

A Probe into the Influence of Internet New Media on College Aesthetic Education

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Fund Project: 2017 Higher Education Science Research Project of Shaanxi Institute of Higher Education “Exploration of practical Teaching System of Applied Technology University Chinese Education” (Project No. XGH17265).

Abstract: With the continuous development and progress of scientific and technological undertakings, Internet technology has exerted varying degrees of influence on all aspects of modern life. This not only brings convenience to its specific production and life at the right time, but also creates a certain contradiction with traditional methods. For the development of education, the rapid development of new network technology has prompted it to accelerate the implementation of new curriculum teaching goals, so as to effectively improve the quality and efficiency of talent training, while enhancing its social competitiveness, and lay a solid foundation for its future social life.

Keywords: New Internet Media; University Teaching; Aesthetic Education; Impact Analysis

As far as the actual development status of the current technological society is concerned, the application coverage of network technology is becoming wider and wider, and its impact on people’s lives is also deepening. The new network media is one of the typical representatives. It is an emerging technology product derived from the development of the times. It has high interactivity, information sharing and resource openness, and is compatible with the characteristics of the current information age, so it can under the background of conforming to the development requirements of the times, we will gradually realize innovation and progress. For college teaching, the characteristics of new online media coincide with the openness of education and teaching work, which enables contemporary college students to speed up the process of adaptation, better integrate them into real learning life, and learn to efficiently obtain real-time information from them. This article aims to discuss the specific impact of new online media on aesthetic education in colleges and universities.

1. The development background of new media on the Internet

Compared with the traditional media industry, the modern technology of new media on the Internet is more prominent. It can realize real-time information interaction and provide open resources for users to use. This is not only conducive to speeding up the development of information dissemination, but also conducive to broadening the user’s knowledge range has a positive impact on the enrichment and supplement of the content of its own knowledge system framework. In the context of the rapid development of science and technology and frequent information exchanges, people gradually increase the use of new online media and dig out the usable value that can effectively promote the development of their own comprehensive quality. This is to vigorously promote the development of new online media. The key driving force is also an important indicator guiding the technological innovation and progress of new online media.

2. The influence of Internet new media on teaching work in colleges and universities

As an important base for the cultivation of modern diversified talents, colleges and universities are aware of the characteristics of the development of science and technology and information society, and introduce new online media as teaching aids in a timely manner, and strive to complete basic teaching tasks with quality and quantity, while training talents information acquisition and processing capabilities to promote the enhancement of its overall adaptability and better integration with the networked era. The introduction of new online media can help broaden the channels for college students to acquire new knowledge, and help them understand and master other technological skills through online media technology after completing basic learning tasks. This is not only conducive to the improvement of their overall quality, but also it stimulates its potential to a certain extent, and lays a good foundation for its development strength enhancement. In addition, the introduction of new network media technology can also help teachers reduce the pressure of teaching and achieve efficient classroom development in an orderly manner. However, due to the information openness of the new online media, college students cannot filter all the information when they use it to expand their knowledge, resulting in some vulgar content entering their line of sight. Therefore, the influence of new online media on the teaching work of colleges and universities has both advantages and disadvantages. When college teachers actually introduce and apply them, they should consciously seek advantages and avoid disadvantages, so as to highlight the advantages of new online media while minimizing their impact. Various teaching activities are harmful.

