

INNOVATIVE MANAGEMENT OF AESTHETIC EDUCATION IN PRIVATE UNIVERSITIES IN CHINA

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ABSTRACT

With the rapid development of private colleges and universities in China, aesthetic education has gradually become the focus of attention in the field of education. This article studies the innovative management of aesthetic education in private colleges and universities. It first introduces the connotation of aesthetic education and its importance in private colleges and universities, then analyzes the current problems in aesthetic education in private colleges and universities and proposes targeted solutions. Through the implementation of a series of innovative management measures, the aim is to improve the quality of aesthetic education in private colleges and universities and cultivate high-quality talents with aesthetic literacy and innovative spirit.

Key words: Aesthetic Education; Private Colleges and Universities; Innovative Management; Aesthetic Literacy; High-Quality Talents

INTRODUCTION

Our sensory activity is the activity of the mind, not only when it reaches the brain, but also when it first occurs. Whenever the unfamiliar world outside influences this most distant and smallest sensory organ, all perceptions bear the imprint of thought. For example, "seeing" is not a passive process, by which meaningless impressions are stored for the organizational thought constructed from fuzzy data to meet one's own needs. "Seeing" itself is a process of conceptualization; Our understanding of the visible world begins with our eyes.

The Master said, "Set your ambition on the Way; base yourself on virtue; let benevolence be your prop; and take your recreation in the Six Arts. Commentary: Confucius said, "Set your heart on the truth, hold to virtue, lean upon human-heartedness and seek relaxation and enjoyment in the six arts of the Rites, Music, Archery, Charioteer, the Classics, and Arithmetic."

"The Rites" cultivates students' psychological harmony and interpersonal communication skills, "Music" cultivates their ability to coordinate and enjoy themselves spiritually, and "Archery" cultivates their ability to reflect on themselves and focus on their goals. "Charioteer" is to cultivate students' ability to integrate their body and mind and manage personnel. "The Classics" is to cultivate students' understanding and expression abilities, while "Arithmetic" is to cultivate students' precise calculation and planning abilities. The "Six Arts" education is still the most advanced humanistic education method,

which can enable students to develop their "body, mind, and brain" in a healthy, comprehensive, and integrated way.

The construction of "cultivating virtue through aesthetics" in private universities is one of the important paths to optimize the cultivation of young talents in the new era. It is perceptual education, which should emphasize personalized cultivation and focus on meeting individual aesthetic needs.

METHODOLOGY

Using questionnaire surveys and interviews, data analysis was conducted on the innovative management of aesthetic education in private universities in China.

Three private universities were selected: Yanching Institute of Technology, located in Langfang City, Hebei Province, China, it is a private full-time ordinary higher education institution approved by the Ministry of Education of the People's Republic of China. It is a pilot school for the transformation and development of ordinary undergraduate universities in Hebei Province into applied technology universities, and a project construction unit for granting master's degrees in Hebei Province; Shanghai Lida University located in Shanghai, China, it is a private full-time ordinary higher education institution approved by the Ministry of Education of the People's Republic of China. Its predecessor was Shanghai Lida Vocational and Technical College, founded in 2003. In May 2018, it was upgraded to an undergraduate university and renamed Shanghai Lida College. It is a private ordinary higher education institution with a focus on management and art, and coordinated development of multiple disciplines such as economics, engineering, and medicine; Wuhan University of Engineering Science located in Wuhan, Hubei Province, China, it is a full-time undergraduate university approved by the Ministry of Education. The predecessor of the school was Jiangcheng College of China University of Geosciences, founded in 2004. In 2014, the Ministry of Education approved the school's restructuring and renamed it Wuhan University of Engineering and Technology.

These three schools share the same characteristics as private universities and applied undergraduate programs. The difference is that Yanching Institute of Technology is a comprehensive university, Wuhan University of Engineering Science is a science and engineering university, and Shanghai Lida University is a finance and economics university.

Sub-Section 1

A questionnaire survey was conducted on 1946 college students and 118 faculty members from three private universities: Yanching Institute of Technology, Shanghai Lida University, and Wuhan University of Engineering Science.

The survey questionnaire is designed based on the laws of aesthetic characteristics and the basic situation of aesthetic education in universities. Aesthetic concepts are manifested in three aspects: aesthetic knowledge structure, aesthetic attitude tendency, and aesthetic value judgment. There are differences among individual students in these three aspects. Therefore, the questionnaire design focuses on measuring the actual situation of the sample from these three perspectives, in order to reflect the aesthetic awareness of teachers and students in private universities in aesthetic education.

Sub-Section 2

Using interview methods, invite 5 experts for discussion.

The innovative management of aesthetic education is influenced by various factors such as concepts, conditions, curriculum, faculty, and environment. The main participants in art education in private

universities include schools, teachers, and students. Therefore, experts objectively analyze the current situation of aesthetic education, evaluate the effectiveness of aesthetic education, and believe that investigation and understanding need to be carried out from multiple perspectives and reasons mentioned above. Only in this way can the credibility and validity of the research be improved.

