

The Value Implication, Specific Connotation and Practical Path of Building a New Pattern of College Aesthetic Education in the New Era

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Abstract: As a crucial part of the work of colleges and universities, aesthetic education is quite necessary to build a new pattern of aesthetic education in colleges and universities in the new era in the face of the requirements of high-quality development of colleges and universities in the new era, which plays a significant role in promoting the all-round development of students' moral, intellectual, physical, aesthetic and labor development, cultivating students' various abilities, and satisfying the social demand of beauty in the new era. In the construction of the new pattern of aesthetic education in colleges and universities, we ought to intensify the political position to build the ideological pattern, strengthen the cultural drive to build the cultural pattern, and give play to the service function to build the social pattern. We should effectively bolster up the organizational safeguards by implementing the main responsibility; And based on excellent culture, we should also absorb the nutrients of youth growth; Besides it is necessary to actively serve the society, bring about a good social atmosphere, and build a new pattern of college aesthetic education in the new era in practice.

Keywords: Universities; Aesthetic education work; Pattern

Beauty is a prominent source of pure morality and spiritual enrichment. Aesthetic education is not only a synthesis of aesthetic education, sentiment education and spiritual education, but also an education that enriches imagination and cultivates innovative awareness, which can guide students to improve their aesthetic literacy, cultivate emotions, warm their minds, and stimulate their innovation and creative vitality.^[1] Since the founding of New China, the education policy of the Party and the state has always revolved around the all-round development of "morality, intelligence, physique, beauty, and labor". In the new era, the Party and the state have issued a range of important documents related to China's educational reform and development, asking students to enhance their aesthetic and humanistic qualities, and comprehensively strengthen and improve the aesthetic education work in schools. In recent years, colleges and universities have made many positive explorations in boosting aesthetic education and achieved obvious results. However, on the whole, in the development of universities, aesthetic education remains its weak link. Therefore, in the face of the new requirements of the development of colleges and universities in the new era, it is of great significance to build a new pattern of aesthetic education in colleges and universities.

1. The value implications of the construction of the new pattern of aesthetic education in colleges and universities in the new era

As an imperative and important part of the "five educations", aesthetic education in colleges and universities plays an increasingly significant role in the high-quality development of higher education in the implementation of cultivating morality and cultivating people, realizing to nurture the foundation and forge the soul, promoting students' all-round development of moral, intellectual, physical, aesthetic and labor, developing students' various abilities, and meeting the social needs of beauty in the new era.

1.1 Necessary means to achieve the fundamental task of cultivating morality and cultivating people

In his speech at the National Education Conference, General Secretary Xi Jinping laid stress on that it is necessary to comprehensively strengthen and improve aesthetic education in schools, adhere to educating people with aesthetics and culture, and heighten

students' aesthetic and humanistic qualities. However, with the development of network technology, Western social trends such as money supremacy, kitsch culture, and pan-entertainmentism continue to pour in, and some students are hugely influenced by its adverse influence to produce the problem of vulgarized understanding of beauty, so that they cannot form the correct value cognition of understanding, identifying and creating beauty, and gradually lose themselves in the complex world.

In the process of building a new pattern of aesthetic education in colleges and universities in the new era, by strengthening aesthetic education, sentiment education, spiritual education, and innovation awareness education with distinct socialist ideology, we will carry forward the core socialist values, strengthen the education of excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture, and help students realize that the ideas of Western capitalist ideology such as money supremacy, kitsch culture, and so on are not the means to realize beauty, the appendages of beauty and the pursuit of beauty, and then establish a correct view of history. The view of nationality, the country and culture, cultivate noble sentiments, shape a beautiful mind, enhance cultural self-confidence, train students to become builders and successors of the cause of socialism with Chinese characteristics in the new era, and realize the fundamental task of cultivating virtue and cultivating people.

1.2 Effective measures to promote the coordinated development of students' "five educations"

The Opinions on Comprehensively Strengthening and Improving School Aesthetic Education in the New Era pointed out that the concept of discipline integration should be established, and the integration of aesthetic education with moral, intellectual, physical education, and labor education should be strengthened.^[2] However, at present, the phenomenon of "talking about aesthetic education on aesthetic education" in most colleges and universities is still very prominent^[3], the content of aesthetic education courses is still relatively single, the knowledge that can be learned has strong limitations, and the integration between aesthetic education and moral, intellectual, physical education, and labor education disciplines is not high, and there is even a phenomenon of separation between each other.

