

# Strategies and approaches of College Students' Aesthetic Education

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**Abstract:** strengthening the aesthetic education of college students is conducive to cultivating their aesthetic and humanistic qualities, which is of great significance to the future development of college students, and it is also the core content of cultivating modern talents of morality, intelligence, physique, art and labor. However, under the influence of multiculturalism, college students' aesthetic education is facing many obstacles and challenges. Starting from the basic characteristics of College Students' aesthetic education, this paper briefly expounds the influence of aesthetic education on college students, and carries out an in-depth and comprehensive discussion around the effective strategies and practical ways of College Students' aesthetic education, in order to provide new ideas and directions for the reform and development of College Students' aesthetic education, and build a more perfect and professional college students' aesthetic education system.

**Key words:** college students; Aesthetic education; Strategy; channel

## Introduction

The competition for talents in the 21st century is very fierce, but the aesthetic education for college students has not been widely recognized. Sometimes, aesthetic education just stays on the surface and takes the form. Sometimes, aesthetic education does not combine with the actual situation of college students, and ultimately has little effect. In order to change the status of aesthetic education, we should pay more attention to the concept and thought, and incorporate it into the overall talent training system as an essential link of talent training. Only in this way can the aesthetic education work be carried out in an orderly manner, can the key role of aesthetic education in the growth and development of college students be fully reflected, and can a solid foundation be laid for their all-round development.

## 1. Related concepts of College Students' Aesthetic Education

### 1.1 The basic characteristics of College Students' Aesthetic Education

#### 1.Improvement of aesthetic consciousness

It is human nature and an unconscious reflection of human beings to love beauty. College Students' self-consciousness is relatively strong. With the deepening of aesthetic education, their aesthetic consciousness is also slowly improving. Specifically, college students have clear requirements for the content, carrier and form of aesthetics, and the aesthetic purpose has become increasingly clear. Some students are willing to share their aesthetic experience with their surrounding classmates and teachers, which is the obvious effect of aesthetic education. It is worth noting that if aesthetic education has always adhered to the traditional form of rigid indoctrination without change and innovation, it will easily lead to college students' resistance and rebellious psychology. Based on this, aesthetic education should pay special attention to the specific aesthetic needs of each college student, not just the simple teaching of aesthetic knowledge.

#### 2.Subjective freedom of aesthetic attitude

University is a critical period for the growth and development of college students. At the university stage, due to the lack of strict control of parents and teachers, college students' freedom is relatively higher. They can choose what they want to do from their own needs and hobbies. Gradually, their sense of aesthetic independence is becoming stronger and stronger, and at the same time, there is more time for their free disposal. In addition, some universities will organize students to carry out colorful social practice activities and comprehensive extracurricular activities, which provides a favorable platform for the free development of College Students' aesthetic. In terms of age, college students have entered the ranks of adults, so they should learn to distinguish, absorb and learn from all kinds of beautiful things and ideas independently, and truly change from aesthetic passivity to initiative. Universities should provide students with a free aesthetic environment as far as possible within a reasonable range.

#### 3.Strong aesthetic emotion

University can be described as a "small society". Here, college students will encounter all kinds of people, all kinds of difficulties and obstacles, such as study, love, interpersonal communication, etc., which will trigger strong emotional reactions of college students. Some college students will always give a high evaluation of what they think is beautiful, otherwise they may disdain or belittle. This change just shows that college students' aesthetic emotions fluctuate greatly, which is the unique characteristic of college students. Especially when it comes to love, college students' aesthetic tendencies and emotional reactions are quite intense.

### 1.2 The influence of aesthetic education on College Students

#### 1.Promoting the combination of College Students' perceptual and rational abilities

Rational factors and perceptual factors are indispensable for the construction of College Students' sound personality. The two factors coordinate and promote each other. The impact of aesthetic education on college students can not be achieved through reasoning education. Instead, it needs to give full play to the intangible role of aesthetic education, beautification, and beauty cultivation, and then affect college

students' self-discipline consciousness, gradually infiltrate from the outside to the inside, organically combine sensibility and rationality, coordinate with each other, and help college students form a sound personality in the dynamic balance.

