

Investigation on the current situation of college students' aesthetic values under the background of popular culture

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Abstract. The popular culture, represented by popular music, TV media, urban literature and life, and network culture, has great influence on college students aesthetic values. To investigate the aesthetic values of college students under the background of popular culture, is conducive to the teaching and teaching reform of the characteristics of college students.

Introduction

In order to understand the current situation of college students' aesthetic values, the author conducted a questionnaire survey and interviews. Among them, 200 questionnaires were distributed; individual students, art teachers and parents were interviewed. The questionnaire and its content involve college students interest in music, internet, literature, TV media, etc., and the results of various surveys show as follows:

Popmusic and college students

Music interest is high, music dependence is strong. Table 1 shows that most college students have a strong interest in music since childhood. At present, music with various forms have become a part of daily life of college students, supported by the result that only 12.2 % of them seldom enjoy music. College students' favorite is pop music, accounting for the total number of 94.5 %. More than three percent of college students like European classical music, and a few occasionally listen to symphony. Some students originally are in music majors, but because of lack of musical achievement, they choose non-professional colleges. More than 70 % of the students once have music dream in the past, but they do not choose the professional career of music because of certain reasons such as not passing the college entrance examination of music professional examination, parents are against learning music, family poverty. Only 24.3% of college students are not interested in music.

Table 1 level of music interest of college students N=181

Question Contents	Option	Select amount	Ratio (%)
Is music part of your life, often accompanied with you?	Need music every day	62	34.3
	Often enjoy music.	97	53.6
	Little appreciation of music	22	12.2
Did you like music lessons strongly when you were a child?	Very much	112	61.9
	General	46	25.4
	Dislike	23	12.7
Why didn't you choose the music major?	Not interested.	44	24.3
	Never thought of music major.	78	43.1
	Poverty or parents are against this major	59	32.6

Chase-star culture, popular music is more favorite than classical music. Table 2 shows that, the majority of 42.5% of students chase stars due to the appearance of the stars, such as looks, appearance. The most popular type of music is Chinese national music, followed by European classical music.

Table 2 Music interest orientation of college students N=181

Question Contents	Option	Number of selection	Ratio (%)
Do you have a favorite star? What is the reason you like him best?	Appearance	77	43
	Singing, performance	72	41
	Related songs, films	21	12
	not a star chaser.	11	6
what is your favorite kind of music?	Love songs	77	43
	Fast tempo songs	49	27
	New songs	55	30
Do you know the representative kind of operas of your hometown? Can you sing a representative one?	Know, but have not heard	28	16
	Heard, but do not know	49	27
	Know, have listened, also can sing a little	87	48
	Do not know	17	9
What kind of music do you like? (optional)	European classical	68	38
	Chinese national music	92	50
	Popular music	171	95

TV media and college students

High rated soap and TV dramas. Table 3 shows that in the college students' favorite TV dramas, the top of the list is the fashion Japan and South Korea. These idol drama are from Japan in the 1990s, the rise of the 10 around the " Pure Love line ", the romantic love story of young men and women living in the city, followed by Korean idol drama also occupied the Chinese TV drama market. College students focus only on the plot, few people pay attention to its background music, tone and plot perfect combination to give people aesthetic feeling. In the second place, the plot is a purely imaginary court historical play, the prevalence of absurd, distorted or fictional history, and the great tide of the palace, 36 % of college students follow the tide.

The popular entertainment program " Kitsch ". Most of the students like entertainment, such as " good voice of China ", " happy camp " and " If You Are The One ". most of the girls like to look at " women I " and " Kangxi ". The program covers a wide range of aspects, including retro Plane of the guest experience; Have a shalongshi talk on sensitive topics; The quiping of the current situation crooked; There are tease between each other. Pranks, kui ren privacy is always visible, yushexingxing, fun of guests, find pleasure in. In recent years, various kinds of Draft programs combined with commercial hype operation mode, also occupies a large share in entertainment programs.