3. The specific impact of new online media on aesthetic education in colleges and universities

3.1 The influence of new online media on the teaching methods of aesthetic education in colleges and universities

The fundamental purpose of aesthetic education in colleges and universities is to convey aesthetic knowledge to students, so as to promote the improvement of students' aesthetic level and enable them to have good aesthetic appreciation. In the traditional aesthetic teaching work in colleges and universities, teachers mostly input the knowledge of art aesthetics to students based on art teaching materials, and their specific aesthetic teaching content is also based on the content of the teaching materials. Under the premise of the introduction of new online media, college teachers use their large reserves of information resources and wide coverage to expand students' aesthetic knowledge, introduce trend aesthetic knowledge in a timely manner, and improve students' tolerance for diverse aesthetic cultures, guide them to cultivate their own aesthetic judgment style. Teachers in colleges and universities can use multimedia teaching tools to show students a variety of different art works in the classroom, or arrange homework for students, requiring them to independently explore the aesthetic knowledge of a specified topic, thereby effectively reducing the difficulty of teachers' aesthetic education. At the same time, optimize the actual learning effect of students.

3.2 The influence of new online media on the content of aesthetic teaching in colleges and universities

When most college teachers carry out aesthetic education, they will prepare a series of lessons in advance, and use this as a guide to guide their follow-up work in an orderly manner. However, after the introduction of new online media, students have more ways to obtain aesthetic information, and their understanding of aesthetics has gradually increased, which hinders the efficient development of teachers' classroom teaching activities. Moreover, after students learn more about aesthetic culture, their requirements for aesthetic education also increase. Therefore, after teachers are aware of this development problem, they consciously innovate and supplement their specific aesthetic teaching content, and add trendy culture based on their original teaching materials knowledge, so that on the one hand, they can fully meet the actual development needs of students, on the other hand, it can also promote the formation of students' diversified aesthetic concepts, which has a positive significance in promoting their own aesthetic ability. The aesthetic knowledge brought by new online media to students is not only positive, but also some vulgar content. Teachers show the correct direction of aesthetic development of the trend of the times in the teaching content, and can help students distinguish good from bad in a timely manner, so that they can avoid wrong guidance when they independently use network multimedia to obtain aesthetic information.

3.3 The influence of new online media on the aesthetic teaching atmosphere in colleges and universities

As far as the actual development of the current information network society is concerned, the actual application range of network technology in the new era is broad, affecting the production work of all walks of life in many aspects. The overall social environment has been optimized and progressed in a timely manner due to the innovative development of network technology in the new era, and the popularity of the Internet lifestyle has also increased. As the base for the output of talents in the new era, colleges and universities, after recognizing the development trend of the social background, consciously innovate their own aesthetic education environment, and use network new media technology to optimize specific aesthetic education methods and enrich aesthetic content. Students create a good aesthetic teaching atmosphere with the coordinated development of multiple aesthetic cultures, so as to promote their independent and efficient participation in the teaching process of various aesthetic knowledge. The introduction of network new media technology can help teachers visually display art works to students from visual and auditory perspectives, help them vividly experience cultural connotations, and effectively improve students' overall aesthetic level.

3.4 The influence of new online media on the development of aesthetic teaching activities in colleges and universities

The addition of new online media to aesthetic education in colleges and universities will not only help teachers reduce the pressure of teaching, but also improve the convenience of students' learning, so students' dependence on it is gradually increasing. Most college students have their own thinking structure system, but their development is not yet mature and they are susceptible to interference from external factors. Teachers use new online media to carry out specific teaching, that is, they can comprehensively provide students with various aesthetic cultures, guide students to distinguish vulgar content, and fundamentally reduce the probability of wrong development. In addition, in the process of participating in the teaching of new online media, students' learning initiative and enthusiasm can also be effectively improved, which plays an important role in improving their own aesthetic quality, and can also fully demonstrate the development of new online media in college aesthetic teaching activities.

4. Conclusion

In summary, the development of new online media has brought new development opportunities for aesthetic education in colleges and universities, which can reflect the characteristics of modern education in many aspects, and has a positive impact on broadening students' knowledge and enhancing their overall development strength. In the context of the Internet age, college students have more opportunities to contact with diverse aesthetic cultures, and their own aesthetic concepts will be affected to varying degrees. Therefore, college teachers use it to carry out a series of aesthetic education activities to fundamentally help students correct their development direction and enhance their aesthetic strength.

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