

Research on the Construction of University Culture Based on the Model Worker Spirit, Labor Spirit, and Craftsmanship Spirit

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Abstract: The Model Worker Spirit, Labor Spirit, and Craftsmanship Spirit are invaluable spiritual treasures of the Chinese nation. In the new era of digital intelligence, universities are confronted with challenges such as multicultural conflicts, the need to enhance cohesion, and new forms of artificial intelligence industries. This paper explores the contemporary connotations of the spirit of model workers, the spirit of labor, and the craftsmanship spirit, and analyzes their interrelation mechanisms. From the perspectives of commonality, difference, and uniqueness, it constructs a multidimensional implementation path for campus culture construction. University culture construction should promote the spirit of labor to enhance cultural confidence and cohesion; leverage the craftsmanship spirit to lead the development of culturally diverse teams; and advocate the spirit of model workers to build distinctive individual campus cultures. This paper provides a reference for university culture construction efforts, contributing to strengthening cultural confidence and advancing the construction of a culturally powerful country.

Keywords: Model Worker Spirit; Labor Spirit; Craftsmanship Spirit; University; Cultural development

1. Introduction

The strategy for building a culturally powerful country in the new era and the "Double First-Class" initiative for universities have placed higher and more urgent demands on the construction of university culture. Building a campus culture that effectively inherits history while continuously innovating in the modern era has become an important indicator of a university's core competitiveness [1]. In the new era of rapid development in artificial intelligence, big data, and the internet economy, university culture construction faces a complex

and ever-changing environment. Influenced by various information and ideological trends, universities have become more open and inclusive, with a more diversified cultural environment and more arduous cultural construction tasks. How to build a campus culture with historical inheritance, the spirit of the times, and a distinctive style is a common challenge faced by universities. With economic and technological advancements, many new industries and concepts have emerged, and the spirit of model workers, the spirit of labor, and the craftsmanship spirit have been endowed with new connotations and contemporary significance. In the current period, to promote high-quality economic development, all walks of life must vigorously promote the spirit of model workers, the spirit of labor, and the craftsmanship spirit. This involves cultivating in practice the spirit of model workers who are dedicated to their jobs, strive for excellence, work hard, dare to innovate, are indifferent to fame and wealth, and are willing to contribute; advocating the spirit of labor that respects, loves, and diligently engages in honest work; and fostering the craftsmanship spirit of perseverance, dedication, meticulousness, and the pursuit of excellence. Since the 21st century, China's higher education has developed rapidly, with increasing trends of popularization, internationalization, and integration. Significant progress has been made in the construction of "Double First-Class" high-level universities in terms of talent cultivation and scientific research. However, there are still many issues in cultural construction that require continuous efforts to keep pace with the times. The strategy of building a culturally powerful country has set higher requirements for the construction of university culture. The model worker spirit, labor spirit, and craftsmanship spirit, as the wisdom of the working masses, are the inexhaustible driving force for the advancement of the Chinese nation, and can effectively support and promote the construction of

university culture.

2. The Connotations and Mechanisms of the "Three Spirits"

The spirit of model workers, the spirit of labor, and the spirit of craftsmanship are independent yet interconnected, each with its own scientific connotations, while also supporting and accommodating one another to form an organic, interactive labor value system. The spirit of model workers is a value concept centered around exemplary workers. The spirit of labor reflects the attitudes, concepts, and manifestations of the working spirit held by laborers in their pursuit of a better life. The spirit of craftsmanship embodies a work attitude and approach characterized by continuous self-improvement, perfection, and transcendence in ordinary tasks, striving to become a better version of oneself. These "three spirits" are mutually inclusive and interdependent, sharing commonalities while also possessing distinct layers and relationships. The spirit of model workers and the spirit of labor represent a part-to-whole relationship, while the spirit of model workers and the spirit of craftsmanship reflect the relationship between external and internal forces. The spirit of labor and the spirit of craftsmanship illustrate the relationship between commonality and individuality [2]. Thus, it is evident that the spirits of labor, craftsmanship, and model workers exist in a progressively deepening hierarchy. The spirit of labor is the primary spirit of workers, the spirit of craftsmanship is the excellence sought by those striving to be better workers, and the spirit of model workers is the exemplary spirit that influences and motivates others [3].

