

# Co-effects of Humanity Environment and Shaping of Soft Powers in Contemporary Higher Education

Xiandeng Xiang, Zhenzhu Shu

School of Economics, Guangzhou College of Commerce, Guangdong, 511363, China

## ABSTRACT

The humanity environment of contemporary higher education, including the dimensions such as ideological and political education, campus culture, intergroup relations and campus landscape, can form the highly connected, structured and extended "co-effects", thus breaking the "meta-model" of elements of the atomic as the cause of nonlinear step of "dynamic combat" within higher education. By exploring and refining the humanistic essence of modern higher education, we can effectively guide and steer the transformation of "new-quality productive forces" within the education sector toward meeting the era's demands for talent development. This approach will continuously infuse and consolidate innovative concepts and dynamic mechanisms into higher education.

## KEYWORDS

Humanity environment; Co-effects; Value dimensions; Environmental project

## 1 Introduction

At present, we stand at a historic convergence point where a new industrial revolution driven by technological innovation intersects with the reshaping of the global landscape. Against this grand backdrop, new-quality productive forces—as the core driving force propelling Chinese-style modernization—embody a concept far exceeding the scope of traditional production factors. They emphasize high technology, high efficiency, and high quality, driving development through the advancement of workers, means of labor, objects of labor, and their optimized integration. The vital source of this leap lies deeply rooted in modern university education—universities are not only the cradle of cutting-edge knowledge and disruptive technologies but also the primary battleground for cultivating innovative talents capable of harnessing new-quality productive forces. However, technological breakthroughs and talent aggregation do not occur in a vacuum; their full potential hinges critically on the "ecosystem" of environmental soft power. As the development philosophy "lucid waters and lush mountains are invaluable assets" reveals, a soft environment—comprising a livable natural setting, an open innovation culture, an efficient institutional system, and a harmonious social atmosphere—serves as the fertile ground for attracting and retaining high-end factors, ultimately enabling new-quality productive forces to flourish. Therefore, deeply analyzing the interdependent and mutually reinforcing logic among new-quality productive forces, modern university education, and environmental soft power, and establishing a virtuous cycle mechanism for their coordinated advancement, holds critical strategic significance for seizing the high ground in future development and solidifying the foundation for high-quality growth.

## 2 The Value Dimensions: Era Meanings of Humanity Environment in Contemporary Higher Education

Suhomlinski once pointed out that the world educated personnel being in is a lively source of ideas. The environment is a tangible and intangible, sound and silent power of education, which influences people's ideological and moral formation, even determines their psychological outlook of life<sup>[1]</sup>. Building a harmonious, healthy and optimized humanity environment of higher education, is particularly vital for the integration of educational resources, enhancement of characteristic contents, speeding the transformation of training, shaping the new talents.

Ring, refers to the Susai, meaning "around"; environment, anciently refers to the boundaries, then extends for the situation. For the center is concerned, everything around it is the only "beyond the flesh" thing, between which is the object around the subject. The environment in *Ci Hai* is defined as "the natural and social conditions surrounding", including both the natural environment people live on, and social environment influencing their physical and psychological status. "Humanity" has a profound base in the theory and practice. *Book of Changes* • *Ben hog* had a saying: looking at astronomy, in order to detect time-varying; looking at the humanity, in order to change the world. Here humanity is an ethical concept, referring to regulate the interpersonal relationships of family, society, nation; *Book of Post-Han* • *Gongsun Zan* had a saying: the heavens transport, and the humanities sign, which is the view of humanity from the point of social system; *Daxue* had a saying: the essence of Daxue, is refreshing the ethics, renewing the people, appealing to the uttermost, which explains the unique value of education from the perspective of humanity: to train people to apply

