

The Inheritance Strategy of Traditional Culture in College Art Education

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Abstract: As an important way to carry forward and spread traditional culture in colleges and universities, art education plays an irreplaceable role in enhancing the patriotic feelings of college students, improving the comprehensive quality of college students and promoting the comprehensive development of college students. As the historical treasure and artistic crystallization of the Chinese nation, the art education in colleges and universities should focus on the historical mission and important responsibility of educating people and firmly carry forward the traditional culture. Based on this, this paper first briefly describes the existing problems in college art education, and then analyzes and discusses the significance and specific strategies of inheriting traditional culture in college art education, aiming at promoting the spread and development of Chinese excellent traditional culture in college art education.

Keywords: Traditional culture; Colleges and universities; Art education; Inheritance; Strategy

As an important part of the college education system, art education not only bears the important responsibility of teaching students art and cultural knowledge, but also shoulders the important mission of inheriting and developing traditional culture^[1]. The inheritance of traditional culture in college art education is not only conducive to enhancing the patriotic feelings of college students, improving the comprehensive quality of college students, but also conducive to the overall development of college students. It can be seen that college art education has a very important significance and role in the inheritance of traditional culture, which can be regarded as an important form and effective way to inherit traditional culture.

However, at present, due to the influence of traditional educational ideas, some colleges and universities still have some deficiencies in the concept of art education, and do not properly deal with the relationship between traditional culture and art education, and pay insufficient attention to the transmission and development of traditional culture. Therefore, colleges and universities should strengthen the importance of inheriting traditional culture in art education. Through the effective combination of traditional culture and art education, the establishment of a sound art education and culture system, professional teachers and a good learning atmosphere of traditional culture, so as to continuously improve students' cultural awareness and promote the effective dissemination and development of traditional culture, and then continue to increase the soft power of national culture.

1. The existing problems in art education in colleges and universities

1.1 Students pay more attention to art education than to cultural knowledge learning

At present, there is a problem in college art education that students pay more attention to art education than to learning cultural knowledge. Due to the nature of art education courses, most students of art education major focus on art courses, and pay little or no attention to the knowledge learning of cultural courses, which results in the phenomenon that art students have strong professional skills but weak cultural knowledge. This problem of attaching too much importance to art education and neglecting cultural knowledge learning limits the growth and development of students to a large extent and is not conducive to the progress of students' learning and the effective improvement of their comprehensive quality^[2]. Therefore, students should timely change this single and one-sided concept of learning, so that they should keep up with cultural knowledge while learning art education.

1.2 Students lack the awareness of inheriting traditional culture

At present, there is still a problem in college art education that students lack the consciousness of inheriting traditional culture. As an important way and effective means to spread and develop traditional culture, college art education is of great significance and value to the inheritance of traditional culture. However, as a matter of fact, college art education still has many shortcomings in inheriting traditional culture, and has not thoroughly carried out the knowledge education of traditional culture, which results in the lack of students' understanding of traditional culture. In addition, with the advent of economic globalization and cultural globalization, students have been deeply influenced by various western cultures and arts, so that their ideas have changed to a great extent. They attach too much importance to Western culture and have little knowledge of traditional Chinese culture and lack the awareness of inheriting traditional culture^[3].

2. The significance of inheriting traditional culture in college art education

2.1 It is conducive to spreading excellent culture and enhancing students' patriotic feelings

Inheriting traditional culture in college art education is conducive to spreading and developing excellent Chinese culture and enhancing students' patriotic feelings. Chinese excellent traditional culture has a long history and goes back to ancient times, is not only the history treasure of the Chinese nation, as well as the wisdom and the essence of Chinese civilization^[4]. Colleges and universities as an important front for talent training, through the inheritance of traditional Chinese culture in college art education, not only conducive to the cultivation of students' cultural awareness, enhance students' patriotic spirit and patriotic feelings, but also conducive to the spread and carry forward the excellent traditional Chinese culture. In short, colleges and universities should strengthen the effective combination of art education and traditional culture, and constantly promote the effective transmission and development of traditional culture with the help of art education.

2.2 It is conducive to improving the quality of education and improving the comprehensive quality of students

Inheriting traditional culture in college art education is also conducive to improving the quality of education and promoting the continuous development of students' comprehensive quality. As an important component of college education, art education plays a very important role in the college education system. By carrying out art education in colleges and universities, it can not only impart basic knowledge of art and culture to college students, cultivate their thoughts and sentiments, enlightens their cultural minds, but also improve their artistic and cultural accomplishment, and promote the continuous development of college students' comprehensive quality. As the cultural root of the Chinese nation, traditional culture contains rich historical deposits, cultural connotations and humanistic spirits, etc. Inheriting traditional culture in college art education is not only conducive to cultivating college students' cultural awareness, but also conducive to improving the quality of art education and adding a bright color to art education. Furthermore, the coupling of traditional culture and art education is constantly promoted.

2.3 It is conducive to building cultural confidence and promoting students' all-round development

Inheriting traditional culture in college art education is also conducive to building cultural confidence and promoting students' all-round development. As the concept of quality education is widely put forward, people pay more and more attention to the development of students' comprehensive quality. As an important way to cultivate students' aesthetic education, art education in colleges and universities can not only improve students' artistic quality, but also promote the all-round development of students' moral, intellectual, physical, aesthetic and labor. Due to its unique cultural nature, the effective combination of traditional culture and college art education can not only spread and develop China's excellent traditional culture, improve the quality and quality of art education, but also help students build cultural confidence and promote their all-round development.

3. The concrete strategy of inheriting traditional culture in college art education

3.1 Establish a sound art education and culture system

When inheriting traditional culture in college art education, we should pay attention to the establishment of perfect art education and culture system. A perfect education system can not only effectively promote the deep combination of traditional culture and college art education, but also contribute to the continuous dissemination and development of traditional culture. On the one hand, colleges and universities should pay attention to perfect the curriculum of art education. Through the introduction of some excellent traditional culture, such as calligraphy, painting, opera and so on, to enrich the curriculum content of art education. In short, colleges and universities should continuously improve the curriculum of art education by effectively

combining traditional Chinese culture with professional courses and elective courses of art, so as to enrich students' cultural cognition. On the other hand, colleges and universities should pay attention to improving the teaching methods of art education, and constantly enrich the presentation forms of art education by adopting diversified teaching modes, such as situational teaching method, case teaching method and group cooperative teaching, so as to promote the effective integration of traditional culture and art education and enhance students' understanding of traditional culture.

3.2 Establish and improve a professional team of teachers

In the inheritance of traditional culture in art education in colleges and universities, we should also pay attention to the establishment and improvement of professional teachers. On the one hand, colleges and universities should pay attention to strengthen the training of art teachers. For example, colleges and universities can actively create relevant learning platforms and regularly train art teachers in relevant professional theoretical knowledge and traditional cultural knowledge to constantly improve their education and teaching level. On the other hand, colleges and universities can also invite some excellent professionals, such as artists, folk artists or intangible cultural heritage inheritors, to give cultural lectures on relevant topics in order to improve teachers' cognition of traditional culture, so as to continuously improve teachers' teaching level of traditional culture and enhance the construction of teaching staff.

4. Summary

In a word, college art education has a very unique advantage in the inheritance of traditional culture. Therefore, colleges and universities should continuously strengthen the importance of inheriting traditional culture in art education. Through the effective combination of traditional culture and art education, the establishment of a sound and perfect art education and culture system, professional faculty teams and a good traditional culture learning atmosphere, so as to constantly enhance students' cultural awareness and promote the effective transmission and development of traditional culture.

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