

OVERVIEW OF THE CHARACTERISTICS OF LOCAL UNIVERSITIES IN ZHENGZHOU CITY, HENAN PROVINCE, CHINA

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ABSTRACT

The concept and characteristics of modern university embody the intrinsic essence and belief of a university. The characteristic development of local colleges and universities should take each college as the main body, based on its different characteristics, and give play to its inherent advantages. The development of educational characteristics in local colleges and universities should adhere to the basic principles of localization, classified construction and focusing on teachers and students, highlight the characteristics of disciplines and specialties, and cultivate talents to highlight the regional cultural characteristics.

Keywords: school-running characteristics, local universities, characteristic development

INTRODUCTION

Since the founding of the University, experts and scholars from all over the world have been constantly exploring the idea of the university and updating it with the changes of The Times. Since the beginning of the 21st century, the role of education in promoting economic development has become more and more obvious. Countries all over the world, especially the universities that cultivate talents for the country, have been formulating university development plans from the strategic perspective. At the same time, universities are awash with ideas. (Fang Zeqiang, Xiao Weiping, 2011).

Local colleges and universities are an important force in China's higher education. According to statistics, the number of schools and students in local colleges and universities accounts for more than 90% of the total number of colleges and universities in China, and the training of talents in local colleges and universities occupies an important position in China's talent training system (Pan, M. Y., & He, Z. B., 2019). In the modern social environment, local colleges and universities are undoubtedly an important factor in the dissemination of local and regional cultures. Chinese traditional culture is profound and profound, and has been renewed for a long time, and there are rich and distinctive regional cultural resources in different places, which are the components of Chinese traditional culture. Modern institutions of higher education have taken over the inheritance of local and regional culture, and play the function of cultural leadership and service, which is not only the development demand of the times

and society, but also the direction of China's higher education in its efforts to explore and improve the level of its own cultural construction, and to take the direction of sustainable and characteristic development. How to take the initiative to adapt to the new requirements put forward by the transformation of the main contradiction in society, according to its specific ecological position in the region and even in the national higher education system, scientifically establish the goal and positioning, implement the differentiated development strategy, strengthen the comparative characteristic advantages, and create the core competitiveness has become a realistic problem to be researched and solved by the local colleges and universities.

As an important part of China's higher education system, local institutions of higher learning undertake the important task of cultivating humanism for local economic and social development and cultural progress. However, in today's popularization of higher education. The characteristics of running colleges and universities that once depended on their survival and development gradually disappeared, and the local colleges and universities were becoming more and more similar. Its main performance is the similarity of school-running idea and orientation; The same discipline and major; Pursue scale expansion; The competition between schools is not the quality and characteristics of the school but the number of students and the number of majors; Losing traditional dominant majors and focusing on developing new ones. In China's higher education system, there are many kinds of university organizations such as research-oriented university, teaching-oriented university, teaching-research comprehensive university, and vocational college. Different types and levels of universities should have different school-running standards and pursue their own school-running advantages and characteristics. Have characteristic ability to have strength and competitiveness, have characteristic ability to have development, have no characteristic, also have no foothold.

OVERVIEW OF ZHENGZHOU REGIONAL UNIVERSITY

The social responsibility of local universities is to train senior professional talents for national construction. Every year, local colleges and universities train a large number of qualified construction talents, making great contributions to national construction. Zhengzhou, as the capital city of Henan province and an important central city in central China, has a superior geographical position. There are a total of 70 universities concentrated in four university towns in the city, among which there are 26 at the undergraduate level and 44 at the junior college level. As an important city in central China, Zhengzhou has a university history dating back to 1902, which has witnessed the development of modern teaching in China and made outstanding contributions to the progress of modern teaching.

With the adjustment of the education system and the change of education policy, universities in Zhengzhou are facing many challenges. In order to adapt to the development and needs of society, the universities in Zhengzhou gradually tend to the new development path of integration. School-running characteristics are the lifeblood of the development of colleges and universities, and the unique advantages and distinctive styles that are different from other colleges and universities. Cultivating school-running characteristics is an indisputable proposition for colleges and universities. School-running characteristics are an important way for universities in Zhengzhou to keep their vitality and to meet the needs of educational laws. The purpose of cultivating school-running characteristics is to develop the commonness and individuality of people, adhere to the comprehensiveness of education, perfect oneself according to individual needs, and train general specialized talents for the society. School-

running characteristics are the lifeline of university development in Zhengzhou, and it is of practical significance to cultivate school-running characteristics.