what they learn, that is, theory with practice; to train people to rely on refreshments, includes both Dao (science) and ethics (humanity); and thirdly, whether their own educational practice or social practice, must be self-improvement without ceasing, which in fact implies the essence of Chinese culture in *Book of Changes*: ethical commitment, self-improvement. In the West, humanity (humanitas) was founded as the doctrine of ancient Greek philosopher Cicero, which means enlightenment; since the nineteenth century, humanism has become a social tide which is advocating scientific rationality, and against the feudal culture. It recognitions and promotes human values, concerns about the real meaning of life, emphasizes the liberation of the human personality and overall development. The all-round development of human knowledge and ability, psychological and physical, emotional and rational, and other aspects of literacy and overall development of personality. From an educational perspective, the comprehensive development of human resources concerning a moral, intellectual, physical, aesthetic, psychological, emotional, will, personality and other multi-dimensional and multi-level, is a comprehensive, sustainable development in an ultimate sense, not contrary to the will of self-alienation as a means.

As a value of educational resource, Humanity will undoubtedly have important practical significance on guiding for teaching and research activities. Humanity environment, in essence, is a holistic educational environment of harmony, which not only is of non-utilitarian in nature, but make the educated in the traditional cultural context and cultural context of the barracks to get on the double polymerization type of spiritual experience. Besides, it is the adhesive and lubricant to bound people, collective, society and the nature in dynamic equilibrium state. In all various environments, the humanity environment is relatively leaned to the influence of emotional invasion, focusing on the optimization of psychological structure to the educated through the coordination of emotional and rational way, promoting their moral character and soul of the will towards maturity and perfectiveness, and the value of derivative meanings, team cohesion, integration scenarios, influence of cardiac functions will therefore more prominent <sup>[2]</sup>. The humanity environment not only promotes the development of mind and ability, such as problem-finding and problem-solving, communication and collaboration of practical tasks, artistic appreciation and perception, but also to fasten and exalt the life state, so that it has the spontaneous surge of creative power of consciousness and autonomy, so as to build a strong skillful and psychological foundation for soft landing in the coming force posts.

German philosopher Karl Jaspers once said: "Education is the education of human soul, rather than the heap of intellectual knowledge and understanding, the process of which is primarily the one of spiritual growth, then learns to become a part of science"<sup>[3]</sup>. He put the "spiritual growth" ahead of the "scientific learning", directing that the "humane care" is the core dimension of modern education. We explore the human aspects of educational training environment, capturing at "humanity" dimension of value, which is concerned about the people of their own, highlighting the people-oriented concept, the final sitting of the ultimate concern of human nature. The values that higher education advocates and passes, such as ideals, beliefs, morality, are guiding the thinkings of students, regulating their behaviors, shaping their personalities. The radiating power of cohesion and coupling of a good humanity environment will enable the faculties and students to have a real sense of identity and belonging. This invisible force, once established, will become the most stable and enduring incentive by its inertia.

The world's major military powers spare no effort to unremittingly develop humanistic care embedded in the institutions education and personnel training. To the U.S. military academies, for example, have taken on a wide variety of reforms to strengthen the quality of the educational environment from the 1980s. West Point, implements the dual teaching, which refers to mathematical engineering track and public affairs & humanities track. Students are demanded to learn 32 core subjects and 12 elective courses in four years. Teaching programs offered 358 elective courses, is divided into different areas of research and the main direction; public affairs & humanities track has 17 tracks on eight main areas of research direction. Only the field of behavioral sciences and leadership has 34 electives, each 40 hours, 3 credits, which will show the breadth and relevance of U.S. institutions on strengthening humanity education. In addition, categories of international humanities courses are completely set up in the courses such as foreign languages, history, geography, politics, etc <sup>[4]</sup>. The breakthrough of bottleneck in the professional setting and orientation of flexible general education philosophy, are the key for U.S. military education to be sustained to maintain the lead position in the international competition.

### 3 The co-effects: Environmental Project of Modern Talent Development

The humanity environment of higher education, is a relatively complex system which is composed of many interrelated factors such as social, collective, psychological ones. It has a significant impact on the conduct for teaching subjects, the operation of education system, the transformation of the training model. In a sense, the humanity environment is similar to a "field", which can form a highly connected, structured and extended co-effects, thus breaking the educational training "meta-model" of elements of the atomic as the cause of nonlinear step of "dynamic combat" within education.

