

Study on the Value Fit and Practical Direction of Regional Intangible Cultural Heritage Integration Into Aesthetic Education in Colleges and Universities

-- Taking Yancheng's Non-Legacy as an Example

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Abstract

Intangible cultural heritage culture, as a treasure of Chinese traditional culture, contains rich cultural connotations. As one of the key points of China's education construction, strengthening the integration of intangible cultural heritage into campus has gradually become the key work of each region. Starting from the relationship between intangible cultural heritage and aesthetic education, this paper expounds the current situation and necessity of integrating regional intangible cultural heritage into local aesthetic education in colleges and universities, and how to promote the integration of intangible cultural heritage into local aesthetic education, so as to better inherit intangible cultural heritage and strengthen the construction of aesthetic education in colleges and universities.

Keywords

Intangible cultural heritage; culture; aesthetic education in colleges; college students in the new era.

1. Introduction

Aesthetic education educates people with aesthetics and culture. Without aesthetic education, it is impossible to have a complete education. With the help of aesthetic education teaching, it can enhance the ability of college students to recognize beauty, discover beauty and create beauty, which is of special significance to establish correct values. Intangible cultural heritage culture, as an important part of Chinese traditional culture, has profound aesthetic connotation. Therefore, integrating intangible cultural heritage culture into college aesthetic education is not only to protect the excellent culture of the Chinese nation, [1] can also lead college students in the new era to establish a positive aesthetic concept, help them to embed excellent traditional culture deep in their hearts, strengthen cultural confidence and enhance moral cultivation. National intangible cultural heritage into the college aesthetic education shows a new form of intangible culture, blend in intangible cultural aesthetics education, not only makes college aesthetic education to get a better development, and also increases the students want to understand the aesthetic interest, intangible culture and the combination of aesthetics education are also more diversified, to build a culture of aesthetic education in confidence. Aesthetic education is a new application scenario of intangible cultural heritage, which can make the intangible cultural heritage burst into more lasting vitality and promote the long-term development of intangible cultural heritage.

2. The Status Quo of Yancheng Intangible Cultural Heritage Integration Into Aesthetic Education in Colleges and Universities

Yancheng is named for "salt fields all around the city". Its long history and profound cultural deposits have created abundant intangible cultural heritage resources in Yancheng, with 5 national intangible cultural heritage, 29 provincial intangible cultural heritage, 142 municipal intangible cultural heritage and 275 county-level intangible cultural heritage. Yancheng intangible Cultural Heritage, represented by five national intangible cultural heritage projects, namely Dong Yong Legend, Huai Opera, Jian Hu Acrobatics, Dong Tai Fa Embroidery and Dafeng porcelain carving, embodies the wisdom of generations of Yancheng people and carries the profound local culture of Yancheng. These existing intangible cultural heritage is not only an important symbol of Yancheng's historical and cultural achievements, but also an important part of the excellent traditional Chinese culture.

Aesthetic education is of great value to university teaching, and non-legacy writings provide resources for aesthetic education in universities, actively promote the integration of aesthetic education and intangible cultural heritage culture in universities, and show the unique artistic style of Yancheng. With the strengthening of publicity, people's needs for beauty and the need for intangible cultural heritage to be integrated into the aesthetic education construction in colleges and universities are increasing. Nowadays, when the new generation of young people inherit the intangible cultural heritage, they often have many innovative ideas in it.

At present, the intangible cultural heritage culture is not sufficiently integrated into the aesthetic education in colleges and universities, and the deep connotation of intangible cultural heritage is not sufficiently explored and applied to the aesthetic education in colleges and universities. Aesthetic education has not received comprehensive attention, and has not kept pace with the development of higher education. Intangible cultural heritage learning and aesthetic education are not enough, there are certain limitations, teachers and students are not involved enough, it has not become the educational characteristics of local universities. At the same time value innovation is not strong enough, we need to return to the origin of culture to find a way out. Considering the existing environment, the audience of INTANGIBLE cultural heritage is relatively small and not young enough, which brings some pressure to integrate into aesthetic education.

Aesthetic education is the construction of an environment in which people are integrated in an all-round and three-dimensional way. Due to the cognitive level of students, cultural background and individual differences of many factors, for the consideration of teaching practice, college education mainly focuses on the improvement of intellectual education, focusing on skill education, generally lack of aesthetic education. For aesthetic education teaching value and influence of lack of deep thinking, aesthetic education course teaching effect is not satisfactory. Intangible cultural heritage comes from life, and its inheritance and development must be integrated with life. Aesthetic education is not only to train excellent artistic talents, but also an important educational and teaching practice that every student must accept. Heavy light quality and a few light all the light and heavy competition the existence of the universal phenomenon, lead to the allocation of resources is not up to standard, aesthetic education exists, intangible into aesthetic education, and distance make the humanities type city is still some distance, and implementation of national intangible into aesthetic education goal, there is still a large gap need to improve in an all-round way.