Defining the concept of university characteristics

The characteristics of running a university refer to the relatively lasting development mode and the unique and excellent characteristics of running a university which are recognized by the society (Chinese-Foreign University Presidents Forum, 2003). Gu Mingyuan (2000) believes that characteristics are different from ordinary ones, not ordinary ones, but innovative ones with individuality, which can form traditions and be passed down from generation to generation. Liu Yao (2004) holds that the characteristics of a university refer to the long-term and stable professional or significant development mode of a university and the unique and excellent significant characteristics recognized by the society, which are the vitality for the survival and development of a university and the advantages of a university. Huang Boyun (2003) believes that the school-running characteristics of a university refer to the unique and pioneering personality gradually formed under the guidance of certain school-running ideas and long-term school-running practices. The characteristics of the university come from the essence of the university. The essence is the essence and law of the university. Following the essence and development law of the university, the university can develop its characteristics. According to Wang Zhigang (2002), the school-running characteristics of colleges and universities refer to the stable characteristics, school-running style and development mode that are better than those of other universities formed in the long-term training of talents, scientific research and school-running practice of serving the society. They are the summary of a college's long-term school-running experience. And in the later practice of running a school, inheritance, continuous accumulation, and then formed the crystallization of fine tradition.

The meaning of local university characteristics

The orientation of local colleges and universities is to determine the long-term development direction, goal, construction focus and characteristics of colleges and universities on the basis of fully considering the running conditions and current situation of colleges and universities in combination with the needs of social political, economic and cultural development and the educational environment of colleges and universities. At present, the positioning of local colleges and universities mainly includes two levels and four aspects. The two levels refer to the social positioning and industry positioning of local colleges and universities. The four aspects mainly refer to the positioning of social needs, personal needs, functions and talent training. The characteristics of local colleges and universities mainly refer to the characteristics of running a school, which can be said to be a kind of personalized and competitive comparative advantage formed in local colleges and universities, including the characteristics and advantages of running a school mechanism and talent training mode of local colleges and universities.

From the perspective of external environment, the orientation and school-running characteristics of local colleges and universities are largely affected by national and regional political and administrative systems, economic, cultural and educational levels and regional population size. From the perspective of the internal development of colleges and universities, the training objectives, students, teachers, fund income, management philosophy, history and geographical factors all affect the orientation and characteristics of schools. There are also obvious differences in the development orientation and school-running characteristics of colleges and universities at different stages.

The main goal of scientific orientation of local colleges and universities is to seek a position in the higher education system and the whole social system in line with their own development and further expand their own survival and development space.

Current situation of the development of the characteristics of local institutions

In the context of the development of the times, Zhengzhou area universities gradually formed a sense of running schools with characteristics, focusing on summarizing and publicizing their own characteristics. For example, the characteristics of the school into the talent training program and the overall development of the school, but in the school characteristics of the construction has not been put into practice, but that "characteristics of schooling" is to run their own schools into a first-class schools, keen on the construction of disciplines and specialties and the further expansion of the school's scale, not satisfied with the current level of schooling. According to the requirements of the national document for running schools with characteristics, local universities think that "upgrading" to a comprehensive research university forms the characteristics of running schools. Secondly, the creation and formation of schooling characteristics cannot be separated from the accurate positioning of the school, but a clear positioning of schooling does not mean that the school has formed schooling characteristics. For example, according to the local characteristics of the economy, cultivate application-oriented talents, this is the school positioning. It is not a schooling characteristic. Third, the achievements made in the process of school development are not equal to the schooling characteristics. For example, some colleges and universities summarize their schooling characteristics as follows: in the process of developing higher education, the school adheres to the student-oriented, cultivates a group of experienced teachers, and conveys a large number of excellent teachers for the local basic education; focuses on cultivating students' social practice ability and scientific research and innovation ability, and encourages students to take part in all kinds of competitions, and achieves excellent results, and so on. This is the summary of the school's achievements, not the characteristics of the school running. The emergence of the above problems shows that the misunderstanding of the university's characteristics has affected the creation of school characteristics. Therefore, local universities must re-examine their own conditions of operation, based on the existing experience and ability to run schools, clear positioning of running schools, the formation of the concept of running schools, relying on the regional economy to develop higher education, and strive to form their own characteristics of running schools.

