

# The Construction of Art Education Platform in New Rural Aesthetic Education

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**Abstract**—The purpose of the art education is coming from people and going to people. Based upon the current state of art education in China's colleges and universities and the needs of today's society, this article will demonstrate on how to accelerate the construction of the team of aesthetic education teachers in detail explore how the art education educate the society and the way to give back to the society. There are four dimensions: the concept of "serving for the construction of new rural culture" in the implementation of colleges and universities, the curriculum management of the practical activities of the rural areas in the countryside, the establishment of the network of aesthetic education network resources in colleges and universities, and the construction of the team of colleges and universities. A new path for the construction of a new rural aesthetic education platform is also discussed.

**Keywords**—art education; new rural culture construction; network resource sharing

## I. INTRODUCTION

At present, China's new rural culture construction is in full swing. Art education can only better meet the requirements of the development of the times, clarify the trend of higher education development, and determine social needs. In order to better meet the needs of new rural social development, actively serving rural cultural construction is a function of art education in colleges and universities, and an important way for education and society to better integrate development.

## II. THE SUBSTANTIVE SIGNIFICANCE OF AESTHETIC EDUCATION

"Aesthetic education is an aesthetic education, but also a sentiment education and spiritual education. It can not only enhance people's aesthetic quality, but also affect people's emotions, tastes, temperament, chest, stimulating people's spirit, and warm people's mind. Aesthetic education and moral education, Intellectual education and sports complement each other and promote each other..." Aesthetic education plays a very important role in the whole art education, which affects the development of human beings and society to a certain extent. It is a must to pay attention to the development of aesthetic education and put the construction of aesthetic education into practice. Start with

the curriculum, disciplines and other aspects of adjustment, reform and improvement to better play the role of aesthetic education.

"In 2015, the target is to comprehensively strengthen and improve the school's aesthetic education; by 2018, the target is to make breakthrough progress, the allocation of aesthetic resources will be gradually optimized, and the management mechanism will be further improved. All types of schools will be open to aesthetic education courses; by 2020, preliminary formation will be achieved. Large and medium-sized young and beautiful education, mutual integration of classroom teaching and extracurricular activities, universal promotion of education and professional education, school aesthetic education and social family aesthetic education are connected with a modern aesthetic education system with Chinese characteristics." This is China's 2015 "five years" The overall goal of the plan and the realization of the goal are inseparable from the perfection of the aesthetic education curriculum at all levels of schools. The simultaneous construction of hardware and software, and complete the aesthetic education of colleges, junior high schools, and the development of aesthetic education in primary and secondary schools. Training work plays an important role.

At present, socialism with Chinese characteristics has entered a new era. The main contradictions in our society have been transformed into contradictions between the people's growing needs for a better life and the development of unbalanced development. China has been into a prosperous, strong, democratic, civilized, harmonious and beautiful society, with the struggle with modernization and power. The word "beautiful" and "beauty" is implemented in the education cause, which is to promote beauty and guide the beauty of aesthetic education. Only by strengthening the construction of aesthetic education, it is easy to achieve the great goal of shaping "a beautiful nation, a beautiful society, and a beautiful China." The project needs to be fully valued and the project needs to be implemented as soon as possible.

## III. EFFECTIVE WAYS TO PROMOTE ART EDUCATION IN RURAL AREAS BY COLLEGE ART EDUCATION

From the current situation in China, rural cultural construction is still a top priority in the field of education, and the issue of aesthetic education in rural cultural construction is the most important one. The status of rural

aesthetic education determines the level of basic quality education in China. Therefore, in order to prompt the national colleges and universities to serve the society and inherit cultural functions, the first step is the development of rural aesthetic education and improving the quality education of the entire nation.

In the implementation of rural culture construction, colleges and universities will carry out different divisions of labor according to their respective majors. As far as aesthetic education is concerned, art colleges and universities, as the successors of social culture and the development and innovators of art education, have a great responsibility in the construction of rural culture.

*A. The Need for Universities to Strengthen the Concept of "Serving for the Construction of New Rural Aesthetic Education"*

All colleges and universities across the country should pay attention to the construction of new rural aesthetic education, and must have a good sense of service. They should work according to the specific needs of the new rural aesthetic education, such as actively investing in new rural areas, formulating relevant promotion policies, and rectifying teachers and students. Those are able to stimulate the enthusiasm of college teachers and students so that they can be involved more to build a new rural aesthetic education.

Specifically, all institutions of higher learning should start from the two main players: teachers and students. On the one hand, in the formation of the team of teachers in the countryside, it is a must to actively encourage and cultivate policies, and create all conditions to provide more development directions and Give play to your talents. On the other hand, students should be encouraged to actively participate in the construction of new rural culture, and use the various knowledge learned in the school to make more communications in the new countryside. In particular, students of art should spread their artistic ideas, art education and sentiment about art to the masses' lives, so that the masses can truly feel the existence of art in real life and feel it. The charm of art education realizes the understanding and improvement of aesthetic education.

