

# Construction and Reflection on College Students' Aesthetic Education based on Cultural Confidence

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**Abstract.** Aesthetic education is an important content of moral education in colleges and universities. Scientific aesthetic education is an important way to improve students' humanistic accomplishment and comprehensive quality, and it is also a key link to cultivate outstanding talents. Integrating cultural self-confidence into aesthetic education in colleges and universities is conducive to giving full play to the educational function of China's excellent traditional culture, condensing the connotation of cultural education and enhancing the value function of aesthetic education. Colleges and universities should integrate and penetrate the concept of cultural self-confidence from the aspects of the construction of aesthetic education curriculum system, the organization of activities, the creation of aesthetic education atmosphere, and the evaluation mechanism of aesthetic education. Based on cultural self-confidence, colleges and universities should build a new ecology of aesthetic education for college students, balance aesthetic education and cultural education, make aesthetic education for college students deeply rooted in excellent cultural environment, strengthen their cultural self-confidence and comprehensively improve their quality level.

**Keywords:** Cultural Self-confidence; Aesthetic Education of College Students; Educational Construction.

## 1. Introduction

Aesthetic education, as a kind of "Bacon casting soul" education, plays an important role in guiding college students to establish cultural self-confidence and enhance their aesthetic ability. The excellent culture of the Chinese nation is the aesthetic object of aesthetic education and cultural self-confidence, which determines the consistency of aesthetic education and cultural self-confidence cultivation in content. To realize the construction of college students' aesthetic education based on cultural self-confidence, we should give full play to the value of aesthetic education, enrich the content and path of cultivating college students' cultural self-confidence, create a situational atmosphere with aesthetic education, promote the dynamic generation of cultural self-confidence among college students, and lay a good foundation for shaping college students' ideological quality. Based on the perspective of cultural self-confidence, this paper explores the specific ways and paths of the integration of aesthetic education and cultural self-confidence in colleges and universities, gives full play to the leading role of cultural self-confidence and highlights the characteristics of aesthetic education in colleges and universities.

## 2. Significance and Present Situation of Aesthetic Education for College Students

### 2.1. The Significance of Developing Aesthetic Education for College Students

The general secretary put forward: "We should strengthen and improve aesthetic education in schools in an all-round way, insist on educating people through aesthetic education and educating people, and improve students' aesthetic and humanistic qualities." As an aesthetic education, aesthetic education is also an education that infiltrates the soul, cultivates sentiment and stimulates students' creativity. Under the background of quality education, college students' aesthetic education has been fully concerned, and its position in the college students' education system has been continuously highlighted. Especially, the aesthetic education concept based on cultural self-confidence has brought

new inspiration to the construction and development of college aesthetic education in the new period. Combining the characteristics and needs of aesthetic education, precipitating cultural self-confidence, carrying forward the spirit of aesthetic education, improving students' humanistic quality and aesthetic level, and highlighting the beauty of cultural self-confidence in Socialism with Chinese characteristics, so that all college students can show their youthful and positive mental outlook, is an important topic faced by college educators [1]. Strengthening college students' aesthetic education is not only an important way for college students to inherit and carry forward Chinese excellent traditional culture, but also an inevitable requirement for quality education. Economic globalization has brought increasing cultural infiltration and cultural conflict, so it is imperative to strengthen college students' cultural self-confidence and cultivate their aesthetic spirit. Based on the fundamental task of cultivating people by virtue, colleges and universities should give full play to the important value and role of aesthetic education in shaping campus culture and improving students' quality, establish a collaborative mechanism of aesthetic education, continuously improve students' cultural self-confidence and improve the quality of personnel training.

## **2.2. The Present Situation of Aesthetic Education for College Students**

### **2.2.1. Insufficient Attention to Aesthetic Education**

Under the guidance of the development of market economy, the educational goal of colleges and universities is more scientific and technical, and attaches importance to the practical value of education, ignoring the cultivation of college students' humanistic quality by aesthetic education to some extent. Although there are elective courses of aesthetic education such as introduction to art, art appreciation and drama education, aesthetic education has not fully implemented the whole process of talent training in colleges and universities. The form of aesthetic education is mainly theoretical education, and the practice activities have not reached the relevant requirements and effects, so it is difficult to achieve the purpose of educating people and beautifying them.

### **2.2.2. Cultural Education and Aesthetic Education are not Integrated Enough**

The curriculum system of colleges and universities mainly includes basic courses, general education courses and innovative development courses, etc. Aesthetic education courses are generally included in elective courses of general education courses, which are difficult to carry out and expand. There is a lack of in-depth thinking about the cultural elements, and the form of aesthetic education is more than the content, which does not really realize the integration between cultural education and aesthetic education.

