

Research on the Connection between Art Education and Traditional Folk Culture Inheritance in Colleges and Universities

Xing Xudong^{a,*}, Hong Zhang

School of Information and Art, Shandong Institute of Commerce and Technology, Shandong 250103, China

^a email: xings1998@163.com

*corresponding author

Keywords: Traditional Folk Culture, Inheritance, Educating People to Good, Art Education in Colleges and Universities

Abstract: Our country is one of the four ancient countries with a long history of five thousand years. In the course of its long history of development, many traditional folk cultures have emerged, but now many traditional folk cultures have disappeared in the long river of time, and the only remaining traditional folk cultures have also disappeared on the edge. Therefore, we should do a good job in the inheritance of traditional folk culture, so that the wisdom of the ancestors can be passed down. Colleges and universities are one of the main ways to inherit the traditional folk culture in our country, mainly because the traditional folk culture has the function of educating people to the good. This article will describe the role of art education in colleges and universities and the significance of traditional folk culture inheritance, and in-depth explore the problems in art education in colleges and universities and how to use the path of art education in colleges and universities to inherit traditional folk culture, hoping to provide some help for the inheritance of traditional folk culture in our country.

1. Introduction

With the continuous development of society, more and more traditional folk culture disappeared in the long river of time, but now there is only a small range of traditional folk culture in the inheritance, in order to better face the current modern science and technology society, the traditional folk culture transmission way must be reformed. Colleges and universities are one of the main ways to inherit traditional folk culture[1].In the process of carrying out educational activities, we can learn from the excellent traditional folk culture so that students can establish a belief of cultural self-confidence and cultural self-consciousness, which can effectively improve the spread of traditional national spirit and national culture, and also improve the quality and efficiency of art education in colleges and universities to train better talents for the society.

2. The Role of Art Education in Colleges and Universities

2.1. Human Education Function

The only way that schools want to carry out aesthetic education is through the way of art education activities, which can also provide great help for the implementation of quality education. The art education activities of colleges and universities are one of the main ways for college students to improve their humanistic quality, which can reflect the obvious humanistic value orientation. Under the background of modern science and technology, the society has put forward higher requirements on the humanistic quality of college students, and colleges and universities have also effectively promoted the humanistic quality of college students through the way of art education classroom teaching and practical teaching. Because this era is a multi-information, openness, diversity and so on, the contemporary college students in the promotion of humanistic quality is relatively slow, but also to the school to carry out related educational activities brought greater challenges, so only through the content and form of art education to cultivate the ideological

and moral, aesthetic ability, comprehensive quality, outlook on life and values.

2.2. Talent Development Function

Art education activities in colleges and universities can help students improve their personality and self-perfection, and can also exercise students' creativity, imagination and aesthetic ability through art education activities [2]. In carrying out art education activities, colleges and universities generally pay attention to the cultivation of art professionals and innovative talents, which can not only realize the diversification of art education in China, but also provide various professional talents for the society. In the course of art education activities, college students generally exercise aesthetic ability and image thinking by appreciating works of art or creating works of art, and can also effectively promote creativity and artistic quality. And the formation of artistic thinking ability and artistic quality will effectively enhance the subjective initiative of college students and provide strong support for the creative activities of college students.

2.3. Cultural Heritage Function

The only traditional folk culture that exists in our country has great value after a long period of time, and it has important educational value for higher education. Therefore, colleges and universities have become one of the main inheritance positions of traditional folk culture. Colleges and departments can stimulate students' interest in traditional folk culture through art education, and then deepen students' understanding and understanding of traditional folk culture through art education activities. Under the background of this modern information age, the competition between countries is becoming more and more fierce, not only in military and economic aspects, but also in cultural and talent basis. At present, there are many countries that hypnotize the masses of our country through the Internet.



Figure 1 Traditional folk culture

3. Inheritance Significance of Traditional Folk Culture

3.1. Fostering Patriotism

Du Yu's traditional folk culture dissemination in China has very important value and hospital[3]. It can cultivate the patriotism of college students in the process of education. In today's modern education model, colleges and universities should uphold the core concept of education and education to promote the overall development of college students and form personalized characteristics. First of all, colleges and universities should have corresponding social functions when carrying out personnel training activities to realize the spread and development of Chinese traditional folk culture and carry forward national culture at the same time. The higher colleges and departments should take the traditional folk culture as the curriculum foundation when carrying on the education, enrich the traditional folk culture content through the art education form. Secondly, in the process of art education, it is not only to spread the relevant knowledge of art, but also to help students establish national confidence, cultural confidence, and think of the great rejuvenation of Chinese national culture.

3.2. Improving the Quality of Education

Colleges and universities are the main channels for the inheritance of Chinese traditional folk culture, and traditional folk culture can help colleges and universities to improve the teaching quality and teaching efficiency of art education and promote the prosperity and development of Chinese culture. Chinese traditional folk culture includes humanism, artistry and education. Combining it with art education in colleges and universities can help colleges and universities to optimize and improve the form and content of art education, enrich the connotation of education and improve the quality of education. And the main purpose of college education is to make college students have the ability to serve the society after entering the society, and put into the construction of the motherland. In the art education activities of colleges and universities, we can promote the development of students' moral, intellectual, physical and labor by combining with traditional folk culture, improve students' comprehensive quality and professional ability, and achieve the purpose of education.



