Study on the Cooperative Development Path of Aesthetic Education and Moral Education in Tertiary Education under the Background of COVID-19 Epidemic

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Abstract

The emergence of novel coronavirus pneumonia epidemic puts forward new requirements for the integration of online and offline teaching in colleges and universities, and also brings new opportunities for the coordinated development of aesthetic education and moral education. In the context of regular epidemic prevention and control, how to do a good job in professional teaching, internship, entrepreneurship and employment guidance, and improve the quality and quantity of education is a new challenge to be faces. Therefore, in the background of COVID-19 epidemic, tertiary education not only need to clarify the necessity of the coordinated development of aesthetic education and moral education, but also need to keep up with the times and update the concept of aesthetic education and moral education. Take multiple measures to build a new platform for aesthetic education and moral education in colleges and universities. To establish a new mechanism of aesthetic education and moral education in colleges and universities; Cooperate with all parties to optimize the new environment of aesthetic education and moral education in colleges and universities.

Keywords
COVID-19 Epidemic; Tertiary Education; Aesthetic Education; Moral Education; Cooperative Development.

1. Introduction

In August 2018, General Secretary Xi Jinping proposed: "To do a good job in aesthetic education, we should adhere to the moral education for our kids based on the characteristic of the times and follow the objective rules of aesthetic education so as to promote the Spirit of Chinese aesthetics and let the young generation grow up physically and mentally" [1] This has become a new guide for the connection between aesthetic education and moral education. In March 2019, the Ministry of Education issued the Opinions on Strengthening Aesthetic Education in Colleges and Universities in the New Era, which pointed out that "The significance of aesthetic education for school work is to forge the soul of students. Improving students’ aesthetic sensibility and humanistic literacy, and comprehensively strengthening aesthetic education is an important task of tertiary education at present and in the future". [2] The document points out the overall requirements, key tasks, main measures and organizational support of the aesthetic education work in colleges and universities, and establishes a general framework for the development of the aesthetic education work in China. The document "Opinions on Comprehensively Strengthening and Improving School Aesthetic Education in the New Era" released in October 2020 further identifies specific aesthetic education work, including the five major tasks of continuously improving the curriculum and teaching materials system, comprehensively deepening teaching reform, making efforts to improve school conditions, and effectively strengthening organizational protection. It also points out the need to achieve the
integration of aesthetic education and moral education, and "To explore the spirit of Chinese aesthetic education and national aesthetic excellence embedded in each discipline ......" [3].

2. The Necessity of Aesthetic Education and Moral Education in Colleges and Universities under the Background of COVID-19 Epidemic

As a key task of talent training, moral education in colleges and universities aims to cultivate students with patriotism, firm ideals and beliefs and noble morality in the new era. Aesthetic education in colleges and universities promotes socialist spiritual civilization, and its purpose is to cultivate students of new era characteristics with psychological beauty, behavioral beauty, and the ability to perceive, appreciate, and create beauty. Moral education and aesthetic education are highly identical in the purpose of talent training, which cultivates high-quality talents that meet the needs of the new era by exerting an intangible influence on students' behavior, emotions, cognition and will. From the perspective of values, moral education is the core content of aesthetic education. In ancient times, moral education advocated "beauty and goodness together", and "goodness" can be achieved through "beauty", which is the way to access "happiness". This explanation takes aesthetic education as the path and method of moral education. The collaborative development of aesthetic and moral education in tertiary institutions can realize the mutual reflection and deep integration of students' moral ideals and aesthetic emotions, which requires that the values, moral ideals, and spirit of knowledge advocated by university culture be integrated into students' behavior, cognition, and emotions, "aesthetic education is perhaps the most powerful in raising emotions to a deep cultural realm." [4]