### **2.2.3. The Construction of Aesthetic Education Teachers Needs to be Improved**

The implementation of aesthetic education for college students must rely on excellent teachers. At present, the subject background of aesthetic education teachers in colleges and universities is different, and their aesthetic education literacy level is also uneven. The lack of teachers specialized in aesthetic education, who are mainly teachers of other courses, has affected the level of aesthetic education courses. The lack of effective integration and combining of the contents of cultivating students' cultural self-confidence leads to the inefficiency of aesthetic education.

### **2.2.4. The Mechanism of Aesthetic Education is not Perfect**

Aesthetic education in colleges and universities takes moral education as the fundamental goal. From the specific implementation point of view, no matter from the aspects of curriculum resources, teaching design, practical activities, teaching evaluation, etc., the aesthetic education of college students has not yet established a mature and systematic mechanism and failed to give full play to the value of cultural resources in aesthetic education.

### **2.2.5. Imperfect Educational Evaluation**

The aesthetic education in colleges and universities has not formed a perfect curriculum system and its educational evaluation is not perfect. At present, a perfect and scientific educational evaluation

mechanism has not been established, and it is impossible to measure students' humanistic quality and aesthetic ability from many aspects, and it is not organically combined with aesthetic education to assess the quality of students' work, which leads to the low attention of teachers and students.

### **3. The Internal Correspondence between College Students' Aesthetic Education and the Cultivation of Cultural Confidence**

After thousands of years' history, the Chinese national culture is still shining, with profound cultural accumulation. The aesthetic education of college students and the cultivation of cultural self-confidence are consistent in the aesthetic object, that is, the excellent Chinese culture. Excellent Chinese culture provides the carrier and soil for cultural self-confidence and aesthetic education. The Chinese nation's ritual and music culture has a long history. Taking cultural self-confidence as the guide, constructing aesthetic education for college students is not only the inevitable requirement of innovation in the cultivation of colleges and universities in the new period, but also follows the law of educating people to promote their all-round development. Aesthetic education can be said to be accompanied by the excellent Chinese traditional culture. In different historical periods, aesthetic education blends with specific cultural contexts and embodies different aesthetic education ideas [2]. For example, Confucianism put forward the classical aesthetic education thought of "harmony between propriety and music, beauty and goodness", which was put forward in the social environment and cultural context at that time. Under the background of the conflict between old and new cultures, Mr. Cai Yuanpei put aesthetic education thought into practice, and made many efforts in the establishment of art colleges, the teaching of aesthetic courses and the creation of aesthetic education environment in colleges and universities. Based on culture, we can show the bright background of aesthetic education. The purpose of cultural education is to shape and develop people, and aesthetic education is the only way to purify people's hearts. Aesthetic education for college students lies in promoting the development of students' emotional awareness through rational education, so that students can more correctly understand the development process of Chinese national culture, and consciously become the inheritors and promoters of Chinese excellent culture, and constantly strengthen cultural self-confidence. In short, by strengthening the cultivation of college students' cultural self-confidence, we can strengthen the theme cultural emotion, deepen the theme cultural cognition, lead the main cultural behavior, and activate the Chinese cultural genes in the depths of college students' hearts. Aesthetic education, on the other hand, promotes individual development and guides students' behavior cognition from the perspective of persuasion and goodness to beauty, so it is of great practical significance to promote the integration of the two.

### **4. Construction Strategies of College Students' Aesthetic Education Based on Cultural Confidence**

#### **4.1. Grasping the New Demand of Aesthetic Education from the Perspective of Cultural Self-confidence**

On the one hand, it is necessary to embody cultural functions in aesthetic education teaching. Improving the comprehensive quality of college students is an important goal of aesthetic education, and culture itself has strong social practice and educational functions. When teachers carry out aesthetic education, it is helpful for students to deeply understand the important role of culture in product creative research and development and the embodiment of cultural elements in various excellent artistic creations by explaining cultural services and cultural products. Under the guidance of aesthetic spirit, let students gradually deepen their understanding of cultural spirit, give play to the role of cultural inheritance, and guide students to subtly continue excellent culture in their jobs. In classroom teaching, teachers can use aesthetic works such as drama, music, film and television to help students realize the influence of culture by appreciating and feeling the spiritual core of Chinese excellent traditional culture, thus guiding students to gradually establish cultural self-confidence. On the other hand, in aesthetic education teaching, it is necessary to highlight the cultural attributes, carry

out aesthetic education for college students based on cultural self-confidence, and teachers should guide students to inherit and develop excellent traditional culture, establish self-confidence and cultivate students' sense of identity with excellent traditional culture. In the cultivation of aesthetic education, it is to transform cultural resources into cultural education content, introduce various excellent cultural resources by means of multimedia teaching, create rich and diverse cultural scenes for students, and let students form correct aesthetic concepts and have a deeper understanding of cultural spirit. Cultural infiltration in college students' aesthetic education first needs to stimulate students' interest in learning cultural knowledge, and carry out aesthetic education based on cultural self-confidence. Teachers should adopt reasonable teaching methods to deepen students' understanding of cultural content and cultural construction, improve students' cultural literacy, and thus enable students to form good aesthetic ability and aesthetic spirit [3].