3. Challenges Faced by University Cultural Construction in the New Era

University culture is the sum of material, spiritual, and environmental culture that has been accumulated and inherited over time, formed through the combined effects of various factors such as value beliefs, behavioral norms, control systems, and traditional rituals [4]. The construction of campus culture significantly influences the spiritual ideals, belief pursuits, value orientations, and behavioral patterns of both teachers and students. A vibrant university culture embodies both historical continuity and contemporary consensus, reflecting the spirit of the times and serving as an important source of

social cultural influence and intellectual leadership. Cultural development is not only a core aspect of the "Double First-Class" initiative but also a vital energy source for the sustainable development of universities in the new era, playing an essential guiding role for society and the times [5]. A correct value orientation is the driving force behind university culture. Under the goal of fostering virtue and nurturing talent, it is crucial to deeply explore the contemporary connotations and interrelated mechanisms of the spirit of model workers, the spirit of labor, and the spirit of craftsmanship. By leveraging these "three spirits" to guide campus culture construction, we can promote the improvement and advancement of the university cultural value system, ensuring the sustainable development of universities in the new era.

3.1 The Problem of University Cohesion Brought about by Multiple Values

The rapid development of internet technology continuously expands the breadth of information access and accelerates the speed at which people obtain information. This diverse and complex information brings various cultural systems and multiple values to university campuses [6]. Compared to the past, the social trends and value orientations in the new era have become increasingly diverse. College students, immersed in campus life, are curious about the world and often seek fashion and individuality, making them more susceptible to the influence of new ideas, viewpoints, and concepts [7]. As a result, universities inevitably face conflicts among traditional values, modern values, and new ideologies during the process of campus culture construction. This is particularly evident in areas such as learning attitudes, teamwork, value concepts, and career planning, leading to a lack of cohesion within university culture.

3.2 The Transformation of College Students' Communication Methods Brought about by Digital Technology

In the new era where digital technology is transforming lives, people's modes of communication have undergone unprecedented changes, shifting from face-to-face interactions to virtual exchanges with smart electronic devices. Additionally, there has been a rise in virtual teams that cross cultures, organizations, and regions, moving from traditional "interpersonal interaction" to "human-computer

interaction"[8]. On university campuses, this human-computer interaction facilitates faster information dissemination, increases the frequency of interactions, and enhances learning efficiency, helping to mitigate some communication barriers. However, compared to traditional methods, electronic virtual communication tends to be more casual, lacking warmth and authenticity. As students become accustomed to and dependent on online communication, many are reluctant to participate in group activities and experience varying degrees of social anxiety. Furthermore, online interactions often lack caution and trust, have a low tolerance for errors, and can easily lead to misunderstandings and ineffective communication, thereby affecting students' sense of responsibility.

3.3 The Sense of Employment Crisis among College Students Brought about by Artificial Intelligence

In recent years, artificial intelligence has made significant breakthroughs, profoundly impacting various industries and permeating all aspects of social life. As AI technology becomes increasingly refined, standardized, and industrialized, a growing number of tasks can be handled by AI products, such as robots. Discussions about the replacement and threat of traditional jobs by intelligent products have become hot topics in society [9]. Particularly affecting the employment landscape for university graduates. Employment is a key responsibility for universities, directly influencing the survival and development of every student. AI has a systematic impact on student employment, affecting aspects such as major selection, curriculum design, training objectives, and career aspirations [10]. The transformative effects of AI have led to unprecedented employment pressure for students, contributing to varying degrees of psychological distress, employment anxiety, and a reluctance to engage in collective activities on campus.

4. Strategies for Leading University Cultural Construction with the "Three Core Spirits"

The "Three Spirits" represent a continuously accumulated spiritual wealth and are constantly endowed with new meanings in different times. Introducing the "Three Spirits" into campuses and expanding cultural construction paths hold

both contemporary relevance and practicality for universities to achieve sustainable development. In the process of higher education, it is an urgent requirement for the current development of universities to thoroughly implement and comprehend the connotations and mechanisms of the "Three Spirits," explore the paths to realize the construction of university culture in the new era guided by the "Three Spirits," and advance cultural construction at multiple levels and in all aspects. Establishing a campus cultural system that takes the labor spirit as the criterion, the craftsmanship spirit as the pursuit, and the model worker spirit as the example holds significant theoretical and practical value for fostering virtue through education, cultivating high-quality talents, and promoting the sustainable development of universities [11].

4.1 Carry Forward the Labor Spirit and Enhance the Core Values and Cultural Cohesion of Universities.

Based on the labor perspective that labor is the essence of human creation, labor represents an initiative behavior unique to humans, distinguishing it as a defining "human attribute" from other species. Humans aspire to derive existence and joy from labor, and this aspiration manifests as the labor spirit. Therefore, the labor spirit is essentially a blissful spirit that entails creation through labor, generates value, and experiences happiness, representing humanity's transcendence beyond mere animal existence [12]. In the current era, with the rapid development of the internet and information technology, various ideologies have flooded into university campuses, leading many college students to become engrossed in cyberspace, lacking labor exercise, having unrealistic expectations, experiencing low morale, being filled with negative emotions, and consequently lacking cohesion and centralization. University campuses are in dire need of cohesive core values and a labor spirit that aligns with humanity's universal recognition and pursuits, and can bring deep and lasting spiritual value to guide college students. Under the guidance of a positive spirit, students should serve national strategies by applying the diligent and steadfast labor spirit to their professional studies, scientific research, and social practices. By practicing the principle of building a strong country through learning and establishing the

value that labor creates happiness, students can personally experience the happiness derived from labor, foster a positive outlook on life and the world, and ultimately promote cultural construction at the holistic level of university campuses.