### 2.Improving college students' aesthetic quality and humanistic quality

First, it is conducive to cultivating college students with rich emotions and distinctive personality. Universities usually have distinct majors, and students of different majors have different career development directions. Nowadays, most college students' rational thinking accounts for a large proportion. Slowly, they have evolved into learning tools. Aesthetic education aims to wake up the return of College Students' perceptual thinking in various forms of beauty, guide and encourage them to be willing to fully display their different aspects on the platform, so as to balance rational thinking and perceptual thinking, and promote the comprehensive and comprehensive development of college students.

Second, it is conducive to cultivating college students' elegant aesthetic taste and interest. Through the imperceptible aesthetic education, college students' minds will be purified and their thoughts will be edified, which will ultimately help college students effectively get rid of the shackles of personal interests and significantly improve their aesthetic and humanistic qualities.

### 3.Stimulate college students' innovation and creativity

Aesthetic education plays an important role in cultivating and developing college students' aesthetic intuition and imagination. College Students' innovation and creation need to rely on rich imagination, which shows that there is a close internal relationship between aesthetic education and stimulating college students' innovation and creation vitality. From the fundamental point of view, only the organic combination of scientific thinking and aesthetic literacy can lay a solid foundation for improving students' creative ability.

## 2. Effective strategies and practical approaches of College Students' Aesthetic Education

### 2.1 Strengthen cultural education and enrich the connotation of aesthetic education with campus culture

The strong campus humanistic atmosphere will imperceptibly affect college students' thoughts and behaviors, and the effective carrier of aesthetic education elements in campus culture will have an important impact on college students.

First of all, optimize the university campus cultural environment. To strengthen aesthetic education and create a healthy, harmonious and quiet aesthetic culture is the top priority in the construction of campus culture. First, university libraries, cultural centers, school history halls, gymnasiums, concert halls, canteens and classrooms are important material carriers for the implementation of aesthetic education. The green plants, greening and sculptures in these places will invisibly affect the aesthetics of college students. Therefore, universities should work hard in these places to enhance the beautification of campus environmental facilities, create a relaxed and relaxed learning and living environment for students, and greatly enhance the appeal of the campus environment. Second, universities should pay attention to the construction of campus humanistic environment, so that students can be exposed to the ocean of knowledge. Aesthetic education in the narrow sense mainly refers to guiding students to understand, experience and practice beauty, while aesthetic education in the broad sense mainly refers to gradually guiding students to form beautiful sentiment, conduct and personality. This process is actually a process of transformation from external to internal. For example, universities can organize students to hold regular speech contests, debate contests, campus singer contests, photography contests, calligraphy and painting contests, and ultimately achieve the goal of promoting learning through competitions; Universities should actively invite art experts, intangible cultural heritage inheritors and traditional culture advocates to hold relevant art lectures to bring a cultural feast to students; Take the dormitory as the unit, carry out the activity of "the most beautiful dormitory evaluation" every month, so that students can have a deeper understanding of the connotation of "beauty".

Secondly, the spirit of university culture should be deeply rooted. The spirit of university culture has a unique temperament, which will lead more and more college students to work hard and grow into comprehensive talents beneficial to the society and the country. Universities should improve the connotation of aesthetic education with a high degree of cultural confidence, carry out the dissemination and promotion of advanced socialist culture and traditional culture in an orderly manner on or off campus, and carry out patriotism education and social responsibility education for college students, so as to lay a solid foundation for cultivating more ancestors. Aesthetic education should not only strengthen ideological guidance for college students, but also cultivate their scientific spirit and ethical responsibility, guide them to pay attention to social hot issues in time, so as to inspire them.

### 2.2 Give full play to the subjectivity of college students and cultivate the self-consciousness of aesthetic education

For college students, aesthetic education is not achieved overnight, but a gradual and subtle process. In this process, in addition to the efforts of educators, the cultivation of College Students' self aesthetic education consciousness also has an important impact on the final effect of aesthetic education. Therefore, college students themselves should actively learn aesthetic education knowledge, understand the importance and necessity of aesthetic education, so as to maximize their aesthetic education literacy.

