational significance but are also loved by college students. College students should cherish the opportunity to learn ideological and political courses in the context of the new era.

3. Cultivation of Environmental Awareness in University Curriculum Education

3.1. Cultivating Environmental Awareness in Professional Courses

After a long period of policy implementation, whether based on more and more literature or the general opinions of more and more relevant professionals, the best way to educate students on sustainable development is to integrate the knowledge and content of sustainable development into all college courses for college students [8]. China cannot yet make all college students adopt this plan, but this plan is completely feasible for college students majoring in the environment. The professional courses of the environment major already contain a lot of ideas about environmental awareness. Moreover, the quality of teaching in this area is also improving as the number of relevant talents in China increases. Because the industry related to environmental protection is a sunrise industry, the field related to environmental protection has great prospects. This field is worthy of government investment and the efforts of countless college students.

Since the 21st century, more and more environmental majors have been established in Chinese universities, including new majors and the transformation of similar majors into environmental majors. For example, Minzu University of China changed the Department of Biochemistry into the School of Life and Environmental Sciences and changed some chemistry majors into environmental majors. These new situations can, to a certain extent, reflect the importance that Chinese universities attach to the cultivation of environmental awareness. Most importantly, the cultivation of environmental awareness in professional courses at Chinese universities will make outstanding contributions to the future environmental protection causes in China and even the world.

3.2. Cultivation of Environmental Awareness in Public Courses

More and more evidence show that it is necessary to teach students about the environment in addition to natural science and geography [9]. Chinese universities have done a good job in this regard. This is because there are many public courses in China that can effectively accomplish this mission. In today's Chinese universities, the cultivation of environmental awareness in public courses may be the highest in Chinese history. The main reason is that in recent years, Chinese universities have attached great importance to the new theories put forward by the Communist Party of China. The series of theories put forward by the Communist Party of China, represented by "Xi Jinping's Ecological Civilization Thought", is also considered to be very important, so there are many related contents in public courses. Among them, the most well-known is the theory that "Green water and green mountains are gold and silver mountains". Its main connotation is that China must never sacrifice the environment in exchange for temporary economic development. Public courses will also emphasize that ecological environment protection is a cause that will benefit the present and the future. It is a current trend to teach more about environmental awareness cultivation in public courses, and college students should also follow this trend and pay attention to related content.

3.3. Cultivating Environmental Awareness in Elective Courses

The content of elective courses in Chinese universities is very rich and colorful. A variety of courses naturally contain many opportunities to cultivate environmental awareness [9]. For example,

courses on landscape and human health involve a lot of relevant knowledge. More importantly, there are many courses that are directly related to the cultivation of environmental awareness, such as Introduction to Environmental Protection. These courses are also popular with many college students.

In Chinese universities, students can take many elective courses voluntarily, and there is no extra charge. Therefore, if college students choose more elective courses, it will be of great benefit to them. Most elective courses are not only interesting but also can improve the cognitive level of college students.

4. Measures to Cultivate Environmental Awareness in Campus Life

4.1. Cultivation of Environmental Awareness in the Campus Environment

The cultivation of environmental awareness is reflected in many places in the campus environment, such as water conservation. In the hot water machines provided in student dormitories, domestic water and drinking water are often divided into different categories, and they also have different prices. In the teaching area, there is also a strict distinction between clean water, drinking water, and experimental water.

In terms of saving electricity, the school also pays attention. The student dormitories of many schools will automatically cut off the power in the middle of the night. Because many students study until late at night, or even all night long. The school has prepared study rooms for them. Turning on the lights all night will cause the classroom to waste too much energy. Therefore, many schools have adopted the strategy of only opening some classrooms late at night, such as only opening the first to third floors.

On campus, there are many drinking water and clean water facilities, both in the teaching area and the accommodation area. On Chinese university campuses, both drinking water facilities and clean water facilities often have slogans about saving water. These slogans are not only numerous but also often expressed in literary terms that are easy to understand, so they can have a good effect. There are also similar slogans on the lawns of campuses, reminding students to take care of the lawns.

On the campuses of Chinese universities, the teacher group is a group of extremely high quality, so teachers can often set an example in caring for the environment, thereby effectively influencing the growth of students' environmental awareness. At the same time, college students generally believe that waste is shameful and that destroying the campus environment is shameful. Therefore, they can also play a role in supervising each other.

Students need to comply with the environmental protection in these campus environments. They should also abide by the regulations on environmental protection in the campus environment. Most Chinese college students will live in a campus environment for a long time, so a large number of environmental awareness in the university campus environment can help college students develop good habits. If they develop a love of caring for the environment in college, these good habits will accompany them in all aspects of life.

4.2. Cultivation of Environmental Awareness in School Activities

Research results show that green projects can help students learn more efficiently, at the same time, they can also help students learn more creatively [10]. Students will fully use their brains to meet the needs of the environment. This will lead to more complex and meaningful thinking and behavior. Some detailed and hands-on exercises can effectively improve students' multiple abilities. Through practical activities, students can transform theoretical knowledge into practical actions, which is very meaningful for the cultivation of social responsibility [11]. For example, in many universities in China, The Waste Public Welfare Competition is very popular. Every year, a large number of college students actively sign up and compete for the awards of this event. Such activities are valued by universities and students because they contribute to the environmental protection cause that China needs today. At the same time, they also cultivate environmental awareness among university students.

4.3. Cultivation of Environmental Awareness in University Management

The environmental protection behavior of academic staff plays a key role in improving the university environment [12]. Therefore, it is also necessary to cultivate environmental awareness through university management. Saving energy through management can really achieve a lot of energy savings in the university. In general, universities have a lot of buildings and large power consumption facilities. Like air conditioning systems and lighting systems. By adopting efficient energy management systems, promoting energy conservation awareness, and adopting renewable energy technologies, universities can reduce energy consumption and carbon footprint, while providing students with energy conservation education and practice opportunities [12].

Tsinghua University is a good example, Tsinghua University has very good environmental management on campus. The school promotes the "Green Tsinghua" plan and is committed to building a low-carbon, resource-efficient, and environmentally friendly campus [8]. Through some intelligent systems to effectively manage energy, the end result is sufficient to reduce a lot of energy consumption. In particular, it is worth noting that a complete set of garbage classification systems that are not available in other places have been established in garbage classification, which has played a good role in promoting garbage into resources.

5. Conclusion

This study found that today, China has issued a relatively large number of policies on environmental education. These policies have given China's future environmental education and environmental protection a good prospect. As college students, they should actively learn the knowledge and concepts related to environmental protection and apply and spread them.

Environmental protection is a vital cause. In China today and in the future, it must rely on many people to make contributions. College students will grow into the backbone of society and they play a vital role in this cause. Only by cultivating college students' environmental awareness can they have a certain willingness to contribute to China's environmental protection cause. Chinese universities must abide by Chinese policies, and the situation of policies is directly related to the environmental awareness of universities and the effect of cultivation. Therefore, research on relevant policies is also very meaningful.

The education industry has been enduring in history, and the environmental protection industry is developing better and better in modern society, so there will be more research in this area in the future. There is a certain room for improvement in the environmental awareness of Chinese college students. When the environmental awareness of Chinese college students is further improved, this topic will have new angles worth studying.

There are certain research limitations in this paper. Due to the limitation of data sources, there is no empirical research data support in this paper, and no empirical investigation has been carried out. In the future, some empirical studies can be conducted, such as offline questionnaires and interviews with college students in Chinese universities. To investigate the environmental awareness and attitude of Chinese college students.

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