

Research on the Educational Function of Art Education in the New Media Situation¹

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Abstract: Higher art colleges and universities undertake the fundamental task of cultivating people by virtue. How to play the role of art majors in the process of educating people is a content that requires in-depth thinking. This article discusses the role, new approaches and new methods of art forms in the education of college students. In terms of educational content, the use of new media methods and the use of the image characteristics of art to make educational content specific; in terms of educational forms, use of the characteristics of new media and the emotional characteristics of art to make the effects of education subtly and deeply rooted in the hearts of the people.

Keywords: New media; Art education; Education function; Research

For contemporary college students, the various social platforms of new media are no longer a tool, but a social environment. In this environment, it is indispensable for colleges and universities to understand the social thoughts and social consciousness of contemporary college students. This requires us to use new media methods in the process of educating students, tap a large number of rich resources, and take good care of them. The pulse of new media quickly and effectively disseminates correct ideas, leading contemporary college students to establish a good outlook on life, world outlook and values.

1. Application of new media on university campus

New media information dissemination has the characteristics of openness, flexibility, convenience, multilateralism, and equality and mutual assistance, which is suitable for the personality development and preferences of contemporary college students. From the perspective of colleges and universities, we must give full play to the many characteristics of new media communication methods that are in line with students' personalities, make the content and methods of education artistic, and give full play to the function of education, so that it can express the "truth" in an unfettered, relaxed and happy way. The objects of "goodness" and "beauty" are shown to the educated, so that they can receive this kind of education entirely consciously and voluntarily.

1.1 Application form of new media on university campus

The author learned through visits, surveys, phone calls, etc., these new Medias are widely used on university campuses. In addition to having their own websites, many functional departments also have WeChat public accounts, Douyin, Weibo and other medias. Their news dissemination speed and frequency of use have greatly surpassed the website, and the number of page views is deeply loved and sought after by modern college students because of its dynamic and lively, youthful and beautiful, three-dimensional impact. In addition, each student organization basically has a department such as a "new media center" or "integrated media center". They take new perspectives, new ideas, and a new future as their purpose, and give full play to their organizational characteristics, using Sina Weibo, WeChat, Tieba, etc. The network platform publicizes and reports on student activities, campus news, social trends, and fashion frontiers. At the same time, new media is used to carry out a series of innovative activities to increase the connotation of campus culture and enrich campus life.^[1] According to incomplete statistics, about 80% of the students surveyed obtain information through mobile WeChat. Especially with the massive use of mobile phones, the use of new media can be seen everywhere among students.

1.2 Challenges of the application of new media forms to schools

In the era of new media, campus information dissemination is in a state of barrier-free. While seeing his timeliness, timeliness, interactivity, and versatility, we must pay special attention to some backward, decadent, and illegal ideologies and cultures. Such information has been widely disseminated through the new media, which poses a serious challenge to the school education work.

As a typical representative of new media, Media is a product of the information age. The technology can be said to be relatively

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advanced at present. It integrates text, pictures, audio and video and other communication methods, and his audience and publishers are more free and extensive. As a new thing, it has disadvantages such as imperfections in management and supervision. Facing the challenge of new media, the increasing development of new media technology has already lags far behind the speed of current education reform. Therefore, we should pay more attention to its shortcomings and deficiencies while enjoying the convenience that new media brings to our work. The times require us to pay close attention to the way of college education projects under the new media situation, and present the function of education in a way that young people love to see, but the actual conditions make us to strengthen the actual effect of the education projects in the current environment.

2. The educational function of art education

2.1 The irreplaceability of art education

The well-known educator Mr. Cai Yuanpei once pointed out that art education has auxiliary virtues, including dance, music, art, etc., which can play a role in enlightening the truth with beauty and guiding good with beauty.^[2] In his book *Principles of Aesthetics*, Ye Lang pointed out that “humanities education is very weak, which has caused many social evils. Some teenagers don’t know how to behave, and don’t know the meaning and value of life. This is a very dangerous tendency”.^[3] Although the three views of contemporary college students are basically stable, at an important moment in their lives, the leading nature of their ideas is something we have always paid attention to and grasped. In the era of such advanced information, we will use new media methods that they are willing to accept and pay attention to. Our subtly learning to be a human being is the direction art academies strive for.