As the epidemic prevention and control works better, with the resumption of working and schooling, moral education in colleges and universities is faced with sharp changes in the situation at home and abroad. The development of moral education work needs to enhance the sense of urgency and responsibility. By innovating and developing moral education paths to deal with the ideological shocks in the context of major emergencies (domestic and foreign environment are volatile and different), colleges have to grasp the opportunities and meet the challenges. In particular, the moral education of colleges and universities should be integrated into the traditional culture, art and aesthetic education, in order to enhancing the cultural confidence of college students to the confidence in theory, system and path. However, aesthetic education in colleges and universities is still facing the situation of marginalization. Aesthetic education is limited in art professional courses, and the construction of public art courses for all students is lacking. Students are unmet for current aesthetic education. Therefore, the paper works on establishing a new collaborative education path between aesthetic education and moral education in colleges and universities in the context of major emergencies, so as to give full play to the function of the two types of education. Teachers should follow the characteristics of aesthetic education to achieve "moral education" and actively spread the spirit of Chinese aesthetic education. Then endows various artistic forms of aesthetic education with noble spiritual core though moral rational education, thus ensuring the political direction of the construction of aesthetic education system in colleges and universities. Students who are immersed in Chinese excellent traditional and advanced socialist culture gradually set up the correct values, finally realizes the comprehensive and complementary integration of all educational elements, path, education resources, which is both a new direction for the innovation and development of ideological and political education in colleges and universities under the background of major emergencies, and it has also become the essential path for the construction of aesthetic education system.
This study will explore the collaborative education path of aesthetic education and moral education in colleges and universities under the background of major emergencies from the four dimensions of concept, platform, management and mechanism.

3. Keep up with the Times and Update the New Idea of Aesthetic Education and Moral Education

To renew the idea of education in the coordinated development of aesthetic education and moral education in universities. In the process of aesthetic education and moral education in colleges and universities, the school must pay attention to the application of socialist core values of a new era and promote the "great spirit of combating COVID-19 epidemic". Pay attention to the policy requirements of constructing educational informatization in new era. Penetrate new ideas on the reform of the new era of aesthetic education and moral education, Make the coordinated development of moral education of aesthetics education of more comprehensive. In addition, teachers should pay attention to the important role of values shaping, life development and career planning of college students in the new era, so as to explore the internal connection between aesthetic education and moral education in tertiary education.

Colleges and universities should adhere to the whole process and all-round education concept. "Three-wide-education" (It is the proposed that insisting on the whole staff, whole process and all-round education as proposed in the Opinions on Strengthening and Improving Ideological and Political Work in Colleges and Universities under New Situation by the Central Committee of the Communist Party of China and the State Council.) and "moral educating" in colleges and universities will become the new pattern of future education work. Universities should not only take the responsibility of teaching, but also integrate the new-age socialist core values into the whole process of higher education, with the aim of cultivating new-age college students into talents with a sense of responsibility, justice, noble morality. The purpose of college education is to train college students in the new era into talents with sense of responsibility, justice, noble moral sentiments, ability to distinguish right from wrong, and all-round development of morality, intelligence, physique, beauty and labor. Aesthetic education in colleges and universities will be infiltrated into all parts of education such as cultural courses, social practice and ideological and moral character. The goal of the coordinated development of aesthetic education and moral education is to build an aesthetic education system with full participation and linkage of the whole process, which is to integrate the art subject system, teaching system, teaching material system and school management system. Certainly, "student-centered" is still the fundamental guideline for the synergistic development of aesthetic and moral education, which requires centering on the development of individual students, highlighting the status of professional teachers and counselors, and giving play to the role of students in spreading values and creating artistic works through individual behaviors.

