

Practice Research on Strengthening the Construction of Campus Culture and Promoting the Development of School Moral Education System

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Abstract: With the in-depth development of quality education and the effective implementation of the new curriculum reform, the construction of campus culture is facing new challenges. Only by adapting to the development needs of the new era and advancing with The Times, the campus culture can glow with new vitality and charm. This requires the school to re-understand the campus culture, innovation and development on the basis of inheritance. This article analyzes the important value of carrying out the cultural construction in the school, expounds the present situation of physical education teaching, and explores the path to promote the construction of campus culture.

Keywords: Campus Culture Construction; School Connotation Development; Aim High; Secondary Education.

1. The Connotation of Campus Culture

Campus culture plays a vital role in the development of the school. Shaping the characteristics and brand of the school, the campus culture is the spiritual home of the school, is the soul and symbol of the school. Good campus culture can give the school unique characteristics and brand, attract more students, teachers and parents attention and favor. To promote students' all-round development, campus culture is an important guarantee for students' all-round development. Through a positive and healthy campus cultural atmosphere, the school can provide a variety of extracurricular activities and community organizations, provide students with a broad space for development, cultivate their interests, hobbies and specialties, and promote their physical and mental health and social emotional growth. Creating a good learning atmosphere, campus culture is crucial to creating a good learning atmosphere. A positive campus culture that respects learning and knowledge can stimulate students' enthusiasm and motivation for learning, improve learning efficiency and quality, and promote students' academic progress and achievement. To enhance the cohesion of teachers and students, campus culture can enhance the cohesion and belonging between teachers and students. Through shared values, beliefs and traditions, school members establish close emotional ties and a sense of community concern for each other, forming a good atmosphere of unity and mutual help. To improve the quality and reputation of education, a good campus culture is an important guarantee for improving the quality and reputation of school education. By building a positive, harmonious and stable campus culture, the school can attract excellent teachers to join, optimize the allocation of teaching resources, improve teaching level and scientific research results, and thus enhance the overall reputation and social influence of the school.

2. Campus Culture has Important Value in the Construction of Middle School Moral Education System

2.1. Cultivate Good Morals

Good moral fashion is a kind of good social behavior norms and values, which is particularly important in school. School is one of the main places for students to shape moral values. Good moral fashion can promote students' all-round development, guide students to establish a correct world outlook, outlook on life and values, and make students receive good moral guidance in school. Campus culture is an important link in the construction of students' ideological and moral character. Good campus culture can cultivate students' excellent quality, guide students to form a healthy way of life, establish a civilized and harmonious campus image, and shape a good moral trend of campus culture. Therefore, campus culture plays a vital role in improving the quality of moral education in middle school. A school with excellent campus culture can create a good moral education teaching atmosphere, so that students can get better education in the positive campus culture. At the same time, good campus morality can also promote the innovation of school education and teaching, promote the reform and development of education and teaching, and improve the quality of moral education.

2.2. Cultivate Students' Comprehensive Quality

The comprehensive quality of students includes knowledge accomplishment, moral quality, physical and mental health, practical ability, innovative spirit, leadership and so on. For example, knowledge literacy is the basis of students' comprehensive quality, schools should pay attention to the education of subject knowledge and cultural literacy, but also pay attention to training students' learning ability and methods, so that students can learn independently. Therefore, cultivating the comprehensive quality of students is a basic task of education, which is not only related to the development and future of students, but also the basic

requirements of society for schools and education. Campus culture is one of the important contents of students' comprehensive quality education, which is not only the cultivation of students' knowledge and skills, but also the cultivation of students' comprehensive quality in ideology, emotion, morality and behavior, and is an important guarantee to promote the effective development of school moral education.

