

# "Serving the Yangtze River Delta" — Research and Exploration on the Social Functionality of Art Specialty in Colleges and Universities

Chunlan Shen<sup>1,\*</sup>

<sup>1</sup>Shanghai Lida University, Shanghai, China

\*Corresponding author. Email: chunlan61956@163.com

## ABSTRACT

This paper expounds the significance and role of social functionality of Art specialty in colleges and universities in the cultivation of art talents. Secondly, it is necessary to explore the requirements for art professionals from the perspective of social needs, play the advantages of the second classroom, use practical teaching of art, and serve the rural revitalization and development. Finally, this paper illuminates the enlightenment of art practice teaching of "serving the Yangtze River Delta and revitalizing beautiful countryside" to applied art talents.

*Keywords: art practice, social function, serving the Yangtze River Delta*

## I. INTRODUCTION

On November 5, 2018, General Secretary Xi Jinping announced at the first China International Import Expo that supporting the integrated development of Yangtze River Delta is a national strategy. As one of the optimized development areas at the national level, the Yangtze River Delta is famous for the land flowing with milk and honey. Under the national strategy of Yangtze River Delta Integration, the region released huge market demand of rural tourism, products and crafts and other aspects. At present, the art specialty in colleges and universities are carrying out practical teaching in succession. How to combine what students have learned in class with the social needs of the Yangtze River Delta, further develop the art teaching of college students to serve the society, cooperate with the community villages and towns to build an art bridge cross schools and disciplines, and involve the diversified systems of cultural and creative design strategy in the creative inheritance of rural industrial revitalization, living environment, and rural culture are of great significance to the innovation-driven development of regional economy, society and culture.

## II. THE SIGNIFICANCE AND FUNCTION OF THE RESEARCH ON THE SOCIAL FUNCTIONALITY OF ART SPECIALTY IN COLLEGES AND UNIVERSITIES IN THE CULTIVATION OF ART TALENTS

The demand of society is the motive force of art education. The cultivation of art talents should take the initiative to lead the development of social art and

culture rather than just meet the needs of the society. This requires colleges and universities to pay attention to the practical teaching in the process of training art talents, to highlight the characteristics of practicality, artistry and innovation, to pay attention to the coordinated development of ability training, to take the students' practical application ability as the center of teaching, and to guide the quality enhancement of applied talents as the goal. [1] The characteristics of art specialty determine that the students of applied art specialty have a certain degree of creative ability, which needs to be based on practice. The practice teaching of art specialty serving the construction of the Yangtze River Delta can better enhance the students' own quality, promote the improvement of students' art skills, and cultivate the exploration and establishment of the compound growth model of contemporary college students.

### A. Ways for art specialty of colleges and universities to enrich education resources of social art practice

At present, the villages and towns in the Yangtze River Delta are striving to build beautiful villages. By building art bridges between colleges and towns, aesthetic education can be introduced into communities and towns to serve the cultural and art construction of the Yangtze River Delta. At the same time, major art colleges and universities are actively cooperating with other brother colleges, local governments and relevant units to build platforms and professional art practice bases and teams to improve the practical innovation ability of students. For example, China Academy of Art carries out the art practice course of "art practice entering the countryside" on a regular basis every year.

Inspired by the ideal of "art serving the mass", a group of college students use their own expertise to bring art into the countryside and life. Over the years, the teachers and students of China Academy of Art have demonstrated the style of the new countryside in various forms of art, and increased the vitality and competitiveness of the new countryside in various ways of service. The innovative thinking and artistic means of college students can bring new colors and highlights to the construction of beautiful countryside.

This is not only a social practice project of voluntary service, but also an experimental project with academic and social value. Fengjing ancient town in Jinshan, a suburb of Shanghai with a history of more than 1500 years, is a famous historical and cultural town in China. Now, it takes Jiangnan culture as its feature, works with four universities in Yangtze River Delta, namely Shanghai Institute of Visual Art, Zhejiang Gongshang University, Jiangsu University and Anhui University, takes 16 public spaces of rural grassroots community, such as the activity room for the aged in villages, the gate view and garbage sorting box, as carriers, and solicits micro creative and micro updated "landscape" programs from the college students of art design specialty and other majors of colleges and universities in the Yangtze River Delta. This program encourages college students to learn from the rural masses, design in the field, and talk with the "elements of beauty" in the field. Also, it explores the involvement of colleges and universities in the construction of rural public space, and promotes the revitalization of rural areas. By building an art bridge between colleges and rural areas, Qingtian College in Guangdong Province allows students to participate in the construction of Lingnan rural areas, such as the revival of rural culture and the reconstruction of rural art, promotes the teaching reform with the field practice, stimulates the imaginative thinking of art methods with the rural culture, and opens the creative teaching thinking of art practice.