Art teachers should penetrate aesthetic and moral education in the emerging education methods such as innovative and entrepreneurial activities of college students, school-enterprise cooperation and courses. At the same time, the improvement of teachers' moral and ethical excellence has an influential impact on the articulation between aesthetic and moral education. Whether assigned to professional courses or public courses, art teachers need to realize that the integration of moral education into art professional education is not to directly integrate moral education into curriculum content, but to serve the regional cultural development, industry needs and the practice of socialist core values from the needs of industry development and national talent training strategy. In addition to sticking to the enhancement of professional skills, teachers should also explore the cultural values and universal values embedded in the subject itself, and integrate social moral education in the teaching process. For
example, in the teaching of art courses, teachers should stress that art creation should "adhere to the pace of the times", "adhere to the people as the center", "adhere to entertain people with fine works", "adhere to moral excellence". There is an urgent need to cultivate high-quality art professionals in China. As the creators and disseminators of "truth, beauty and goodness", artistic talents play a significant role in enhancing people's happiness, and the integration of such methods can stimulate students' enthusiasm for learning.

4. Take Multiple Measures to Build a New Platform for Aesthetic Education and Moral Education in Colleges and Universities

The synergy between aesthetic education and moral education in colleges and universities is the integration of content, way and mode. The current sound moral education system in colleges and universities has built a solid foundation for the construction of the aesthetic education system. In response to the COVID-19 epidemic, educational resources of colleges and universities should be gradually tilted from offline to online, and the online platform has become a new platform for student management and daily teaching work in colleges and universities. Therefore, the collaborative education of aesthetic education and moral education in colleges and universities cannot do without the construction of online education platform.

First, it should pay attention to the application of language, graphics, short videos and other vivid images for the conversion of moral education resources, through interesting and lively forms, infectious and moving artistic effects to achieve the unification of aesthetic education and moral education in terms of artistic creation and core of values. Nowadays, the public courses for aesthetic education in colleges and universities mainly focuses on theater, film and television, opera, dance, art and music. The limited resources make it difficult to cover different types of arts in the public curriculum, and the rich online curriculum resources make up for the inherent difficulty of aesthetic education for a wider group of students in colleges and universities. Online aesthetic education resources represented by MOOCs provide students with more diversified choices. The popularization of online public courses in aesthetic education should be accompanied by the introduction of moral and aesthetic education credit system. Motivate the enthusiasm and motivation of teachers, art teachers and class counselors in the whole school, build a multi-level management system of subject education, moral education and aesthetic education, incorporate public courses of aesthetic education into the management system, and improve the effectiveness of online course teaching.

Second, play the role of "micro platform" as a key channel. In order to seize the new position of ideological and political education in colleges and universities under the background of COVID-19 epidemic, colleges and universities should actively make use of the media system such as WeChat, Microblog and news online platform, Take "micro platform" as a new platform for the integration of aesthetic education and moral education, and take artistic innovation, media communication and moral education penetration as the key content of student management. College counselors can take the Microblog platform to record and share pictures, texts and videos at any time to achieve dynamic recording of student management. Also through Wechat, QQ and other social communication platforms such as moments, online chat, QQ space, file transfer and other functions to achieve a high degree of interaction with students, so as to form dynamic electronic management files synchronously. The online feedback of the teaching can be realized through online voting, data collection, result analysis and questionnaire design.

In order to realize the deep integration of aesthetic education and moral education, local intangible cultural resources and red cultural resources can be taken as the themes of artistic cultural projects and activities in colleges and universities. Through different types of art forms, it can show our excellent traditional culture and advanced socialist culture, and fundamentally enhance the cultural confidence of contemporary college students. In the context of COVID-19
epidemic, "post-00s" college students have a stronger need for online socialization, which is manifested in a strong pragmatic and utilitarian motivation for learning. The development of aesthetic and moral education in colleges and universities should be based on the problems of interpersonal communication, propensity to consume and daily study of college students in the new era. At the same time, colleges should demonstrate the "great spirit of combating COVID-19" through art works with specific themes, disseminate the good deeds and cases of the "great spirit of combating COVID-19", so that college students in the context of major emergencies can adhere to the socialist core values in epidemic prevention and control, daily life and professional study, internalize the "great spirit of combating COVID-19" and regulate their daily behavior.