*B. Curriculum Management of the Implementation of Aesthetic Education Activities in Colleges and Universities*

An important way to spread aesthetic education in colleges and universities is the practice of aesthetic education. Schools can formulate practical activities courses for aesthetic education and rural areas, establish relevant practical activities policies, fully mobilize the enthusiasm of students, and use all knowledge combined with rural culture and art to actively carry out relevant art. Activities to improve the peasant public's perception of aesthetic education, enhance their awareness and concepts of aesthetic education, and make their lives truly changed. At the same time, according to the students' performance and achievements, the students are given corresponding course

achievements or rewards to stimulate the students' enthusiasm.

According to the author's investigation, in addition to the courses of art majors such as aesthetics, art history, art criticism and art practice, many colleges and universities in Shandong also offer elective courses for aesthetic education courses, which increase the popularity of aesthetic education courses in colleges and universities. For example, music, art, calligraphy, engraving, dance, drama, film and television, as well as paper-cutting, printmaking, local dance, hand-made and other local fine traditional culture and art. The study of these courses is fully prepared for the aesthetic education activities of colleges and universities.

*C. Establishing a Network of Aesthetic Education Network Resources Sharing in Colleges and Universities*

In recent years, the "Internet +" action plan has been actively carried out, and information dissemination methods such as mobile Internet, cloud computing, and big data have been widely used. "Internet +" has also become the seventh technological revolution in human history. In today's Internet age, network resource sharing is also an effective way to promote colleges and universities to carry out aesthetic education. Through the activities of "one teacher, one excellent course, one class and one teacher" and the improvement of the construction and application of "three links and two platforms", the opening of systematic online courses will be strengthened, and the construction of core curriculum groups and the construction of teaching resources for art education will be realized. .

All colleges and universities make full use of information means to expand the coverage of high-quality aesthetic education resources, take the opportunity of national implementation of "broadband China" strategy, strengthen the construction of aesthetic education network resources, and accelerate the full coverage of primary education digital education resources in remote and poverty-stricken areas. First, support and tutors make full use of multimedia distance learning equipment to deliver high-quality aesthetic education resources to remote rural schools. Secondly, fully mobilize the regional polarity of all parties in the society, jointly build a network platform for aesthetic education resources, and vigorously develop high-quality digital education resources for colleges and universities and primary and secondary schools aesthetic education courses. Thirdly, encourage all types of schools at all levels to combine the "Internet +" development of new situations, innovate the school's aesthetic education teaching methods, and strengthen the construction of a learning platform based on mobile Internet. Through the above methods of network resource sharing, the university's aesthetic education will make breakthrough progress. Facts have proved that many colleges and universities use the platform of network resource sharing to benefit more teachers and students, and promote the spread and development of aesthetic education. Especially in the new rural aesthetic education construction work has achieved excellent results.

Colleges and universities are a mechanism for the broad information resources and scientific and technological resources in the field of education. It can provide the most convenient and effective platform for the development of rural construction, especially aesthetic education. Using the Internet to push the excellent aesthetic education courses of colleges and universities to all primary and middle schools in rural areas is a new situation and an inevitable trend in China's development.

*D. Speeding up the Construction of Aesthetic Education Teachers in Colleges and Universities*

"Ordinary colleges and universities should speed up the construction of public art teachers according to the needs of aesthetic education courses. All localities should set timetables and take effective measures to solve the shortage of aesthetic education teachers in primary and secondary schools. The teachers of primary and secondary schools in rural areas should follow the same criteria as those who are working in urban areas. School art education experiment county comprehensive reform practice, establish a supplementary mechanism for aesthetic education teachers in rural primary and secondary schools, focus on rural, remote, poverty and aesthetic education teachers in township (town) primary and secondary schools in ethnic areas. Implement aesthetic education teachers exchange rotation system, take counterparts, various forms such as patrols and lectures in the countryside are encouraged to encourage urban aesthetic education teachers to teach in rural schools.

The most important task of aesthetic education is the construction of the teaching staff. Colleges and universities must strive to build a team of high-quality aesthetic education teachers with noble morality, exquisite work, reasonable structure and full of vitality. Only in this way, the persistence of rural aesthetic education construction, smoothness and high level is ensured.

#### IV. CONCLUSION

At present, many regions are also actively cooperating with universities to provide some convenient conditions and good treatment to attract college students to carry out cultural education in the new countryside. Students can take advantage of the superior conditions provided by the regional government to bring their own advanced knowledge in the school. Art and cultural knowledge is spread to every village and field that is needed, and passed to the hearts of the peasants. With the advancement of society and the development of the rural economy, the income of farmers has increased substantially, the life of peasants has changed with each passing day, and the demand for spiritual and cultural life has increased. China's colleges and universities must do a good job in the service of new rural aesthetic education and strive to cultivate. More art talents will enrich the construction of new rural aesthetic education and raise the new height of socialist development.

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