

# Challenges and Opportunities Faced by College Art Education in the New Era

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**Abstract:** At present, art education in colleges and universities in China is facing challenges of the times. Faced with the impact of the Internet on students' art learning, the society lacks awareness of the importance of art education, and art education in colleges and universities is in a marginal position. College art educators should take the initiative to assume the responsibility of art education in the new era, protect and inherit excellent traditional art, pay attention to the organic cultivation of humanistic spirit and innovation, and promote social positive energy internally, and publicize the good image of the country. Challenges are also opportunities. College art educators should strive to explore a new model for the development of college art education in the new era, infiltrate ideological and political education into the curriculum, enhance students' cultural self-confidence, enhance the influence of "art intervenes in society", promote the integration of science and art, optimize the teaching model, comprehensively broaden the practice platform, improve students' artistic quality, and run a good art education satisfying the people.

**Keywords:** college art education; Challenges of the times; Responsibility; Development model

## Introduction

There are two forms of art education in China's colleges and universities. First, professional art education aims to cultivate professional art talents. Second, public art education aims to cultivate people's artistic quality. We mainly discuss public art education. Art education is an educational activity based on visual, auditory, audio-visual, imagination and other sensory experiences, which aims to enable the educated to acquire artistic common sense, basic artistic skills, appreciate artistic ideas, and improve aesthetic ability and artistic form evaluation ability.

At present, art pedagogy not only integrates the essence of art, pedagogy, art pedagogy, higher education, educational psychology and other disciplines, but also has the "comprehensive effect" and aesthetic function that most single disciplines do not have. To vigorously promote the role of art education in colleges and universities is not only the need to cultivate high-quality talents, but also related to the competition between China and developed countries in terms of comprehensive national strength and the rise and fall of the Chinese nation.

## 1. Challenges faced by college art education in the new era

### 1.1 The impact of Internet culture on students' art learning

At present, with the advent of the Internet era, we media, information interaction and other new things not only change the way of information acquisition and dissemination of contemporary college students, enrich knowledge acquisition and spiritual and cultural life, but also affect the perception, decision making and value pursuit of college students.

The Internet has broadened students' art learning channels, but it has also brought some risks, as some feckless media platforms spread bad values. The degradation of art education brought about by the Internet will not only affect students' attitude towards art learning, but also their aesthetic awareness and values, posing a huge challenge to art education.

### 1.2 Lack of social awareness of the importance of art education

At present, the lack of social awareness of the importance of art education has affected the quality and development of art education in colleges and universities in China. For example, many parents believe that art education is a professional art course and do not want their children to spend time and energy on learning art education. In society, many enterprises also pay more attention to students' professional course results when recruiting. In fact, art education in colleges and universities has played a positive role in cultivating students' noble moral sentiments and promoting students to integrate moral self-discipline into life and society.

College art education can not only maximize the students' learning potential, but also play an important role in boosting their hand brain coordination ability, their imagination, thinking ability, creativity, their interest, character, willpower, etc. Art education in colleges and universities can also cultivate students' good interpersonal relationships. Excellent works of art themselves are the call for communication and understanding between people. College art education also plays an important role in cultivating students' healthy psychology and innovative ability. The innovative consciousness and ability of young students is one of the objectives of talent training.

### 1.3 Marginalization of college art education

Since the reform and opening up, China's professional art education has made great achievements, but the public art education as a general art education in colleges and universities is still ignored. The current art education model can be summarized as "three classes". The first classroom is the school's art education curriculum. At present, some colleges and universities lack systematic design among various art disciplines and directly incorporate music, art, dance and other courses into the art education curriculum system, which makes the overall curriculum system of art education not systematic. The second classroom is student art groups and campus cultural and artistic activities. The third classroom is the art practice activities such as social oriented artistic performances and exchange visits. At present, the larger student associations in some colleges and universities are often directly managed by the school. Performances, rehearsals, and activities are often

held to complete the tasks assigned by the higher authorities. Some student art associations have become the performance tools of "winning glory in activities, winning prizes in competitions".

