

# **Analysis of Innovation Culture Construction and Modern Information Technology Applications in University Education Reform**

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**Abstract:** In the information age, colleges and universities face many opportunities and challenges in the process of cultural construction. In order to seek the development of university cultural education, it is necessary to effectively integrate the construction of innovative culture and modern information technology, so that educational reform can become a way to break through teaching, so as to ensure the content of teaching reform. This paper summarizes the relevant contents of the current university innovation culture construction, and puts forward the impact of the integration and development of the current university innovation culture and modern information technology on the education reform.

## **1. Innovation Culture Construction in Universities**

General Secretary Xi Jinping put forward that the value orientation of youth plays a decisive role in the value orientation of the whole society in the future, and youth are in the main period of value constitution and confirmation [1]. In this period, the cultivation of values is very important. This is the same reason that clothes must fasten buttons. If the first button is not fastened correctly, then the back will not be correct. Therefore, life is the same. The construction of university culture is the first button of youth in the stage of the formation of life values. Therefore, it is the general trend to innovate the construction of University culture. The ideas of the construction are as follows:

### **1.1 Take Marx Thought as a Guide.**

The Eighteenth National Congress of the CPC clearly pointed out that it is necessary to adhere to the road of cultural development of socialism with Chinese characteristics, and to further enable the construction of socialist culture to set off a new wave of development. At the same time, we need to uphold the direction of the development of advanced socialist culture. At the same time, we should use Marxism as the theoretical guidance and take the advanced socialist culture as the development guidance. It can be said that this is one of the most star characteristics in the cultural development process of socialist universities with Chinese characteristics, and it is also a basic issue related to the overall situation of the reform and development of university culture construction in China. Only by adhering to the current direction of the development of socialist culture, can we firmly establish the foundation for the development and construction of socialist university culture in China, and only in this way can we ensure that the construction of university culture in China has been able to maintain the accurate direction of rapid and stable development [2].

### **1.2 The Innovation of University Culture must be Guided by the Socialist Core Values.**

University can be said to be the frontier of the ideological development of our country, but also the palace of shaping college student's own thoughts and souls. The construction of university culture must be based on the overall development, deeply understand the complexity of the struggle in the ideological field, actively create a healthy and upward development atmosphere, and enable students to form a spirit of value, so as to make the construction of university a basis for publicizing socialist culture with Chinese characteristics. Ground. To grasp the scientific connotation and spiritual essence of the socialist core values, we need to integrate the socialist core values with the current

guidance of university culture construction, and combine the current socialist core values with the basic task of University education. The majority of young students can take the initiative to practice the core values of socialist development [3].

### **1.3 To Innovate the Construction of University Culture, We Must Strengthen the Inheritance and Innovation of University Culture Itself.**

The Party and the state need to regard cultural inheritance and innovation as several basic functions of the current university development, which requires the university to effectively shoulder the responsibility and mission given by the times. On the one hand, we need to take the essence of the current historical and cultural development, inherit the excellent traditional culture of our country, bravely pursue the spirit and truth-seeking ideas of College students; on the other hand, we need to base ourselves on the actual situation, look ahead and future development, and to the function and society of the current university itself. Value should be positioned accurately, excellent culture should be absorbed constantly, and wrong ideas should be corrected, so that the current university culture construction can exist in many functions, such as discipline construction, personnel training, scientific research and social service, and stimulate young students to make it possible for me. The national rejuvenation has contributed to its own strength [4].

### **1.4 Accurately Grasp the Requirements of the Times to the University and the Education Form.**

In the 21st century, the sustainable development of our country's economy and society has entered a very important strategic development process. To meet the needs of the construction of our innovative country, stricter requirements have been put forward in many aspects, such as teaching, scientific research and social services in universities; and our country has put forward stricter requirements in the educational system. In view of the changes in university construction and personnel training, new requirements have been put forward in terms of words, contents, teaching methods and teaching objectives; the competition of the state in international affairs has given new requirements to the production and dissemination of university knowledge and technology, as well as transformation and service. At the same time, in the current challenges arising from the construction of University culture, it also creates new opportunities for development and new space for development. Therefore, how to accurately view the challenges and problems arising from University development, how to accurately evaluate the status and role of university culture construction under the new situation, and how to accurately recognize the law and value connotation of university culture construction itself need to be further studied and summarized.

### **1.5 We must Pay Attention to the University's Own Running Situation to Innovate the Construction of University Culture.**

Cultural individuality can be said to be the main reference for the current development of culture, but if culture loses its individuality, then it loses its vitality. In the process of sustainable development in the current history, universities can construct a culture construction that conforms to the characteristics of universities by improving their own cultural character and personality. Personality and characteristics are not only the essential characteristics of the development of University culture, but also the basic conditions for a university to survive. Therefore, it is the core task of the construction of university culture to make full use of cultural forces and to complete the development of socialism with characteristics in view of the actual situation of running a university at present.