Through art practice teaching, the practical value of students' knowledge can be realized, the enthusiasm for art creation can be stimulated, and the value of art returning to life can be realized. Students feel the charm of art in the process of participating in practical activities, and deepen their understanding and mastery of art at a deeper level. Art practice curriculum is the development and utilization of the educational function of social resources and the expansion and supplement of school educational resources. Art practice teaching serves rural revitalization and social progress. It is necessary to give full play to the advantages of the art specialty, expand the first class of ideological and political education, and continue to carry out in-depth social practice work to serve the rural revitalization and development, which are important links of ideological and political education in colleges and universities.

Strengthening the infiltration ability of practical education is also an important way to shape the spiritual highland of young students.

#### *B. Exploring the requirements for art professionals from the perspective of social needs*

High-quality art and design talents are an important guarantee for the development of creative industries. At present, art and design talents bear the arduous task of transforming "made in China" to "designed in China". In the process of design practice, various cultural and creative design strategies are systematically involved in the revitalization of rural industry, living environment and rural culture in the Yangtze River Delta, so as to realize more cooperation and gain more common interests. Taking the Art College of Shanghai Lida University as an example, the college has been exploring the way of compound application-oriented personnel training, constantly exploring the practical reform of application-oriented personnel training with the characteristics of "serving the Yangtze River Delta". The curriculum is not limited to the classroom in the school, but devoted to creating the interactive classroom between the university and the practice platform, and constructing an action-oriented teaching model that integrates teaching, learning and doing, such as "specialty + serving rural vitalization + practice + teachers and students". The college aims to serve the construction of the Yangtze River Delta and realize the revitalization of the countryside with art practice as the carrier. According to the practice of different professional teaching and practice sites, it introduces teaching modes such as "project-based teaching" and "competition instead of practice", and combines the characteristics and advantages of art specialty, such as taking root in life and going deep into the grassroots, to develop diversified art practice forms in the practice process. This is the development system of second classroom of art practical skills.

#### *C. Exploring the art practice mode from multiple perspectives and giving full play to the main role of students*

Art specialty in colleges and universities need to actively explore the teaching form of art practice. In the selection and design of subjects, they should have strong pertinence and highlight the professional characteristics of art. It is necessary to meet the actual needs of local areas, plan topics, strengthen the key link of the effective combination of art practice and specialty of art college students and plan the theme of social practice in combination with major and demand, and make a good plan of activities in advance. Also, it is better to enhance the effectiveness of art social practice. During the implementation of specific art practice courses, it is required to actively guide students to use what they have learned to provide social services.

Through social research, art creation and transformation and other means, they can deeply understand the society, and stimulate students' creative potential to serve for rural revitalization and social progress. Art practice pays attention to team building, which enables students to gather together, play their main role, and obtain a strong centripetal force. At the same time, students can realize and optimize their self-worth, ability and level in art practice. It combines art practice teaching with teachers' and students' understanding of social conditions and people's feelings, uses art practice teaching to cultivate teachers' and students' feelings of family and country, strengthens teachers' and students' confidence and ability to care about and observe and serve social development, and combines with the development of rural culture to enhance the social service ability and influence of art practice teaching. [3] Art practice is an important measure for art specialty in colleges and universities to actively respond to social service practice activities. It is of great help to improve students' professional quality, ability and comprehensive quality. It can form a two-way mutual benefit and win-win situation, and enable students to shoulder the responsibility and mission of serving the society, fully display good professional quality and spiritual outlook, and share the school image and local reputation. [4]

### **III. THE INSPIRATION OF ART PRACTICE TEACHING SERVING RURAL REVITALIZATION TO THE TALENT TRAINING**

The art specialty in colleges and universities will promote the development of beautiful countryside with art services, which will fully show the face of college students in the new era, be closer to life and society, enable students to find the direction of innovative practice, promote the development of beautiful countryside and practice the truth at the same time. Students are also more likely to find their own problems in practice and find out the gap with other students. Similarly, teachers are easy to make the next learning plan in time according to the problems exposed by students, so that students can improve their own "short board" faster. [5]

