

# Research on the Role of Art Education in Ideological and Political Education in Colleges and Universities in the New Era

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**Abstract:** In the context of the new era, college students carry the hope of the country's future, and the community attaches more importance to ideological education in colleges and universities and puts forward new requirements. Art education plays an important role in the improvement of humanistic quality and the establishment of college students' personality, and plays a great influence in the political education of colleges and universities. This paper aims to analyse the relationship between art education and ideological and political education in colleges and universities, to point out the value of art education in ideological education in colleges and universities, and through the existing understanding, to put forward the strategy of promoting art education in ideological and political education in colleges and universities, so as to contribute to the process of the simultaneous development of ideological and political education and art education in colleges and universities.

**Keywords:** Art education; Value embodiment; Ideological education; Synchronous development.

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## 1. Introduction

At present, under the continuous advancement of the times, students in colleges and universities have stepped into the era of "00", and the 00 students are a generation with very distinctive personalities, they have a wide range of interests and hobbies, and they have a wide range of interests and hobbies, and they are active in their thinking and thinking, and in this context, ideological and political education in colleges and universities inevitably needs new ways and means to be carried out. Art education through the form of novel, attractive art form, in the art of shaping the invisible transmission of ideological concepts, to help college students set up the correct values, is an effective means of education in colleges and universities, through art education and ideological and political education fusion of the way to promote the effective development of ideological and political education in colleges and universities, in college students ideological and political leadership of the road to be unique.

## 2. The Relationship Between Art Education and Ideological and Political Education in The New Era

Art education is the use of music, art, literature and other forms of art as a means of education to cultivate the aesthetic interest of college students, is an important part of the overall development of contemporary college students in morality, intelligence, physicality and aesthetics, art education is an important channel for colleges and universities to cultivate college students' ability to create, appreciation and aesthetic concepts. For the ideological and political education in colleges and universities, ideological and political education is not a single line of education and guidance of ideas, but also should actively integrate with other disciplines, and jointly undertake the responsibility of leading students' thoughts.

### 2.1. Art education provides a channel for the implementation of ideological and political education

At the present stage of ideological and political education in colleges and universities, the ordinary is conveyed to the students through direct transmission, and the students are difficult to accept to a large extent. Art education as an important hand of ideological and political education in the new era of Internet technology, it provides an effective channel for the implementation of ideological and political education, thus making ideological and political education more flexible and pliable. Colleges and universities through a wealth of art activities, elegant works of art, music appreciation activities and other art education into the campus, to enhance the students' artistic aesthetic ability and comprehensive quality, in which to do a good job in the ideological leadership of college students, and really let students in the appreciation of art at the same time to establish the correct ideological concepts, in the process of art education to practice the core socialist values, promote the positive social capacity, and truly do Teaching for fun.

### 2.2. Ideological and political education guides and influences art education ideologically

Ideological and political education in colleges and universities is to guide college students in the process of receiving education to form a correct outlook on life, values and worldview, to be able to understand right and wrong in the face of major events, and to actively promote the positive energy of upward mobility and goodwill, and in the process of the development of art education in colleges and universities, the ideological and political education also provides ideological guidance and guidance for the development of art education to point out the direction of the art education, and to promote art education and the common development of the ideological and political education. Development.

### **3. The Value of Art Education in Ideological and Political Education in Colleges and Universities**

#### **3.1. Enhance the attractiveness and influence of ideological and political education in colleges and universities**

At present, with the continuous development and depth of the Internet technology, the post-00 generation of college students are easily attracted by the self-media and other art forms of media and information, so the current development of ideological and political education in colleges and universities urgently need to enhance its attractiveness and influence. Art education is rich in content, novel subject matter and can be adapted to the needs of various styles, effectively integrating the needs of contemporary college students, based on this, colleges and universities to art education as a hand to enhance the attractiveness and influence of ideological and political education, colleges and universities through art education to convey ideas, making the ideological and political education in colleges and universities to become more three-dimensional, intuitive and interesting, and effectively enhance the attractiveness and influence of the ideological and political education of colleges and universities. Attractiveness and influence of ideological and political education in colleges and universities.

#### **3.2. Cultivate and improve the aesthetic and comprehensive quality of college students, stimulate college students' innovative thinking**

Colleges and universities through art education, to create an artistic atmosphere in colleges and universities, through the beginning of art courses classroom art appreciation of inculcation, through the campus art decorations to create an artistic aesthetic environment as well as a variety of campus activities to create an artistic atmosphere, so that college students in the inculcation of this environment, to cultivate their own healthy aesthetic interests. These vivid image of art appreciation activities in the unknowingly by the strong infectious force of art education, comprehensively enhance the aesthetic ability and comprehensive quality of college students.

Through the deepening of art education into the campus education and life, college students have been subjected to all aspects of art, art education in colleges and universities in most of the content is concrete and image, which is exactly adapted to the characteristics of the development of the thinking of college students, professional knowledge of the abstract and the art form of the figurative influence each other, and adapt to each other and promote the development of the process, but also fully stimulate the college student's In the process, it also fully stimulates the thinking of college students, awakens their intelligence, makes them give full play to their performance, and improves their innovation ability.

#### **3.3. Enhancing the depth and effectiveness of ideological and political education in colleges and universities**

Ideological and political education and art education in colleges and universities are different from traditional

disciplines, which pay more attention to the establishment and deepening of ideological concepts by means of subtlety, and sublimate spiritual nutrients through the diverse art forms of art education, bring empathy in the heart and mind, and deepen the content of ideological and political education in colleges and universities.

