

# The Path and Implementation of Art Education Service Society in Colleges and Universities

## Taking Liaocheng University as an Example

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**Abstract**—In current education, art education occupies an important position in college education. The art education of colleges and universities reflects the level of artistic quality of a country to a certain extent. At the same time, art education also inherits and promotes traditional Chinese folk art. This paper discusses the art of colleges and universities from three aspects: the development of primary and secondary schools and community "pairing, breeding culture" practice activities, the establishment of primary and secondary school aid and practice bases in colleges and universities, and the strengthening of college students' volunteer service "Western Plan". Education services society, the path of giving back to society and implementation methods, and based on the effective results achieved by Liaocheng University's specific activities, more comprehensive and more realistic analysis, summary and induction.

**Keywords**—art education; aesthetic education; counterpart aid; "western plan"

### I. INTRODUCTION

Piano Colleges and universities have four functions of cultivating talents, scientific research, cultural inheritance and serving socialist culture. Among them, the most important function is that college education can promote the construction of socialist culture. How to promote the cultural construction of society requires us to go Study how to use our own unique cultural and traditional resources, use our rich art education, how to organically combine traditional culture and art education, better play the superiority of cultural traditions and art education, and better serve The people, serving the society, are important issues that local schools in China need to face.

### II. HIGHER EDUCATION INSTITUTIONS CARRY OUT PRACTICAL ACTIVITIES OF "PAIRING AND BREEDING CULTURE" IN PRIMARY AND SECONDARY SCHOOLS AND COMMUNITIES

In order to give back to the society and serve the society better, the teachers and students of the university should actively carry out cultural service activities in primary and secondary schools and the community. According to the actual needs of primary and secondary schools and the

community, organize relevant teachers and student performance groups to promote the paper. The network platform, art activities and other forms allow primary and secondary school teachers and students and community residents to feel the joy and physical and mental changes brought about by artistic activities. In the most simple and easy-to-understand way, enter the life of teachers, students and community residents in primary and secondary schools, and create spiritual civilization in primary and secondary schools and communities.

From the richness of the cultural service activities "pairing and breeding culture", the art major is better in all professions, and can better serve the development of primary and secondary schools and the cultural construction of the community, and achieve remarkable results. . For example, teachers and students of art majors can beautify primary and secondary school campuses, classrooms and community living environments from visual painting, calligraphy and design, and can teach some art theories and techniques. Music and professional teachers and students can ease the learning pressure of primary and secondary school students and the stress of life of community residents through the way of sharing entertainment, and teach some theory and techniques of music. Teachers and students of sports majors can provide sports theoretical knowledge and sports that benefit the physical and mental health of primary and secondary schools and communities.

### III. THE ESTABLISHMENT OF PRIMARY AND SECONDARY SCHOOL AID AND PRACTICE BASES IN INSTITUTIONS OF HIGHER LEARNING

According to the call of the Party Central Committee, colleges and universities should put the social practice of college students as equally important as the professional curriculum education. At present, many colleges and universities in the province have established counterpart support and practice bases for primary and secondary schools, and organized art students to use their spare time or vacation time.

#### *A. The University Formulates Corresponding Aid and Internship Policies*

Counterpart support and education internship is an important part of higher normal education. It is a comprehensive practical course with professional characteristics of music education major, which has special functions to improve teachers' comprehensive quality. Counterpart support and educational internship are the process of strengthening and shaping teachers' education, teaching and basic skills, as well as the process of cultivating and improving teachers' professional skills. Through aid and internship, teachers can help teachers to apply their basic theories, basic knowledge and basic skills to education and teaching practice activities, thus further improving their educational and teaching work.

In order to better stimulate students' enthusiasm and initiative, the school can take social practice activities as a form of course, into the formal teaching plan, occupying a certain credit, specifically, students can participate in social practice activities. Time, activity content and final assessment methods are fully defined, and the performance of each student participating in social practice must be strictly assessed, and the results should be recorded according to the excellent, qualified, medium, pass and fail grades and recorded in their school records. Facts have proved that this kind of initiative is quite effective. Students actively participate in various social practice activities, not only improve their business level, but also exercise their practice, communication skills, and most importantly, can give The cultural education in primary schools and the expansion of capabilities in all aspects have greatly promoted.

