

## **Study on Inheritance & Innovation of Regional Culture and College Public Art Education**

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**Abstract:** Inheritance and innovation of regional culture relates closely to college public art education, and resources of college public art education can be enriched by exploring regional culture. Besides, the essence of regional culture can greatly promote humanistic education for college students. Therefore, strengthened cooperation between inheritance of regional culture and college public art education can help enhance contemporary college students' sense of responsibility and confidence, cultivate noble aesthetic sentiment and correct aesthetic concepts effectively, and promote their cognition and understanding of beauty.

**Key words:** inheritance of regional culture, college public art education, innovation and development

Strengthened public art education can help provide humanistic guidance, artistic content, aesthetic sentiment and sources of innovation for construction of harmonious campus culture. College public art education refers to a process of educating college students through art and humanistic education. By carrying out public art education, college students could fully understand relationships among art, life, learning and practice, and enhance their humanistic spirit. Art is the witness of human development and also accumulation of regional humanistic process. Public art education enables students to know about history, respect and create history, cultivate their aesthetic ability and innovation ability effectively, and achieve all-around development.

### **I. Current situation of college public art education**

#### **1. Lack of corresponding guarantee**

College public art education hasn't a high educational position in current China. Specifically: college public art education hasn't sound institutions or

education system, and lacks corresponding support and guarantee, which affect severely smooth implementation of this education. Although some colleges have established corresponding educational institutions, they haven't effective development planning or management of such institutions, combined with indifference of college leaders to public art education and the absence of college students' artistic accomplishment as formal teaching evaluation content. As a result, students attach no importance to this course, and even feel that this course is irrelevant to Certification of Graduation, and thus public art education is of no significance.

## **2. Lack of corresponding investment**

Due to prolonged indifference of the society, colleges, teachers and students to public art education, few funds are invested in this education. Thus, there is a great lack of education infrastructure and materials related to college art education, and there is not a set of scientific, rational, standardized and unified teaching materials for public art education in the true sense with respect to current implementation of this course, leading to great influence on teaching quality of current public art education. At present, due to lack of fund investment, China's college public art education is of severely restricted implementation and is generally in a low and loose level.

## **3. Lack of researches on teaching methods**

With the development of education, the Ministry of Education of PRC issues relevant public art education guidelines and provides clearly that: "College public art education is to establish correct aesthetic concepts, cultivate elegant aesthetic taste, and improve humanistic accomplishment in learning and practice of public art course in regular institutions of higher education by appreciating artistic works, learning artistic theories and participating in artistic activities etc; know about and learn from Chinese and foreign excellent artistic achievements, understand and respect diversified cultures; develop imagery thinking, train innovative spirit and practical ability, improve ability to feel, express, appreciate and create beauty, and promote all-around and harmonious development of

morality, intelligence, physique and aesthetics.” This indicates that the Ministry of Education of PRC has begun to attach importance to college public art education, and regulates that this education aims at strengthening college students’ comprehensive development ability and humanistic accomplishment. Even with such provisions, some colleges haven’t researches on this course during public art education, set this course as education of professional skills instead of starting from improving students’ aesthetic ability, and even create income in the form of training classes. This severely violates the purposes and aims of college public art education.

## **II. Organic combination of regional culture with public art education**

### **1. Gradual concern on inheritance of regional culture**

China attaches increasing importance to protection and inheritance of regional culture in recent years, and improves it gradually to the level of legal protection. At present, regional culture suffers increasing influence of modern life, some cultural inheritance through oral teaching disappears gradually, and many traditional cultures face severe challenges. Lots of precious properties of China with scientific research values, such as regional culture, history and art etc, are disappearing in modern life. Therefore, relevant departments shall issue legal systems to further protect regional culture. Chinese higher education, which is an important link of overall national development and national rejuvenation, plays an irreplaceable role in inheritance and protection of regional culture. We shall shoulder this heavy responsibility, pay attention to inheritance and protection of regional culture with a strong sense of responsibility, and change each artistic element in regional culture into resources of public art education. This could be a teaching feature of local colleges and also an inevitable responsibility of college education in inheritance of regional culture.

### **2. Inheritance characteristics of regional culture**

China has vast territory and abundant resources, and is a multi-ethnic country. Thus, the biggest feature of regional culture is inseparability from ethnicity, and regional culture shall be presented by ethnic lifestyle,

characteristics and aesthetics. Local ethnic cultural characteristics shall be given full play to, and be inherited and developed through oral teaching with expressions of local sounds, images and skills. By such an inheritance way, human, as a carrier, is particularly important during development and inheritance of regional culture. Chinese colleges which are filled with talents have a huge advantage in cultural inheritance and development, and regional culture can be summarized effectively through cultural researches of these talents. Besides, corresponding theoretical system and inheritance way can be formulated rationally to play a greatly effective role in promoting inheritance innovation of regional culture.