## 2. The responsibility of college art education in the new era

### 2.1 Protect and inherit excellent traditional art

College art education must take the protection and inheritance of excellent traditional art as an important mission. On the one hand, it must adhere to the artistic tradition and the independence of art. On the other hand, we should also adhere to innovation and find new innovative directions for excellent traditional art. Art education, in rich forms, such as lines, sounds, structures, images, melodies and performances, reshapes the poetic appeal and charm of folk art traditions, and protects and continues the poetic nature and artistic thinking of excellent folk traditional arts. The art inheritance, in the diachronic and spatial dimensions of the overall structure and micro morphology, demonstrates the effectiveness and possibility of the inheritance mission of art education.

Looking back at the history of Chinese and foreign art, since the birth of historical practice, art has embarked on an evolutionary path of inheriting tradition and increasing day by day. With the formation of art education tradition, art practice is no longer just a spontaneous experience process, but more a process of inheritance and innovation under the guidance of art education. It is precisely in this qualitative process of art history that art education shows a strong cultural strength. This power originates from the national tradition.

### 2.2 Pay attention to the organic cultivation of humanistic spirit and innovation ability

When Schiller talked about the importance of art education in the *Book of Aesthetic Education*, he said: "In the cultivation of art education, people can achieve the unity of sensibility and rationality, material and spirit, and become people with perfect personality; secondly, perceptual people can only enter the moral state and become rational people through art education; thirdly, only in the state of art education can people get rid of the negative side of the real society, and re find the brilliance and precious value of human nature". At present, art education in colleges and universities deviates from the inherent humanistic spirit of art and the essence of cultivating innovative ability. The art education in colleges and universities is a general public education aimed at cultivating the innovative ability and critical thinking of high-quality talents.

The demand for talents in today's society mainly includes the following aspects: solid professional knowledge background; Flexible use of the learned practical ability and innovation ability; Good team spirit and professionalism; Broad international vision; Healthy physical and mental quality; Strong sense of national pride and national identity. Practice at all times and in all countries has fully proved that art education has unique advantages in cultivating students' aesthetic ability, imagination and creativity, emotional quality and expanding students' humanistic knowledge that other disciplines do not have.

At present, countries around the world are engaged in a new round of national strength competition, including national politics, economy, military, science, technology and culture. The art education in colleges and universities is related to the competitiveness of China in the world power. The art education is of great significance to the improvement of humanistic quality and innovation ability, and can better reflect its "unique skills".

### 2.3 Carry forward the positive energy of society internally and spread the good image of the country externally

With the gradual acceleration of China's foreign cultural communication and the gradual expansion of its influence, art education in colleges and universities should be committed to promoting the positive energy of society internally, spreading the good image of the country externally, and becoming a new force to promote the positive energy of society and the good image of the country.

Higher art education is conducive to the formation of positive social energy, because art has a clear value leading function, which helps individuals to explore correct values from the ultimate meaning of human existence, thus guiding individuals to shape themselves with more meaningful value standards. Higher art education has a clear role in moral shaping. Contemporary art education needs to focus on cultivating students' national and national feelings, actively participating in social life, enhancing social positive energy, and changing social consciousness and ability through art.

## 3. Opportunities for the development of art education in colleges and universities in the new era

### 3.1 Infiltrate ideological and political education into art courses to enhance students' cultural self-confidence

For a long time, art education and ideological and political education have been closely linked in the higher education system. However, the infiltration of ideological and political education into art courses in domestic colleges and universities is unbalanced: first, they believe that art education is ideological and political education, ignoring the aesthetic essence of art education, which makes ideological and political education lose cultural self-restraint and support and degenerate into empty preaching. Second, art education overemphasizes skill training, neglects the cultivation of artistic personality, artistic thought, aesthetic concept and innovative thinking ability, and simply equates public art education with art education rather than general education.

