On the Construction of Campus Culture and the Cultivation of Students’ Artistic Quality

Xin Zhang
Department of Music, Xi’an Shiyou University, Xi’an, Shaanxi, China.

Abstract

In the cultural construction of universities, if there is no art education, it is incomplete education. Colleges and universities need art education. The implementation of art education is the need to adapt to the development of modern society and the new requirements of the development of the times for higher education. The university culture and spirit reflect the will of the school. The internal essence of the school tradition and the school personality is the core. They act together on all aspects of the university, forming the social influence, charisma and attraction of the university externally, and influencing the members of the university to form a common belief and produce a positive cohesion internally. They are the internal force, or soft power, that makes a university stand in the forest of society and universities. The university culture and spirit are both yesterday and today. It's tomorrow. The cultivation of college students' artistic quality plays a very important role in their ideological and moral character, psychological quality and overall improvement of college students' healthy personality.

Keywords
University culture, artistic quality, aesthetics, education

Introduction

In order to further implement the spirit of the document ZF (2004) No. 16, strive to build a campus culture that reflects the characteristics of modern education and the characteristics of the times, and create a good cultural environment for the healthy growth of college students’ body and mind, the construction of campus culture is an important measure to establish university culture. The construction of campus culture cannot be separated from the cultivation of artistic quality based on the art education of college students. The university culture and spirit reflect the will of the school. The internal essence of the school tradition and the school personality is the core. They act together on all aspects of the university, forming the social influence, charisma and attraction of the university externally, and influencing the members of the university to form a common belief and produce a positive cohesion internally. They are the internal force, or soft power, that makes a university stand in the forest of society and universities. The university culture and spirit are both yesterday and today. It's tomorrow.

1. Campus culture and campus culture construction

Campus culture is all material and spiritual products and creative processes created by school administrators, teachers and students in the interaction of teaching, scientific research, production, life and other fields in the school environment. Campus culture is a special value concept and lifestyle created by these cultural groups, and is also an extremely important factor affecting the socialization of college students.

The construction of campus culture is an important reflection of the comprehensive level of school running, and
also an inevitable requirement for the promotion of school characteristics and the development of connotation. The construction of campus culture is to create a certain material environment and spiritual atmosphere in the campus, so that its members are infected, and identify with the good and upward mainstream code of conduct, value orientation and other aspects, so as to achieve the shaping of people's spiritual character. Make full use of teaching buildings, experimental buildings, libraries, gymnasiums, auditoriums, networks and other cultural carriers to carry forward the theme of education, so that the campus culture can truly shoulder the responsibility of cultivating students how to learn, behave and do things.

2. The role of campus culture construction in cultivating students' comprehensive quality

Comprehensive quality includes ideological and political quality, professional ethics quality, scientific and cultural quality, professional skills quality, physical and mental quality, etc. Campus culture plays an irreplaceable role in cultivating and improving students' comprehensive quality.

Campus culture is a specific spiritual environment and cultural atmosphere. Campus culture is the soul of the development of the school, and is an important embodiment of the cohesion of people, the display of the image of the school, and the improvement of the degree of civilization of the school. Campus culture has a subtle and profound impact on students' outlook on life and values, which is often incomparable with any curriculum.

The construction of campus culture can display the unique character of your school and greatly improve your school's cultural taste. The appearance of a school is extremely important. It shows the value orientation of the overall spirit of a school and is an educational resource with guiding function. As the carrier of campus material culture, the school building is one of the indispensable elements of an excellent university, which focuses on the school running concept, school running characteristics, vision and other contents.

Campus cultural activities are the spiritual carrier of campus cultural construction and an important embodiment of the spirit and cultural style of the school and students. Campus cultural activities help to improve the enthusiasm and initiative of students, play an important role in cultivating students' collective spirit and promoting team awareness, and have special significance in cultivating and improving the comprehensive quality of college students.

