Four Dimensional Exploration of National Flag Culture in Colleges and Universities

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Abstract. The national flag culture contains the scientific connotation and noble symbol significance, which is the full expression of national spirit and national integrity that can arouse people's patriotic enthusiasm and strengthen its cultural consciousness of the people. By using the four dimensional approaches such as carrying forward the national spirit and culture of the flag, enriching the flag’s material culture, perfecting the flag system culture and animating the national flag’s behavior culture, college workers can comprehensively promote the national flag culture into college campus, strengthen college students' national consciousness and national emotion in theory and practice. They play a leading role in the development of colleges and universities as well as personnel training so as to achieve the purpose of national flag culture into college campus.

Introduction

The national flag is a symbol of the country, reflecting a country's political ideas, cultural traditions and national spirit. The national flag culture refers to the spiritual implication and material elements such as style, color and pattern of flag, as well as the cultural summation of related activities, rules and regulations. The national flag culture shows the national image and dignity and is the full expression of national spirit and national integrity. It can stimulate teachers’ and students’ patriotic enthusiasm and strengthen their cultural awareness. Therefore, based on the four dimensional exploration such as the spiritual culture, material culture, institutional culture and behavioral culture under new situation, college workers can comprehensively promote the national flag culture into college campus. It is beneficial to the national consciousness education of teachers and students in colleges and universities, the education of national tradition, the education of ideal and faith and the spirit of the times, the quality education of citizens, the cultivation of civilization and so on.

Spiritual Cultural Dimension

The national flag has stable and long-lasting spiritual culture, clear meaning, strong cohesion and penetration, which shall be imperceptibly internalized in the quality of teachers and students in colleges and universities and can be shown in the forms of text, system, activity, environment or work style, learning style, life style, etc. Colleges and universities must carry forward the spirit of the national flag culture, fully understand the significance and positive connotation of national flag culture from the strategic height, consolidate the guiding position of Marxism, arm the minds of teachers and students with the theoretical system of Chinese characteristic socialism and unite strength with the goal of building a moderately prosperous society in an all round way. It is necessary for teachers and students to seriously study the important speeches of the General Secretary Xi Jinping, to consciously practice the socialist core value system, to continuously improve personal morality, family virtue, professional ethics and social ethics. Meanwhile, it is of great importance to enhance the soft power of national flag culture, continue to inherit the theme of the times, strengthen the concept of cultural construction, create a strong academic atmosphere and strengthen the sense of responsibility and sense of mission for the construction of college students’ flag culture.
First, combine the spirit of the national flag with the main theme of the times. Our national flag spiritual culture is the soul of rejuvenating China, which greatly influences the direction of the development of socialism with Chinese characteristics. At the value level, the universities must grasp the political orientation and concept of value orientation of national flag culture, penetrate the national spirit culture into the construction of campus culture, lead the innovation and development of red campus culture in colleges and universities, guide students to take a clear-cut stand to criticize money worship, individualism and other bad culture, carry forward and advocate the excellent culture of patriotism, collectivism and so on. At the content level, colleges and universities should give full play to the role of ideological and political theory education and the main channel of school party building work, combine Marxism Leninism with the national spirit culture, strengthen social morality, professional ethics, family virtues education, positively guide students and promote them from spontaneous learning to conscious learning, constantly consolidate the theoretical basis and enhance moral quality so as to subtype to the scientific ideals and beliefs and lofty ideological and political consciousness. At the methodological level, in addition to the regular classroom teaching, teachers and students in colleges and universities should learn the spirit of the national flag culture through training exchanges, seminars, knowledge contests, social practice and other forms, disseminate national spirit and culture through school network, television, radio, journals, newspapers and other media, create a strong national flag spirit and cultural atmosphere by creating a lively, full of patriotism connotation of campus culture. Only by doing so can it guide college teachers and students to enhance the patriotic feelings and the revitalization of the country's sense of responsibility and mission. It not only reflects the connotation of the times in the development of colleges and universities, but also expresses the spirit of the new era of national culture.