DEVELOPMENT OF EDUCATIONAL CHARACTERISTICS OF LOCAL COLLEGES AND UNIVERSITIES**Formation and development of school-running characteristics**

The development of school-running characteristics has stages and history, which cannot be called "characteristics" in the early stage of development. School-running characteristics are not the product of imagination, there is an opportunity or motivation in the initial development. This opportunity or motivation attracts the school-running subject to grasp the opportunity in the process of running a school, thus giving birth to school-running characteristics. With the development of local economy and the liberation of education and teaching ideas, the higher education system wants to break the inherent constraints and restrictions and try to diversify and individual development. With the expansion of college students and college scale, the elitist higher education system has been broken and popular higher education has been developed. Facing the pressure and competitiveness of enrollment and expansion, local colleges and universities only pay attention to their own scale development, but ignore the

characteristic development, and the consciousness of running a school is vague. Under this large-scale background, colleges and universities are faced with the lack of educational resources and the pressure of students and begin to pay attention to the development of advantages and personalized development, and the formation and development of educational characteristics are put on the agenda. At this time, the characteristics of running a school came into being, which cannot be called "characteristics", but the unique internal quality gradually formed in the development process of colleges and universities, which is different from other colleges and universities.

The characteristic of running a school is a purposeful and planned process of movement and change. The characteristics of running a university are that the main body of running a university takes human development as the starting point and forms a unique running style and form based on historical and cultural traditions, so as to achieve competitive advantages and personalized development. In the development stage of school-running characteristics, the research of university characteristics mainly focuses on school-running philosophy, scientific research, discipline construction, campus culture and so on.

Theoretically speaking, the characteristics of running a local university is the gradual sublimation of knowledge, which gradually deepens from peculiarity, peculiarity and peculiarity, and then develops and tests knowledge from practice, so as to achieve perfection of knowledge. China's higher education is in the stage of popularization, the theory and system of higher education are gradually complete, the cultivation and development of school-running characteristics is an important way to improve the quality of higher education.

Core competitiveness of local universities

The characteristics of running a university reflect the collection of working characteristics of all aspects of the school. Therefore, the characteristics of running a university is a system structure composed of many elements. In this system structure, each element depends on each other and interacts with each other to jointly control the formation and development of the characteristics of running a university. The characteristics of university running can be divided from different angles, and many different elements can be obtained. For example, characteristics of school-running ideology, school-running subject, school-running mode, school-running environment, teaching, scientific research, service, management and so on.

Maintaining university characteristics is the key to the core competitiveness of a university. The characteristics of running a university are the unique style of running a university which is obviously different from other universities. It has a distinct personality and excellent characteristics, which is widely recognized as an advantage and relatively innovative and competitive. Is simply no other schools and I have; school characteristics is the key to produce a university core competitiveness? "Competition, many colleges and universities in the same situation with the strength and the characteristic, the strength of strong and weak, with and without, directly decides the xing and decay, of the university of university must form their own characteristics to foothold in the competition." (Xu Qingshan, 2002). "Features have advantages, advantages have strength, strength has development, this development is generated in the formation of a variety of characteristics of the resultant force: The characteristics of the target produce guiding force; The characteristics of the discipline produce growth force; The characteristics of the model produce development force; The characteristics of the environment generate attraction; The characteristics of the headmaster produce the appeal; The characteristics of teachers have influence; Students' characteristics generate competitiveness." (Huang Boyun, 2003). Among the components of

the core competitiveness of a university, the characteristic is the dominant factor to maintain sustainable competitiveness. Therefore, a university must have the characteristics of running a school in order to form the core competitiveness and maintain the sustainable competitive advantage.