Compared with the single and indoctrination education mode of ideological and political education in colleges and universities, art education in colleges and universities has the characteristics of high student participation, strong enthusiasm and high interactivity. College art education activities such as the May 4th Red Song Chorus Competition, Red Poetry Recitation Competition and other activities, so that students take the initiative to participate in them, the content of the red song singing, reciting the story and expression of the content of the in-depth understanding of the resonance, through the performance of the students to let more students to produce the emotional melding, so as to achieve the role of the ideological leadership to carry forward the positive energy, so that the effect of the ideological and political education is more significant.

### **4. Promote the Practical Strategy of Art Education in Ideological and Political Education in Colleges and Universities**

In the current mode of ideological and political education in colleges and universities, ideological workers need to face up to the innovation and reform of education, according to the actual characteristics and needs of college students in the new era, combining art education and ideological and political education, to form a practical and effective mode of development of ideological and political education that is in keeping with the times, and to promote the development of art education, to form a more temperate, in-depth and effective ideological and political education.

#### **4.1. Enhance the awareness of art education and promote the common development of art education and ideological and political education**

The effective way to improve the comprehensive ideological and political education of college students is through art education, which is also an important part of the process of building spiritual civilisation of college students. From the point of view of the existing higher education, art education is regarded as an auxiliary tool for knowledge education and other education, and does not fully play its role. Therefore, in the process of promoting the development of art education, first of all, it is necessary to enhance everyone's awareness of art education, and strengthen the confidence in art, and colleges and universities should fully highlight the importance of art education in the formulation of the plan, and form a consensus from the top to the bottom, so as to allow students to actively participate in all aspects of the practice of art, and form a positive attitude towards the development of art education and political education. In all aspects of art practice, students can actively participate in the formation of positive self-awareness, and then correct thought leadership, so that students can form correct ideological concepts, establish a sound personality, and give full play to the

important role of art education in ideological education with the goal of student development.

#### **4.2. Enhance the quality of the teacher team and improve the quality of comprehensive quality education**

In colleges and universities, the burden of ideological and political education is to fall on all levels of ideological educators and teachers, the effect of ideological and political education is closely related to the quality of the teacher team, in order to improve the ideological and political level of colleges and universities to promote the development of art education in the ideological and political education in colleges and universities, it is inevitable that we must first improve the ideological and political workers in colleges and universities and teachers of the art of teaching and teaching level. Colleges and universities should take the initiative to actively provide protection for the construction of the teaching staff in this stage, and reasonably link art education with the content of teachers' lectures. Teachers should take the initiative to study and implement the spirit of General Secretary Xi Jinping's important speeches, and constantly improve their own political quality, so as to make their own political quality and cultural quality continuously improve. On this basis, colleges and universities can invite art experts and organise art training to help college teachers master art education in many aspects and from many angles, so that art education and ideological and political education in colleges and universities can be better integrated. Therefore, it improves the overall quality and cultural quality of the college teacher team, comprehensively improves the comprehensive educational ability of teachers, makes colleges and universities have the number of teachers in line with the demand, better promotes the development of art education, so as to contribute to the ideological and political education in colleges and universities.

#### **4.3. Strengthen campus culture construction, form campus high-quality art and culture associations**

In the process of promoting the development of art education, campus culture construction plays an important role, and the culture and art associations of colleges and universities with students as the main body occupy a major position in the construction of art and culture in colleges and universities, and play a vital role in creating a positive campus culture, guiding the practice of core values, and promoting the construction of campus culture. Therefore, colleges and universities should strengthen the management and standardisation of cultural and artistic associations, strengthen the guidance and work of artistic associations, encourage students to independently organise and plan a series of campus cultural and artistic activities that are positive and carry forward positive energy, and fully combine ideological leadership with cultural and artistic activities, so as to strengthen ideological and political education. Based on this, colleges and universities should start from the whole school level, design the brand characteristics of cultural and artistic activities in line with the school's actual cultural and artistic festivals in colleges and universities, to promote the construction of campus culture with excellent cultural and artistic activities, the formation of high-quality art and cultural associations on campus, through the participation of

cultural and artistic activities for ideological leadership, so that the students unknowingly accept the ideological education in the activities, and deepen the effect of ideological and political education.

#### **4.4. Construct art teaching system, improve the status of art education**

At the present stage of college education, in addition to the College of Fine Arts has professional art courses, other colleges of art courses are mostly based on conceptual courses and appreciation courses, this kind of education only stays on the surface, and can't really reach the role of inculcation. In order to make art education in colleges and universities in ideological and political education in the role of the full play, it is necessary to build a complete art teaching system, art education into the mandatory curriculum of colleges and universities, the formation of a complete teaching and evaluation process, equipped with teaching facilities that are compatible with the characteristics of art education, to provide hardware support for art education, so that art education in colleges and universities to enhance the status of art education.

### **5. Conclusion**

In conclusion, in the current college education system, art education has become an important part of the educational enterprise of colleges and universities, and plays an important role in the ideological and political education of colleges and universities and the formation of college students' ideological and political literacy. Colleges and universities should attach great importance to the utility of art education in ideological and political work, integrate art education into ideological and political quality education, combine the characteristics of art education and political education, fully integrated, and work together to Promote synchronous development, in this way, not only can better play the utility of art education, but also in the process of promoting political thought, establish the correct three views of the students, lay a solid ideological foundation for future learning and work, effectively enhance the artistic aesthetic ability and comprehensive quality of college students, so that students unknowingly accept the ideological and political leadership, and at the same time, promote the innovation and development of the art of ideological and political work to consolidate the role of art education in ideological and political education in colleges and universities. The role of art education in ideological and political education in colleges and universities.

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