Second, combine the spiritual culture of the national flag with the concept of university construction. The concept of university construction mainly includes the concept of running a school and the spirit of scholarly research. The concept of running a school is a kind of scientific education idea and value that the teachers and students of the school shape and carry on for a long time. It is the overall guiding ideology of the school, which is based on the deep thinking of the school, the summary of the excellent experience and the practice test. It shows the world what the school is, what role the school plays, what kind of people the school cultivates, what kind of historical mission of the school and so on. The concept of running a school is to clarify the function of school running, to determine the training objectives, and to plan the orientation of personnel training. This reveals the essence of the concept, that is, the idea is the school’s principles, objectives, guiding ideology and behavior. The spirit of scholarly research refers to the result of the continuous internalization of the concept and behavior of the school and the sublimation of the theory and the value of the theory. It is the direction and focal point of many kinds of universities’ behavior. The mental state and behavior habit of this spirit cultivate the scientific thinking way of teachers and students. The integration of national spirit culture with the concept of university construction is helpful to express the essential attribute of socialist education, clear teaching aims and objectives, select the essence and discard the dross in the history of development process. At the same time, it is necessary to publicize outstanding figures, exemplary deeds and outstanding teaching achievements, carry forward Chinese fine tradition, chase internal excellence and enhance cohesion, establish external typical brands, enhance competitiveness, constantly enhance the spirit of the university and also show the spirit and culture of the national flag at the same time.

Material Cultural Dimension

In order to express the spiritual connotation and the educational function, the national flag culture must be supported by a good carrier, which needs the material support of the national flag culture. The national flag material culture includes the national flag, the flag raising platform, books, pictures, audio and video materials, electronic resources, products, exhibition halls, training bases, other buildings, etc. In addition to routine activities in flag and the flag ceremony, it should construct cultural knowledge exhibition, write books and brochures, course-ware and promotional
video, as much as possible to increase the flag and related books, audio-visual materials, electronic resources, related material collected at home and abroad. Meanwhile, it should encourage teachers and students in colleges and universities of independent innovation, continue to create a national flag material culture. If seeing from a practical or aesthetic point of view, the existences of flag in material culture have no essential difference from other substances in school. However, from the cultural point of view, they all express the will of the nation, the national spirit and the nature of the school, reflect the direction of school education and the essence of teaching and meet a specific sense of the pursuit of national feelings in the general function. Therefore, colleges and universities should give full play to education function, create a human landscape atmosphere with deep knowledge of the connotation and characteristics, and promote the campus material environment to achieve the harmonious unity of the use of functions, educational functions, nurturing functions and aesthetic functions. All of these gradually impact teachers and students’ ideological concept, psychological quality, behavior, value orientation, etc. The realization of the material forms such as libraries, laboratories, memorials and the connotation includes humanities, art and scientific spirit, etc., make it become the dissemination of civilization, the cohesion of the moral strength of the vivid textbook and cultivate the pillars of the important place; create school sculptures and cultural attractions with condensed history and reflect the patriotism, continuously develop the positive effects of national flag, national anthem and national emblem and the effects of school motto, emblem, flag, anthem and so on. What's more, it can inherit the fine tradition and demonstration spirit, enrich and improve the characteristics of the material culture in colleges and universities. Obviously, the campus environment, which is full of national flag culture color and rich connotation of human landscape, can not only highlight the school's personality and spirit, but also cultivate the patriotic sentiments and moral feelings of teachers and students.

The rapid development of Internet technology and the establishment of the Chinese national flag network provide a new material and technological environment for the national flag culture, which have become the important carriers of national flag culture. The national flag network culture, which is formed by the spread of national flag culture with the aid of network carrier, is a new cultural form and cultural phenomenon, as well as the extension and expansion of the national flag material culture in the current network era. With the continuous development of digital campus, network education modes are increasing. Various contents such as special reports, traditional classroom lectures and seminars vividly show through the network carrier. Meanwhile, not restricted by various factors, the learners can choose what to learn according to their needs, hobbies and interests. Based on this convenient network carrier, college workers further strengthen the flag of the network culture. On the one hand, China's national flag culture has been continuously spread to all parts of the country and all over the world so as to enhance the visibility and influence of our national flag culture. On the other hand, the network carrier has stimulated more positive functions with the national flag culture, combined classroom teaching with extracurricular activities, and enriched the content of ideological and political theory course so that the network carrier can become a more important part of classroom teaching. Teachers and students can use the network to communicate with the outside world to obtain the information and knowledge. It effectively makes up for the defects of the traditional culture of the national flag and injects a strong flavor of the times into the national flag culture so as to make the flag culture keeps pace with professional knowledge and the practice of campus culture.

