

A Study on Cultural Construction of Vocational Education Specialty —— Taking Automation Specialty as an Example

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Abstract

The report of the 18th National Congress of the Party puts forward that "culture is the blood of the nation and the spiritual homeland of the people". And campus culture is the soul of the university, the important foundation and blood vein of the school's survival and development, the important symbol of the school's personality and characteristics, and embodies the character of the school. The construction of professional culture in vocational education is the core of campus culture construction, the soul of professional construction and the important force to promote professional construction, and the concentrated embodiment of professional soft power and competitiveness. On the basis of summarizing the construction of professional culture, this paper analyzes the application value of professional culture construction, from the professional material culture, professional system culture and professional spirit culture. In order to improve the level of professional culture construction of vocational education in Guangdong Institute of Science and Technology, promote the sustained, rapid and healthy development of vocational education in Dongguan, and provide reference for other fraternal colleges and universities, and better provide reference for local economic services.

Keywords

Vocational education; Professional culture construction; Automation.

1. Introduction

Since the promulgation and implementation of document No .16 of higher education [2006], quality improvement, cultural construction and institutional innovation have become the main theme of the development of vocational education in China, and the related research on campus culture of vocational education has gradually become a focus of attention in the theoretical and practical circles. While strengthening the construction of campus culture, vocational education bears the brunt of considering professional construction, and then invests a lot of human, financial and material resources in the teaching team, teaching equipment, curriculum reform, teaching material construction, etc., so that the professional construction of vocational colleges and universities is fruitful. But in the process of professional construction, there is a very important aspect that has always lagged behind, which is called "specialization" the construction of industrial culture. Through the research on the professional construction programs of finance, international economy and trade, electrical automation, accounting, English and other related majors, the research group found that most of the professional construction programs have little content from the four aspects of professional construction goal, orientation, direction and content. As the soul of professional construction, the construction of professional culture has no vitality and vitality, and the scientific orientation of professional culture is an important link in professional construction, which is conducive to strengthening the specialty of professional construction. The construction of professional culture is the direction of professional construction, and the concept of "culture to strengthen specialty, culture to serve scientific research, culture to cultivate students" is the inevitable choice to promote the connotation of professional construction. Therefore, how to spread out the culture with "professional personality" from the "same" campus culture of a school through the construction of self-conscious and conscious professional culture, so as to better manage and

specialize for the specialty Industry development, local enterprises and economic services are a topic of great significance.

2. Significance of Construction of Automation Professional Culture

Professional culture is an important guarantee that affects the sound development of students, the sustainable and professional development of teachers and the improvement of the social status of schools. A good professional culture can not only build a high level and high quality teaching staff, but also effectively enhance students' conscious recognition of the major, improve their market competitiveness and adaptability, further enhance the recognition of the graduates of the major by enterprises and industries, and lay a good foundation for the sustainable development of the modernization of school education. Lu Xin, vice minister of education, proposed in 2010 that "industrial culture should be integrated into vocational colleges and universities, so that industrial culture into education, industrial culture into the campus, corporate culture into the classroom" has aroused the attention of vocational education to "professional culture ". "Jiangsu Province medium- and long-term education reform and development plan outline (2010-2020)" clearly put forward "to establish and improve the system of skilled personnel to vocational colleges from teaching system and vocational colleges to enterprise practice, student placement practice system, the construction of vocational education characteristics and industry and enterprise characteristics of professional culture, campus culture. Yangzhou Industrial Vocational and Technical College, Wuxi Commercial Vocational and Technical College, Huaian Information Vocational and Technical College and so on have carried on the discussion and the research to the specialized culture according to own characteristic. There are high-level professional culture construction programs and papers which can be used for reference, but Professional culture research is still in the initial stage of exploration. On the other hand, vocational education serves the local economy, which makes the professional culture of vocational education have obvious local characteristics. Especially with the rapid development of Dongguan economy, scientific and technological progress, industrial structure adjustment changes, in recent years, the combination of work and learning has become a basic development direction and development model of vocational education in China, vocational colleges and experts have also done a series of thinking and research on professional culture, and achieved certain results, but due to the objective reasons of history and reality, the theoretical research and practical exploration of professional culture construction in vocational colleges and universities in China is still very slow, school. The cultural characteristics of this major are even more rare. Therefore, how to draw lessons from the successful experience of brother colleges and universities, build professional culture, strengthen the social adaptability of students in vocational colleges and universities, and cultivate professional talents who are in line with the development of local economy is a new proposition to stand at a new historical starting point and promote the reform and innovation of vocational education.

3. Application Value of Professional Culture Construction

To form the construction mode of professional culture with local characteristics, to form the core value of professional culture with its own characteristics, to enrich the carrier of campus culture communication, to pay attention to the melting and casting of the level of spiritual culture construction while paying attention to the construction of material culture, and finally to form a professional culture of vocational education with strong characteristics and distinctive personality at the theoretical and practical levels. Give full play to the advantages of professional culture, and add to the campus culture of vocational colleges. Its practical application value is embodied in the following aspects:

(1) Improve students' quality and shape "professional personality"

By integrating corporate culture into the construction of professional culture, only by blending corporate culture with higher vocational culture, can we maximize the advantages of enterprises and schools, shorten the gap between enterprises and schools, guide and standardize students' ideological behavior, make students gradually contact, habit and consciously carry out professional quality

requirements, realize the link between campus and enterprise roles, enhance the cognition of professional and professional value, and shape good "professional personality".

(2) To guide teachers to set up the concept of serving local economy and effectively promote the construction of teaching team with "double teachers" structure

On the one hand, teachers can learn the in the process of professional culture construction. On the one hand, teachers can learn the concept of enterprises meeting the needs of customers to the maximum extent, and integrate the values, management methods and professional culture construction of corporate culture, which is conducive to enhancing teachers' deep understanding of corporate culture and promoting teachers' continuous improvement of teaching practice and scientific research service ability in cooperation with enterprises. On the other hand, a large number of technical backbone or skilled craftsmen who are familiar with the working process and procedures of enterprises serve as professional part-time teachers, effectively promoting the process of "combining work with work" talent training mode.

(3) Be able to highlight the characteristics of the school, build The core competence, which helps to realize the sustainable development of the college, is the foundation of the development of the school and the foundation of the strong school. The characteristic professional culture can fully highlight the dual attributes of higher education and vocational education, is the inevitable choice of the deep "school-enterprise cooperation" in culture, is the inherent requirement of the vocational college to achieve sustainable development, and is also the core force to enhance its brand development.

(4) Promoting the construction of campus culture and building a harmonious campus

People-oriented, the creation of a harmonious campus is the inevitable development of the times. As the core content and important form of campus culture, professional culture has a strong guiding, normative, binding and edifying nature, which can form a good atmosphere of professional education. Only by laying a good foundation of professional culture and building a campus culture platform, a harmonious campus will not be a "castle in the air".

4. Conclusion

Through the research on the significance and value of vocational education culture to campus culture and the investigation and analysis of the present situation of professional culture in vocational colleges and universities of Guangdong Institute of Science and Technology and brother colleges, this paper explores the diversified contents, objects, environment and forms suitable for the construction of automation professional culture in Guangdong Institute of Science and Technology.

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