5. Work Together to Establish a New Mechanism for the Coordinated Education of Aesthetic and Moral Education in Colleges and Universities

Moral education and aesthetic education in colleges and universities are symbiotic and very common. In the process of curriculum teaching, daily life and employment and entrepreneurship, there will be requirements of both aspects to some extent, which requires each university to actively mobilize the counselors, head teachers, the members of Communist Youth League, the Party branch and all teaching staff to jointly explore the education mechanism for the synergistic development of moral and aesthetic education.

First of all, it is necessary to clarify the division of functions of moral and aesthetic education among the Communist Youth League, the Party branch and each professional faculty in colleges and universities. Universities not only need to reasonably determine the authority and responsibilities of each subject in moral and aesthetic education, but also need to scientifically clarify the primary and secondary roles of each subject. For example, in moral education, it should insist on the main role of Party branch and Communist Youth League in guiding the ideology of excellent students and cadres, and cooperate with ideological and political teachers to carry out course teaching and practical education activities; while in aesthetic education, it should be led by professional teachers and supported by teachers of other disciplines. In the aesthetic education, it should take art teachers as the lead and other subjects as the support to promote the professionalism and diversity of aesthetic education.

Secondly, it is necessary to strengthen the construction of software and hardware facilities for moral and aesthetic education work in colleges and universities. For example, through school-enterprise cooperation and other ways, it can jointly build on-campus and off-campus education bases for the synergistic development of aesthetic education and moral education. By guiding students to participate in museums and galleries, organizing volunteer activities and cultural art activities, students can perceive the value of moral education in practice and also recognize the necessity of aesthetic education. By increasing the investment of financial and material resources and strengthening the support of network information technology, universities should actively build an online learning platform for moral education and aesthetic education and a resource sharing platform to facilitate students to learn historical national culture, intangible culture, art culture, etc. through the network platform anytime and anywhere. It is convenient for students to feedback their physical and mental health to teachers or schools at any time, and also for teachers to answer questions in the process of students’ moral education and aesthetic education in time, so as to speed up the construction of smart classroom and smart campus and realize the sharing and application of moral education and aesthetic education resources.

Thirdly, it is necessary to strengthen the coordination and interaction among various departments, majors, teachers and students in colleges and universities. Through the interactive feedback between teachers and students, it can help teachers find out the
shortcomings in teaching and research in time and help students understand the difficulties they face in moral education and aesthetic education in time. The way of group discussion, communication and cooperation, teachers can innovate the curriculum content of moral education and reform the education mode of aesthetic education. Literary and artistic activities and competitions can even be carried out through multiple schools or cooperation between schools and enterprises. Jointly test and feedback the effect of the coordinated development of moral education and aesthetic education in colleges and universities, so as to give full play to the advantages and characteristics of all subjects and resources, maximize the educational effect of the coordinated development of moral education and aesthetic education, and supervise and inspect the operation and management achievements of moral education and aesthetic education to the greatest extent.

Finally, it is necessary to improve the rules and regulations of the coordinated development of moral education and aesthetic education in colleges and universities. By learning from the educational experience and theory of moral and aesthetic education in tertiary education at home and abroad, it not only formulates the rules and regulations of moral education and aesthetic education for all students in the whole school, but also involves the requirements of the document of collaborative development of moral education and aesthetic education for students of different disciplines, which will be based on the learning characteristics and personnel training programs of students of various majors. In addition, the implementation of rules and regulations is conducive to students' better improvement of moral education and aesthetic education in professional courses and practical activities. Schools can even guide students to organize and set up associations related to moral education and aesthetic education. Through teachers' guidance and students' assistance, it will help more students attach the curriculum of moral education and aesthetic education, innovate the social practice activities of the coordinated development of moral education and aesthetic education, and promote the achievements of moral education and aesthetic education.