Institutional Culture Dimension

Nothing can be accomplished without norms or standards. The system of national flag culture is the effective way, normative approach and strong guarantee for the national flag culture to enter the universities. Building a scientific system of national flag culture is of great significance for enhancing the school culture and realizing the innovation of campus culture.

First of all, colleges and universities should develop the overall planning for national flag culture's entering into campus. Scientific planning can lay a good start to maintain smooth progress and ensure the completion of the goal. Guided by "four comprehensive" strategic layout and based
on the national development situation, development stage, the cultural environment and the characteristics of school running, colleges and universities should constantly improve the top-level design, follow the idea of "summing up the past, showing the present and developing the future" and formulate the overall plan for the construction of the national flag culture. In planning, colleges and universities can convene a meeting of the Party Committee, school administrative meetings, etc., study the overall planning and specific matters of the national flag culture into the campus, explore the construction plan, set up the construction team, to provide funding, etc., order the functional departments to revise and improve relevant decisions, assess the feasibility and ensure the effective implementation of national flag culture into campus construction. In the implementation of specific work, colleges and universities can set up an institute or studio of flag culture that led by the school leaders who are in charge of campus culture construction. Leaders are responsible for the guidance of theoretical direction, system supervision, tracking study and practical work coordination. As members of the construction team, functional departments such as Appoint Party Committee Office, Propaganda Department, Organization Department, Financial Department, Students’ Union, Youth League Committee, Infrastructure Logistics Department and so on, have to promote the construction of national flag culture into campus by means of the construction of material entities and the concept of spiritual culture.

Secondly, colleges and universities have to build the system and mechanism of national flag culture innovation. Flag system culture is an important guarantee for the innovation and development of national flag culture. At the same time, it has the function of standardization, guidance and restraint for the national flag culture into campus. On the one hand, colleges and universities should strictly abide by the Flag Law of the People's Republic of China. That is to say, colleges and universities should make sure that their flag raisers would strictly work on all the components of each breakdown such as standard training and lowering a flag. Meanwhile, it is of great necessity for them to systematically learn the flag knowledge, to accept the education of flag raising etiquette and the special training of flag, and to participate in major cultural events, national flag forum activities, international cultural exchanges, etc. On the other hand, colleges and universities should formulate relevant rules and regulations, regularly carry out flag cultural activities in various forms so that the connotation and spirit of the national flag can be carried out continuously and effectively for a long time, patriotism education can be passed through this method and the teachers and students who participate in such activities can realize the exchange and transmission of patriotic enthusiasm.

Finally, colleges and universities are supposed to improve the excellent campus culture atmosphere which is suitable for the development of national flag culture. Campus culture construction is a wide coverage, comprehensive, long-term, complex and diverse systems project. According to the actual situation, colleges and universities should strengthen the construction of environmental culture, institutional culture and organizational culture so as to build a new mechanism of campus culture and stimulate the positive function of national culture. For the standard construction of environmental culture, campus buildings, hall, square, statue, garden, landscape and other aesthetic functions should harmoniously coordinate with the educational functions. Natural landscape, cultural landscape, personal qualities and patriotism can bring out the best of each other. Colleges and universities should be strict in the requirements of the system culture, strictly audit all the flag cultural activities and avoid formalism. Colleges and universities should respect the law of activities, trust students, encourage students to become the main body of the activities and give full play to students' subjective initiative. In the construction of organizational culture, colleges and universities should adhere to the leadership, teacher demonstration, student participation, democratic and scientific management practices, hold the flag cultural activities on the basis of full participation, form the group activities with cluster connotation, achieve full scientific docking, create a solemn warm atmosphere so as to effectively influence and cultivate the patriotic feelings of teachers and students.
Behavioral Cultural Dimension

All the teachers and students in colleges and universities are the action subjects. Only when these action subjects adopt activities in multiple levels and forms can they activate the national flag action culture and give full play to the leading role of the national flag culture in the development of the school and the training of talents.