### 3.1 The Resonance Effect - political and Ideological Environment Guiding the Path of Modern Talent Development

The resonance effect in physics, refers to a certain "time field". When the frequency of external forces is close to that of objects, the vibration will cause the body move at the same pace, and the closer the distance, the greater the amplitude. Psychological studies have shown that the cognitive activity of individual emotions have a great role in the constraints. Even the content of education is correct, rational and scientific, the affective filter by the main body is needed, which can be internalized into their psychological components. If the teaching of both the mind "resonance" cannot be achieved (inter-subjectivity, or "dialogue of the Logos"), the "mediator" and "transformation" can unboundedly not addressed. French sociologist Emile Durkheim had raised the concept of "social integration", which refers to that the social ties combining individuals, are based on a contact state characterized by the common emotional, moral, beliefs or values among individuals and groups. There are two inner senses in each person, namely, the individual consciousness and collective consciousness. Once the collective consciousness of community can not be built, the social disorganization will appear as the loss of the overall transformation of society through community contacts<sup>[5]</sup>. As the organic composition of social integration, the purpose of ideological and political education in universities or colleges is to make the educated realize that the fate of individual has a resonance relationship with the development of nation and era thus stimulating the aggregation of its strong psychological and sense of identity, and the aggregation towards a unified action.

In contemporary China, educational objectives are closely aligned with the development needs of the "new quality productive forces," emphasizing the cultivation of innovative talents and top-tier innovative talents to serve the advancement of Chinese-style modernization and the pursuit of self-reliance and strength in science and technology. The development of the times and cultural changes will inevitably have an impact on personnel training, higher education there can be no "value-free", which is bound to be marked with the stigma of a variety of value judgments. In the current background of "joint endeavor to build harmonious", the important fulcrum of humanity environment of higher education is to implemente the socialist concept of the "Eight Honors and Eight Shames", establish of a good atmosphere, carry forward the revolutionary righteousness, and create a good culture atmosphere, in order that the educated in this psychological "climate adjustment" can think and understand, thus purifying their souls, subliming their personalities and being self-perfection. The higher education system must proactively engage with the world's cutting-edge science and technology, the main economic front, and major national needs. It should deepen the integration of science, education, and industry to cultivate talent through innovative practice. We must promote the spirit of scientists, guide students to embrace the aspiration of serving the nation through science and technology, and nurture a new generation of individuals who master advanced science and technology while consciously shouldering the great mission of national rejuvenation. This will provide a solid talent foundation for developing new productive forces and advancing Chinese modernization.

### 3.2 The Conjugate Effect- cultural Environment on Campus Highlighting the Characteristics of Modern Talent Development

The conjugate effect in chemistry is due to the constraints between atomic groups, mutual cooperation and interaction, making the whole molecular structure of organic compounds more stable, reducing the internal dissipation, increasing the molecular polarity, free to the external damage. The effect of organic compounds can be formed in response to the key, that every atom in the "role configuration" of molecular structure, reintegration and repositioning, improving each other and thus becoming the new organism with structural stability and enhanced resistance. Conjugation inspires us to focus on cutting from the education environment of the "social integration", actively creating a good "inner environment" and developing the awareness of the role and the belonging. In this case, the group members (managers, educators, service- providers and other participants) of will identify the selfishness and format the shared values, norms and lifestyles in the interaction, mutual education and the assimilation. Undoubtedly, the "campus culture" has the characteristics of elements, so that it plays the role of strong grabbing hands and pushing hands in modern talent development.