To infiltrate ideological and political education into art courses, art teachers in colleges and universities should not only integrate art education and ideological and political education, but also tap the traditional cultural elements contained in textbooks to enhance students' cultural confidence. For example, in the teaching of traditional Chinese painting, teachers can lead students to appreciate the famous paintings of past dynasties and introduce the touching stories behind each work to students. For example, it took seven years for the painter to vividly depict the beautiful scenery of Fuchun River in the *Painting of Dwelling in Fuchun Mountain*. Teachers can not only guide students to learn from Huang Gongwang's meticulous observation and persistent creative spirit. You can also explain the cultural events on

display in Taiwan, China, of the two volumes of "The House of Fuchun Mountain", so that students can feel the need for reunification of the motherland and the feelings of a family on both sides of the Taiwan Straits. In a word, the integration of more traditional culture into art education is conducive to enhancing college students' cultural self-confidence.

Culture is the soul of a country. Only when it is rooted in the national traditional culture, can art education in colleges and universities explore effective educational strategies and means based on the background of cultural self-confidence. Art education and cultural self-confidence can promote each other. Art education is an effective means to enhance students' cultural self-confidence, which can be achieved through art education.

### 3.2 Improve the influence of "art intervention in society"

The social function of education is one of the main functions of education. The social attribute of education determines the specific orientation of educational value. The function of social service of higher art education is related to social development and cultural inheritance. Studying China's higher art education from the perspective of the influence of "art intervening in society" is of far-reaching significance for the research on the development of China's higher art education to realize its social value. Higher art education should play its social "role" well in order to better enhance the social influence of China's higher art education.

In fact, the influence of art has penetrated into every field of daily life. For example, higher art education can play the role of emotional counseling and psychotherapy, and art can regulate people's psychology and emotions. The research shows that "the art of painting therapy has a certain role in improving the subjective well-being of children and adolescents who lost their loved ones in the earthquake... The art of painting creation process can enhance a person's positive cognition and evaluation of his own life state, the relationship with his peers, his family cognition, life satisfaction and his sense of fulfillment "

### 3.3 Promote the integration of science and art and optimize the teaching mode

Human thinking can be divided into scientific thinking and artistic thinking. In the implementation of education, art education in colleges and universities in China should organically combine scientific thinking and artistic thinking, promote the integration of science and art, optimize teaching mode and innovate curriculum.

At present, Internet technology has penetrated into all fields of teaching process and teaching management in colleges and universities. First, the Internet technology has enriched the teaching contents. Now, through digital courses, teachers and students can not only have a more detailed and intuitive understanding of the creation background and style of artistic works, but also the life of artists; And it can also build a multi-directional education curriculum. Digital courses have completely changed the situation that traditional art education courses are mostly based on theory and book knowledge, leading to low teaching efficiency. Second, Internet technology has made teaching more diversified. Traditional art education is basically taught by teachers themselves, allowing students to practice a lot. Now it can be presented in all aspects of teaching through APP software, computers, projectors, mobile phones and other ways. Third, Internet technology has broken through the limitation of time and space, making great use of environmental resources, interpersonal resources and information resources that cannot be included in traditional educational resources due to the limitation of time and space. Fourth, Internet technology makes the interaction change. On the one hand, teachers make full use of information technology to make learning no longer an inward investment, but a growing process from the inside out. On the other hand, students have innovative thinking ability and technology. Promoting the integration of science and art and optimizing the teaching mode can not only make the classroom and life, school and society more closely linked, but also make the classroom, campus, society and the world form an organic interaction.

### 3.4 Broaden the practice platform in an all-round way to improve students' artistic quality

At present, art education in colleges and universities mainly focuses on theoretical teaching and lacks a platform for art practice. Colleges and universities should broaden the practice platform in an all-round way, increase the proportion of art practice courses, let the art of "listening and seeing" really "move", and improve students' artistic quality.

