

Exploration on the Methods of Teaching Material Construction of General Education Courses in Colleges and Universities in the New Media Era——Take the Course of " Appreciation of Fine Arts " as an Example

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Abstract: In the era of rapid development of the Internet, the general education courses in colleges and universities use new media as the carrier to carry out teaching work, which has an important impact on mobilizing the enthusiasm of college students and improving the teaching effect. This article combines the "Internet plus" strategy, taking the course of "Appreciation of Fine Arts" as an example, from the educational concept of general education courses in colleges and universities, the selection of general courses textbooks, the readability of general courses textbooks, the format of general courses textbooks and the functions of general courses textbooks on five levels, discuss the construction methods of general education curriculum materials in colleges and universities to better meet the needs of general education courses construction and talent training in colleges and universities in the new era.

Keywords: new media, general education courses, art appreciation, teaching materials construction

1. Introduction

The course "Appreciation of Fine Arts" is one of the general education courses required by the Ministry of Education to provide colleges and universities, and it plays a special role in cultivating and improving the aesthetics and comprehensive quality of college students. Especially in the information society of interdisciplinary integration and coordinated development, the combination of art appreciation courses and new media can meet the needs of students for learning, communication and beauty appreciation to the greatest extent, enrich students' learning content and learning methods, and stimulate students' learning enthusiasm and motivation, to enhance their learning interest and learning awareness. This article combines the "Internet plus" strategy and takes the art appreciation course as an example to explore the construction methods of college general education course materials in the new media era to meet the development needs of college aesthetic education.

2. The educational concept of general education courses in colleges and universities

General education courses in colleges and universities generally refer to ideological and political courses, language courses, literature and art courses, history and culture courses, labor education, and physical education courses other than non-professional and non-professional education courses. The purpose of general education in colleges and universities is to cultivate compound talents with profound cultural background, broad social vision, good at introspection and critical thinking, sound personality, and comprehensive development of morality, intelligence, physical education, and labor. Therefore, most colleges and universities attach great importance to general education in the process of implementing Xi Jinping's new era of socialism with Chinese characteristics and the spirit of the National Education Conference, and promoting the implementation of the "Three Comprehensive Education". General education courses not only enrich the knowledge system of students, but also improve the initiative of students in learning. In particular, the construction of general education

courses represented by aesthetic education pays attention to cultural inheritance and artistic influence, which greatly improves students' aesthetics.

As one of the general education courses in colleges and universities, "Appreciation of Fine Arts" can use new media technology to give a more detailed introduction to many contents of art appreciation, so that students can inspire inspiration and actively participate in learning, which is conducive to improving the educational effect of general education courses. "Appreciation of Fine Arts" uses new media to build a display platform that can render strong patriotic feelings, create a strong humanistic atmosphere, increase the depth of knowledge, solid cultural heritage, and guide college students to establish correct aesthetics and values. Therefore, the construction of "Appreciation of Fine Arts" teaching materials can explore the artistic characteristics of the differences between Chinese and foreign art works, and then analyze its artistic connotation, highlighting its value as a general education course.

In the era of new media, society calls for higher-quality general education. As an important part of college education, textbooks for general education courses in colleges and universities should combine the characteristics of the new media era to build an ideal bridge between traditional classroom teaching and independent learning. Better serve the students to grow into talents. The education of the "Appreciation of Fine Arts" course can be based on the requirements of the new era, combining ancient and modern art works at home and abroad, and reflecting the inheritance of excellent culture through specific appreciation. For example, the ancient Chinese art works "Luo Shen Fu", "Steps in the Road", "Han Xizai Night Banquet", "A Thousand Miles of Rivers and Mountains", etc., depict the emotions, etiquette, costumes, diplomacy and other details with Chinese characteristics; For example, Xu Beihong's works "Running Horses" and "Foolish Old Man Moving Mountains" show undoubtedly the traditional Chinese culture of gentleman demeanor and national loyalty [1]. Therefore, colleges and universities "Appreciation of Fine Arts" course materials should take the initiative to take the initiative to promote the social function of national traditional culture on an eclectic basis, and achieve this goal through the combination of scientific and rigorous content selection and new media technology.

3. Selection of teaching materials for general education courses in colleges and universities

In the era of new media, if the teaching of general education courses in colleges and universities is to achieve the desired effect, the textbooks of general education courses must be innovative in content and form.

