

# College Drama Art Education and Talent Cultivation—— A Case Study on the “Black Beauty” Art Festival at Northwest University

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**Abstract:** This article aims to explore the close relationship between drama aesthetic education and talent cultivation in universities. Taking the “Black Beauty” Art Festival of Northwest University as an example, it deeply analyzes its achievements and influence in aesthetic education practice and talent cultivation. Through its organizational form, activity content, and feedback from participants, the study reveals the important position of drama aesthetic education in university education, providing reference for how domestic universities can better use drama aesthetic education to cultivate talents.

**Keywords:** College drama; Art education; “Black Beauty” Art Festival

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## 1. The Background and Development of Dramatic Aesthetic Education

Drama originated in ancient Greece, and in the original Greek text, “drama” was “action, action”, initially a purely artistic form of expression. Drama aesthetic education is an educational method that uses drama as a carrier and cultivates comprehensive qualities such as aesthetic ability, creativity, communication ability, and teamwork ability through performance, creation, and appreciation.

In recent years, the aesthetic value of drama has gradually been explored and valued, which has also led to the rise and development of drama aesthetic education. With the continuous improvement of drama theory and the continuous innovation of drama art, the expression form and aesthetic value of drama have gradually been enhanced, which provides a richer resource foundation for drama aesthetic education and creates favorable conditions for its further development.

## 2. The Application and Development Trends of Drama Aesthetic Education in Universities

### 2.1 The role of drama aesthetic education in higher education

Drama aesthetic education plays an important role in higher education, mainly reflected in the following aspects:

**Improving students’ aesthetic ability:** Drama is a comprehensive art form that integrates literature, music, dance, art, and other art forms. Through the appreciation and learning of drama, students can better understand and feel the diversity and complexity of beauty, thereby improving their aesthetic and artistic appreciation abilities.

**Cultivating students’ creativity and imagination:** Drama creation requires rich imagination and creativity, and the cultivation of these abilities is also an important goal of higher education. Through the creation and performance of drama, students can be stimulated for creativity and their imagination can be enhanced.

**Enhance students’ emotional expression and communication skills:** Drama is an art of emotional expression. Through the performance of drama, students can learn to effectively express their emotions and thoughts, while also improving their communication and teamwork abilities.

### 2.2 The current development status and trends of drama and aesthetic education in domestic universities

In recent years, domestic universities have gradually increased their emphasis on drama aesthetic education. Many universities offer courses such as drama appreciation and performance, and incorporate them into the general education system. These courses

guide students to appreciate and perform theatrical works, cultivating their aesthetic taste and humanistic literacy.

The development of campus drama is student-centered, and activities are carried out in conjunction with drama clubs. The guidance of teachers is also crucial. For example, under the guidance of Professor Huang Yuejie from the Black and White Drama Society of Zhejiang University; Under the guidance of Professor Lv Xiaoping and Professor Gao Ziwen from Liuxia Drama Society of Hangzhou Normal University; At Northwest University, during the early stage of the “Black Beauty” drama festival, the support was mainly from the Chinese department’s counselor team. After the establishment of the Little Black Drama Society in 2007, Northwest University’s campus drama had a fixed “quasi professional team”, marked by the participation of multiple professional teachers in business guidance.

Although the development of drama art education in domestic universities still faces some challenges, such as incomplete construction of drama disciplines, insufficient teaching staff, and uneven distribution of drama education resources. In the future, with the increasing attention paid to interdisciplinary cooperation, local drama inheritance, and innovative practices, the aesthetic education of drama in domestic universities will take it to the next level.

### **3. Practice and Exploration of the “Black Beauty” Art Festival at Northwest University**

#### **3.1 The content and format of the “Black Beauty” Art Festival**

The “Black Beauty” Art Festival at Northwest University is a comprehensive art festival that focuses on theatrical performances and presents various forms of art. Since its establishment in 1987, it has been successfully held for 36 sessions, providing a platform for learning knowledge, understanding thoughts, enriching experiences, reflecting on life, and pursuing dreams.

The “Black Beauty” Art Festival offers a variety of performance genres, including revolutionary historical dramas, black comedies, and social problem dramas. For example, in the 34th “Black Beauty” Art Festival, the revolutionary historical drama “The story of Red Flag” integrated the story of “embroidering the red flag” and the design experience of the five-star red flag, inspiring young people in the new era to remember the will of their ancestors and continue the flame of revolution; The 33rd “Black Beauty” Art Festival poverty alleviation series “Please Answer 2020” focuses on real-life issues such as returning home for entrepreneurship and left behind children, with poverty alleviation work as the background.