First, actively participate in practical activities. The main task of college students is not only to study and actively participate in various practical activities. On the one hand, it is conducive to enriching their campus life. On the other hand, it is more important for students to experience activities in order to obtain two-way improvement of ability and literacy. At the same time, it is also an effective way to help students consolidate their aesthetic education knowledge. Only through practice can students really understand the beauty of life, art and nature in books, otherwise their vision will be completely confined within a certain range. When Sukhomlinsky taught in pavleish middle school, he often took his students to the surrounding fields, streams, ponds and woods to carry out interesting aesthetic education practice activities, providing students with good perception and creation space, and fully stimulating their enthusiasm and initiative to accept aesthetic education.

### 2.3 Innovating network education, applying information platform to improve aesthetic education time and space

With the vigorous development of information technology, the current development of education informatization has become the mainstream trend. As far as aesthetic education is concerned, it should also fundamentally break the limitations of the inherent mode of traditional aesthetic education, make full use of modern information technology, innovate network education, and bring different learning experience to college students.

First of all, build an all media teaching classroom. The Omnimedia teaching classroom mainly relies on advanced Internet technology and network technology. Students can accept aesthetic edification anytime and anywhere, learn aesthetic education knowledge, and truly promote the close combination of aesthetic education and college students' life, so that they can naturally feel beauty, experience beauty and create beauty. Specifically, teachers can transform the theoretical knowledge of classroom aesthetic education into vivid content with video, animation and virtual technology as the carrier, presenting students with dynamic and flexible beauty, so as to stimulate college students' thinking about life, culture and society. In addition, relying on the advanced 5g technology, the aesthetic education classroom can be further extended and an online + offline integrated education and teaching system can be created. Teachers can introduce virtual teaching, scene teaching and other forms of education and teaching to enhance students' immersion experience and sense of on-site substitution, so as to further improve the effectiveness of aesthetic education.

Secondly, build a big data service platform. As we all know, big data has significant advantages such as wide coverage and large amount of information. Relying on big data, universities can timely collect information related to college students' behavior characteristics, interests and hobbies, active time, etc., and finally form a personalized aesthetic education system through data analysis and integration, so as to serve every college student well. Through precise aesthetic education and collaborative aesthetic education, universities can make a "precise portrait" of College Students' aesthetic education literacy and ability, and scientifically formulate personalized education and service plans for different types of students according to the trend of data changes, so as to maximize the effect of aesthetic education.

### 2.4 Attach importance to the personality development of college students and create a good atmosphere for family aesthetic education

In the process of College Students' aesthetic education, it is often not enough to rely on a single force of the University. At this time, the importance of family education is increasingly prominent. In order to promote the personalized development of college students, it is particularly urgent to create a good atmosphere of family aesthetic education.

There is a close internal relationship between family aesthetic education and the construction of sound personality of college students. At the same time, whether students can obtain comprehensive development is closely related to the atmosphere of family aesthetic education. Research shows that the degree of intimacy between family members will affect students' personality and personality development to a certain extent. Therefore, parents should actively change the utilitarian concept, and promote the comprehensive development of students' personality while respecting their wishes. Family education should pay attention to ways and methods, especially for college students who seem to have grown up. When carrying out family aesthetic education, parents can take children's interests as the main starting point, closely combine beautifying the internal environment of the family with carrying out outdoor activities of aesthetic education, and strive to guide students from inside to outside to actively discover, feel, appreciate and create beauty, and touch students' psychology with aesthetic education. Family education can focus on the home environment and family art cultivation, such as arranging and decorating the home at various festivals; Regular thorough cleaning by family members is an effective way to cultivate students' aesthetic interest. Slowly, the overall family aesthetic literacy will also be further improved. In addition, relying on the social natural environment and aesthetic education cultural venues, parents' joint schools should be good at excavating the personality of college students, so as to create a healthy aesthetic education atmosphere for college students.

## Epilogue

To sum up, aesthetic education, as one of the important components of College Students' education system, plays a vital role in the comprehensive development of college students and the cultivation of socialist builders. College Students' aesthetic education has a long way to go, and actively promoting the construction of College Students' aesthetic education is the unshirkable mission and task of the country, schools and even parents.

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