

Research on the Development Strategy of Chinese Traditional Culture in College Aesthetic Education

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Abstract: Chinese traditional culture is the root and soul of the Chinese nation with a history of five thousand years. Inheritance and development of traditional culture is the demand of The Times, and also the spiritual gene of socialist core values. As an important position of cultural inheritance and innovation, colleges and universities bear the important responsibility of carrying forward the traditional Chinese culture. The aim is to explore the development strategy of Chinese traditional culture in college aesthetic education, in order to provide useful reference for the aesthetic education in colleges and universities.

Keywords: Chinese traditional culture; Aesthetic education; Development strategy

1. The significance of Chinese traditional culture in the aesthetic education in colleges and universities

1.1 The rich connotation of Chinese traditional culture

The excellent traditional Chinese culture is the cultural root of the Chinese nation. The ideas, humanistic spirit and moral norms contained in it together build the spiritual background and spiritual logo of the five thousand years of splendid Chinese civilization. The traditional Chinese aesthetic education culture has profound historical implication, which is the full display of the Chinese childrens spirit of loving beauty, self-improvement and virtue and the rich cultural and artistic achievements of the Chinese nation.

1.2 The value of Chinese traditional culture in the aesthetic education in colleges and universities

The Chinese traditional culture is of great value in the aesthetic education in colleges and universities. First of all, traditional Chinese culture contains rich aesthetic taste and aesthetic concept, which helps to cultivate students aesthetic feelings and improve their aesthetic ability and aesthetic accomplishment. Secondly, traditional Chinese culture carries rich moral and ethical concepts and humanistic spirit, which is conducive to shaping students good personality and promoting the cultivation of college students humanistic quality and social responsibility. Finally, Chinese traditional culture is an important resource of aesthetic education in colleges and universities, which provides rich content and material for aesthetic education in colleges and universities, and helps to promote the innovative development of aesthetic education in colleges and universities.

2. The present situation and challenge of Chinese traditional culture in college aesthetic education

2.1 The integration of Chinese traditional culture in aesthetic education in colleges and universities

At present, colleges and universities have begun to try to integrate Chinese traditional culture into the aesthetic education work. Some colleges and universities guide students to understand and experience traditional Chinese culture by opening relevant courses and holding cultural activities. However, on the whole, the integration of Chinese traditional culture in the aesthetic education in colleges and universities is not deep enough, and there are many problems and challenges.

2.2 Challenges facing Chinese traditional culture in aesthetic education in colleges and universities

The concept of aesthetic education is conservative, and some colleges and universities do not pay enough attention to the aesthetic education, and regard the aesthetic education courses as optional elective courses or extracurricular activities. At the same time, some colleges and universities equate aesthetic education with art education and ideological and political education, ignoring the unique role of aesthetic education in improving students aesthetic ability and humanistic quality. At present, the professional teachers and curriculum system of aesthetic education in colleges and universities have not yet formed a perfect mechanism. There are few platforms for integrating traditional culture, and the development of aesthetic education in colleges and universities lacks relative space and soil. In addition, some colleges and

universities have insufficient investment in aesthetic education, resulting in the lack of relevant teaching facilities and resources. Students lack of traditional culture. Today's college students, facing the social environment and employment pressure, pay more attention to the study of professional theories and skills, and lack of attention to traditional culture. Some colleges and universities take traditional culture courses as the form of general courses or elective courses, which is lack of systematization, integrity and coherence, which leads to the lack of students understanding and identification of traditional culture. There is a lack of collaborative promotion mechanism in colleges and universities. Most universities believe that there is a close connection between ideological and political education, aesthetic education and traditional culture, but there is no effective integration mechanism in practice. The educational effect of in-of-school integration is not obvious, lacking integrity and coordination.

3. The development strategy of Chinese traditional culture in college aesthetic education

3.1 Establish the correct goal of aesthetic education with university characteristics

The core content of aesthetic education is the excellent traditional Chinese culture, so it is necessary to innovate in this aspect of teaching and set goals scientifically, so that the excellent culture can be successfully inherited and carried forward smoothly. Teachers need to realize the importance of the integration of aesthetic education and excellent traditional culture education, and then combine it with the Chinese dream and socialism with Chinese characteristics. That is to say, to build a reasonable education system, implement the excellent traditional culture into every discipline, and fully implement aesthetic education. In addition, combine some local characteristics, such as drama, folk customs, etc., to expand the scope of education and form a good teaching system.

