

Exploration and Practice of Curriculum Civics Construction of Culture Industry in Universities under the Perspective of Great Aesthetic Education

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Abstract. With the continuous development of national economy and the increasing rise of cultural industry as an emerging industry, it is more necessary for the construction of cultural industry professional courses of thought politics in colleges and universities to focus on the combination of professional knowledge and humanistic literacy, the transformation of achievements and practices, and the interdisciplinary cooperation mode. In this paper, by deeply understanding the concept and practice connotation of the great aesthetic education, clarifying the importance and necessity of the construction of the curriculum thinking and politics of cultural industry majors in colleges and universities, exploring the problems of the construction of the curriculum thinking and politics of cultural industry majors in colleges and universities under the perspective of the great aesthetic education, putting forward corresponding practical solutions, using culture and aesthetic education to strengthen the core competitiveness and the quality of the output of the majors, and achieving the goal of promoting the vigorous development of cultural industry in colleges and universities and creating greater value for the society. The purpose is to promote the flourishing of cultural industry in universities and create greater value for the society.

Keywords: Aesthetic Education; Universities; Cultural Industry; Professional Curriculum Thinking Politics; Exploration and Practice.

1. Introduction

With the rapid development of digital technology and the continuous upgrading of cultural industry, the traditional cultural industry has gradually transformed to digitalization and intelligence. In 2020, the central government and the General Office of the State Council issued the Opinions on Comprehensively Strengthening and Improving Aesthetic Education in Schools in the New Era, emphasizing the need to further strengthen the function of aesthetic education in schools and to incorporate aesthetic education into the whole process of cultivating talents in schools. [1] In this context, the construction of the cultural industry professional curriculum thinking and politics in colleges and universities needs to be more in line with the trend of the times, focusing on cultivating students' practical innovation ability and improving students' ability to start their own business in order to adapt to the rapid changes in market demand. The concept of great aesthetic education requires educators to put the concept of aesthetic education throughout the teaching, so that students can feel the unique charm of different art fields and improve their own aesthetic ability and creativity.

In the construction of the cultural industry professional curriculum thinking and politics in colleges and universities, attention should be paid to the inclusion of aesthetics and culture and art in teaching, in order to promote students' understanding and appreciation of art and the excellent traditional culture of the Chinese nation and provide better services for the development of cultural industry. Under the background of the Great Aesthetic Education, universities should deepen the connotation of cultural education and implement the concept of "unity of knowledge and action" to promote the upgrading and sustainable development of cultural industry. Therefore, the concept of Great Aesthetic Education should lead the construction of cultural industry courses in colleges and universities, so as to contribute to the cultivation of high-quality cultural talents with both talent and sense of responsibility.

2. The Connotation and Necessity of the Construction of Thinking Politics of the Curriculum of Cultural Industry Majors in Colleges and Universities under the Perspective of Great Aesthetic Education

2.1 The Connotation of the Course Thought Politics of Cultural Industry in Colleges and Universities

The cultural industry professional course Civic Government in colleges and universities is a new mode that integrates ideological and political education and cultural industry professional course teaching, aiming at cultivating students' ideological and moral quality, innovation ability and cultural literacy. Its core is to guide students to master the correct ideological outlook, enhance cultural confidence and gradually form a world view of values with contemporary significance through professional course teaching. In the connotation of the cultural politics of the professional courses of the cultural industry in colleges and universities, the cultivation of cultural literacy and humanistic care is crucial. Among them, humanistic literacy covers the cultivation of historical and cultural knowledge, art appreciation ability and cultural inheritance. Through the teaching of professional courses, students can understand more deeply the historical background, development and changes in their professional fields, while expanding their art appreciation ability and learning and inheriting the excellent Chinese traditional culture. At the same time, the college cultural industry professional course Civics also focuses on cultivating students' humanistic care and social responsibility consciousness. Only if they really know humanistic care can they play a better role in the cultural and creative industries, understand their roles and responsibilities in the society, and really make positive contributions to the society.

2.2 Necessity of Civic Politics in Cultural Industry Courses in High Schools

With the rapid development of society, cultural industry has become one of the important pillars of China's economic development. As an important embodiment of the comprehensive quality of students in colleges and universities, the introduction and application of the elements of curriculum Civics in the courses of culture industry majors can help students enhance their ideological and moral qualities and social responsibility consciousness, and cultivate healthy personality qualities and behavioral habits while learning professional knowledge, which is getting more and more attention.