3. The Necessity Of Yancheng Intangible Cultural Heritage and Aesthetic Education

Since ancient times, there has been a saying that "learning in the folk", and it is the implementation of this point of view that enables the continuation of the traditional Chinese culture. It can be seen that extensive rather than elitist cultural inheritance is an effective way for the continuation of a culture. For the existing excellent but not widespread intangible cultural heritage, if we cannot find innovative ideas to follow the development of The Times to change the single way of inheritance, there will be more intangible cultural heritage disappeared. As an important base for inheriting and inheriting traditional history and culture, [2] aesthetic education in local colleges and universities must be closely linked with local intangible cultural heritage culture.

3.1. The Precious Value of Intangible Cultural Heritage

Intangible cultural heritage is a variety of traditional cultural expressions and cultural Spaces inherited from generation to generation by the people of all ethnic groups and closely related to the lives of the masses. It embodies the height of wisdom that mankind can achieve in thought and practice and embodies the precious wealth of a nation [3] Take Yancheng as an example. On such a land with profound historical deposits, a unique charm of intangible cultural heritage has been bred. [1] It is not only the witness of Yancheng's historical development, but also a precious and valuable cultural resource. Once lost, it will cause irreparable damage, so we must pay attention to it and protect it.

3.2. The Beneficial Supplement of Aesthetic Education in Universities

First of all, as a spiritual force, culture can be transformed into a material force in the process of people's understanding and transformation of the world, exerting a profound influence on social development. Yancheng's characteristic intangible cultural heritage has the characteristics of knowledge, interest and recreation, which can give people a kind of beautiful enjoyment. Secondly, the implementation of aesthetic education in colleges and universities can not only cultivate students' sentiment, but also improve the diversification of thinking, which plays an irreplaceable role in promoting the all-round development of college students in the new era. The cultural knowledge spread through the form of aesthetic education can meet the aesthetic needs of contemporary college students on the spiritual level, and improve the ability of students to show beauty, appreciate beauty and create beauty. At the same time, it also helps educators to improve their own educational behavior. It can be said that education without aesthetic education is incomplete education.

3.3. Mutual Promotion of Intangible Cultural Heritage Culture and Aesthetic Education in Colleges and Universities

On the one hand, aesthetic education in colleges and universities can provide a great opportunity for the development of Yancheng intangible cultural heritage. Through the form of introducing intangible cultural heritage into the campus, college students can participate in it, so as to improve students' affinity to intangible cultural heritage, generate the independent consciousness of protecting and inheriting intangible cultural heritage, and ultimately promote the development of local intangible cultural heritage and realize its value of The Times in today's society.

On the other hand, the non - legacy of aesthetic education in colleges and universities provides rich teaching resources. Some problems existing in education can be effectively solved. For example, in the actual development of aesthetic education teaching, there is a lack of practical strong support, leading to too thin teaching content, and too much theoretical knowledge is easy to make the classroom lack of vividness, thus greatly reducing the overall effect of aesthetic

education. By actively realizing the efficient combination of intangible cultural heritage culture and aesthetic education, and making full use of the identity of intangible cultural heritage as a resource carrier, it will be more convenient to realize the ultimate goal of aesthetic education. Therefore, these two values are highly compatible and worthy of further study.

4. The Practical Direction of Integrating Regional Intangible Cultural Heritage Into Aesthetic Education in Local Colleges and Universities

4.1. Promote the Integration of Intangible Cultural Heritage Into Aesthetic Education Classes

With the development of The Times, college students not only learn professional knowledge, cultivate the ability of independent thinking and form rigorous logical thinking, but also improve scientific aesthetic values and aesthetic ability. Intangible cultural heritage culture, as the crystallization of excellent traditional Chinese culture, contains abundant aesthetic education knowledge and provides direct knowledge source for aesthetic education in colleges and universities. Therefore, it is an effective way to realize the development of aesthetic education in colleges and universities to bring traditional intangible cultural heritage into the education plan. Colleges and universities can combine the local characteristic culture, such as the characteristic sea salt culture of Yancheng, and flexibly introduce the sea salt production process into the classroom to deepen students' understanding of sea salt. In addition, folk artists are invited as lecturers to give lectures to students. On the one hand, it avoids the problem of unprofessional teaching by university teachers. On the other hand, it can better arouse students' interest in intangible cultural heritage and expand its influence, so as to inherit intangible cultural heritage and improve students' aesthetic education knowledge.