3. Analysis of the current situation of art quality education for college students

At present, many colleges and universities are constantly improving and strengthening the level of campus culture construction, providing a good environment for campus culture, especially in the quality education of college students, actively offering public art elective courses (Lu Diyuying, 2020). The improvement of the artistic quality of contemporary college students will play a very far-reaching role and great significance. The so-called artistic quality refers to a comprehensive level and ability that has the coordination and unification of the internal knowledge level and external performance in the field of art. For example, people engaged in dance, music, painting, literary creation and other artistic activities have the ability related to art, which can be called artistic quality. The implementation of artistic quality education, firstly, to adhere to the direction of advanced culture, we must attach importance to the promotion and cultivation of the national spirit, fully understand that the great national spirit of the Chinese nation is created and enriched by all nationalities, and solve a series of practical problems in the implementation of artistic quality education; Secondly, it is important to fully and deeply understand and implement the spirit of the National Education Conference, especially to earnestly implement the decision of the spirit of the document Zhong Fa (2004) No. 16, further improve understanding, deepen understanding of the importance and urgency of implementing quality education, develop socialist culture and build socialist spiritual civilization, which is an important part of building a well-off society in an all-round way, and better play the role of the main channel in curriculum teaching. Firmly grasp the direction of advanced culture, adhere to armed with scientific theory, guided by correct public opinion, shaped with noble spirit, inspired and enriched the spiritual world of young college students with excellent works, enhance their spiritual strength and promote all-round development.

As an art education in colleges and universities, the individuality, creativity and subjectivity of its discipline are more prominent in teaching. We should reform and innovate in teaching content, teaching methods and teaching forms. According to the survey results of art education in a university, only 5.9% of the students who took art courses during the university period were surveyed. Only 20% of non-art students had received art education before entering school. When asked whether they had confidence in their aesthetic ability, only 34.8% of the students
thought they were confident. 71.9% of the students knew little about Chinese art and western art. At present, from the current situation of the implementation of artistic quality in colleges and universities, there are still many unsatisfactory places. First, in terms of the teaching staff, although colleges and universities have a certain number of teachers, the level of academic qualifications and professional titles can not be compared with the professional teaching staff; Second, there is no unified and standardized teaching material, which is relatively independent, and the teaching content is also affected by professional education and talent demand market in varying degrees, and it is difficult to unify the selection of teaching materials; The third aspect is that colleges and universities are limited by the shortage of education funds, the shortage of funds and investment, and the shortage of teaching equipment; Fourth, students' problems are mainly due to their lack of understanding of art quality education. Most students have great interest in learning art courses, but some students think that art quality education has nothing to do with majors and employment, has no interest in learning, and ignores the cultivation and improvement of their own art quality.

4. The role of cultivating college students' artistic quality in the construction of campus culture

4.1 Cultivation of humanistic thoughts and culture

First of all, we should understand art as a whole from the perspective of cultural phenomenon or humanistic quality, which is a comprehensive understanding of art quality education (Fu Yao, 2019). Art education can not only be limited to some technical training in form, but also not only include painting, music, calligraphy, performance, dance writing and other narrow categories in content. Between artistic quality education and the ideological realm of "morality and one person" "There is a close connection". As a part of the content of humanistic quality education, the content of artistic quality education is extensive and rich in connection. If only the artistic quality education is summed up as technical training such as blowing, playing, singing, and dancing, it is obviously unable to achieve the goal of correctly understanding art. The artistic quality education is how to implement folk art into the normal content of humanistic art education, so that the people born and born in Sri Lanka can be familiar with it. Understand and cherish your traditional folk art, and then deepen your love for your motherland.

4.2 Cultivation of aesthetic concepts

No matter what kind of art is in art education, it is a reflection of real life and an emotional reflection of human beings to the world, reality and life. The deeper you feel about real life, the deeper and more authentic the expression of artistic emotion will be. Excellent works of art are completed through deep practice of life. Such works of art will play a greater role in the emotional and spiritual world of people. The aesthetic education of people can help the educated to establish a correct and healthy aesthetic view, build a good aesthetic ideal, form a healthy and elegant aesthetic taste, and make people become a noble person, a person who is divorced from low-level tastes, and a person with great creative potential. It is precisely because art itself is the casting of beauty, which infects people and acts on human aesthetics. It depends on its own charm of beauty. Art education is one of the important means to improve people's aesthetic consciousness.