The word of culture, comes from the old Latin "cultura", originally meaning farming, mannequin, or civilized. In essence, culture is a "mental cultivation", is the state of human life or a certain kind of model. Culture means that the impact or influence, is a cultural force. Education has a well-known "kimchi" theory: the taste of kimchi, depends on the sugar, salt, ginger, garlic and other composition<sup>[6]</sup>. The practical characteristics of modern talent development, to a certain extent, depends on the culture of the educational environment itself. As a special kind of humanity environment, campus culture is an important position that can not be ignored to achieve education "paradigm shift". The personal, distinctive and attractive cultural environment can play a role of pooling, orientating, regulating, stimulating and coordinating by the means of visual education pattern, which will help teachers and students have a psychological sense of identity, thus forming a strong centripetal force and cohesive force. Especially, the common group awareness such as ideals and beliefs,

values, codes of conduct, jointly develop the spiritual home of “modern university person” and will play a lasting impact on life, world outlook and values of the educated. The enormous appeal and depth of mobilization force of campus culture, will continue to boost the emergence of new quality productivity to achieve “significant shift” in the direction and processes. The image of modern university shapes the campus culture, and good image is also the spiritual wealth and intangible assets of the transformation of higher education.

### 3.3 The Coexistence Effect - environment of Intergroup Relations Regulating the Effectiveness of Modern Talent Development

As an important concept international politics and sociology, the coexistence effect refers to the political clusters, the community clusters as well as ethnic clusters, due to mutual agreement to follow certain rules and principles of political nation, the law of social convention, in order to achieve peaceful coexistence, shared prosperity and common goal of win-win benefits. China's traditional culture is an ethical-oriented culture, emphasizing the dependence between the upper and lower and even some kind of dependency. The introduction of market mechanisms, has broken this vertical social ethics, and behind “Leviathan”, the competitive, benefits-induced market economy, all undercurrent negative ideas are emerging. when the “attention” becomes a scarce resource in the moment, the educated's individual choices in the multi-source information channels and the screening of the dissipative, are to a large extent subject to physical and psychological value-thresholds. In interpersonal communications, the “communicative rationality” often shows a strong inner tension and confrontation by the profound impacts of public opinions, expectations, pressures, customs and ideas. How to weaken the anxiety, human indifference and even the moral decline due to the changes of internal and external environment, is a real topic in the modern talent development.

Marx once said: “A person's development depends on his direct or indirect relations with all other people.”<sup>[7]</sup> In accordance with Maslow's hierarchy of needs, emotional needs is a higher level of demand patterns. Social ties between people through emotional communication, and good interpersonal relations can strengthen the individual groups of the organization's identity, sense of responsibility and sense of honor, and further promote the smooth development of the activities of the organization through positive reinforcement. China has always attached great importance to the construction of intergroup relations environment, such as stressing on the collectivism, advocating to serve the people, promoting fairness, improving the system of grassroots democracy, which are effective ways to strengthen relationship between cadres and enhance the value of identity. As a special kind of “quasi-social” environment composed by different groups within higher educational system, intergroup relations environment affects the spirit and behavior of the educated from different aspects, even the overall effect of modern talent development. The most important and profound element of intergroup relations environment towards the educated is the spiritual atmosphere of respect for teachers. Han Yu said: “The teacher, is the one to preach, teach and tuition” Seeger Socrates said: “Education is not an irrigation, but igniting of sparks.” In the new era, teachers are regarded as the “engineers of human souls”. Because of his special status and mission, the faculty is a guide for young students on their career, an escort to help them form and reshape their outlooks, values, ideals and beliefs. The training shift will be seriously compromised without teacher's deeds and selfless dedication. Therefore, the active integration of internal and external educational resources, gradual improvement of incentive mechanism on the selection and training of teaching staff, continuous enhancement on their working and living conditions, unceasingly strive to practice the philosophy of education of “all for teaching, all for teachers”, “supreme teacher, supreme students” are the keys to effectively implement the policies and guidelines of higher education in the new era, accelerate the development of new productive forces within the higher education.

### 3.4 The Symbiotic Effect – environment of Campus Landscape Extending the Platform of Modern Talent Development

Symbiotic effect is a kind of phenomenon that biological communities depend on each other. In 1870s, the German mycologists Debei Li found that when an individual plant grows, often relatively little weak; once growing together with a number of similar plants, the roots are full of vitality. De Beili called it symbiosis phenomenon. *Yi • Copulative* had a saying: side to class together, the materials into groups. Human society and nature can be described in the similarities. “Into a kitchen filled with abalones for a long time, one cannot smell their odour, and into a room filled with orchids for a long time, one cannot smell their fragrance. To people, the environment plays a subtle role just like “Living among hemsps, clumps need no help from the straightness”. In order to do martial training, the Northern Song set the school field contest, “flags everywhere, drums thunder” and “solider teams in good order”<sup>[8]</sup>. In the U.S. West Point campus, “Hills set up, trees planted, landscapes glorified, statues carved”<sup>[9]</sup>, which are in harmony with the school motto “duty • honor • country”, strongly infecting whoever lives in the meantime. And in campus of the U.S. Ivy League universities, including Harvard, Stanford and other prestigious universities, the old British colonial buildings are seen everywhere. The landscape