6. All Parties Shall Cooperate to Optimize the New Environment of Aesthetic Education and Moral Education in Colleges and Universities

As we all know, a good moral education in colleges and universities can promote the orderly development of professional teaching activities, promote the reform of innovation and entrepreneurship, and promote the implementation of the core values of socialism with Chinese characteristics in the new era. At the same time, the excellent aesthetic education in colleges and universities can promote the overall development of college students' physical and mental health, enhance their humanistic, artistic and cultural excellence, and boost the inheritance and development of the excellent traditional culture of the Chinese nation. Therefore, in order to promote the collaborative development of moral and aesthetic education in colleges and universities, it is necessary to constantly create a multi-party collaborative education environment.

First, take the national government’s policy as a guide to create a good social environment for the synergistic development of moral education and aesthetic education in colleges and universities. For example, from a macro perspective, it can strengthen the public awareness of the latest policies, documents and important ideas of the Party in the new era, and guide all people to inherit and develop the excellent national culture, work together to mold the spirit of the times, explore modern social governance models, and improve the economic and social development system. From the school side, it should jointly innovate a good atmosphere for teaching and education in colleges and universities, especially to help college students better resist the negative influence of domestic and foreign cultural, and help colleges and universities purify the online and offline education environment. From the social viewpoint, it should help
all sectors of the society to supervise, report and punish the illegal and unethical behaviors, and encourage the positive social influence.

Secondly, effectively play the role of ideological leadership in higher education institutions to create a good campus environment for the synergistic development of moral and aesthetic education for teachers and students. Colleges and universities need to vigorously promote and implement the latest requirements of moral education and aesthetic education of the government education ministry in the new era, and to put the policies and measures into actual teaching and education, so that both teachers and students can develop in a good campus atmosphere. For example, regular or irregular communication lectures, seminars and training activities should be held for all specialties, so as to improve the ideological and political level, moral and cultural quality and professional teaching ability of the teachers through multiple paths such as online and offline. Teachers should influence students implicitly through their own words and actions, and help college students cultivate a good world view, outlook on life and values, and have a deeper understanding of Chinese national spirit, role model deeds, culture and art. At the same time, teachers should also integrate and penetrate moral education and aesthetic education in the professional instruction and practical activities, so as to improve the ideological and moral level, political awareness and cultural and aesthetic literacy of college students in an invisible way, and effectively help them realize their professional progress in a good campus atmosphere of culture.

Third, give the role of emotional education of parents and families actively, to create a good family environment for the synergistic development of moral and aesthetic education of students. Although communication between college students and their family members often turns out to be sparse, the importance of family education and home-school cooperation cannot be ignored. Especially, Freshmen are very new to students and teachers, and they need to adapt to the environment. As students are gradually familiar with college life, they will also have emotional problems in the process of relationship and even more psychological problems, when they are looking for a job after graduation, which also requires parents to communicate with students and teachers in time. Teachers should grasp the students' ideological trends, emotional state, psychological state, etc. in time, and give timely help and guidance within their ability to avoid students going astray, going into misunderstanding and falling into desperate circumstances. In general, good communication atmosphere and family environment can be created for the coordinated development of moral education and aesthetic education by means of home-school cooperation.

7. Conclusion

With the deepening of teaching reform in higher education, More and more colleges and universities began to pay attention to moral education and aesthetic education, and even some colleges and universities have made active explorations for the coordinated development of moral education and aesthetic education, and made certain achievements, which created favorable environmental conditions for the mutual integration and penetration of moral education and aesthetic education in more colleges and universities in China. Although the actual performance of moral and aesthetic education of tertiary education in China has not yet reached the ideal state, and there are some problems, We certainly believe that through the policy guidance of the Party and the state, through the effective cooperation between universities and society, and through the mutual cooperation of teachers and students, it will make new development for the synergistic development of university aesthetic education and moral education, and explore new paths for the integration of university aesthetic education and moral education on and offline in the context of major emergencies.
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