#### *A. Strengthening the construction of professional teachers of art practice*

In the art teaching, the form of "master-apprentice teaching and hand-by-hand teaching" is most effective. Many art teachers have rich experience in art practice and forward-looking theory of art discipline, but adopt separate teaching design among teaching curriculums. There is a lack of communication between teachers or a lack of overall consistent teaching method. It can be seen that art colleges and universities must also improve the system and seriously strengthen the

construction of professional teachers of art practice. On the one hand, with the communication between teachers, the selection of topics, and the formation of cultural atmosphere, it can ensure that art practice activities can be carried out around the needs of the art profession and society. On the other hand, the construction of art practice team is the basis of ensuring the effectiveness, long-term and influence of activities. In order to give full play to the advantages of art discipline and serve the society and improve their professional ability, art college students must have the guidance and support of professional teachers. With strong team support, students of different majors in different grades will complement each other and form a more complete and comprehensive team. At the same time, the schools also need to do a good job in evaluation, encouragement, communication and summary, and complete evaluation and encouragement, which is an important link in the combination of art practice and professional education for art college students, and also a measure to ensure the long-term effect of art practice activities. [6]

#### *B. Actively building a platform for art practice*

The idea of "serving the Yangtze River Delta and building a beautiful countryside" in art practice is not only to cultivate the sense of social responsibility of today's college students, but also to enable art students to realize the practical value of the knowledge learned in the classroom, stimulate their enthusiasm for art creation, and transform their knowledge and skills into achievements through practice. Then, students will make the achievements play the due value, realize the value of art returning to life. Through the transformation of practical achievements into some specific services or specific achievements as public service to serve the society, the joint training of practical ability and social responsibility of art college students can be better realized. Colleges and universities should actively use social resources such as government, enterprises and institutes to establish a long-term cooperative social practice base, encourage and support college students to have art practice through relevant funds or resources support, make the students feel the artistic charm in the process of participating in practical activities, and deepen the students' understanding and mastery of art.

#### *C. Carrying out the practice idea with the specialty of art students*

As college students of art specialty, the training direction of colleges and universities and the future development direction of students become a designer who serves the society, serves the life and designs the life. As modern designers, it is required to do a good job in designing works to promote the national economic development, and have a basic sense of social

responsibility. It is necessary to do green design, low-carbon design, concern and love design, well-being design, etc. and to do a design that is beneficial to the long-term development of human society. The implementation of the project of "serving the Yangtze River Delta" of art specialty combines with the construction of ecological civilized cities in the Yangtze River Delta. Art design plays a dynamic and active role in the process of art design combining with the rural revitalization. This not only plays a role in protecting and preserving the rural style, optimizing infrastructure and beautifying the environment, but also drives the upgrading of rural industry, helps the targeted poverty alleviation and promotes the healthy development of regional culture.

#### IV. CONCLUSION

To sum up, how to further develop the art teaching of college students to serve the society, to study the construction of art bridge with the cross-school, cross-discipline and community-town cooperation, to provide direct professional support for the cultural and art construction of the Yangtze River Delta are the development and utilization of educational function of social resources, and the expansion and supplement of school education resources. In particular, students' creative inspiration needs to be close to life and higher than life. All of these make the art practice course highlight its necessity, and the unique teaching method and effect of art practice course make it have unique charm in students' study and life. Therefore, it is a very useful way to make up for and fill in art practice courses by using social resources.

#### References

- [1] Zheng Kaiming, Song Haixia. The Enlightenment of Art Practice Teaching to the Training of Applied Art Talents in Colleges and Universities — Taking an Example of Sunshine College Serving the Country to Revitalize Art Practice Teaching [J], Tea in Fujian, 2019 (07). (in Chinese)
- [2] Wang Juguang. Humble opinion on the cultivation of high-level applied rural construction talents under the background of rural revitalization: The enlightenment of the China Rural Construction Institute's experience in cultivating talents for high-level applied rural construction talents [J]. Journal of Guangxi College of Education. 2017 Issue 6: 121-126. (in Chinese)
- [3] Zhao Guodong. Exploration of the second classroom professional talent training system in colleges and universities [J]. Henan Education (Higher Education Edition), 2016, No. 8: 106-108. (in Chinese)
- [4] Tong Lingjun. Reflections on the art practice of college students of fine art institutes in the new era — Taking the China Academy of Art as an example [J]. Art Education, 2019 (12). (in Chinese)
- [5] Wu Feifei. Research on the education of applied arts talents in regional universities [D]. Ningbo: Ningbo University, 2011: 3, 21. (in Chinese)
- [6] Zhao Limin. Experience and inspiration from the cultivation of social responsibility of college students at home and abroad [J]. Education Forum, 2013(1):290. (in Chinese)
- [7] Zhang Li. Research on the status quo of college students' social responsibility and its cultivation [J]. Youth Years, February 2015. (in Chinese)