3. The Strategy of Middle School Moral Education System Construction from the Perspective of Campus Culture

Campus culture construction can make every wall, every sculpture, and every landscape of the school can be "educators". Integrating the idea of "cultivating morality" into the construction of campus culture can integrate ideological and moral education, cultural knowledge education and social practice education, so that every space in the campus can take on the responsibility of educating people. Students can fully feel the charm of campus culture inside and outside the classroom, feel the infiltration of moral culture, and then develop in all aspects of ideology, morality, rule of law and so on. Therefore, campus culture should become the carrier of school education and create an ideal and positive learning and growth environment for students. In the development of moral education, schools should attach importance to the construction of campus culture and actively build a new system of moral education.

3.1. Theoretical Education Combined with Practical Activities to Build a Three-Dimensional Moral Education Model

Middle schools should carry out moral education through the forms of curriculum, culture, activities, practice and management, among which cultural education provides a theoretical basis for campus culture to enter the construction of middle school moral education work system. Schools should effectively combine the theory of moral education with the school's rich and colorful activities and experience, and build a new mode of moral education with three-dimensional characteristics based on the strong campus cultural atmosphere. In this process, the school should not only fully combine the characteristics of the development of The Times, but also reflect the characteristics of regional culture, and pay full attention to the basic laws of physical and mental development of middle school students, on the basis of effective combination of traditional theoretical education, the work of moral education inside and outside the campus, through the organic integration of practical activities, and constantly promote the development of students' core literacy.

Schools should grasp the unity of knowledge and practice, and realize the integration of theoretical education and practical activities by a gradual way. On the one hand, schools can achieve theoretical education through "input" methods, such as taking the school's themed class meetings, speeches under the national flag, expert lectures and other activities as the main front of theoretical propaganda, gradually promoting theoretical education and realizing the theme series. On the other hand, schools can realize theoretical education through "output", such as organizing campus debate contest, blackboard newspaper contest and theme essay contest, etc.,

to strengthen the evaluation of the effect of theoretical education, and promote students to apply theoretical knowledge to life practice, so as to achieve the goal of internalization in mind and externalization in practice. On this basis, schools should also integrate moral education with specific campus cultural activities, guide students to strengthen emotional experience in the wonderful campus activities, promote the transformation of moral cognition, and shape good moral quality and behavior habits. For example, traditional cultural festivals, sports festivals, and maker festivals are held in schools, so that students can be influenced by campus culture in a variety of practical activities, promote the development of students' aesthetic taste, and achieve the goal of moral education.

3.2. Fully Respect Students' Individual Differences and Develop School-Based Moral Education Curriculum System

The development of moral education should fully respect the individual differences of students and attach importance to the subject status of students in education. Therefore, the construction of moral education system from the perspective of campus culture should fully respect the individual differences of different students, wake up the minds of students through diverse curriculum teaching, and guide students to realize the value and significance of life. The construction of campus culture should also take this as the basic starting point, and the basic requirements of science, situation and autonomy should be integrated into the curriculum design to create a distinctive characteristic school-based moral education curriculum system. Among them, "science" means to emphasize that curriculum design must fully follow the law of students' physical and mental development, and at the same time follow the basic law of subject development; "Situation" means that the curriculum construction should be based on reality, which can guide students to grow up in the campus cultural activities, and create a vivid situation for them; "Autonomy" is the respect for the development of students' individuality, which is promoted through a diverse curriculum. In the design process, moral education curriculum should include a variety of types, such as basic, expanded, specialty, etc., and cover language, science, sports, art and other fields, showing distinct campus cultural characteristics, to provide different students with a variety of choices, so that every student can be enough to receive the nourishment of moral education curriculum.

4. Conclusion

The construction of campus culture is very important to the development of school moral education system. To shape good values and norms of behavior, campus culture is the spiritual soul of the school, which carries the core values and norms of behavior of the school. Through the construction of campus culture, students can be guided to establish a correct outlook on life, values and social responsibility, form a positive, honest and trustworthy code of conduct, and promote the all-round development of students. The construction of campus culture is one of the important ways to develop the school moral education system. By carrying out a variety of moral education activities and courses, we can stimulate students' patriotic feelings, social responsibility and moral sentiment, cultivate students' good character and moral accomplishment, and make them become responsible and

caring socialist builders and successors.

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