(1) Enhance students' ideological and political quality. Integrating the elements of ideology and politics into the curriculum of cultural industry majors can help students better understand and appreciate the history and reality of society, the country and the development of human civilization, enhance their ideological and political quality and sense of social responsibility, and train them to become new cultural industry talents with high cultural literacy and a sense of social responsibility.

(2) Enhance the depth and breadth of curriculum teaching. The connotation of great aesthetic education covers cultural inheritance, cultural innovation and cultural services, which are inseparable from the development of cultural industry majors. Integrating the elements of thinking and politics into the curriculum of culture industry majors can not only enrich the content of the curriculum and enhance the depth of teaching, but also expand the breadth of curriculum teaching, improve the comprehensive quality and ability level of students, and promote the overall development of students.

(3) Enhance the sense of social responsibility of cultural industry talents. Confucius put forward "perfection and beauty" in the music of Shao, considering "beauty" as the way to achieve "goodness" and "goodness" as the highest level of "beauty". In the field of cultural industry, especially in the field of cultural and creative industry, the sense of social responsibility of enterprises is especially important. Integrating the elements of Civic Affairs into the curriculum of cultural industry majors will guide students to deeply understand their roles and missions in the cultural industry and cultivate their sense of social responsibility and mission.

(4) Cultivate students' socialist core values. The development of cultural industry must be in line with socialist core values and requires a team of talents with good ideological and moral qualities and correct worldview. Through the guidance of Civic Education, we cultivate students to deeply

understand the connotation and value of socialist core values and guide them to establish correct worldview and values.

To sum up, the value of integrating Civic and Political Science elements into the courses of cultural industry in colleges and universities is to enhance the ideological and political quality of students, improve the depth and breadth of course teaching, as well as enhance the sense of social responsibility of cultural industry talents.

3. Problems of the Construction of Thought Politics in the Cultural Industry Courses in Colleges and Universities under the Perspective of Great Aesthetic Education

With the rapid development of cultural industry, the cultivation of cultural industry majors in colleges and universities has been paid more and more attention. However, there are still some problems in the construction of cultural industry courses in colleges and universities under the perspective of great aesthetic education.

(1) The curriculum setting is not scientific and reasonable enough. In some universities, the curriculum of cultural industry is too single, the teaching content is lagging behind, it does not make full use of modern technology and does not adapt to the needs of industry development, and many students lack depth and breadth of knowledge and understanding of cultural industry, which cannot meet the market demand and diversified needs of students, and lacks foresight and innovation.

(2) Teacher team construction is not perfect. The quality of the faculty varies, and some teachers lack practical work experience in the field of cultural industry and are unable to combine theoretical knowledge with practical experience. Cultural industry majors need teachers with rich practical experience and industry background, but at present there are still some colleges and universities whose cultural industry majors' teacher team construction is not perfect enough to meet the teaching needs.

(3) There are deviations in students' ideology and consciousness. Some students in the study of cultural industry majors excessively pursue commercial interests and personal development, ignoring cultural heritage and social responsibility. This requires strengthening students' ideological education and guiding them to correctly view the nature and significance of cultural industry.

(4) The mechanism of practical teaching is not sound enough. Cultural industry majors need to pay attention to practical teaching, but at present, the practical teaching mechanism of some colleges and universities is not sound enough to provide students with real practice opportunities and platforms. At the same time, the evaluation system for the construction of curriculum thinking and politics is still not perfect, lacking effective quantitative indicators and evaluation norms.

To sum up, under the perspective of the great aesthetic education, the construction of cultural industry courses in colleges and universities has problems such as the curriculum setting is not scientific and reasonable, the teacher team construction is not perfect, the students' ideological awareness is biased and the practical teaching mechanism is not sound enough.

4. The Path of the Construction of the Course Civic Politics of Cultural Industry in Colleges and Universities under the Perspective of Great Beauty Education

4.1 Constructing Course Thought-Politics System with Great Beauty Education as the Core

The construction of the curriculum of the cultural industry in colleges and universities lacks sufficient top-level planning and guidance, and the understanding of the thinking and government is not deep enough, so it needs to explore a more reasonable theoretical overview and practical path. Adhering to the development idea of "people-oriented", we promote the transformation of the construction of curriculum thinking politics from "external management and system construction" to