that red brick walls are full of dense green vines has become an important part of the deep historical roots. As Jordan, the first president of Stanford University once said: "The luxury of the cylinder along with their gallery has also played an active role in the training, each piece of whose stone walls will really edify the students."<sup>[10]</sup>

As a carrier of spirit, culture and academic of higher education system, the campus is an important place to accelerate the turning of modern talent development. Enchanting natural landscape makes people feel comfortable and linger in no end, and historical cultural landscape is more profound in forging people ahead. When faculty, students or visitors wander in the clean and beautiful campus, observing the unique style of buildings, feeling the history of precipitation and flavor of the times, will involuntarily spring with a strong symbiotic sense. Many Chinese academies, born in war-torn era, there have been many epic heroes and glorious deeds. When they plan the development, will make a full integration of historical tradition and modern architecture, blending architectural landscape with a sense of history as well as assigning the history of the landscape to modernity. For example, the academia historical building, which is a mirror concentrating and reflecting history and cultural heritage of the institutions: school history contents with the unique experience, collective wisdom and cultural traditions of university development, which is a map of campus culture and embodiment of educational characteristics, even a guiding compass for the students to get knowledge of contemporary history, look at the reality and look to the future; the representatives, not only in charge of passing the culture heritage, but also influence generations of our students for its deep cultivation, noble character and master's demeanour.

## **4 Taking Measures: Breakthroughs of Modern Talent Development**

### **4.1 The Deep Excavation of Campus Culture**

What a university stands for lies in its spirit. The core of university culture is spirit of innovation, which is the soul of the modern talent development as well as the overall characterization such as style, features, cohesion, creativity and vitality. Firstly, to strengthen the sense of mission. With the third wave of booming technology, information technology has become the main theme of the era, as a result of which the historical mission of higher education corresponds to a change towards the modern talent development with information literacy. We must firmly establish the sense of mission, and actively adapt to the needs of educational transformation. Secondly, to highlight the ethos motto. Ethos is some demand of moral self-discipline, behavior constraint and admonition to develop character for teachers and students of universities or colleges, which embodies a kind of cultural values and aspirations. By enriching and improving the content of ethos, we can constantly advance their levels of thoughts and connotations of culture. Thirdly, to promote the typical events. The typical historical events, have an effect of guidance and demonstration. To excavate, comb, research and advocate these typical events, is of great significance for educating, guiding and inspiring young students to remember historical mission, to climb the heights of science, and to grow into qualified personnel who will be brave in embracing the challenges of the world's new technological revolution.

### **4.2 The Multi-dimensional Creation of Psychological Environment**

The psychological environment penetrates the students some dominant or potential ideas and values with its unique symbolic notation, ultimately demonstrating individual's psychological characteristics by means of internalizations. To strengthen top-level design, pay attention to layouts and details, highlight the effectiveness in the bottom, a great effort to create an internal and external environment of universities or colleges is essential. For example, the improvement of inside systems, optimization of work styles, strengthening of constructions in newspaper, radio, television and network, visiting of museums and memorial halls, viewing and emulating of heroes report and revolutionary education bases, participating of military-civilian buildups and community services, are all effective ways that the students will receive an invisible moral education and establish a wide range of horizontal linkages in some natural spontaneous life. As a result, the personnel training will surely become some educational model with a borderless, sustainable and unique characteristics.