Textbooks are the main reference materials for classroom teaching and student learning, as well as the medium of knowledge transfer. Zeng Tiansheng once said in the "Textbook Theory", "Textbooks are various knowledge and information materials used by teachers to assist students in learning to achieve teaching goals in the teaching process [2]."An excellent textbook can help teachers prepare scientific lessons, arrange teaching progress reasonably, compile syllabus and teaching plans, and promote the improvement of teaching quality. In addition, high-quality teaching materials can also help students open up their minds, broaden their horizons, and acquire more knowledge. Therefore, the selection of the textbook of "Appreciation of Fine Arts" requires the editor or the compiling group to not only have rich art practice and solid theoretical foundation, but also need to have noble value pursuit, and constantly explore the innovation of the content and form of the textbook.

At present, there are many different editions of the "Appreciation of Fine Arts" textbooks used by universities, such as "Appreciation of Fine Arts (2nd Edition)" published by Higher Education Press and edited by Zhang Daoyi; published by China National Photography Art Publishing House, Zhang Yanli, Yu Fuyan, "Appreciation of Fine Arts" co-edited by Zhang Kai; "Appreciation and Criticism of Fine Arts" published by Zhejiang People's Publishing House and edited by Kong Xinmiao, etc. Among them, the "Appreciation of Fine Arts" compiled by Zhang Daoyi mainly discusses the basic theories of art and specific art categories. It can be used as a professional textbook or a general education textbook. Its main purpose is to introduce the excellent traditions of ancient and modern Chinese and foreign to college students. The "Appreciation of Fine Arts" compiled by Zhang Yanli, Yu Fuyan, and Zhang Kai takes time as the main line, summarizing and integrating the development of Chinese and Western art, selecting ancient and modern Chinese and foreign classics or representative works to illustrate. In particular, images are an important part of the narrative in this book, showing clear patterns and structural models of image outlines. In addition, "Fine Arts Appreciation and Criticism" edited by Kong Xinmiao focuses on imparting art concepts and art theoretical knowledge, basic techniques and teaching skills, and guiding students to learn systematically from the shallower to the deeper. It can be

seen that the authors of the textbook "Appreciation of Fine Arts" more or less started from their own teaching experience and artistic practice, and integrated their own understanding and appreciation of art into the textbook.

However, the lag in the publication of some textbooks and the rapid changes in the society's demand for talents have caused a certain gap between the content of the textbooks and the demand for teaching. In particular, some authoritative textbooks have a long period of time from compilation to publication, which is far behind the speed of knowledge update in the information age, and the supply and demand of knowledge are in an imbalanced state. Therefore, the compilation of teaching materials needs to keep pace with the times, absorb some new era elements in time, and use new technologies to spread knowledge. The birth of new media has innovated the dissemination methods and methods of teaching materials knowledge, which will help strengthen the dialogue between the users of teaching materials and the environment in which they are used, and improve the applicability of teaching materials.

In this regard, the "Appreciation of Fine Arts" course as a general education is no exception. In view of the different training goals of colleges and universities, as well as the differences in student levels, colleges and universities should select the appropriate "Appreciation of Fine Arts" textbooks according to their own teaching needs. For example, colleges and universities of science and engineering can use "Appreciation of Fine Arts" as a course to invigorate the classroom atmosphere and cultivate students' sentiments. The selection of textbooks tends to choose popular reading materials. The content of the textbooks should be easy to understand, and the theoretical nature should be weak and enjoyable. It must be strong; normal colleges and universities pay more attention to cultural heritage, especially those with art academies or academies of fine arts, the content of their "Appreciation of Fine Arts" textbooks should be more professional, especially in terms of theory, the patterns should be rich in philosophy, guide students to think. Comprehensive colleges and universities pay more attention to the cultivation of students' comprehensive literacy, emphasizing the simultaneous development of the "five education". The selection of the textbook "Appreciation of Fine Arts" should focus on the combination of theory and practice, and the content of the textbook should be rich and colorful so that students can broaden their horizons. Therefore, in the face of the school-running requirements and training goals of various colleges and universities, selecting and constructing the "Appreciation of Fine Arts" course textbook has become an important task for the "Appreciation of Fine Arts" textbook editors and teachers. In short, in order to meet the needs of social development for talents, college general education course materials must grasp the inherent characteristics of art, focus on its history and artistry, select appropriate "Appreciation of Fine Arts" textbooks, and provide students with representative art works. With enlightenment, improve students' aesthetics, and guide students to establish the correct pursuit of value.