### **3. Inheritance of regional culture in social and economic context**

Currently, when it comes to regional culture, a lot of people would think of social and economic interests and consider from a commercial perspective. However, excessive commercial operation of regional culture will lead to failure in its inheritance. The reason is pretty simple: commercial operation means separation from unique law of art from regional culture in order to meet aesthetic sentiment of people in the market. During inheritance of regional culture, interests are not the only factor to be considered, and more importance shall be attached to people as inheritance carriers, and direct and indirect inheritors shall be clearly realized. Along with social development and progress, social economy and market economy are deconstructing regional culture. Particularly, in some minority areas, regional culture is both historic and ethnic. Although these areas have poor living conditions to a certain degree and even haven't their own ethnic characters, their ethnic culture, content and characteristics have been preserved well. However, such regional culture is increasingly forgotten by people and is even perishing under the influence of social and economic environment. Such regional culture is also a part of excellent Chinese culture. Thus, cultural protection and inheritance of these areas shall be strengthened, which is also a historical task of current college teaching.

### **III. Establishment of a new college public art education system**

#### **1. Establishment of a rational course system for public art education**

Current colleges shall establish public art education course system with both required and elective courses according to public art education guidelines in combination of local actual situation, and integrate aesthetic education with art courses effectively and set as a required public course. Meanwhile, colleges shall also set art courses as elective courses for free selection of students, and try to include locally featured music, artistic creation, drama, literature and other art courses in combination of characteristics of local regional culture. Moreover, they shall formulate corresponding teaching materials scientifically, classify courses into categories including theory, appreciation and skills etc, and reflect fully characteristics and individuality of regional culture by diversified teaching methods, to stimulate students' interest in and enthusiasm for regional culture.

#### **2. Establishment of evaluation standards to stimulate students' aesthetic potential**

To carry out public art education in colleges, its values and goals shall be clearly known, so as to better cultivate students' aesthetics and artistic judgment ability and thus promote their all-around development. Unlike specialized art education, public art education shall not focus on art cultivation. Besides, students' artistic accomplishment shall not be evaluated by evaluation standards of other disciplines. A scientific public art education mode shall be established with students' interest as the entry point and improvement of students' art appreciation ability as the primary task, and respect their individualized development, so as to better stimulate their aesthetic enthusiasm and potential.

#### **3. Establishment of scientific course classification**

During public art education, courses shall be classified scientifically, such as: basic art theory, appreciation of excellent artistic works, and artistic creation practice including regional culture and art etc. Meanwhile, colleges shall combine with actual situation of local students, formulate elective course content according to relevant provisions of the Ministry of Education of PRC, and regulate that

students could only be qualified to graduate with prescribed credits of elective art courses, which is also one of means to improve teaching quality and effects.

#### **IV. Establishment of a public art education platform with inheritance characteristics of regional culture**

##### **1. Combine regional culture organically and conduct innovative public art education mode**

Organic combination of regional culture with art education can promote art education effectively and give play to the great role of local colleges in local cultural construction. Colleges could cooperate with local cultural departments and share regional cultural resources in the form of interaction, discover teaching content from regional culture to enrich college students' public art, invite local folk artists for cooperative teaching, and combine forces of society, colleges and the government to form an effective cultural education platform, so as to facilitate innovation of public art education mode for college students.

##### **2. Combine academic forces organically and improve public art education level**

Combination of academic forces can promote integrative and unified construction of regional culture course and public art education integrated course. On the one hand, apply for regional culture research projects by exploring regional culture, and on the other hand, establish regional culture research courses in colleges, so as to ensure huge enhancement of public art education level. This not only expands academic level, but also accumulates relevant academic theoretical guidance for public art education and ensures "gold content" of public art education.

##### **3. Combine folk art organically and establish course setting rationally**

During college public art education, regional culture inheritors can be invited to share on teaching sites and teach jointly with college teachers. Colleges could invite folk artists to perform on site and share their experience, and specialized art education teachers could explain and summarize theories, so that students could be serious in classes and know about folk art and regional culture. This

shows strengthening of regional culture course construction and has certain artistic guidance. Public art education and artistic practice can be effectively combined, so as to make public art education more regional and present vividness and liveliness of art education through regional culture.

## **V. Problems in inheritance of regional culture on campus**

Firstly, college public art education is a systematic educational project and shall take many aspects into consideration, such as relations of public art course with other elective courses or specialized courses etc. Secondly, regional culture in college public education platform is a new thing, and regional culture occupies a relatively small proportion in current college public art education and hasn't relevant theoretical guidance or literature support. Finally, college public art education is universal for all students, and plays a limited role to a certain extent. We shall overcome limitations in terms of funds, time and resources etc, make full use of the role of colleges, give full play to regional culture inheritance concept from the perspective of college public art education, and carry out future college public art education through continuous research & innovation and subsequent teaching practice.

## **VI. Conclusions**

Over long-term historical development, all ethnic groups of China have created rich regional cultures, which become a development motivation of Chinese civilization. At present, regional culture is shrinking under the influence of foreign cultures and impact of market economy. Therefore, colleges shall shoulder the responsibility of inheritance and innovation of regional culture, include regional culture into relevant course system, protect and carry forward Chinese regional culture effectively by combining public art education with regional culture.

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