3.2 Build a scientific system of aesthetic education

To optimize the curriculum design and content setting of aesthetic education, in the curriculum design of aesthetic education, it is necessary to deeply dig and integrate the excellent traditional Chinese cultural elements, including poetry, painting and calligraphy, music, dance, opera, traditional festivals and other aspects. Through the in-depth excavation of the traditional cultural elements, select the specific content suitable for the integration of the aesthetic education courses, so that students can get close to and feel the charm of the excellent traditional Chinese culture in the study of aesthetic education. At the same time, it is also necessary to pay attention to the organic combination of different forms of cultural elements, break through the boundaries between traditional disciplines, and form a diversified and three-dimensional aesthetic education curriculum.

3.3 Improve the professional ability and comprehensive quality of aesthetic education teachers

To improve the traditional cultural literacy of aesthetic education teachers, aesthetic education teachers should constantly improve their professional basic skills and professional knowledge through continuous learning and training, so that they can have a keen artistic perception ability and good aesthetic ability. At the same time, aesthetic education teachers should have rich teaching experience and high teaching ability, and be able to design and implement targeted aesthetic education courses according to the teaching situation, and teach students in accordance with their aptitude. Aesthetic education teachers should also have good communication and organizational skills, be able to communicate and interact with students in class, organize effective team activities, improve the classroom interest, stimulate students interest in learning.

3.4 Create an environment for campus culture and cultivation

The construction of thematic websites and communication platforms, campus and college construction of thematic websites, through the fast speed of the network to spread traditional culture. Carry out special lectures on traditional culture, plan and organize relevant practical activities to achieve the purpose of aesthetic education. At the same time, the use of classrooms, propaganda boards, squares and other decoration, effectively promote the traditional culture, play a subtle role of influence. Carry out colorful campus cultural activities, can hold traditional cultural festivals, art exhibitions, opera performances and other activities, so that students can feel the charm of traditional culture in the participation, enhance cultural confidence. In addition, we can also organize academic reports and seminars to promote students in-depth research and discussion of traditional culture.

4. The concrete practice of Chinese traditional culture in the aesthetic education in colleges and universities

4.1 Integration of traditional culture in art education

Further excavate the traditional cultural elements, the art education in colleges and universities can deeply excavate the traditional cultural elements, such as traditional painting, calligraphy, paper cutting, ceramics, etc., and integrate them into the art teaching. Through the integration of traditional cultural elements, not only can enrich the art teaching content, but also can improve students cultural identity and aesthetic literacy. To carry out traditional cultural theme creation, students can be organized to carry out traditional cultural theme cre-

ation activities, such as traditional festivals, historical stories, folklore and other themes for painting, sculpture and other artistic creation. Through creative activities, students can have a deeper understanding of traditional culture, and improve their aesthetic ability and creative level in practice.

4.2 Integration of traditional culture in music education

The traditional music elements, such as classical music and folk music, can be introduced into the music education in colleges and universities. Through the appreciation and learning of traditional music, students can feel the charm of traditional culture and improve their musical literacy and aesthetic ability. Holding traditional music performance activities, students can be organized to hold traditional music performance activities, such as folk music ensemble, opera performance, etc. Through the performance activities, students can have a deeper understanding of the traditional music culture, and improve their musical performance ability and teamwork ability in practice.

4.3 Integration of traditional culture in dance education

Integrating traditional dance elements, traditional dance elements can be integrated into college dance education, such as folk dance and classical dance. Through the study and performance of traditional dance, students can feel the rhythm and beauty of traditional culture, and improve their dance skills and artistic expression. To carry out traditional dance creation activities, students can be organized to carry out traditional dance creation activities, and encourage students to create dance combined with traditional cultural elements. Through the creative activities, students can have a deeper understanding of the traditional culture, and improve their dance creation ability and innovation ability in practice.

5. Conclusion

Chinese traditional culture is of great significance and value in college aesthetic education. However, there are still many problems and challenges in integrating the traditional culture into the aesthetic education in the current universities. In order to promote the development of Chinese traditional culture in the aesthetic education of colleges and universities, it is necessary to set up the correct goal of aesthetic education with characteristics in colleges and universities, build a scientific aesthetic education system, improve the professional ability and comprehensive quality of aesthetic education teachers, create an environment for campus culture and establish a comprehensive and effective evaluation system. Through the implementation of these strategies, it can promote the in-depth integration and innovative development of the Chinese traditional culture in the aesthetic education of colleges and universities, and make positive contributions to the raining of socialist builders and successors with all-round development of morality, intelligence, physique, physical, beauty and labor.

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