### **1.6 Innovation of University Culture must be Based on the Concept of People-Oriented Value.**

The main goal of university education is to train qualified personnel to develop socialism with Chinese characteristics. People oriented can be regarded as a core objective that cannot be ignored in the process of university culture construction. To innovate the construction of University culture, we must pay attention to how to confirm the value of mainstream culture in the current multi-cultural development environment; how to grasp the correct direction of development in the situation of

constant collision of various ideas; and how to lead the times in the current reality of the continuous influx of various ideological trends. The trend of development. We should use the encouragement and guidance of university culture to promote the free and stable development of young students. People-oriented is not only a slogan, it also shows the foundation of University education, but also involves the development and prosperity of the country and the nation.

## **2. Innovation Culture Construction and Modern Information Technology Applications**

### **2.1 Introduce Modern Information Technology into Teaching.**

In the past, the main form of teaching is to complete the teaching goals that need to be achieved in class. In class, teachers are the main body of teaching, so they are often used as a form of teaching. Students are passive to accept the teaching position, student's own thinking ability cannot be demonstrated, which will have a lot of adverse effects on students' autonomous learning and innovation ability training. At present, the introduction of information technology into teaching can change the form of education in the past.

We take the teaching of mechanical principle course as a case study, because the sophomores do not have specific experience, so they often feel abstract and unable to effectively understand the related content such as the institutional movement. In such a case, the teaching quality cannot be effectively guaranteed. But after the introduction of multimedia teaching in the classroom teaching of mechanical principle course, it not only enriches the teaching content and other related information, but also vividly shows the specific institutions that students cannot understand at present. In this case, student's understanding will be strengthened, their interest in learning will be raised, and their natural academic performance will be improved.

With the continuous and steady development of the current education informationization, the current teaching form circulated on the network has become a major supplement to the classroom teaching form, such as micro-class, flip-over classroom, distance education and other teaching methods, which not only enable students to overcome the constraints of learning time and space, but also. At the same time, it can automatically and consciously design the learning time and progress. In this case, the content and learning methods that students can learn become more flexible and diverse. It can be said that the use of information technology in teaching not only enriches students' learning horizons, but also strengthens students' interest in learning. At the same time, it also promotes the improvement of teaching quality and the continuous expansion of teaching scale.

### **2.2 Use Modern Information Technology to Complete the Needed Communication.**

The current application of information technology also makes communication and communication between teachers and students very convenient, such as telephone and QQ, e-mail and Wechat. These forms of application enable students and teachers to complete communication and communication in a timely manner. At the beginning of teaching, some teachers only use a fixed time and place every week to counsel student's questions. However, not all the students who can take the initiative to ask questions and communicate with teachers, this paper mainly lacks effective mastery of their own knowledge, so they can deal with problems on their own. However, students' examination results show that this is not the desired goal. Therefore, appropriate improvement measures can be taken, such as telephone number and QQ, as well as email and Wechat to inform students, so that they can communicate with teachers in time when problems arise, and teachers need to contact in time when problems arise. Its teaching effect is very ideal. Usually, students can send timely e-mail or private letters to teachers in this way. Whether they are asking questions or expecting goals, they can get timely replies, and the effect is very ideal. It is more acceptable for students who are afraid of teachers and are unwilling to communicate and discuss problems with teachers. And through the relevant investigation, we can know that the students are satisfied with the innovative teaching methods used.

### **2.3 To Cultivate Teachers with Modern Information Technology.**

In recent years, with the rapid development of informationization in education, universities have begun to develop toward informationization both in educational environment and in management form. This requires teachers to master modern information technology accurately so that they can keep pace with the requirements of informationization development. That is. Therefore, teachers should also actively participate in relevant training and learning, so that their mastery of information technology can be effectively improved, through multimedia courseware production training and micro-course technology training to complete the training. And in the actual training process, teachers can not only solve their own confusion, but also learn new knowledge. In addition, they can also calmly complete the summary, expand their horizons and improve their professional level.

### **3. Conclusion**

Generally speaking, the construction of innovative culture and the current modern information technology can be said to be the main content of promoting the reform of University education. Only if these two points are well carried out, can we meet the requirements of the current university construction for talents, and only in this way can we fully grasp the pulse of the times of University Education in our country. Only in this way can we truly reflect the basic concepts of our university education, confirm the correct direction of the reform and development of our university education, and enable it to contribute to the development of university education.

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