In the process of constructing the new pattern of aesthetic education in colleges and universities in the new era, from the perspective of all-round education of moral, intellectual, physical, aesthetic and labor education, the Chinese aesthetic education spirit is incorporated with the rich aesthetic resources and moral, intellectual, physical education, and labor education in the national aesthetic characteristics, cultivating students' yearning for beauty, stimulating students' exploration spirit of the external world, strengthening their cultural subjectivity, and enabling them to have lofty aesthetic pursuits and noble personality cultivation; Through the construction of a scientific and complete curriculum system, the concept of discipline integration is established, aesthetic education is assimilated with moral, intellectual, physical and labor education, and the "soft" role of aesthetic education in the "five educations" is brought into play, so as to improve students' aesthetic and humanistic qualities and promote the coordinated development of their "five educations". Thereby, the construction of a new pattern of aesthetic education in the new era is an effective measure to promote the coordinated development of students' "five educations".

1.3 A significant way to satisfy the social demand of beauty in the new era

As a supply station for society, colleges and universities should "serve the people, serve the governance of the Communist Party of China, serve the consolidation and development of the socialist system with Chinese characteristics, and serve the reform and opening up and socialist modernization"^[4]. Fulfilling the people's yearning for a better life is the goal of the Party and the state in the new era.

In the process of construction, the new pattern of aesthetic education in colleges and universities in the new era insists on integrating aesthetic education into the improvement of the quality of the whole people, producing a social environment of "educating people with beauty, beautifying people, and cultivating people with beauty", stimulating people's yearning for a better life, and then creating a better life. At the same time, it takes the cultivation of students' ability to judge the value of politics and social beauty as the primary task, starts from the excellent traditional culture of the Chinese nation, focuses on cultivating students' ability to identify with the Party and the country, as well as students' patriotism and collectivist spirit, and guides students to realize the unity of perception, identification and conscious practice of the beauty of the country, society and people, and realize the unity of contributing to society and improving themselves. Thus, the construction of a new pattern of aesthetic education in the new era is a momentous way to meet the social demand of beauty in the new era.

2. The new pattern of aesthetic education in colleges and universities in the new era builds specific connotations

In the face of the call of aesthetic education in the new era, the new pattern of aesthetic education in colleges and universities should enhance the political position to build the ideological pattern, reinforce the cultural drive to build the cultural pattern, and play

the service function to build the social pattern.

2.1 Strengthen political standing to build an ideological pattern

Aesthetic education is a considerable approach for colleges and universities to cultivate morality and cultivate people, and in the process of building a new pattern of aesthetic education in colleges and universities in the new era, it is necessary to answer the fundamental question of “who to cultivate, how to cultivate people, and for whom to cultivate people”.

In the process of building a new pattern of aesthetic education in colleges and universities in the new era, the most important thing is to augment the political position and build an ideological pattern. First, adhere to the “main theme” of cultivating virtue and cultivating people, and integrate the core socialist values into the aesthetic education classroom. During the process of carrying out aesthetic education in colleges and universities, we should stick to the advanced theory of socialism with Chinese characteristics to guide aesthetic activities, integrate the cultivation and practice of socialist core values into the whole process of aesthetic education classrooms, extracurricular activities, and campus culture construction, and guide students to undertake the mission of national rejuvenation with a beautiful heart and deep emotions. Second, we should also persist in ideological and political education as the “theme song” to promote the deep integration of aesthetic education and ideological and political education. When the work of aesthetic education is carried out, colleges and universities should incorporate aesthetic education into the planning and design of the big ideological and political system, and ought to establish the soul of aesthetic education and politics, lead aesthetic education with moral education, empower moral education with aesthetic education, and deeply unite the two and stimulate beautiful spiritual power.

2.2 Strengthen cultural drive to build a cultural pattern

The construction of a new pattern of aesthetic education in colleges and universities in the new era insists on enriching the cultural connotation of colleges and universities and enhancing the atmosphere of aesthetic education, in order to achieve “educating people with culture and aesthetics”.

First, we should carry forward the socialist culture with Chinese characteristics and lay the foundation for aesthetic education. In the course of launching the aesthetic education work in colleges and universities, it is necessary to carry forward the excellent traditional Chinese culture, revolutionary culture and advanced socialist culture into the link of sports personnel. Deeply excavate the spiritual connotation of China’s excellent traditional culture, vigorously carry out revolutionary culture and advanced socialist culture education, and lay the cultural foundation for aesthetic education in colleges and universities. Second, promote the integration of disciplines and tap aesthetic education resources. During the process of carrying out aesthetic education in colleges and universities, we should break the barriers of disciplines, reinforce the integration of aesthetic education with moral, intellectual, physical education, and labor education, develop new courses for multidisciplinary cross-integration, create a new platform for research and practice in the integration of art and science, and tap more potential aesthetic education resources under the integration of subjects. Third, promote cultural exchanges between China and foreign countries and broaden the channels of aesthetic education. The aesthetic education work of colleges and universities should face the world and the future, strengthen exchanges and cooperation with internationally renowned institutions, let students feel cultural and aesthetic differences, accumulate aesthetic experience, enrich aesthetic emotions while stimulating creative ideas and innovation capabilities, and displaying Chinese cultural style.