2.2 Ways of art education

Art has the characteristics of imagery, authenticity, and aesthetics. Through the form of art, the content of education is embodied, and expressed in the ways of music, dance, art, drama, opera, and design, which can achieve educational incentives, boosts, and The role of probation, which is also in line with the characteristics of contemporary college students’ characters and pursuit of freedom, and realizes the effectiveness and resonance of the education project.^[4]

In the context of the country’s deepening of the reform of the cultural system and the promotion of the great development and prosperity of socialist culture, through image and rich artistic forms, with art as the carrier, the more abstract ideas, themes, and points in the process of educating people are transformed into concrete, vivid, real and vivid things make students learn the profound theoretical knowledge in a subtle way. “Educate people with culture”, play a role of the strong artistic and cultural atmosphere of art colleges, infect and lead the healthy growth of students; “educate people with paintings”, use deep-rooted art design works to promote excellent traditional culture, In this way, students are provided with aesthetic education; “Educating people with music”, using the appeal and charisma of music, take the initiative to serve the important task of serving society and cultural exchanges, and strive to spread Chinese national music culture, and at the same time, it can treat the unique music Techniques are used in the work of students’ mental health education; “Using dance to educate people”, use body language to express the love of the world, and deliver outstanding regional and cultural characteristics to the world; “Using drama to educate people”, carry forward the national quintessence, and lead young students to improve Aesthetic cultivation, optimizing the environment of art education, and constantly fostering a campus culture of “truth, kindness, beauty, and upward”; “Educating people through film and television”, from the perspective of stage design or film and television, through the reproduction of human history, A large number of historical and cultural scenes such as folk-custom architecture, feel the shock of art.

3. An effective way to improve the educational function of art education under the new media situation

3.1 Change the way of education and improve teachers’ new media literacy

New media is easy to popularize among students and young teachers. For middle-aged and old teachers, they are lacking in accepting new things. To solve this problem, teachers should combine the teaching content with the development and characteristics of the current era in the process of preparing lessons regularly, take the initiative to respond to the students’ concerns, and face up to the current political hotspots and social focuses. In particular, we should use powerful resources, properly use new media as an auxiliary teaching tool, and also the online and offline curriculum model to achieve better educational results.

The era of new media is both an opportunity and a great challenge for universities and teachers. As teachers, it is very necessary to pay close attention to online public opinion, gain insight into students’ ideological trends in advance and prevent problems before they happen. Therefore, it is extremely urgent to strengthen the training of teachers, especially young teachers.

3.2 Give full play to the advantages of mobile media and make the content of art education deeply rooted in the hearts of the people

Mobile phone is a common tool used by college students nowadays, which is almost by everyone. It is convenient and small, and cannot be restricted by time and place. Mobile media is the most important platform for students to communicate, learn and master information. The appearance of the word “phubber” also fully shows the application degree of mobile phones. It is the request of the times and the general trend to spread the content of art education to students by means of mobile media.

As colleges and universities, we can make full use of this characteristic, recommend the content of art education to them by short videos, micro-movies, listening to books, etc., and artistically improve the students’ aesthetic ability, so as to achieve the effect of educating people by art and receiving ideological baptism. Students are more willing to accept new things. So long as we make good use of this new media and pay attention to students’ ideological trends, twice as much can be accomplished with half the effort.

3.3 Create a carrier for “six arts education”

The educational function of art is self-evident. Today, with the rapid development of “internet plus”, colleges and universities

should integrate all kinds of art resources, share art education resources with the aid of network, popularize advanced art education means and models, and make “six arts education” networked and systematic. By using vivid and rich art forms, the abstract thoughts, themes and key points in ideological and political education are transformed into concrete, real and vivid things, so that students can be educated naturally in their participation, and they will be promoted subtly.

New media has gradually become the mainstream of our times. Under this background, the traditional art education form can no longer meet the growing pace of the times. We must combine new media technology with art education, innovate the art education model. Art education could be given a more active role in educating and helping by virtue of some common features of new media like inclusiveness, integration and universality. [1] The content of education will be displayed in the way of new media and artistic means that are more acceptable to students, and the artistic elements such as music, dance, art and drama will be integrated into the communication mode of new media, and the content in the ideological field will be innovated, so as to achieve seamless penetration of the education project in colleges and universities.

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