#### **3.2 Talent cultivation goals and practices of the “Black Beauty” Art Festival**

The positioning of the Northwest University “Black Beauty” Art Festival is to cultivate high-quality artistic talents with international perspectives, innovative thinking, and cross-cultural communication abilities. This goal is achieved through a series of practices, including the following aspects:

**Innovative thinking cultivation:** The art festival encourages students to unleash their innovative thinking and explore new ways and techniques of artistic expression. The school provides various resources to support students in innovative projects, thereby cultivating their innovation ability and artistic creativity.

**Practical teaching:** The art festival emphasizes practical teaching, providing students with the opportunity to apply the knowledge they have learned to practical projects. By participating in the preparation and implementation of art festivals, students can improve their organizational, execution, and problem-solving abilities.

**Social participation:** The art festival emphasizes social participation, encourages students to participate in public welfare activities and social practices, and enhances their sense of social responsibility and civic awareness. Through cooperation with professional colleges and industry, students can apply their learned knowledge to practical situations and make contributions to society.

### **4. Analysis of Talent Cultivation Achievements of Northwest University’s “Black Beauty” Art Festival**

#### **4.1 The specific achievements of the “Black Beauty” Art Festival in talent cultivation**

In recent years, the “Black Beauty” Art Festival has explored a practical aesthetic education model of “Five in One” collaborative education, which refers to the collaborative education of students, professional mentors, counselors, industry mentors, and alumni. Many excellent works and students have emerged, such as a professional screenwriter, two professional directors, and one film director, led by the student creator of “The Doll at Home”, The screenwriter and director of the nominated work “Mrs. Shanghai” at the International Ibsen College Student Drama Festival in the third section are currently a doctoral student in screenwriting and a doctoral student in directing at the Central Academy of Drama. Many students from various majors who have participated in the “Black Beauty” art festival have engaged in related majors and industries after graduation, achieving excellent results in the industry.

## 4.2 The impact of the “Black Beauty” art festival on the comprehensive quality of participants

The Northwest University “Black Beauty” Art Festival has multiple positive impacts on improving the comprehensive quality of participating students:

**Artistic literacy improvement:** The “Black Beauty” Art Festival focuses on theatrical performance, and participating students can enhance their artistic literacy in various aspects. Through personal experience and practice, students can gain a deeper understanding of various art forms and improve their aesthetic and expressive abilities.

**Teamwork awareness:** Art festivals usually require collaboration between multiple stages and departments, and participating students can learn the importance of teamwork, cultivate their collaborative awareness and ability.

**Innovation cultivation:** The Black Beauty Art Festival encourages innovation and originality, and participating students can unleash their imagination and creativity, try new forms of performance and creative ideas. Through the platform of the art festival, students can showcase their creativity and talents.

## 4.3 The Development Trends and Prospects of Drama Aesthetics Education in Universities

In recent years, the aesthetic education of drama in universities has shown various development trends in contemporary society. This field of education is not only a part of the art discipline, but also an important means of cultivating students’ aesthetic views, emotional expression, and creativity.

In the current development process, drama and art education in universities has shown more diverse and inclusive characteristics. This trend encourages students to be exposed to and understand drama and art from different cultural backgrounds, while also requiring educators to approach various art forms and expressions with a more open and inclusive attitude.

At the same time, in college drama and art education, the collaborative education of students, professional mentors, counselors, industry mentors, and alumni lays a solid foundation for the personal development and future career of students. Utilizing social resources for drama creation and performance in universities not only helps cultivate students’ sense of social responsibility, but also enhances their practical skills and teamwork spirit.

With the continuous updating and development of educational concepts, drama and aesthetic education in universities is also constantly innovating and reforming, not only reflected in the updating of teaching content and methods, but also in the re-examination of educational concepts. In the future, drama and art education in universities will pay more attention to cultivating practical skills and innovative abilities, and serve the fundamental goal of cultivating morality and talent.

## 5. Conclusion

In the current era of continuous emphasis on drama aesthetic education in universities, the “Black Beauty” Art Festival at Northwestern University explores and innovates drama aesthetic education through various means. In the future, the scope of education in drama and aesthetics will become increasingly extensive, enabling students to receive patriotic education and ideal belief education in a way that they enjoy, helping them form correct values and personalities, and making important contributions to cultivating socialist qualified builders and reliable successors with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor.

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