

# Research on College Students' Aesthetic Education Based on the Background of Strengthening Morality

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**Abstract:** Aesthetic education is an important part of quality education and plays an important role in the Party's Educational Policy. This paper makes an original interpretation of the concept of aesthetic education, expounds the necessity and importance of aesthetic education to the cultivation of college students, analyzes the causes of the weak awareness of college students' aesthetic education, and puts forward the specific implementation pathway of college students' aesthetic education, and then improves the teaching quality and standards of Aesthetic Education in colleges and universities.

## 1. Primary Interpretation of Aesthetic Education

"Aesthetic education" is an education based on aesthetics for the purpose of cultivating sentiment. It is closely related to moral education, intellectual education and sports; it is a compulsory course for building of a high degree of socialist spiritual civilization and material civilization; it is a compulsory course in communist ideological education; it is a compulsory course for cultivating socialist construction talents with all-round development; it is a compulsory course for improving the ideological, moral, scientific and cultural quality of the entire Chinese nation. Aesthetic education bears the sacred historical mission and plays an important role in the comprehensive development of education<sup>[1]</sup>. The concept of "aesthetic education" began in modern times. As an aesthetic practice, it can be traced back to ancient times. The earliest origin of aesthetic education thought is that human beings pass on the practical experience of production and aesthetic consciousness to the next generation, and educate them to produce according to the "law of beauty", which includes aesthetic factors. Xi Jinping, the Chinese President stressed: "To do a good job in aesthetic education, we must adhere to the virtues of the people, take root in the era of life, follow the characteristics of aesthetic education, carry forward the spirit of China and the United States, and let the young people of the motherland grow up healthily." Li De Shuren is the foundation of aesthetic education. To implement the fundamental tasks of Lide Shuren, it is necessary to clarify "what to implement" and "how to implement" and improve the systematic implementation mechanism of Lide Shuren. Lide Shuren is guided by virtue, points to the all-round development of human beings, adheres to the "five-education and simultaneous", and builds a comprehensive education mechanism for moral, intellectual, and artistic work.

## 2. Necessity and Importance of Aesthetic Education for College Students

### 2.1 The Necessity of Learning Aesthetic Education Knowledge.

In the present, it can be said that aesthetic education is an urgent need of the times and the broad masses of the people. The development experience of all countries in the world tells us that as long as we seize the opportunity of historical development, accelerate the pace of cultivating high-quality laborers and innovative talents, and improve the country's ability to innovate and the quality of the whole nation, we can gain a leading position in the fierce competition of the times. Especially in the era of knowledge economy, the economic development of a country depends more and more on the quality of workers and the development of knowledge and technology. Aesthetic education is not a

general knowledge and art education, but a combination of basic quality education and cultural quality education. It is a quality education in the spiritual world and a reflection of a high-level and high-level quality of human development. In today's quality education, through the aesthetic education, let the younger generation establish the ideal of beauty, cultivate the character of beauty, cultivate the sentiment of beauty, show the behavior of beauty, form a healthy psychological structure, and perfect their personality characteristics. At the same time, it can also stimulate the vitality of learning, promote the development of intelligence and emotional intelligence, and cultivate the innovative ability of aesthetics. Schiller said: "There is a health-promoting education, an awareness-raising education, and a beautiful education that promotes the ability to appreciate." The purpose of this third type of education is to foster harmony and unity as much as possible on the spiritual and emotional levels. It can be said that aesthetic education is not a substitute for moral education, intellectual education, and sports in promoting students' all-round development and improving students' overall quality<sup>[2]</sup>.

## **2.2 The Importance of Learning Aesthetic Education Knowledge.**

In the new era, it can be said that aesthetic education is an important position for the cultivation of talents needed for social progress and economic and cultural development. The era of college students is an era of energetic and prosperous life in a person's life. It is an era of youthful vitality and poetry. If it is said that beauty is human nature, then the desire to be beautiful, to love beauty, to pursue beauty, to create beauty, to show beauty in college students is the strongest. The aesthetic knowledge of college students' learning is the need of the development of the times, and it is also the need for college students to understand and pursue their own beauty, so as to create a beautiful life, society and the world, and at the same time create a beautiful individual, and cultivate themselves to become a social construction. New people in high-quality times. For a school, without aesthetic education, it cannot be said that it is a comprehensive implementation of the party's policy. The school only attaches importance to intellectual education, and does not pay attention to the education of moral education, aesthetic education and humanistic cultivation, which will inevitably lead to the lack of students' humanistic quality. Only by cultivating people with the laws of beauty can we cultivate a perfect and comprehensive development. It can be seen that aesthetic education is necessary and important for college students.

## **3. Causes of the Weak Consciousness of College Students' Aesthetic Education**

### **3.1 The Unclear Purpose of Aesthetic Education.**

In this fast-developing society, the modern urbanization life is becoming more and more stressful on people. The high school students' art test is very popular. On the surface, the prospect is bright, but such phenomena show that aesthetic education is only a professional skill based on practice. The study, while ignoring the students' aesthetic consciousness and personality cultivation, and finally achieve the spiritual level of transcendence.

### **3.2 The Lack of Resources Allocation in Aesthetic Education.**

According to the survey, due to the large population in China, many schools have relatively few aesthetic education teachers, insufficient investment in aesthetic education, and no active initiative to carry out aesthetic education courses. Some colleges and universities believe that such courses are not conducive to the comprehensive quality training of college students, and they attach importance to aesthetic education. Not enough, there are differences between the school and the school in terms of teacher qualifications and curriculum. In particular, different colleges and universities should establish courses suitable for college students according to different grades in the talent training program. There is no coherence between the theoretical and practical courses, and there is no unified and implementable curriculum system. Students of different grades and majors in the same school are not motivated to participate in the practice of aesthetic education. The reason is mainly related to the lack of resources allocation in aesthetic education in colleges and universities.