ESTABLISHMENT OF SCHOOL-RUNNING CHARACTERISTICS OF LOCAL COLLEGES AND UNIVERSITIES

Respect the traditions and history of the school. Huang Qibing (2006) believes that respecting history, tradition and the formation of each university's own characteristics in the process of development and taking a gradual path of bit-by-bit improvement can not only preserve history but also reserve space for development. Each school has its own unique founding background and development history, as well as its different scientific research fields. It not only represents the past of the school, but also indicates the future of the school. Therefore, the development of the school should not cut off the history and tradition.

Carry forward the school-running tradition and sublimate the school-running concept. The idea of running a university is the rational understanding and ideal pursuit of the university. It is based on the deep understanding of the law of education and the characteristics of The Times and is one of the relatively stable factors in the development of a university. Li Shuangchen (2004) believes that the concept of running a school mainly includes three aspects, namely, the nature and characteristics of a university, the purpose and function of a university, the functions and mission of a university, and the management and basis of a university. A school without features and advantages is the least competitive school, and society will eventually abandon it. It is necessary to build big characteristics under the guidance of personalized governance concept, that is, the government should advocate personalized governance, scientific positioning, and take the characteristic governance concept as the guidance of school construction.

Accurate positioning and clear school-running ideas. In order to make colleges and universities distinctive, they must not only have a unique school-running idea in accordance with the law of education, but also have an accurate orientation to the school from its own situation. Zhang Yingqiang (2002) believes that characteristics are a kind of comparative advantage, and to establish characteristics, it is necessary to establish characteristics in a certain range or type of comparison. Advantages and characteristics are both characteristics and advantages in "positioning", and without "positioning", advantages and characteristics may not exist. Therefore, in order to establish the characteristics of colleges and universities, we must first have a correct understanding of their own nature and type, have an accurate positioning, and find their own "positioning".

Strengthen discipline construction and optimize the structure of colleges and departments. Discipline construction is the leading part of schoolwork, the main melody of school development, the most characteristic aspect, and the best reflection of school running level, academic status and core competitiveness. As mentioned in the Sino-Foreign University Presidents' Forum (2002), the disciplinary characteristics of a university are that the university develops some key disciplines according to its own unique advantages and makes them become dominant disciplines and takes the lead in making significant contributions to social development in its dominant disciplines.

Strengthen teacher team construction and student training. Li Huashu (2006) believes that in the process of forming school-running characteristics, teachers assume three roles: one is the practitioner of

school-running ideas; Second, inheritors of the school's existing characteristics; Third, the school's new characteristics.

Strengthen the construction of campus culture and strive to form the cultural tradition of campus. Campus culture has the function of inspiring, guiding and regulating teachers and students. Excellent campus culture can reflect the cultural tradition of a university.

PROBLEMS EXISTING IN THE RUNNING CHARACTERISTICS OF ZHENGZHOU COLLEGES AND UNIVERSITIES

Zhengzhou is one of the core cities in central China, and a number of local colleges and universities with outstanding achievements, strong strength and unique characteristics have emerged. However, in today's rapid economic development, local colleges and universities in Zhengzhou are also facing many challenges and fierce competition, there are many problems.

(1) Pay too much attention to the "comprehensive" development of schools

The number of students in local colleges and universities in Zhengzhou is generally large, and there is a lack of professional leading local colleges and universities in zhengzhou. In addition, students in colleges and universities generally tend to develop with higher educational background. Not only that, the current financial resources of many colleges and universities are single, mostly rely on the financial support of city, from the state financial input, lead to the university to a large extent to the deep study on the professional, this situation makes the local colleges and universities do not have enough advantage in the discipline characteristic, and the school to promote the school pay more attention to in the actual developing. (Liang Chuanjie, 2014) In addition, the unbalanced development of teaching staff in colleges and universities also leads to the early shaping of various majors in local colleges and universities, leaving no other choice.

(2) For the action of school-running characteristics, it is more said that there is a lack of specific measures

At present, the school-running characteristics expressed in some local colleges and universities in Zhengzhou are only for the main purpose of expanding the enrollment scale, and their characteristic development is not really reflected in the actual teaching work of colleges and universities, and some colleges and universities are almost the same in the school-running concept and related management. Especially in the professional setting and the overall characteristics of the school cannot highlight its own advantages, personalized development is not obvious. Not only that, some local colleges for configuration is not scientific manpower, financial resources, can only maintain the basic operation of colleges and universities, due to its reliance on local policies have higher, often because the local policy change and no response to the situation, characteristics and the most important thing is that some local colleges of temporary too strong, the lack of long-term planning and persistence, Focusing on results in characteristic development leads to less obvious effect of characteristic development.