First, the subjects can be diversified. The staff and workers of colleges and universities have to set an example to integrate the national flag culture into their own theoretical system of knowledge, carry out active and colorful academy, science and technology, sports, art lectures, reports and activities with theoretical foundation. At the same time, colleges and universities can encourage students to play a subjective initiative through a variety of means, establish a community closely related to national flag culture while the community work can be encouraged and guided by Student Department, Youth League or the person in charge of the ideological and political theory course. On the economic level, establish special funds for student associations. On the source of community members, it should select the students who are excellent in character and study on the basis of counselor recommendation and students’ self-recommendation. In the overall quality of community members, the community leader should regularly offer training and guidance of professional theory and practice, set up incentive mechanism, enhance members’ sense of responsibility and mission, inspire their patriotism and encourage them to give attention and support to the community as much as possible. In addition, universities can often invite famous academicians, experts, professors, the old Red Army, overseas returnees and the parents of students to participate in the national flag culture activities, introduce the related knowledge. By doing so, school, family and society can give some advice and jointly promote the national flag to enter into the colleges and universities.

Second, the forms can be diversified. Colleges and universities can integrate the national flag culture into the theoretical teaching and practical teaching of ideological and political theory course, teach students by using the interactive teaching method, problem discussion teaching method, discussion teaching method, case teaching method, visiting teaching method and so on. Encouraging teachers and students to participate in the flag raising ceremony can be taken as an opportunity to carry out seminars and to advertise the theoretical knowledge of flag culture and the feelings and experiences related with flag culture. Colleges and universities can coordinate and promote the resultant force of functional departments, faculty and student associations, attach great importance to National Day, Party’s Day, Army’s Day, Victory Memorial Day for the Chinese People’s War of Resistance against Japanese Aggression and other major national festivals, pay more attention to the opening ceremony, graduation ceremony, school anniversary and other major festivals related to the school, make posters and videos and hold exhibitions, quiz, photography, speech contest, debate competition, essay activities, etc. In addition, through transferring the activities location from inside to outside, interscholastic teachers and students can not only have more communications in parade performances and lectures seminars, but also can go to patriotism practice teaching bases to visit and learn. Through a variety of national flag cultural activities, it can enhance students’ national identity, sense of belonging and centripetal force.

Last, guarding the national flag should be a lifelong mission. Due to a variety of reasons, there are many negative behaviors such as the abuse of flag, the upside-down of flag in society and campus and the violation of the flag in Occupy Central happened in Hong Kong. Based on this, as a Chinese, college students must have the correct concept and have the courage to fight against all kinds of insults and the abuse of the national flag. Ideologically, teachers and students of colleges and universities must express the nature of the proletarian, clarify the scientific connotation that Chinese flag is a symbol of the great unity of the people under the leadership of the Communist Party of China, clearly struggle against negative, wrong or even illegal ideas about flag culture at home and abroad, inside and outside the school. In practical action, teachers and students in colleges and universities must distinguish the causes and nature of the bad behavior and illegal behavior of flag culture. For those who behave negatively towards the national flag just because of their ignorance, teachers and students in colleges and universities should explain clearly through education and illustration and teach people how to use the national flag correctly. For those who
have illegal behaviors such as damaging the dignity of the flag and openly insulting the national flag with concealed intentions, teachers and students in colleges and universities must be high-profile, resolutely opposed to these illegal activities so as to effectively safeguard national flag’s dignity.

The national flag culture contains the connotation of science and the lofty symbolic implication. Workers in campus must be committed to the exploration and thinking of the four dimensions that include spirit, material, institution and behavior, continuously carry forward the national spirit and culture of the flag, enrich the material culture of it, improve the national flag’s systematic and active the cultural behaviors of the national flag. Only in this way can we promote the full range of national flag culture into the campus, and make it play a leading role in the development of college career and personnel training, strengthen the college teachers and students' national consciousness and national feelings so that the educational purpose of national flag culture’s entering into the campus can be achieved theoretically and practically.

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