#### *B. Liaocheng University's Implementation of the Establishment of Counterpart Aid and Practice Bases*

During the period of aid education and educational internship, an educational internship leading group and a guiding working group with the dean as the leader will be established. The guiding working group will be composed of middle and senior key teachers with high sense of responsibility and strong business ability. Each teaching point will arrange specific educational internship time according to local conditions.

According to the author's investigation, the School of Music of Liaocheng University has specially established the "DoReMi" Youth League Branch. This organization relies on the "Music Culture Classroom into the Countryside" to support the volunteer service for migrant children. It was established in early 2012 and currently has more than 100 members. The Youth League Branch adheres to the tenet of "focusing on the children of migrant workers and caring for the society", advocates integrity, help, care and dedication, and gradually develops into a caring for children of migrant workers, rural cultural construction and music professional skills counseling, and children's competition services. Wait for the volunteer service team to be the main business area.

The "DoReMi" Youth League has organized many activities such as summer education for children of migrant workers, "Dancing the children on the weekend", "Happy

Summer Camp for Left-behind Children", and "Weekend Teachers in the Children's Palace of the Rural School". The deeds were once reported by the People's Daily. The media such as "Modern Education News", "Qilu Evening News", "Shanxi TV Public Channel" and "Shandong Education TV Station" have repeatedly reported. In August 2015, he participated in the first Youth Volunteer Service Competition in Shandong Province and won the Gold Award. In December 2015, he represented the school in Chongqing to participate in the Second National Youth Volunteer Service Competition and won the Silver Award.

In the past five years of project operation, the service team has been committed to perfecting institutions, perfecting systems, and standardizing management. More than 500 professional members of music science, music performance, and dance have joined the team. The Youth League has successively held the Children's Palace in Dongchangfu District. Zhangshouji Wusong Primary School, Douhu Xinzhuang Primary School, Zhulaozhuang Dawu Primary School, Dong'a County Bridge Town Rural School Children's Palace, Guanxian Minsheng Hope Primary School, Jixian County Front Furnace Primary School, Linqing Tobacco Store Dozens of rural schools and children's palaces in Yuanyuan has established service stations. They have been conducting music and dance classes, extracurricular music and cultural activities guidance, professional skills and compulsory training for children of migrant workers, and holding "weekend children's piano" and "left-behind children". More than 200 activities such as Happy Summer Camp and Happy Saturday for Rural Children have taught music and dance skills to more than 2,000 children. The continuous development of the project has won wide acclaim from the society.

This kind of internship arrangement and social activities dedicated to the needs of the society, which specializes in serving the society, not only effectively solves the problem of lack of music teachers in some rural schools, but also satisfies the needs of the children's music interests and hobbies to a certain extent. It also enriched their extracurricular cultural life, effectively promoted the children's physical and mental health and overall development, and actively and effectively realized the specific implementation of the university's establishment of counterpart aid and practice bases.

#### *C. The Significance of Establishing Counterpart Education and Practice Bases in Colleges and Universities*

First of all, many colleges and universities have included social practice activities as a compulsory course in the overall arrangement of talent training programs. From the beginning to the end, there is a system for supervising student internships, which not only ensures the safety of students, but also ensures the safety of students. It guarantees the quality of the students' internship teaching and can solve all kinds of problems encountered in the internship teaching at any time. Ensure that every student completes the service in quality and quantity in social practice. This not only makes the accumulation of theoretical knowledge in primary and secondary schools, but also enriches their thinking,

expands their horizons, and improves their quality education and cultural construction.

Secondly, through this form of off-campus practice, college students also benefit a lot, not only correcting the ideological concepts of contemporary college students, but also testing whether art college students meet the needs of society and enhance their adaptability to education in the new era.

Thirdly, through social practice activities, the responsibility of college students has increased, and they have learned to assume certain social responsibilities and personal missions, and understand the value of participation in the construction of a new socialist countryside. From a professional perspective, through the planning and implementation of activities, it will be necessary to combine the professional art theory knowledge of the profession with the real social practice, thus achieving a new mechanism of organic integration of theory and practice, creating more attractive artistic activities and works of art.

