

# Exploration on the Reform of Ideological and Political Education in Art Majors in Private Universities

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**Abstract:** At present, how to carry out ideological and political education in art majors under the background of curriculum ideological and political education is a common topic of concern for art majors. Some art majors in domestic universities are also continuously exploring the field of "art ideological and political" research, exploring educational reform methods that complement ideological and political education with art major teaching. This article takes the art majors in private universities as the research object, based on the particularity of art majors, analyzes the problems in the ideological and political education of art majors in private universities, deeply explores the path of teaching reform, and can provide reference ideas for the ideological and political education reform of art majors in private universities.

**Keywords:** Private university; Art majors; Ideological and political education; Innovation

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## 1. The particularity of educating students in ideological and political courses for art majors in private universities

### 1.1 Educational objectives

The educational goal of art majors in private universities is mainly to cultivate highly skilled and high-quality application-oriented professionals engaged in art. Compared to comprehensive talents, applied talents are concentrated in a more specific field, promoting the development of various fields and industries in modern society with relatively more specialized skills and knowledge. Art majors have their own professional advantages. It is necessary to fully promote the characteristics of the subject, make good use of universities as the main battlefield of ideological and political education, deeply integrate and organically combine with mainstream values in Chinese society through artistic means, guide students to use camera language, body language, color language, etc.

### 1.2 The subject of education

Ideological and political education is not just a process of flowing from the subject to the object, but a two-way flow of the subject and object. Therefore, as the main body of education, art teachers in private universities need to actively change their educational concepts, based on the educational goals of applied talents, student-centered, respect students' personalized development, and teach according to their aptitude. Throughout the entire teaching process, the ideological and political education elements contained in professional knowledge and skills are carefully sorted out, creating an immersive learning atmosphere for students, guiding them to establish correct values, and realizing the transformation of ideological and political education from "generalization" to "personalization", so as to unify art and moral education, and improve the teaching quality of art majors and the educational level of aesthetic and moral education in private universities.

### **1.3 The object of Education**

As the object of education, students also need to actively digest and absorb knowledge, and fully exert their subjective initiative. Students majoring in art in private universities are a special group of college students with distinct personality characteristics, with weak theoretical knowledge but significant advantages in practical ability. Therefore, when conducting course ideological and political teaching in art majors of private universities, it is necessary to fully integrate the characteristics of students and leverage the positive value orientation role of ideological and political education in practical creation. In order to create artistic masterpieces that can represent the style of the times, we should concretize, liven up, and make ideological and political education more practical.

## **2. The problems in ideological and political education in practical courses of art majors in private universities**

### **2.1 Unclear positioning**

Firstly, compared to public universities, private universities lack a clear educational positioning in the teaching objectives of cultivating applied talents. This leads to some specialized courses in the education process of applied technology universities only focusing on the cultivation of students' professional knowledge and skills, resulting in increasingly refined disciplinary and professional differentiation. Students are unable to complete their correct career plans under the guidance of teaching objectives, which leads to a low level of initiative and initiative in teaching education. Secondly, compared to students in non-art majors, students in art majors have distinct contemporary characteristics. Most of these majors have outstanding creative abilities and active emotional thinking. However, private universities cannot fully grasp the characteristics and advantages of this group of students in the process of education, and therefore cannot teach students according to their aptitude.

### **2.2 Insufficient practical resources**

Currently, due to the lack of educational resources and lagging reform awareness in private universities, the practical teaching of art courses still reflects a strong theoretical foundation, and there is a lack of reform and innovation efforts. The "curriculum ideological and political education" of art majors in private universities is directly reflected in the practical teaching process of professional courses. Traditional teaching models cannot achieve good results and are difficult to meet the construction needs of applied talent courses. Innovative and more diverse forms are needed to generate students' interest in ideological and political education content. Compared to public universities, private universities have relatively limited educational resources, fewer professional practice platforms that cooperate with universities, and fewer practical opportunities available to students. The practical courses of art majors usually require sufficient practical teaching bases, but most students can only use the university as their place to complete their practical courses, which limits the scope and perspective of students' topic selection during the practical process.

### **2.3 Lack of overall construction**

Most private universities are relatively backward in updating educational information and educational concepts compared to public universities. In the process of promoting the reform of curriculum ideological and political education teaching, there is a lack of overall design and construction at the university level, as well as corresponding evaluation and assessment systems. This has led to a relatively one-sided reform of curriculum ideological and political education, which only focuses on a single course and lacks a platform to connect courses. Therefore, it is impossible to form a relatively systematic teaching curriculum group, and the goal of comprehensive education cannot be achieved through a specific curriculum. The lack of top-level design in universities makes it impossible for each department to establish a curriculum ideological and political platform based on their own educational characteristics and concepts.

## **3. The reform path of ideological and political education teaching in practical courses of art majors in private universities**

### **3.1 Adhere to the educational concept of cultivating morality and talents**

The core of curriculum ideological and political education is to educate people. This requires not only guiding students to establish correct worldviews, outlooks on life, and values in the teaching practice process, but also developing corresponding teaching plans based on the characteristics of art majors, which are specifically implemented in various aspects such as course goal design, teaching outline revision, textbook editing and selection, running through classroom teaching, teaching discussions, practical internships, and homework assessments. Meanwhile, based on the goal of cultivating applied talents required by society, private universities should

actively pay attention to the development trends of the art industry and changes in the job market before designing courses for art majors, and cultivate the art talents needed by the market.

### **3.2 Strengthen practical ability and achieve diversified innovation in educational forms**

Practical ability is one of the most important abilities in the process of cultivating students in private universities, especially for art majors with strong applicability. Practical creation is an important part of teaching and the main form of reflecting educational achievements. This requires starting from multiple dimensions, comprehensively integrating ideological and political elements into the teaching content of art majors, building as many practical platforms as possible, guiding and educating students with rich and diverse educational forms, fully utilizing Chinese red education resources and traditional cultural resources, and learning excellent artistic works. These measurements enable art majors to receive higher levels of education and education in the process of artistic practice and creation, enabling students to understand the concept of "curriculum ideology and politics".

### **3.3 Coordinate platform construction and improve course evaluation mechanism**

Simply combining the two aspects of "art" and "ideological and political" superficially cannot achieve the successful reform of ideological and political courses in art majors in private universities. So we cannot limit ourselves to starting from the micro level such as curriculum teaching objectives and changes in teaching content, but complete set of mechanisms to cooperate and form a comprehensive integration between curriculum, teachers, universities, and even the national education system at a macro level. Among them, the overall planning of universities at the meso institutional level is of great significance in connecting the past and the future, and in building a curriculum ideological and political platform. Universities should establish an overall awareness of establishing a curriculum ideological and political system, and clearly recognize that curriculum ideological and political education is not just a simple sum, but a problem of overall coordination and coordination throughout the university.

## **4. Conclusion**

In the new era, the cultural confidence brought by excellent literary and artistic works comes from the efforts and dedication of artists, and art majors in major universities are the backbone of the country's future art industry. So it is extremely necessary to implement ideological and political education for students majoring in art. Integrating ideological and political education throughout the entire process of art majors in private universities, and building an education system with contemporary characteristics based on aesthetic changes in different eras. To contribute to the ultimate goal of cultivating art professionals with professional abilities and representing the style of the times, the vigorous and healthy development of the socialist literary and artistic cause with Chinese characteristics.

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