"internal self-construction and cultural creativity". Specifically, first of all, on the basis of improving the status quo, further emphasize the top-level design of the construction of curriculum thinking and politics, reasonably plan the direction, objectives, contents, forms and evaluation standards of the curriculum, enhance the internal logic and integrity of the curriculum thought system, for the curriculum of cultural industry majors, need to integrate the thinking and politics elements into it, for example, add political theory, civic ethics and other contents in the relevant courses, so that students can understand policies and regulations, civilization etiquette and other aspects of knowledge. At the same time, we should strengthen the research and development of course materials, break the geographical limitation of word of mouth and the bottleneck of content innovation, and stimulate students' creativity in colorful forms, such as expanding the linkage of courses inside and outside the university, launching online courses and MOOC, etc. to provide students with more diversified and richer learning resources; establishing new science and technology courses, art courses, social courses, etc. to meet students' diversified learning needs, and promoting the construction of curriculum thinking and politics Toward a magnificent transformation.

Secondly, stand from the perspective of students, pay attention to their needs and interests, create course contents with ideology, art and practice, innovate in teaching methods and evaluation system, etc., adopt diversified and interactive teaching methods, and cultivate students' active learning ability and creativity. In terms of evaluation system, we should focus on comprehensive evaluation, and guide students to gain a sense of success and achievement in practice through results display and oral presentation. In addition, through various means, students should be encouraged to participate in cultural industry practice to improve their overall quality and professional ability.

Therefore, in the top-level design, we should pay attention to the real demand in order to adapt to the development and changes of the society, and jointly promote the construction of curriculum thinking and politics to help cultivate talents in cultural industry in colleges and universities.

4.2 Enrich the Content of Curriculum Thinking and Politics based on the Great Beauty and Education of Literature

In Shuowen Jiezi, the word "beauty" is interpreted as "the sheep is beautiful", which shows that beauty education is inseparable from life practice. In order to enrich the content of the curriculum, teaching should focus on the diversity and practicality of the content, make better use of the traditional cultural thinking about aesthetic education, combine more life-enriching and sensual materials into education teaching, go beyond the framework of "aesthetic education is art education", let students feel the power of thinking and political education in different fields of practice, and enhance their cultural confidence. We will also help students to feel the power of education in different fields and enhance their cultural confidence and national identity. According to the actual needs of students, the curriculum is constantly updated and expanded through internship projects and competitions, taking into account new developments in the industry and social hotspots. For example, in the copyright law course for culture industry majors, new cases and the latest regulations can be added so that students can gain a deeper understanding of relevant knowledge and legal provisions. Secondly, the course content can be enriched by using school resources and inviting famous scholars, cultural celebrities and industry experts to give lectures and seminars so that students can gain practical experience and industry insight. Through abundant and diversified teaching methods and contents, we can improve the level of course thinking and politics and lay a solid foundation for students' comprehensive quality and future career development.

4.3 Focusing on the Great Beauty and Education of Art, Innovating the Teaching Method of Course Thinking and Politics

Great beauty and arts education refers to cultivating students' aesthetic ability, creativity and cultural literacy through aesthetic education and arts education. In terms of innovative teaching methods of curriculum Civics, we can use diversified teaching methods, such as designer lectures, field trips, group discussions, teacher-student interaction, etc., to stimulate students' creative potential

and thinking ability through various creative activities. First, art creation is combined with Civic and Political Education: introducing art creation into the curriculum and allowing students to reflect on and explore social issues or values through their own creative experiences and expressions can help students better understand and master the subject matter, as well as cultivate their creativity and aesthetic skills. Secondly, art appreciation is combined with Civic and Political Education: through the appreciation of art works, students can feel the charm and humanistic spirit of art, help them know and understand society, and enhance their sense of social responsibility and mission, for example, through the appreciation of literary works with historical themes, students can understand the background and deeper meaning of history, and stimulate their awareness for the protection of cultural heritage and historical and cultural inheritance; through the appreciation of music works Through the appreciation of musical works, students can experience the infectious and cohesive power of music, and guide them to carry forward the national culture and inherit Chinese national culture. Thirdly, the curriculum design is combined with ideological and political education: social hotspots and ideological and political education contents are integrated into the curriculum design, so that students can understand and think about social reality while learning knowledge, for example, by enjoying a movie reflecting social problems, students can deeply realize the seriousness of social problems and stimulate their social awareness and enthusiasm to actively participate in social construction. Through the course design social hotspots such as epidemic prevention and safety, environmental protection and the current economic development are closely integrated to cultivate students to pay attention to social development and discover their own responsibilities and obligations from it. Finally, the teaching methods based on multimedia technology: using multimedia technology, such as images, videos, interactive classroom, real-life demonstration, virtual experiments and network discussions, enable students to participate more actively in the mastery of knowledge and skills, and combine the learned theories with practice to achieve the effect of unity of knowledge and practice, allowing students to understand social phenomena and values more intuitively, and stimulating students' interest and initiative in learning through interactive teaching methods.