Table 3: TV program interest orientation of college students N=181

Question Contents	Option	Number of selection	Ratio (%)
What kind of TV series do you like best?	Idol drama	74	41
	Court drama	65	36
	Historical chronicle play	22	12
What kind of entertainment program do you like best?	daily-life drama	20	11
	Comedies	130	72
	Fashion	38	21
What kind of entertainment do you like? Please arrange according to the level of preference	Life care	13	7
	The voice of China	101	56
	Happy Base Camp	42	23
	If You Are The One	38	21

Urban literature, urban life and college students

Popular Baidin (money-worship) romantic fiction. With the continuous emergence of network culture and electronic products, the survey shows that the college students do not pay attention to the quality of literature, but pay more attention to the author's appearance, life experience, more attention to the Romance novels, the urban magazine is the first life, Ruili and so on.

Bar, Chess, Karaoke song culture' popularization. Table 4 shows that most college students' leisure entertainment is bubble bar, OK Karaoke ok, playing cards. The bar appears in the stage of urban civilization in an alternative attitude, but with the development of the economic globalization and the large-scale entry of transnational capital, " bubble " has gradually become the life style of contemporary college students. Now college students feel lonely when they love to bubble, happy or painful to sing k, most of the music is the revised rock, they pay more attention to the rhythm and volume of music, and no longer care about the content of music.

Table 4:Urban literature and urban life interest orientation of college students N=181

Question Contents	Option	Number of selection	Ratio (%)
Do you like reading newspapers and magazines? What kind of reading?	News	49	27
	Fashion(e.g. clothing and makeup)	27	15
	Military\car\mechanical	11	6
	Romance	68	38
	Literature	26	14
Do you have a favorite writer? What is the reason you like him/her?	The appearance of the author	49	27
	Author's family and life experience	52	29
	The connotation of the author's work	43	24
	The influenceof the work on you	37	20
What entertainment do you like in your daily free time?	Bar	38	21
	Karaoke	70	39
	Sports\Exercise	22	12
	Chess	29	16
	Tourism	22	12

Internet culture and college students

With the advent of the information age, the network has become an indispensable part of people's life, even many people begin to have internet dependence, the computer terminal is inconvenient, use the mobile internet. The results show that most of the students surf the internet everyday, and most of them use internet to play games. girls mainly use the internet to chat with friends, watch movies, watch entertainment gossip.

Table 5 Internet culture interest orientation of students N=181

Question Contents	Option	Number of selection	Ratio (%)
Do you usually surf internet? How often do you surf internet?	Yes, every day	166	92
	Yes, but not as frequent as everyday	15	8
	Never	0	0
What are you doing online? (Multiple choices)	Surfing websites	103	57
	Watch movie	95	52
	Learning, improve professional knowledge	67	37
	Play games	148	82
	Chat, communication	172	95
	National News	13	7
What kind of information do you like the most about online information?	Entertainment	49	27
	Literature	16	9
	Daily life post of friends, Weibo	103	57
	Yes, always connected to internet	143	79
In addition to computers, you will use the mobile internet?	Yes, use mobile internet in emergency situations	38	21
	Yes, often	121	67
	heardsome, but not commonly use them	52	29
Do you understand network buzzwords ? Will you often quote them?	No	8	4

According to to sum up, popular culture has a profound influence on students, they love popular music better than classical, the knowledge of music is not wide, the media, nothing gongdouju and Baidin Korean drama, secular Baidin romantic novels, began to have mobile phones, computer dependence syndrome, brush wechat, surf and surf. Generally, most of the modern college students' aesthetic values tend to be positive, but there are still few students' aesthetic value preference. This urgently needs:

The radio and television and network management departments strengthen the correct aesthetic value guidance of mainstream TV media and network media.

In college art teaching, the content of national music, classical music and music basic knowledge are added, and new media technology is used to carry out music education teaching and promote teaching reform.

The campus news, campus culture activities, campus media and so on to promote the elegant culture and help the students to the correct aesthetic.

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