RESULTS

In the survey questionnaire among school students, regarding the most important role that aesthetic education plays, 88.89% of students majoring in literature and history believe it is to improve their aesthetic appreciation ability, 79.58% of students majoring in science and engineering believe it is to improve their aesthetic appreciation ability, 83.96% of students majoring in media and art believe it is to improve their aesthetic appreciation ability, and 85.64% of students majoring in finance and economics believe it is to improve their aesthetic appreciation ability. Nearly half of the students believe that it can improve their happiness index. From Table 1.

Table 1

What do you think is the most important role that aesthetic education plays?

X\Y	Improve The Aesthetic Appreciation Ability	Enhance Artistic Talent	Promote Physical and Mental Health	Build A Harmonious Campus	Foster Innovation	Construct Social Networking Platforms	Raise Happiness Quotient	Have No Effect	Sum
Literature and History	136 (88.89%)	99 (64.71%)	100 (65.36%)	90 (58.82%)	91 (59.48%)	84 (54.90%)	85 (55.56%)	22 (14.38%)	153
Science and Engineering	651 (79.58%)	513 (62.71%)	587 (71.76%)	499 (61.00%)	447 (54.65%)	391 (47.80%)	423 (51.71%)	96 (11.74%)	818
Media and Art	649 (83.96%)	547 (70.76%)	530 (68.56%)	428 (55.37%)	445 (57.57%)	380 (49.16%)	420 (54.33%)	114 (14.75%)	773
Finance and Economics	173 (85.64%)	148 (73.27%)	159 (78.71%)	133 (65.84%)	125 (61.88%)	114 (56.44%)	112 (55.45%)	19 (9.41%)	202

In the survey questionnaire of faculty, 90.59% of professional course teachers believe that aesthetic education plays the most important role, 100% of public course teachers believe that it is to improve aesthetic appreciation ability, 66.67% of teaching assistants believe that it is to improve aesthetic appreciation ability, 72.73% of counselors believe that it is to improve aesthetic appreciation ability, and 71.43% of management personnel believe that it is to improve aesthetic appreciation ability. Nearly half of the teaching staff believe that it can promote the comprehensive physical and mental development of college students. From Table 2.

Table 2

What do you think is the most important role that aesthetic education plays?

X\Y	improve the aesthetic appreciation ability	enhance artistic talent	promote Physical and Mental Health	build a harmonious campus	have no effect	others	sum
professional course teachers	77(90.59%)	53(62.35%)	70(82.35%)	60(70.59%)	3(3.53%)	4(4.71%)	85
public course teachers	12(100%)	9(75%)	11(91.67%)	10(83.33%)	0(0.00%)	0(0.00%)	12
teaching assistants	2(66.67%)	1(33.33%)	2(66.67%)	1(33.33%)	1(33.33%)	0(0.00%)	3
counselors	8(72.73%)	6(54.55%)	9(81.82%)	9(81.82%)	1(9.09%)	0(0.00%)	11
management personnel	5(71.43%)	6(85.71%)	5(71.43%)	3(42.86%)	2(28.57%)	0(0.00%)	7

In the survey questionnaire, 50.1% of college students chose "yes" to reduce crime, 37.92% chose "may", and only 11.97% thought "not" when asked whether receiving aesthetic education could reduce crime among college students. Regarding the issue of whether inadequate aesthetic education for college students is related to numerous criminal cases, 50.85% of faculty believe it is somewhat related, 46.61% believe it is closely related, and only 2.54% believe it is unrelated. Figure 1, 2.

Figure 1

Can college students receive aesthetic education to reduce their crime?

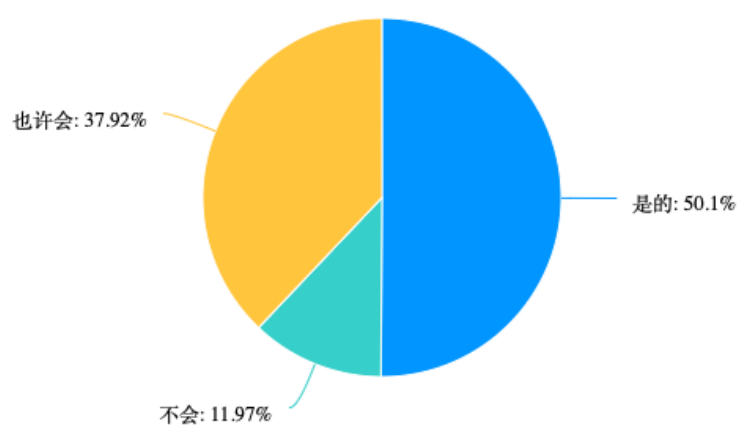
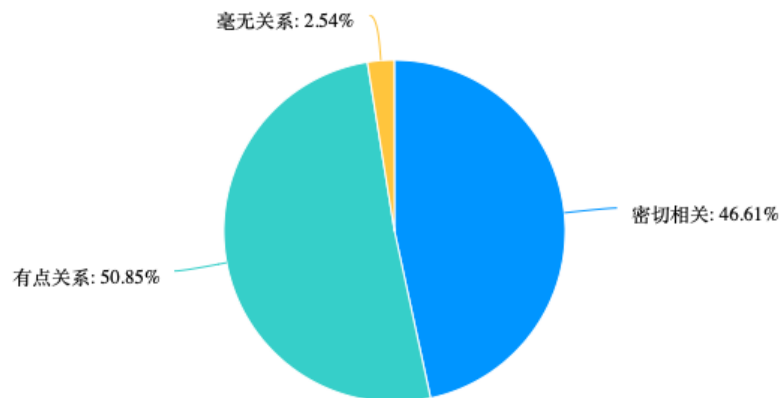