From the perspective of the school, the school not only fully understands the theoretical level and business ability of the students, but also obtains feedback information in a timely manner. Based on the actual situation, the school continuously improves the teaching methods of the education majors and trains more excellent education teachers for the society.

#### *D. Colleges and Universities Strengthen College Students' Volunteer Service "Western Plan"*

Since 2003, the state has implemented the Western Student Volunteer Service Program. According to open recruitment, voluntary registration, organization and selection, and centralized dispatch, each year, a certain number of fresh graduates from ordinary higher education institutions are recruited to the western grassroots level for 1-3 years of volunteer services such as education, health, agricultural technology, and poverty alleviation. As of 2013, a total of 11 batches of 90,000 college graduates were selected to serve in more than 2,100 counties in 22 provinces (autonomous regions and municipalities) and Xinjiang Production and Construction Corps. Together with local projects, the total implementation of the Western Plan has exceeded 160,000 people, and 16,000 people have taken root in the west.

Over the years, colleges and universities in various provinces have focused on guiding students to the west to make contributions, forming a strong western planning culture, especially in Shandong Province. At present, the outstanding group of the western plan has become an important manifestation of the achievements of the people in Shandong Province. Liaocheng University is second to none among the universities that are actively implemented in the western development plan. As of 2017, more than 9,000 graduates have signed up to participate in the western region. It is planned that 866 people will become honorable volunteers in the Western Region, ranking first in the nation's universities.

In 2016, a total of 708 fresh graduates from Liaocheng University signed up for the 2016 College Student Volunteer Service West Program. The final 106 outstanding graduates were honored. Among them, 30 volunteers went to Xinjiang Production and Construction Corps and 14 volunteers to Xinjiang Uygur Autonomous Region. 25 volunteers went to Tibet, 19 volunteers went to Qinghai, 3 volunteers went to Ningxia, and 15 volunteers participated in the Western Shandong Project. In the results of the performance appraisal work of the National Project Office of the 2015-2016 National College Student Volunteer Service Western County Service County and the University Project Office, the Liaocheng University Western Planning Project Office was awarded the "Excellent Project Office" of the National Western Program.

In order to implement the Western Volunteer Program of the Party Central Committee in Shandong Province, the Shandong Provincial Theatre, on the occasion of the 95th anniversary of the founding of the Communist Party of China, created a special work "Family Affairs" with the theme of "Volunteer Western Planning" for college students. This drama was in 2016. He successfully premiered in June and has performed more than 70 performances so far. "Family Affairs" as a public welfare cultural performance activity of "School Art into the Campus" of Shandong Provincial Academy of Arts, not only enriches the spiritual and cultural life of teachers and students, cultivates the aesthetic taste and good artistic quality of young students, and promotes the excellent culture of Qilu. The inheritance played an active role, and it also set off a new enthusiasm for college students to participate in the volunteer activities in the west.

The development of an era requires the joint efforts of some people. A person's choice will only be meaningful and valuable if it meets the requirements of the times and meets the needs of the people. It is believed that the Western Volunteer Activities will increasingly become a beautiful landscape for Shandong Province to serve the country's education.

#### IV. CONCLUSION

In the social practice of the construction of new rural culture in China, local colleges and universities should review the situation and determine the mission and value orientation in the development of contemporary education according to the requirements of the development of the times, and strive to make full use of the unique characteristics in the context of the development and integration of their excellent resources. Resources play a unique advantage to meet the needs of primary and secondary education and new rural social development, actively provide rich ideas and content for rural cultural construction, and provide better and more perfect culture, ideology, spirit, etc. for the development of socialist construction. At the same time, this also poses a severe challenge to the development of related disciplines such as culture and art in China's colleges and universities. Colleges and universities can only take the reality as the basis, constantly think about the form of practice, and fulfill the

functions of art education better through a variety of innovative and colorful art communication channels so that the students can better contribute to the development of socialism.

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