(3) public financial input and the development of local colleges and universities

It can be seen from the above that, from the perspective of external environment, the positioning and school-running characteristics of local colleges and universities are largely influenced by national and regional political and administrative systems, economic, cultural and educational levels and regional population size. In this case, the public financial input is more inclined to the universities under the jurisdiction of the Ministry of Education of China, and the investment in local universities is relatively

small. As a result, local universities are only in the middle and low level of college enrollment. In addition, the public has a strong recognition of the universities directly under the Ministry of Education. Led to the development of local colleges will locate more inclined to small scale area, resulting in some local colleges and universities in running schools pursuit of utilitarianism is too obvious, the most prominent is the high-level talent introduction, school infrastructure, etc., are as much as possible, reduce financial expenses, seriously affected the teaching quality of school education, The lower level of academic research hinders the further development of local colleges and universities.

(4) Lack of cultivation of cultural content

Many local colleges and universities, especially many new colleges and universities, have overemphasized the construction of academic disciplines and professional development, which has led to the neglect of the cultivation of students' cultural connotation. In order to expand their influence and increase financial income, they blindly expand the number of students and campuses, and the homogenization of school orientation and cultivation goals is serious, while the talent cultivation standards and connotation construction have not been put in place. Neglected the accumulation of the school's cultural heritage and the cultivation of cultural temperament. This mode of school running has led to a vague philosophy of school running, a lack of cultural spirit, insufficient connection with the local economy, society and culture, and the problem of inadequate assessment of the value of local traditional culture and insufficient attention to it. Some colleges and universities, even if they have established relevant cultural research institutions or faculty teams, are only formalities, with no long-term planning, poor guidance, inadequate institutional mechanisms, and insufficient depth of research and excavation, which makes it difficult to form a regional radiation and play the role of cultural leadership. Local universities and colleges cultural heritage research team formed late, the lack of professional talents, coupled with limited research capacity, lack of communication and dialogue with the entire academic community, the support effect on economic and social development is not obvious. Local colleges and universities need a lot of human, material and financial resources to carry out local cultural research and inheritance and innovation. Some local colleges and universities have not been established for a long time, with a low starting point, weak foundation and insufficient cultural deposits, and some of them have been merged by several schools, and while emphasizing on upgrading, the software and hardware facilities cannot keep up with them, which leads to the lack of a deep historical and cultural heritage, the outdated ways and methods of inheriting local culture, and the insufficiently obvious publicity effect. There is also a lack of penetration of traditional culture in daily education and teaching, and a low degree of integration of campus cultural construction with local culture.

(5) Low recognition of regional culture among teachers and students

With the accelerated pace of contemporary society and the progress of science and technology, students nowadays are more inclined to network culture and seldom take the initiative to learn local history and culture, coupled with the pressure of exam-oriented education and employment, college students are not aware of the importance of traditional cultural literacy to their own profession and career, but are more eager to achieve quick success, and downplay and belittle the traditional cultural classics. The cohesion, integration and influence of culture as a soft power are difficult to play a role in the development of the school, so that students do not have a high sense of belonging and identification with the school. For example, many students take cultural courses just to complete the credits for smooth graduation, and seldom go to read and study the original traditional culture seriously; the skill and technique-based clubs in universities are more popular than the traditional calligraphy and culture-based

clubs. In fact, some teachers in the faculty of colleges and universities who declare the research of cultural heritage and development issues do not have literature or culture-related professional background, are not well acquainted with local culture, and are not interested in it; instead, they are forced by the title and scientific research pressures to declare the issues and projects related to the heritage and innovation of local culture in order to facilitate the establishment of projects, which inevitably leads to the reality of the low quality of the research results. The main form of teaching traditional culture courses is elective courses, and the teachers are often transferred from other majors.