Figure 2

Is the inadequate aesthetic education in universities related to many criminal cases among college students?



CONCLUSION AND FUTURE WORK

According to the survey and statistical results, the implementation of aesthetic education in three private universities is influenced by several factors, including aesthetic education concepts, investment in aesthetic education conditions, curriculum resource development, teacher allocation level, campus cultural environment, and implementation methods, presenting prominent characteristics of aesthetic education in private universities. Specifically manifested as: 1 The concept of aesthetic education is backward and not given enough attention. In private universities, the awareness and importance of aesthetic education are relatively low, and there is a lack of advanced aesthetic education concepts and methods. 2. Lack of overall planning and disorderly organization and implementation. The lack of overall planning and overall arrangement in the art education work of private universities has led to chaotic organization and implementation of various activities, lacking systematicity and coherence. 3. Limited investment in aesthetic education and difficulties in implementation. Due to limited funding and resources, private universities have relatively less investment in aesthetic education, resulting in difficulties in executing and implementing aesthetic education projects. 4. Insufficient course development and weak resource integration. In terms of the development of aesthetic education courses, private universities have certain shortcomings, which cannot fully integrate various aesthetic education resources and limit students' aesthetic education learning and experience. 5. The teaching staff is weak, and the teaching effect is poor. Private universities have relatively insufficient teaching staff for aesthetic education, resulting in unsatisfactory teaching outcomes and inability to meet the aesthetic education needs of students. 6. Extracurricular activities are flourishing, but the connotation of education is insufficient. The extracurricular activities in private universities are relatively prosperous, but their educational content is relatively insufficient, lacking in the cultivation of students' aesthetic ability and creativity. 7. Weak innate foundation and lack of aesthetic ability. In the absence of innovation and the proliferation of the internet in the market economy and culture, the innovative spirit of private universities is relatively weak, and the innovative consciousness of college students degenerates. Students have relatively weak knowledge reserves and conversion abilities, making it difficult for them to fully unleash their aesthetic creativity and creativity.

The problems faced by private universities in innovative management of aesthetic education indeed need to be taken seriously and improved. Here are some suggestions for each of the mentioned issues: 1. Update and enhance the concept of aesthetic education: Develop and promote advanced aesthetic education concepts, cultivate the awareness and enthusiasm of teaching staff towards aesthetic education. Organize art education seminars and training courses to guide teachers and students to establish correct concepts of art education. 2. Overall planning and organizational implementation: Establish a dedicated aesthetic education management team responsible for formulating long-term plans and short-term implementation plans. Strengthen the attention of school leaders to art education work and ensure that resources and support are fully guaranteed. 3. Increase investment and execution in aesthetic education: Increase the budget for aesthetic education and ensure sufficient resources are allocated for aesthetic education projects. Develop a clear execution plan, establish a supervision mechanism, and ensure the effective implementation of aesthetic education policies. 4. Strengthen curriculum development and resource integration: promote interdisciplinary cooperation and design rich and colorful art education courses. Integrate various resources, including artists, cultural institutions, etc., to enrich teaching content. 5. Enhancing teaching staff and teaching effectiveness: Recruiting art education teachers with professional background and rich experience. Provide teacher training and development plans to continuously improve their teaching level. 6. Deepen the connotation of extracurricular activities and education: guide students to participate in beneficial extracurricular activities and focus on cultivating comprehensive qualities. Integrate extracurricular activities with subject knowledge to promote the comprehensive development of educational content. 7. Strengthen the cultivation of innate foundation and aesthetic ability: By expanding enrollment channels, attract students with artistic potential.

Establish professional aesthetic training courses to enhance students' artistic appreciation level, encourage their participation in innovative projects, and provide support and reward mechanisms. Create a display platform to stimulate students' aesthetic creativity.

The key to future work lies in establishing a systematic management system, clarifying responsibilities, strengthening cooperation with external resources, and creating an atmosphere of full participation. Through these improvements, private universities can better promote innovation in aesthetic education and improve the overall quality of education in the school.

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