Through these methods, students can not only gain knowledge in learning, but also be able to cultivate aesthetic, creative and discursive abilities, thus improving their comprehensive quality and humanistic spirit.

4.4 Taking Great Beauty and Morality as the Guarantee, Sound Guarantee Mechanism of Curriculum Thinking and Politics

In the process of the construction of the course thinking politics of the cultural industry in colleges and universities, it is crucial to establish a set of perfect guarantee mechanism for the construction of the course thinking politics. The mechanism should have a scientific and reasonable internal logic, and fully consider various factors affecting the course thinking politics. Specifically, firstly, a scientific and practical guarantee plan should be formulated, and the top-level design should be strengthened to ensure that each measure has a feasible implementation plan. Secondly, it should improve the management process, clarify responsibilities, standardize behavior, strengthen information management and control, and ensure an efficient and rigorous management process. Thirdly, a feedback mechanism and supervision mechanism should be established to solve problems in a timely manner through questionnaires and field research, and a monitoring mechanism should be developed to understand the real situation of the implementation of curriculum thinking and government. Finally, it should pay attention to talent cultivation, improve the professionalism and thinking politics ability of managers and teachers through training, motivation and introduction, etc., so as to provide strong support for the smooth implementation of the cultural industry curriculum thinking politics construction.

Therefore, when constructing the guarantee mechanism for the construction of curriculum thinking and politics, in addition to the above points, it is also necessary to include the specific implementation and operation process into the planning, focusing on the coordination relationship and interaction between different guarantee measures. Only in this way can we ensure that both the establishment

and improvement of the guarantee mechanism can be promoted smoothly, and provide strong support for the smooth development of the construction of the course thinking politics of cultural industry majors in colleges and universities.

4.5 Strengthen the Construction of Teachers' Team of Curriculum Thinking and Politics with the Goal of Educating People with Great Beauty

Strengthening the faculty team of the construction of curriculum thinking and politics is one of the important strategies of the construction of curriculum thinking and politics of cultural industry majors in colleges and universities under the perspective of great aesthetic education. For the teacher team, employing industry experts with relevant professional knowledge background and rich practical experience as course teachers can not only effectively improve the teaching quality, but also dovetail with the industry and promote the organic integration of talent cultivation and cultural industry development. In addition, through activities such as teacher training and training, teachers' ability and level of thinking and government can be improved so that they can better integrate theory into practice and promote students' formation of correct worldview and values. At the same time, it should be noted that teachers' personal quality alone is not enough to support the construction of the whole course of thinking and politics, and it is necessary to establish a sound teacher training and incentive mechanism to guide teachers to participate more actively in the construction of the course of thinking and politics. For example, adopt an incentive mechanism to commend and reward outstanding teachers and establish a teaching and research team to further improve the level and quality of the construction of curriculum thinking and politics.

Great Aesthetic Education not only focuses on the cultivation of students' artistic skills, but also emphasizes the cultivation of students' humanistic qualities and social responsibility. It requires students to have good interpersonal relationship, moral quality, self-awareness and innovation ability to meet future challenges. The practice of Great Aesthetic Education includes offering various kinds of aesthetic education courses, organizing cultural and artistic activities, organizing artwork displays, competitions, and exchanges, building art creation platforms and practice bases, and cultivating students' aesthetic ability and creativity. The goal of Aesthetic Education is to let students obtain comprehensive development of body and mind in comprehensive, in-depth and systematic aesthetic education, and become comprehensive talents with humanistic literacy and innovative ability.

5. Conclusion

In a word, the construction of the cultural industry professional curriculum thinking politics in colleges and universities under the perspective of large aesthetic education is a long-term and tedious work. To carry out this work well, it is necessary to deeply explore the connotation and core ideas of Great Aesthetic Education, fully investigate and study the current situation and problems of the construction of college culture industry professional course thinking and politics, make scientific and reasonable strategies and development plans, adhere to student-oriented and innovation-driven, respect students' individuality and creativity, and create a positive campus cultural atmosphere. Only in this way can we make the construction of cultural industry professional curriculum thinking and politics in colleges and universities under the perspective of great aesthetic education develop continuously in a better and more perfect direction.

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