Moreover, it is crucial for universities to emphasize the importance of labor education, fostering an environment where students can appreciate the significance of labor, understand its value, and cultivate a sense of responsibility and pride in their work. By integrating labor education into the curriculum and encouraging participation in practical labor activities, universities can help students develop practical skills, enhance their physical and mental health, and cultivate a positive attitude towards life. Additionally, universities should strive to create a diverse and inclusive campus culture that respects and values the contributions of every individual, thereby fostering a sense of belonging and community among students. In this way, universities can effectively address the challenges faced by modern students and contribute to their holistic development, ultimately promoting the overall cultural construction of university campuses.

4.2 Leverage the Craftsmanship Spirit to Lead Diverse Cultural Groups on University Campuses

The spirit of craftsmanship is characterized by a pursuit of excellence, perseverance, and continuous self-transcendence demonstrated by workers during their labor. It represents a deeper and higher level of the spirit of labor. The principle of "there is no best, only better" applies to everyone as a laborer, encouraging individuals to embody the spirit of craftsmanship by diligently refining their work and consistently improving. In the new era, university students should deeply understand the spirit of craftsmanship, using it to unlock their potential in knowledge acquisition and scientific research, thereby becoming pillars of society. University faculty should embrace this spirit in their teaching and mentoring roles, striving for excellence in pedagogy and research [13]. Thus, universities can form craftsmanship teams tailored to different groups, disciplines, and functions. By fostering a common spirit of craftsmanship and implementing targeted, differentiated strategies, these teams can enhance cultural development. This will create a

vibrant cultural environment on campus, characterized by a cohesive core value system while allowing for diverse expressions and perspectives, collectively advancing university cultural construction.

4.3 Advocate the Model Worker Spirit and Build Distinctive Individual Cultures on University Campuses.

Model workers are outstanding representatives of laborers who are responsible, willing to endure hardship, and able to maintain their dedication while making extraordinary contributions in ordinary positions. They serve as role models for all workers. Regardless of the changing times, the spirit of model workers has consistently embodied the values of dedication, hard work, and selflessness that are promoted in our country. Model workers are not only exemplars of their time but also distinctive "beacons" of inspiration. University students, brimming with vitality and eager to embrace new ideas, should use the spirit of model workers to guide their pursuit of individuality and innovation while establishing a correct labor value system and fostering a positive individual culture [14]. The spirit of model workers serves as a vital tool for encouraging students to start from grassroots and foundational work, developing a diligent work ethic, and continually growing and improving. As higher education becomes more widespread, students should adjust their mindsets and, like model workers, embrace the opportunity to strive diligently in ordinary roles. By inheriting the spirit of model workers, they can realize their self-worth through labor and elevate their life perspectives by contributing to society [15]. Therefore, university campuses should actively promote the achievements of model workers in the new era and advocate for their spirit. On an individual level, each student should have their own model worker idol, work hard to develop their skills, and build strong personal qualities to respond to various changes and challenges. This grassroots effort can help foster a distinctive and vibrant campus culture.

5. Conclusion

The strategy of building a powerful country through education necessitates a higher level of higher education and requires more robust support from university cultural construction. As invaluable components of the national spirit,

the model worker spirit, the labor spirit, and the craftsmanship spirit play a significant role in promoting the development and construction of universities. In the current era of digital intelligence, universities face a myriad of ideologies, values, and cultures. Hence, they must not only enhance cultural confidence and cohesion but also establish diverse teams and guide the cultivation of distinctive individual cultures. Based on the goal of cultivating talent with moral character, this paper takes the "three spirits" of the new era as its orientation and delves into the scientific connotations and interconnected mechanisms of these spirits. It progressively constructs a realization path for university cultural construction from three levels: the overall, group, and individual dimensions, thereby enriching the ideas for university cultural construction. In pursuit of sustainable development goals, harnessing the "three spirits" can elevate universities' core values and cultural cohesion, lead to the emergence of culturally diverse groups on campus, and foster distinctive individual cultures. This ensures that the construction of university campus culture is effectively implemented. The "three spirits" form a collaborative and jointly optimizing guidance system, overcoming the issue of insufficient motivation in the process of campus cultural construction and providing support and guarantee for the development of university campus culture.

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