CONCLUSION

The ultimate goal of education is to provide continuous talents for social development, which is also the fundamental purpose of running local colleges and universities. With the development of science and technology, science and technology has penetrated into all aspects of people's production and life, and the role of science and technology has been widely recognized by people, and more and more governments have put science and technology in the first place of national strategy. The development of science and technology must be supported by enough talents. As the cradle of talent training, colleges and universities are naturally related to the development of national science and technology. Therefore, colleges and universities must put talent cultivation in the primary position of development. Local colleges and universities must base their own advantages and combine them with the actual situation of the region when determining their own characteristics of talent training.

The development of local colleges and universities at all levels is inseparable from the unique regional culture, and this culture has become an efficient soul and spirit symbol after decades or even hundreds of years of precipitation, which is also one of the biggest differences between local colleges and universities under the jurisdiction of the Ministry of Education. For schools, regional culture is a very valuable wealth in their development. It can make teachers and students closely unite in a spirit and provide sustained power for the development of schools, so it is also the spiritual pillar of school development. The characteristic development of first-class undergraduate education in local colleges and universities should first highlight the regional cultural characteristics, and the development of local colleges and universities should rely on the regional culture, and the regional cultural characteristics become the persisting road of the characteristic development of colleges and universities.

Cooperate with local governments for symbiotic and synergistic development, enhance the sense of cultural leadership, local universities play the function of cultural inheritance and local governments to promote local cultural policies are mutually symbiotic and complementary. As important cultural heritage and research bases, local universities provide intellectual support and service platforms for the dissemination and promotion of traditional culture and the development of cultural industries. Local governments can provide strong support to local universities in terms of policy support, resource allocation, platform construction and financial guarantee, so as to facilitate the smooth implementation of cultural heritage and innovation in local universities. In order to realize the characteristic development of local universities, they must meet the requirements and laws of local economic and social development and combine with the concepts and advantages of the school to define the positioning of school running. It mainly includes talent cultivation, schooling characteristics and schooling objectives. The type of talent cultivation in local colleges and universities needs to develop in the direction of application-oriented talents. Combined with the actual situation of the region, the talent training from "academic rationality" to "career orientation" changed. The industrial advantages of the region as a realistic platform for talent

training, so that the theoretical knowledge learned by students can be better applied. Local colleges and universities are established in response to the needs of local economic and social development and are the products of local development. They should take the initiative to adapt to and integrate into local development, cultivate all kinds of talents urgently needed by the local community, form a benign interactive relationship with the local development, and contribute to the regional economic and social development.

The characteristic development of local colleges and universities is a systematic project involving various subjects such as government, schools, society and enterprises. Promoting the open running of schools and playing the role of all parties is an important breakthrough in the cultivation of applied talents and transformation and development. Local colleges and universities should focus on strengthening the sense of openness, unswervingly break the development chain of closed school running and self-evaluation, establish an open and cooperative system and mechanism, and carry out extensive and in-depth cooperation with local governments, industrial enterprises, scientific research institutes, etc. in talent cultivation, technological innovation, and continuing education, etc., so as to realize the integration of production and education and school-enterprise cooperation to every level and link of school management and teaching, and deepen it to every system, each specialty, each course, each teacher, so that the school becomes the university of the industry, the university of the city, the university of the community. Fully recognizing that the development of internationalized education rooted in the regional economy and society and the creation of a good, internationalized atmosphere are the responsibilities and motivation of local universities, we will strengthen the internationalized cooperation and exchange, actively introduce and learn from the advanced school-running concepts, management modes and teaching methods, and promote the transformation of school-running to the depth of application.

In the context of the rapid development of new media, big data and intelligence are important in all aspects of society. Educational research work should follow the pace of the times and keep abreast of the times. New media can combine text, audio, video, pictures and other information dissemination channels, and utilize the new media platform to publish and disseminate without time and space constraints. New media spread faster, the volume of information dissemination is larger, and the interactive performance is stronger. With the characteristics of new media technology of outstanding personalization and wide audience, teachers and students at colleges and universities make use of the regional advantages and their own cultural conditions to integrate the local traditional culture into the campus culture construction, produce high-quality new media materials, and disseminate high-quality culture to the school and society.

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