#### **4.2. Enhance Cultural Self-confidence to Consolidate the Foundation of Aesthetic Education**

As an important way to improve students' comprehensive quality, aesthetic education in colleges and universities plays an irreplaceable role in educating college students. Cultural self-confidence is just like the function and guidance of aesthetic education. Integrating the cultivation of cultural self-confidence into the aesthetic education system of college students is conducive to consolidating the foundation of aesthetic education. In aesthetic education, teachers should be good at relying on excellent cultural connotations, cultivating students' social ability, adopting diversified forms of social education, constantly building a unique campus spiritual and cultural system, boosting students' cultural self-confidence, and enabling students to better adapt to the complex and ever-changing cultural and ideological shocks and social environment. Appropriate integration of aesthetic education into excellent traditional culture education, relying on China's poems, songs, cultural concepts and other resources with thousands of years of development history, allows students to fully feel the artistic feelings and spiritual qualities contained in the appreciation of excellent cultural works, and stimulate students' sense of identity with the Chinese nation and its culture by means of aesthetic education. For example, in the process of teaching red historical culture and pre-Qin Confucian culture, students can get corresponding aesthetic experience from the perspective of background analysis of the times. Aesthetic education is an important foundation of ideological education, and the practical position of aesthetic education should also be paid attention to in the development of subject education. Chinese cultural connotation can be infiltrated into ideological and political education and professional education to continuously enhance students' aesthetic ability and cultural accomplishment. Colleges and universities regard public art courses and art practice as an important way to encourage college students to inherit and innovate excellent culture, and establish a "four-in-one" aesthetic education mechanism of course teaching, practical activities, campus culture and art performance. At the same time, we should actively carry out interdisciplinary teaching activities integrating aesthetic education, organically integrate the aesthetic objects of humanities and social sciences, cultivate and inherit the spirit of Chinese aesthetic education, and guide college students to understand and feel the beauty of Socialism with Chinese characteristics's road, theory, system and culture. Aesthetic education can't be limited to classroom teaching channels. As the main audience of WeChat, Weibo and other online platforms, college students can make full use of modern information technology to promote the digitalization and informatization of aesthetic education, and integrate online and offline education methods to push cultural works with aesthetic value to students, thus enhancing the attractiveness of aesthetic education.

#### **4.3. Creating a Campus Aesthetic Education Environment to Stimulate Cultural Confidence**

Colleges and universities should rely on the campus environment and take campus cultural activities as the starting point to create a campus aesthetic education environment to stimulate students' cultural self-confidence, and realize "educating people with literature and educating people with aesthetic education" under the subtle influence of culture. Colleges and universities should adhere to the student-centered, strengthen the cultivation of students' professional knowledge, rely on colorful cultural and sports activities, actively broaden the channels for students to learn excellent cultural

connotations, and create a good environmental atmosphere for the overall improvement of students' aesthetic literacy, humanistic spirit and moral quality [4]. For example, the school can hold cultural activities with the theme of "reading Chinese classics and building cultural confidence", and hold thematic exhibitions, thematic speech competitions, essay competitions, recitation competitions and art creation competitions for all teachers and students, so that students can feel the cultural connotation and aesthetic spirit of Chinese classics in the process of personal participation, infiltrate their hearts, deeply appreciate the charm of traditional culture, enhance their understanding of Chinese cultural connotation and cultivate their love for excellent traditional culture. Colleges and universities can, in combination with the actual conditions, organize and carry out in-depth activities of Chinese excellent traditional culture and modern advanced art, such as introducing elegant and classic art into the campus, and exhibiting outstanding innovative and entrepreneurial achievements of college students, so as to cultivate cultural atmosphere and create a campus cultural brand with aesthetic feeling and vigor. Through the development of these activities, the campus aesthetic education environment is built, so that students' cultural heritage can be improved, and in the process of appreciating beauty, they can understand beauty, perceive beauty and establish cultural self-confidence.