4.2. To Build A Teaching System Combining Intangible Cultural Heritage Culture with Aesthetic Education in Colleges and Universities

General Secretary Xi Jinping clearly pointed out at the National Education Conference that aesthetic education should be used to improve students' aesthetic and humanistic qualities. In other words, aesthetic education, as a required course for college students, plays an important role in students' aesthetic ability. However, a complete educational system should be supported by both theory and practice. Therefore, the integration of intangible cultural heritage into aesthetic education is the innovation and transformation of aesthetic education teaching methods. [4] When teaching aesthetic education courses in colleges and universities, five Yancheng intangible cultural Heritage projects such as Dong Yong Legend, Huai Opera, Jianhu Acrobatics, Dongtai Fa Embroidery and Dafeng porcelain carving can be added to the curriculum, so that the aesthetic education courses can fully integrate the unique traditional elements of Yancheng and develop aesthetic education courses with strong local characteristics. [2] Although the teaching of aesthetic education courses in colleges and universities is still limited to theoretical knowledge, the inherent characteristics of the diversity of INTANGIBLE cultural heritage provides many intuitive, artistic and educational suggestions for aesthetic education courses in colleges and universities, so that teachers in colleges and universities can improve their aesthetics from the height of intangible cultural heritage.

4.3. Skillfully Use Innovation to Stimulate the Vitality of Integrating Intangible Cultural Heritage Into Aesthetic Education

College students are the main players in the inheritance of intangible cultural heritage. Therefore, the development of aesthetic education courses should be combined with the aesthetic orientation of college students. They contain boundless creativity and can bring new vitality to intangible cultural heritage, thus promoting the development of aesthetic education

in colleges and universities. [5] In order to better integrate traditional intangible cultural heritage culture into aesthetic education, teachers combine innovative and entrepreneurial activities with aesthetic education to let students have a deep understanding of the development trend of intangible cultural heritage culture. [3] At the same time, aesthetic education teachers in colleges and universities can discuss with relevant entrepreneurs, cooperate and design a new aesthetic education curriculum system to better help and guide students. In this system, students are fully aware of the profound connotation of INTANGIBLE cultural heritage culture, and their interest is stimulated [6], so that they can integrate into intangible cultural heritage culture in their future entrepreneurial practice, so as to better show the vitality of traditional culture.

4.4. Construct A Team of Aesthetic Education Teachers with Intangible Cultural Literacy

As the leader of imparting knowledge to students, teachers play a vital role in integrating intangible cultural heritage into aesthetic education courses. At the same time, it has become one of the important tasks for the development of colleges and universities to integrate intangible cultural heritage into the construction of aesthetic education teachers. To build a strong faculty, we need to start from a multi-dimensional perspective. First of all, in the selection of teachers in colleges and universities, to fully and carefully consider the teachers' professional background and their professional knowledge, second, the relevant units in Yancheng teachers that accords with a requirement has been screened intangible cultural knowledge training, through training, to make teachers master the intangible culture techniques, and then to arrange, it will be taught to students in an easy to understand way. Finally, experts who study intangible cultural heritage can be invited to the school for discussion and communication, and a series of lectures on intangible cultural heritage can be held for all teachers and students to create a strong cultural atmosphere, so that college students can feel the charm of intangible cultural heritage and further develop their own aesthetic ability.

4.5. Absorption and Integration of Regional Characteristic Culture

Red culture, sea salt culture and folk culture are rooted in the blood of Yancheng city. They are connected with history and rushing towards the future, gathering the great power of thought and majestic power. Therefore, when exploring the innovative integration of Yancheng intangible cultural heritage culture and aesthetic education in colleges and universities, we must face these three cultures and consider how to integrate various cultural connotations into them, so as to make them in line with the new era.

4.5.1. Promote red culture, ceaseless red gene

During the period of liberation war and socialist revolution and construction, Yancheng people, under the leadership of the Communist Party of China, went through arduous exploration and wrote a magnificent chapter. Yancheng, as one of the important military bases in the Revolutionary War, still retains rich red scenic spots, such as the Memorial hall of the New Fourth Army. Through the protection of these red resources, let the broad masses of the people to take action, so as to continuously inherit the spirit of the red Iron Army. Therefore, the infiltration of red gene in aesthetic education is one of the indispensable points.

4.5.2. Inheriting Sea Salt Culture and Advocating Sea Embracing All Rivers

Yancheng has been named for salt since ancient times and has become a city because of salt. Sea salt culture runs through the history of Yancheng. More than 5,000 years ago, there were human activities in Yancheng beach. From the boiling sea for salt in the spring and autumn period and the Warring States period to the modern production of sea salt today, sea salt culture has never left the life of Yancheng people, which can be said to bear the root of the

culture of Yancheng. Faced with such profound cultural deposits, college students in the new era must absorb its essence.

4.5.3. Develop Folk Culture, Insert Regional Brand

Yancheng folk culture is rich and colorful, showing infinite charming artistic charm. For example, as one of Yancheng's five intangible cultural heritages, Elements of Huai opera can be seen everywhere. During holidays, Huai opera can always be heard in tourist attractions or on the streets. Now Huai Opera has long been synonymous with Yancheng's important culture, and has formed a unique "Yancheng phenomenon" in domestic opera creation. In addition, Yancheng's local songs and dances are equally wonderful. In practice, education departments and related units should attach importance to folk culture.

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