### **4.3 The Flexible Bundle of Two-way Quality-oriented Education**

The modern talent development should be an aggregation and bundling of humanistic quality and professional quality. Humanistic Education is a personalized pattern whose purpose is to foster all-round development of a "free man" for all students. Following the internal rules of higher education, focusing on the individual characteristics of young students, integrating with creative minds on philosophies, contents and methods of education, we can constantly enhance the scientific, relevance and effectiveness of knowledge dissemination and value transfer. Efforts should be made to strengthen ideological education and innovation in primary cultures, at the same time the quality modern talent development should extend to the organization and implementation of second classes. Based on the principle of

"focusing on guidance with precision and effectiveness", all-round, large-angle quality education will be advanced by means of profound channels such as reading competitions, lectures, film appreciation, ode poetry competition, cultural performances, contests, special networks, folk music etc.

#### 4.4 The Extension of Social Practice For Students

*Notes of Learning* once stated: "the university education, there must be positive when teaching, and interest when returning." Here, only through social practice can school education be fully consolidated. Social practice is an important way for the students to transfer the book knowledge to an inherent ability and enhance the psychological quality. The role of layout and infiltration of social practice should be played on modern talent development, so that students can make their efforts to turn what they have learned to what they will use. On the one hand, the sources of information channels will be actively expanded, to continuously broaden their scope of knowledge and vision of awareness; on the other hand, by effectively mobilizing their enthusiasm and promoting their mental perfectiveness, enable them to grasp the basic strategy and needed skills in the future post. In order to expand the breadth and depth of social practice for students, the colleges will take steps to organize them to conduct social surveys and friendships between schools and enterprises, help them get more opportunities to go into communities, to experience society and life and to develop self-awareness and enhance skills.

## 5 Conclusions

Of all elements consisting of new quality productivity, the personnel is the most active and decisive factor. Developing new quality productive forces is an intrinsic requirement for promoting high-quality development. Modern university education serves as the core engine for cultivating this new momentum, while superior environmental soft power provides fertile ground for its robust growth. The synergistic advancement of these three elements collectively forms the core competitiveness for the future. We must deeply grasp General Secretary Xi Jinping's important exposition that "education, science and technology, and talent are fundamental and strategic supports for comprehensively building a modern socialist country." By advancing these three pillars as an integrated whole, we will inject tremendous momentum into comprehensively advancing the great rejuvenation of the Chinese nation through Chinese modernization.

### Funding

The "14th Five-Year Plan" Higher Education Research Projects by Guangdong Provincial Association of Higher Education "Implicit Cognition, Group Psychological Contract, and Innovative Education in Private Colleges and Universities" (NO: 21GYB09); The 2022 Annual Planning Projects (School Development Category) by Chinese Private Education Association "Research on the "Internal Expansion and External Extension" Model of Cultural Governance in Private Universities for Innovation and Entrepreneurship Practices" (NO: CANFZG22323)

### References

- [1] Suhomlinski Anthology [M]. Beijing: Education Science Press, 2001:168.
- [2] Xiang Xian Deng. The construction of environment in military academies characteristics [J]. Military Academy of Economics, 2010 (5): 67.
- [3] Jaspers. What is education [M]. Beijing: Joint Publishing, 1991:8-10.
- [4] Leng Cheng Huai, Zhang Bang Dong. Overview of West Point [M]. Beijing: The General Staff Military Training Department of People's Liberation Army, 2003:145-148.
- [5] Emile Durkheim. Social division of labor [M]. Beijing: Joint Publishing, 2005:191-192.
- [6] Ju An Ping, Fu Zu Hao. Environment on education and pickles theory [J]. Science and Management, 2007 (1) :36-38.
- [7] Marx, Engels. Collected Works of Marx and Engels (Volume 3) [M]. Beijing: People's Publishing House, 1960:551.
- [8] Zhao Dong Mei. Force and sword: the martial arts in history [M]. Beijing: PLA Publishing House, 2000:119-120.
- [9] Wang Fei Ling. Entering into West Point [M]. Hong Kong: Times International Publishing Co., 2005:16.
- [10] Zhou Shao Nan. Stanford University [M]. Changsha: Hunan Education Press, 1991:24.