4.3 Constantly innovate cultural activities to display unique campus culture

Strengthen the development of campus cultural activities, create a good external environment for the improvement of students' comprehensive quality, innovate and display the unique campus cultural style of our school (Zhao Xiao, 2020).

Students should be educated in patriotism through legal festivals, traditional festivals, commemorative days or flag-raising ceremonies, school opening and graduation ceremonies. Carry out various educational activities according to the situation and enrich campus cultural activities with social forces. Carry out activities to jointly build spiritual civilization. Give full play to the role of the campus website, the school newspaper, the school journal, the campus radio station, and the bulletin board. Guided by the socialist core values, establish correct public opinion, and build a common spiritual home for teachers and students (Jiang Weidong & Chen Lei, 2016).

We will expand our horizons, enlighten our minds and cultivate our character through activities such as preaching school history and culture, speech debate, learning from Lei Feng, patriotic film exhibition, professional etiquette competition, and various sports events (Zhou Dajiang, 2010); Celebrity scholars, entrepreneurs, successful people, etc. are regularly invited to give lectures on humanities knowledge and entrepreneurship reports to improve
the humanistic quality of students and establish entrepreneurship and innovation self-confidence.

4.4 Carry out school history and school history culture education to enhance pride, responsibility and self-confidence

The school history is the historical process of the change and development of the campus culture, the process of the establishment, development and change of the school, and the process of reflecting the innovation of the campus culture of teachers and students (Yan Yaoliang, 2009). The school history itself is a cultural phenomenon and cultural existence, namely "school history culture". School history culture is an indispensable part of campus culture, and is the core level, development foundation and characteristic label of campus culture. Without the support of school history culture, campus culture will lose its soul, nourishment and characteristics. The education of school history and school history culture is of great significance for teachers and students to fully understand the development process of the school, feel the historical details of the school, and give full play to the cultural and educational functions of the school history. It is of great significance to promote the construction of campus culture, cultivate students’ love for the school, patriotism, and enhance their sense of pride, responsibility, self-confidence, and improve their comprehensive quality.

5. Cultivation of personality beauty

The cultivation of personality beauty is indispensable in art education. The basic common sense of aesthetics tells us that in the beautiful things, the main thing is realistic beauty, while in the colorful and beautiful things in reality, there are mainly social beauty and natural beauty. The beauty of human beings mainly includes internal beauty and external beauty (Wan Zhiquan & Shi Jichun, 2009). The commonly said "beauty of soul", "beauty of sentiment", "beauty of morality", etc., belong to internal beauty, while the beauty of human body, appearance, clothing, etc. belong to external beauty. The image of a college student should be the unity of content (internal beauty) and form (external beauty), and the first thing is to pay attention to content (internal beauty). How to cultivate and educate is an important task in the construction of campus culture.

In life, the so-called "grace" refers not only to the outward appearance of a person, but also to the outward expression of a person's spirit, temperament and character. Good grace is the natural exposure of a person's ideological sentiment and personality, the comprehensive expression of the beauty of a person's appearance, manner, speech and behavior (Pan Cixuan, 2007), and the externalization of internal beauty. Francis Bacon said: "The beauty of appearance is higher than the beauty of color, and the beauty of elegant and appropriate actions is higher than the beauty of appearance, which is the essence of beauty". The demeanor of young students is a kind of dignified, elegant and lively beauty. It should adapt to the noble character, rich knowledge and youthful vitality of young people (Liu Dan, Xu Hongfan, & Li Wei, 2004). We can use the following four words to summarize the demeanor of college students: beautiful appearance, uplifting attitude, beautiful language, and elegant demeanor.

6. Conclusion

In short, young college students should carve beautiful hearts. Schiller said: "People with open minds have open faces". Therefore, college students have a natural, beautiful and moving demeanor, which is not only the embodiment of college students' healthy personality, but also the real goal of college campus health culture construction and artistic quality training.

References