2.3 Give play to service functions to build a social pattern

In carrying out the aesthetic education work in colleges and universities in the new era, we need to play the function of serving the society, form a benign interaction between school, family and social aesthetic education, and build a social pattern of aesthetic education in colleges and universities in the new era.

First, create an aesthetic education environment and build an aesthetic education system. Colleges and universities should actively launch aesthetic education activities linked with families, cities and rural areas, integrate aesthetic education into the improvement of the quality of the whole people and the construction of urban and rural environments, and create a social environment of “educating people with beauty, beautifying people, and cultivating people with beauty”. Second, guide teachers and students to actively participate in social practice and excite the effectiveness of aesthetic education. Colleges and universities should go deep into the grassroots to carry out literary and artistic practice activities, create a unique aesthetic education service brand according to the specialties of art disciplines and geographical advantages for sake of promoting artistic achievements to better serve the people and contribute professional strength to building a better life.

3. The practical path of building a new pattern of aesthetic education in colleges and universities in the new era

The implementation of aesthetic education in China in the new era is closely related to the top-level design of the national “education of people” policy, and the implementation of aesthetic education in colleges and universities has ushered in a golden period. Hence, we ought to seize this golden period, implement the main responsibility, and effectively bolster up the organizational guarantee; On the basis of excellent culture, intake the nutrients of youth growth; Actively serve the society, create a good social atmosphere, and build a new pattern of college aesthetic education in the new era in practice.

3.1 Implement entity responsibility and truly enhance organizational safeguards

At the moment, in the course of developing aesthetic education in colleges and universities, the crux is to improve quality and efficiency, and solve problems, the key is that the party committee of the school should assume the main responsibility, do a good job in top-level design, and effectively enhance organizational guarantees. Colleges and universities need to do a solid job in ensuring solid institutional guarantees in the top-level design of aesthetic education policies, faculty construction, funding support, and coordination and cooperation of aesthetic education collaborative and co-construction units. At the same time, schools ought to intensify the overall coordination of the Party Committee’s practice of aesthetic education, the sharing of school aesthetic education resources and social aesthetic education resources, accelerate the pace of integration between school and social education, and finally form a good atmosphere for talking about, loving and practicing beauty; With the characteristic development of “one school, one product” or “one school with multiple products”, a new situation of the school’s own aesthetic education development has been formed.

3.2 Based on excellent culture, intake the nutrients of youth growth.

Socialist culture with Chinese characteristics contains rich aesthetic education resources, and in the process of building a new pattern of aesthetic education in the new era, it is necessary to base itself on excellent culture, intake the nutrients of youth growth, and inherit beauty in the process of embodying and showing beauty. Colleges and universities are supposed to beautify people and face everyone, carry forward the excellent traditional Chinese culture, inherit and develop the revolutionary culture, disseminate the advanced socialist culture, and guide students to establish a correct aesthetic depth. Excavate the spiritual connotation of excellent traditional Chinese culture, enhance students’ perception of the beauty of the Chinese nation through “poetry”, “etiquette” and “music education”, and carry forward the aesthetic concept of “the unity of heaven and man” and the aesthetic pursuit of “advocating harmony”; Vigorously carry out revolutionary cultural education and advanced socialist culture, and guide students to understand the beauty of the spirit of struggle, unity, perseverance and dedication of our ancestors.

3.3 Actively serve the society and create a good social atmosphere for aesthetic education

Aesthetic education in colleges and universities is not closed, it calls for a broad vision and mind, needs to connect with the society, create a social atmosphere of great education, and guide teachers and students in colleges and universities to augment their awareness of serving the society. It is necessary to introduce elegant art into the campus from the aspects of history and culture, spatial region, Internet and internal colleges and universities, integrate and utilize all kinds of aesthetic education resources, accelerate the mutual penetration and integration of aesthetic education and social education, realize the effective connection of family, society and school, and comprehensively launch aesthetic education penetration in and out of school, online and offline. It is necessary to actively carry out the “Aesthetic Education Immersion Action Plan”, relying on the strength of aesthetic education teachers and students in colleges and universities, to provide assistance and volunteer services for the region (primary and secondary schools in old revolutionary areas, ethnic areas, border areas, poverty-stricken areas or vast rural areas), and effectively upgrade the quality of social aesthetic education.

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