Colleges and universities should actively cooperate with art institutions, associations or inheritors of intangible cultural heritage. On the one hand, teachers from art institutions, experts from associations and inheritors of intangible cultural heritage can be invited to participate in art teaching in schools. For example, students can follow the inheritors of tie dyeing intangible cultural heritage to learn tie dyeing art, experience the wisdom of working people, and let more people know and inherit tie dyeing art. On the one hand, one can participate in some specific practical projects of art institutions, associations or intangible cultural heritage inheritors. Of course, art teachers in colleges and universities can also participate in the school-based curriculum development of intangible cultural heritage, jointly compile loose leaf textbooks, shoot videos of intangible cultural heritage inheritors, and build a digital curriculum resource library.

Colleges and universities should actively organize all kinds of art activities to create a strong campus art atmosphere. First of all, the school can set the competition theme according to the current political hot spots and artistic design hot spots. For example, the "the Belt and Road" handicraft art design competition allows students to integrate Chinese elements such as silk, embroidery, seal cutting and traditional Chinese painting into their designs, and spread Chinese traditional culture through commodities. Secondly, colleges and universities should actively organize regular art activities, such as displaying students' works and performance reports after class, and elegant art activities on campus, so that more students can improve their artistic quality.

## 4. Conclusion

Faced with the challenges of the times, art educators in colleges and universities should practice the mission of art education, take the initiative to assume the responsibility of art education in the new era, and strive to explore a new model for the development of art education

# Research on the Teaching Model of College english

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**Abstract:** With the acceleration of China's internationalization process, more and more enterprises need compound talents with higher English proficiency, which also means that colleges and universities should pay full attention to the teaching of basic public English courses, lay a solid foundation for college students' English, and pave the way for their future career development. Colleges and universities are an important base for training all kinds of talents. Learning and teaching English well is the key to improving college students' English level. Therefore, front-line educators need to introduce new educational concepts and teaching methods to guide students to absorb English knowledge more effectively and efficiently, and internalize it into their own professional skills. In the light of the educational purpose of enhancing the effectiveness of college English teaching, through the exploration of the hierarchical and classified teaching model, this paper points out the current situation and existing problems of college English teaching, and also puts forward several effective and innovative teaching strategies, hoping to provide more reference for front-line educators.

**Keywords:** college English; hierarchical classification; teaching mode; teaching strategy

## Introduction

The implementation of the hierarchical and classified teaching model in college English teaching is of great significance. As the English level of college students screened by the college entrance examination is uneven, the English ability of students in some economically developed regions is relatively high, while the English ability of students in the central and western regions is generally weak, the front-line English teachers should carry out hierarchical and classified teaching in combination with the actual situation, consolidate the students' English foundation purposefully, or carry out special English training for students. In particular, we should pay attention to the special care for the underachievers, help them find the meaning of learning English knowledge and skills, change their attitudes towards English learning imperceptibly, further enhance their interest in English learning, and enhance their English application level. The following is a detailed discussion on the construction and practice of the hierarchical and classified teaching model of college English:

## 1. The Importance of Hierarchical and Classified College English Teaching

The author quite agrees that the layered and classified teaching model is integrated into college English teaching, which can effectively balance the uneven educational level caused by the differences in economic levels, break through the imbalance of teaching resources allocation and the shackles of traditional teaching models, truly achieve the implementation of English courses and teaching innovation, and truly achieve all the education for the professional growth and comprehensive development of college students.

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in colleges and universities in the new era. The curriculum should penetrate politics, enhance students' cultural self-confidence, enhance the influence of "art intervention in society", promote the integration of science and art, optimize the teaching model, broaden the practice platform in an all-round way, and improve students' artistic quality. Only in this way can we cultivate more outstanding talents with a sense of responsibility for the times.

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