Figure 2 Traditional folk culture

4. The Path of Traditional Folk Culture Inheriting in College Art Education

4.1. Education and Education

In order to inherit the traditional folk culture, the art education activities of colleges and universities must adhere to the core idea of education and education. First of all, we can combine the traditional folk culture into the art education system of higher education, and choose the appropriate teaching methods and contents in the process of education[4]. to give full play to the characteristics of traditional folk culture and cultivate students' patriotic spirit and national cultural confidence. In the curriculum, teachers can integrate traditional folk culture into professional courses, such as Chinese painting, folk music, calligraphy, and other related courses in art education courses. It can not only enrich the content of art teaching, but also improve students' understanding of traditional folk culture. Secondly, teachers can make corresponding educational models according to students' learning needs and hobbies. Through the innovation of the educational model to combine the traditional folk culture, it can effectively stimulate students' interest in the traditional folk culture, actively understand and learn the traditional folk culture, and achieve the goal of traditional folk culture inheritance.

4.2. Excellent Team of Teachers

In order to inherit and develop the traditional folk culture in the art education of colleges and universities, teachers must have higher professional teaching level and artistic accomplishment, and teachers should be able to integrate the art curriculum with the traditional folk culture. Teachers are the guides of ideological knowledge and the organizers of educational activities. Teachers' teaching level and artistic quality can directly affect students' learning effect and learning efficiency. First of all, colleges and universities should regularly organize relevant teacher training activities, mainly to cultivate teachers' traditional folk culture literacy and artistic literacy, and to enhance teachers' understanding of traditional folk culture. At the same time, colleges and universities should build relevant teacher learning platform to transmit more traditional folk culture content to teachers.

Secondly, colleges and universities should vigorously cultivate the teaching level of teachers, in this information age today, as long as the use of modern multimedia teaching technology, teachers can spread the traditional folk culture Huan in a more vivid way. For example, when students show Chinese painting works, choose classical music as background music, which can not only create a good atmosphere but also fully mobilize the enthusiasm of students.

4.3. Building a Campus Culture Environment

In order to carry on the traditional folk culture inheritance better in the university, we must create a good campus culture environment. The construction of campus culture environment has a very positive significance for students, it can make students learn traditional folk culture in a subtle way[5]. For example, in classrooms, corridors, stairways and other places can be posted famous ancient quotes and other content. Also can report the campus traditional culture speech contest, the campus traditional folk culture exchange meeting and so on, promotes the traditional folk culture through the campus culture environment. And set up the related traditional folk culture association, provide a platform for students to learn traditional folk culture offline, through the community activities more clearly feel the charm of traditional folk culture, realize the organic combination of artistic activities and traditional folk culture, and promote the inheritance and development of traditional folk culture.



Figure 3 Traditional folk culture

5. Conclusion

To sum up, under the background of this modern information age, the society has put forward higher requirements for the professional ability and comprehensive quality of college students, which requires colleges and universities to train the comprehensive quality of morality, intelligence, body, beauty and labor on the basis of imparting professional knowledge to students. Moreover, the art curriculum of colleges and universities is one of the main ways to carry on the inheritance of traditional folk culture, at the same time, colleges and universities can also use traditional folk culture to educate people, so that students build up national confidence, cultural confidence. Combining traditional folk culture with art courses in colleges and universities can also effectively enrich the form and content of education, improve the quality of education, improve the efficiency and effect of education, and promote the spread and development of Chinese traditional culture.

Acknowledgements

This research has been the Ministry of Education and Finance in 2018 of the professional group of Shandong Institute of Commerce and Technology. Numbering: Teaching Letter (2019) No. 14.

This article is the result of the special project of art education in Shandong Province in 2018, "Study on the implementation path of the same frequency resonance training of art literacy and artisan spirit of vocational students" (YJ201811150).

References

- [1] Yang, Yu. Analysis and Application of Basic Art Teaching in Colleges and Universities from the Perspective of Folk Art. *Art Education Research*, no. 15, pp. 118-119, 2017.
- [2] Hu, Qinghua. Folk Ecology and College Education of Tangka Art. *Times Literature*, no. 18, pp. 218-219, 2012.
- [3] Min, Xingwei. Analysis on the Inheritance of Folk Art in College Art Education. *Science and Wealth*, no. 34, pp. 207, 2019.
- [4] Zhang, Liang. A Study on the Training Path of College Master of Arts Talents Based on Traditional Folk Arts. *Youth*, no. 26, pp. 154, 2019.
- [5] Bo, Haitao. How to Pass on Folk Dance Art in College Dance Education. *Art Technology*, vol. 32, no. 14, pp. 121-122, 2019.