#### **4. The Specific Implementation Path of College Students' Aesthetic Education**

As China's economic development enters a new era, college students need to establish the ideal goal of life, establish their own value pursuit, establish the responsibility of morality and behavior, love and family concept, etc. Colleges' aesthetic education is particularly important. According to the current situation of education, the traditional aesthetic education practice and the problems existing in the aesthetic education of colleges and universities, the aesthetic education of colleges and universities promotes the formation and development of college students' sense of morality, rationality and beauty, which is conducive to the release of potential, enlightenment and purification of college students. emotion. The author believes that college students' aesthetic education generally includes the following three implementation paths:

##### **4.1 Reasonable Arrangement of Curriculum.**

Reasonable arrangements to raise awareness. The aesthetic education curriculum in colleges and universities should not only cultivate students' aesthetic beauty, beauty essence and logical speculative ability, but also pay attention to cultivating students' aesthetic realm and personality cultivation. Cultivate the interests and hobbies of each student's aesthetic education, give full play to the leading role of campus culture, carry forward the carrier of excellent traditional culture, and show the charm of personality. Promote aesthetic education in the whole society and let more people know. Aesthetic education advocates the mutual promotion and coordinated development of schools, families and social aesthetic education, enhances the cultivation of aesthetic education, helps to form a good cultural environment, and contributes to building a harmonious socialist atmosphere. Second, build a platform and focus on practice. In the course of teaching, we should pay attention to resource sharing, orderly and innovative activities, take students to actively participate in volunteer service activities, connect with the outside world, establish an aesthetic education teaching practice base and list them, and actively screen various kinds of aesthetic education resources in the society. Drawing on the essence, imparting the knowledge of aesthetic education to students, thus improving the enthusiasm and initiative of college students' aesthetic education practice, combining aesthetic education theory with social practice and employment practice. Third, make full use of the modern network new media platform to enrich the content of aesthetic education. Using the role of the main position of the classroom, innovative teaching methods, teachers prepare lessons in advance, collect more typical examples of excellent aesthetic education, can give students a visual presentation in the class, can let students explain, discuss, teacher-student interaction, active classroom atmosphere. It is also possible to combine various traditional clubs and student organizations at all levels to organize excellent traditional cultural activities and aesthetic education, keep up with social hotspots, tell stories of aesthetic education, and let each student participate, so that students can improve their beauty in actual perception and appreciation. understanding.

##### **4.2 Strengthening the Theoretical Study of College Students' Aesthetic Education.**

College students have a high cultural quality. By carrying out "aesthetic education project" and constructing a college aesthetic education curriculum system that promotes the coordinated development of mind and body, it is the main carrier of aesthetic theory, and upholds the concept of "melting beauty in learning". Taking the study of excellent traditional culture theory as an example, firstly, based on the university's own advantageous conditions and regional characteristics, combined with the actual aesthetic education work, it focuses on the fundamental tasks of Lideshu people, improves the core literacy of students, and offers courses to cultivate students' aesthetic value orientation. Secondly, it inherits the traditional aesthetic education content from all angles and angles, and uses the technical means of sight, hearing, feeling and touch to exert the role of the aesthetic value of Chinese excellent traditional culture in the main channel of the classroom. Third, incorporating the experience-based aesthetic education practice, close to life, and embody its value in the subtle. Fourth, using the "Internet +" information platform to disseminate traditional aesthetic education, change the educational model, stimulate students' enthusiasm and initiative, and

gradually influence students' aesthetic awareness and values.

### **4.3 Building a Practical Platform for College Students' Aesthetic Education.**

Another important way of the aesthetic education work in colleges and universities is to implement aesthetic practice activities on the basis of the coordinated education of schools, families, governments and society. Aesthetic education activities include both appreciation activities and creative activities. First, the aesthetic education appreciation activities are more reflected in the art appreciation, with the excellent traditional culture as the extension carrier, and various places to open museums, art galleries and other art and cultural places for the public to appreciate. It is often said that the education of family and school has the greatest impact on people's life education, so family aesthetic education can not be ignored; schools, government, and society hold various traditional art and art exhibitions such as calligraphy, Chinese painting and sculpture. College students can also learn related courses such as art appreciation through online elective courses. Second, the creation of aesthetic education is mainly embodied in the artistic creation and the aesthetic creation in life. With the major commemoration day as an opportunity, colleges and universities set up science and technology culture and art festivals, fun sports series activities, community culture and art festivals, May Fourth literary evenings, New Year's Day literary evenings and other aesthetic education platforms. College students actively participated, military training, volunteer service, and cold. Summer social practice, "three walks" series of outdoor quality development activities, these are a kind of beauty and nature experience, is the aesthetic experience. It is the aesthetic practice of college students that deepens the accumulation of aesthetic cultivation and further enhances students' aesthetic cultivation and artistic talents.

## **5. Conclusion**

Under the fundamental task of thoroughly implementing the spirit of education and the people of Lide, the reform of education, the training of innovative talents, and the comprehensive development of the "five-education" of moral, intellectual, physical, aesthetic and labor. From the research of this paper, the aesthetic education work in colleges and universities should reasonably arrange the curriculum, strengthen the theoretical study of college students' aesthetic education, build a practical platform for college students' aesthetic education, etc., continuously strengthen theoretical innovation and top-level design, and improve the teaching quality and overall quality of college aesthetic education. Level, cultivate a complete person, educate people, and benefit college students for life.

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