#### **4.4. Relying on Art Education to Enrich the Content of Aesthetic Education**

Colleges and universities should incorporate public art courses and art practice into talent training programs, and make clear the implementation subjects and management institutions of aesthetic education. As a concentrated expression of campus aesthetic education and construction, art education is also an indispensable part of quality education. The implementation of aesthetic education should rely on art education and give full play to the aesthetic education function of art courses through infiltration and integration. In art education and aesthetic education, we should establish the concept of integration and constantly improve the curriculum system of aesthetic education. Teachers should be good at discovering and using aesthetic education resources with Chinese aesthetic education spirit and national aesthetic characteristics as carriers in art courses, and promote the deep integration of art course teaching and aesthetic education activities. In the new era, art education shows a tendency of comprehensive development. We should aim at cultivating students' core literacy, integrate dance performance, art appreciation, music appreciation and other different art disciplines, and implement curriculum education by adopting theoretical teaching and practice expansion. In art education, cultural self-confidence should be taken as the starting point to strengthen the construction of courses of artistic accomplishment and aesthetic philosophy. The practice development course relies on the carrier of campus cultural activities to improve students' humanistic quality and aesthetic spirit from the process of students participating in cultural activities. By constructing a scientific and perfect curriculum system and efficiently integrating campus resources, it is conducive to building a three-dimensional and multi-dimensional aesthetic education platform, paying attention to the innovation of aesthetic education curriculum content, emphasizing people-oriented on the basis of curriculum, organically combining theoretical study with practice, and improving students' aesthetic ability and artistic sentiment through artistic appreciation and practical exploration.

#### **4.5. Strengthen the Construction of Aesthetic Education Teachers**

The construction of aesthetic education teachers is the key to determine the effectiveness of aesthetic education. Aesthetic education in colleges and universities should implement the concept of "great aesthetic education" and deeply understand and comprehend the educational value and ideological attribute of aesthetic education. To improve students' aesthetic literacy, teachers should first have good aesthetic literacy and profound cultural accumulation, and the guiding role played by teachers in aesthetic education is particularly critical. Connecting aesthetic education with the enhancement of Chinese cultural subject consciousness and connecting aesthetic education with the cultivation of students' cultural self-confidence put forward higher requirements for teachers' aesthetic accomplishment, teaching ability and cultural self-cultivation [5]. Schools should carry out

centralized or special training for teachers and stimulate teachers' learning initiative through mutual promotion of teaching. In the training of teachers in fine arts, music, dance and other arts disciplines, it is necessary to clarify the development needs and orientation of professional students, interpret the importance of music education and art education based on the height of aesthetic education, combine cultural education with art education, and organically combine artistic creation, artistic appreciation and aesthetic education, so that teachers can have a clear orientation and understanding of aesthetic education and enhance their professional identity.

#### **4.6. Constructing a Scientific Evaluation System of Aesthetic Education**

The scientificity of educational evaluation is related to whether education can be promoted in the right direction, so it is particularly important to construct a scientific and perfect aesthetic education evaluation system. In the evaluation of aesthetic education, colleges and universities should combine the contents, objectives and tasks of aesthetic education, construct a scientific evaluation system of aesthetic education, put in place the tasks of cultivating people by virtue and educating people by virtue, and implement the cultivation of aesthetic education and cultural self-confidence in the whole process of educational evaluation. For example, by constructing the evaluation system of "aesthetic education+ideological politics" and "aesthetic education+practice", we can expand the evaluation ways of aesthetic education, enrich the evaluation methods of aesthetic education and promote the transformation of the achievements of aesthetic education [6]. In the process of aesthetic education evaluation, we should adhere to the combination of process evaluation and result evaluation, improve the authenticity, effectiveness and objectivity of the evaluation, and incorporate the evaluation results into the comprehensive quality evaluation of college students. In the process evaluation, teachers can be organized to carry out a variety of teaching and research activities, teaching competitions, etc., to promote teachers to deepen their awareness of aesthetic education under the background of cultural self-confidence and improve their practical ability of aesthetic education. Carry out multi-dimensional assessment of students, deepen the reform and innovation of aesthetic education, ensure the all-round improvement of students' aesthetic quality, and cultivate new people of the times with all-round development of morality.

### **5. Conclusion**

To sum up, the teaching of aesthetic education in colleges and universities is an important task of "Bacon casting souls", which has an important strategic position in promoting the great rejuvenation of the Chinese nation with the soft power of culture and has an important value in educating people with aesthetic education. Aesthetic education in colleges and universities should be based on the educational requirements of cultivating people by virtue, set scientific aesthetic education goals, create a good campus cultural environment under the guidance of cultural self-confidence, strengthen the construction of aesthetic education curriculum resources and innovation of aesthetic education paths, enrich the content of aesthetic education by relying on art education, practice the concept of "educating people by aesthetic education", increase the construction of aesthetic education teachers, construct a scientific aesthetic education evaluation system, guide students to strengthen cultural self-confidence and improve aesthetic education cognition. In the tide of opening up, we can identify and resist the erosion of bad cultural ideas, and consciously become the inheritor and promoter of Chinese excellent traditional culture.

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