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RESEARCH ON THE INFLUENCE OF COLLEGE CULTURE CONSTRUCTION ON COLLEGE STUDENTS' CAREER DEVELOPMENT

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Abstract: as the main position of cultivating talents, colleges and universities need to use culture to shape and guide people. The development history of a college is not only the process of condensing the idea of running a school, forming the tradition of running a school, but also the process of accumulating the culture. The cultural construction of colleges and universities not only includes the inheritance of traditional cultural resources, but also the integration of real cultural resources. The outstanding cultural achievements and significant cultural activities have a positive impact on the ideological concepts of college students. It guides college students to set up scientific ideals and beliefs, strengthen their patriotism, enhance their ideological and moral cultivation, and cultivate their own concept of all-round development. The employment of students is one of the key tasks of colleges and universities. At present, the employment situation is becoming increasingly severe. It is the duty of colleges and universities to comprehensively improve the quality of personnel training, broaden the employment scope through multiple channels, and carry out in-depth career planning and employment guidance for students. From the perspective of college culture construction, this paper analyzes the influence of college culture construction on College Students' future career development, including improving college students' career planning ability, cultivating college students' professional spirit, regulating college students' professional behavior, and Shaping College Students' healthy psychological environment.

Key words: *career development, cultural construction, College Students, universities.*

Campus culture is a precious wealth created by all teachers and students, which is the basis for the survival of the school and the guarantee for the continuous development of the school. The construction of college culture is not only a systematic project, but also a complex one. It is not only related to the construction of school ethos, but also related to the development of campus culture and entertainment activities, as well as the improvement of relevant equipment and facilities. On the one hand, the cultural construction of colleges and universities should show its educational function, on the other hand, it should play its emotional function.

1 、 The connotation of cultural construction in Colleges and Universities

College culture generally refers to the basic concepts and value standards formed in the long-term development of colleges and universities, which are generally recognized and followed by all teachers and students. The cultural construction of colleges and universities is a process in which the competent department of education and the leaders of colleges and universities consciously follow the law of market economy and the development of higher education, consciously set the goal of cultural construction of colleges and universities in accordance with the development direction and certain value orientation of higher education, and cultivate college culture in a certain step, plan and stage. Its connotation mainly includes material culture construction, system culture construction and spiritual culture construction. Among them, spiritual culture

should be the core of the development of cultural resources in Colleges and universities.

Campus spiritual culture mainly refers to those consistent, lasting, shared and proud university cultural concepts and qualities that permeate the school running idea, tradition, school spirit, interpersonal relationship, collective public opinion, psychological atmosphere and cultural activities of the University and are embodied in various forms of activities. It refers to the words of all members of the University. The dominant consciousness permeated in their activities also refers to their spiritual vitality and temperament. "The core of campus spiritual culture is values, which permeates college students' ideology and consciousness in a subtle way. Therefore, the development of cultural resources in Colleges and universities should take spiritual culture as the core.

2、 Vocational development education for College Students

Nowadays, the problem of difficult employment of college students has aroused widespread concern and thinking of the society. In this context, it is particularly important to pay attention to and implement the future vocational development education of college students. The future vocational development education of college students in the new era pays more attention to the cultivation of students' comprehensive quality, which requires students not only to master certain professional skills, but also to have a profound theoretical basis, as well as a sound personality, noble morality and healthy psychology. In a word, the purpose of College Students' future vocational development education is to help college students understand themselves, know their chosen major, carefully plan their future career development, and promote college students to constantly improve themselves, which is not only conducive to the employment of college students in the future, but also conducive to the transfer of high-quality applied talents for the society.

3、 The influence of college culture construction on College Students' future career development

One of the four basic functions of a university is personnel training. Therefore, cultivating people is the fundamental starting point of university culture construction. Higher education is the advanced stage of education, which plays an important role in promoting students' all-round development. The educational function of cultural construction in Colleges and universities is to teach students knowledge, cultivate their moral quality and aesthetic taste, regulate their behavior habits and emotional expression, innovate their ideas, and improve their ability of innovation and discovery. As the cradle of inheriting, disseminating, developing and creating knowledge talents, colleges and universities should comprehensively promote quality education, optimize the campus environment, and stimulate students' learning ability and creativity. The functions of cultural construction in Colleges and universities, such as guiding, inspiring, inspiring, uniting and inspiring, are of far-reaching significance for the free and comprehensive development of people, the construction of harmonious campus, and even the development of higher education.

It is conducive to improving the vocational planning ability of College Students [1]

College students receive the explicit education of professional knowledge in the classroom, while the improvement of professional cognition and planning ability is more benefited from the potential hidden influence of campus culture, especially the influence of school spirit, teaching style, learning style and student community culture. Good school atmosphere, teaching atmosphere and learning atmosphere can help to improve college students' vocational cognition level and vocational planning ability in many aspects. The first is to help college students to define their learning and life goals and enhance their awareness of career planning; the second is to promote college students to recognize themselves, establish correct values and form a good professional quality; the third is to enhance college students' awareness of the major, so that they can focus on professional learning, reduce blind obedience and lay a good foundation for college students' career planning;

the fourth is to lay a solid foundation for college students' career planning through school. At the same time, through the training of students' community activities and social practice activities, we can further improve the college students' perceptual level of occupation, enhance the pertinence of College Students' professional and skill learning, and enhance the competitiveness of College Students' career planning and employment.

Conducive to the cultivation of College Students' professional spirit [2].

With the continuous development of social economy, the number of college graduates is increasing, the threshold of enterprise recruitment is higher and higher, which leads to more and more fierce competition for college students' employment, which puts forward more strict and diverse requirements for college students. On the one hand, college students are required to have excellent professional skills, on the other hand, they are required to have excellent comprehensive quality. As college students, we should fully understand the requirements of professional posts, and find out our own professional positioning. In general, vocational skills can be improved through short-term intensive training, while professionalism cannot be strengthened in the short term. In order to realize the effective strengthening of College Students' professional spirit, college students should receive targeted and systematic training. It is usually difficult for college students to complete this kind of exercise independently. At this time, campus culture shows a strong power. Excellent campus culture can achieve the subtle influence on College Students' professionalism by virtue of its strong appeal.

It is beneficial to regulate the professional behavior of College Students [3].

Nowadays, college students generally have strong self-awareness, advocate freedom, and even go their own way. In addition, they lack of understanding of today's society, so many college students ignore the school's code of conduct and lack of awareness of rules. However, employers generally require employees to have good teamwork ability and good interpersonal skills. If college students

relax themselves at will and don't pay attention to regulating their behavior, it may be difficult to adapt after entering the job. It can be seen that it is particularly important to carry out a series of standardized education for the employment of college students. College culture is rich in connotation, various in forms and flexible in methods, which can exert a positive influence on College Students' Ideology in a subtle way. Relevant departments and personnel of the university should reasonably use the resources to guide college students to form a good professional quality.

Conducive to shaping the healthy psychological environment of College Students [4].

In the process of planning and education for the future career development of college students, on the one hand, we should make a scientific and perfect career plan, on the other hand, we should carry out purposeful and methodical psychological training. There is a complementary relationship between the two. If there is a lack of any aspect, the future career development plan of college students will not be really implemented. At present, in addition to the increase in the number of graduates, there is also an important factor that some college students do not pay attention to professional learning and the cultivation of their own comprehensive quality. At the same time, they don't have objective and accurate cognition of themselves, so they tend to have high aims but low abilities. Through the development of cultural construction in Colleges and universities, it is not only conducive to the cultivation of College Students' tough character, but also to the formation of healthy psychological environment of college students, which has a very positive role for their future career development.

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