4. Readability of textbooks for general education courses in colleges and universities

With the development of new media technology, teaching materials are not only in paper version, but also in electronic version. In today's society, new technologies and methods such as big data, cloud computing, and artificial intelligence are widely used in classroom teaching. Many teaching knowledge and content are broadcast live and topic pushes through different media platforms, reflecting the value of new media technology in the teaching space. Textbook editors or editing teams use new media to produce short videos of art appreciation, and push artists and representative works (with high-definition pictures of works) to make art appreciation more visualized, three-dimensional, and visualized, and student acceptance is becoming more and more. The easier it is, the more convenient the dissemination of textbooks relative to paper. Therefore, in order to increase the interest and appreciation of the "Appreciation of Fine Arts" course, this requires editors or editing groups to consider the classics, richness, uniqueness and timeliness of the work when choosing teaching materials, so as to selectively collect pictures, music, images, text materials, etc., through the comparative analysis of themes, enrich students' thinking, guide students to actively explore the connotation of art works, and improve students' aesthetic ability and artistic accomplishment.

In the era of new media, e-books and light reading are prevalent. The compilation of general education course materials for colleges and universities should draw on the writing experience of other disciplines at home and abroad, and attach great importance to the readability and artistry of the text. Undergraduates of different disciplines and levels often lack relevant professional knowledge reserves. The "Appreciation of Fine Arts" course requires that appreciators must first have the basic knowledge of fine arts, identify the basic categories and general expression methods of fine arts, and then perform

appreciation [3]. Therefore, the narrative language in the compilation of art appreciation textbooks should be simple, fluent, easy to understand, and focus on decomposing the relatively esoteric theories of various art categories. At the same time, annotations and scanning of QR codes can be used to facilitate students' further exploration, turning passive appreciation into a comprehensive aesthetic activity that actively participates in.

5. Innovation in the form of teaching materials for general education courses in colleges and universities

"Internet + education" has changed the traditional education and teaching mode, and the form of general education course textbooks in colleges and universities should also change accordingly. Electronic devices such as mobile phones and computers have broadened the learning channels for college students. Students can break through the limitations of time and space, making fragmented, individualized, and temporary learning the norm, and various "micro" educations are integrated into students' learning thinking. Through a variety of platforms and media, the textbooks of the "Appreciation of Fine Arts" course need to be compiled in a series and targeted manner to suit the learning of students of different disciplines and give full play to their enlightening effectiveness. Teaching materials for art appreciation in the new media era should take into account vision, design and culture, change with the development of new media, integrate new media production processes and methods, and meet the reading needs of Internet users. For example, the Suzhou Museum, which cannot be opened under the current situation of the "COVID-19", uses the WeChat public account to show people the national treasure (art work)-the secret of the national treasure, and display the story of the national treasure (art work) (the secret behind it) and high-definition pictures. When appreciating classic art works, students can be guided to understand the artist's life, experience, and creation background through relevant audio-visual materials. For example, when teaching the work "The Ball of the Moulin Rouge" by the Western Impressionist master Renoir, you can use the frog pond where Monet and Renoir to sketch together as a reference, and use multimedia to play the movie "Renoir". The fragment of allows students to explain Renoir's life experience and creative background [4], so that students can perceive Renoir's artistic emotions and spiritual world during the process of appreciating the film, and pave the way for further appreciation of Renoir other works. In addition, teachers of "Appreciation of Fine Arts" can use multimedia online teaching, upload the prepared courseware to the new media platform, and set up a management mechanism to increase interactive communication with students, so that students can participate in the appreciation and evaluation of works, and improve students' aesthetic ability and appreciation ability.

The communication methods of multiple media are the medium and link of information transmission between teachers and students, and they play a huge role. In this case, the presentation form of the textbook should be rich in pictures and texts, rich in themes, and full of color, so as to play its role in information transmission. Therefore, use new media to establish digital teaching materials, take advantage of digital reading, integrate audio reading and short videos, enrich the learning styles of college students, and enhance the learning effect, and multiple educational media such as superstar classroom and smart classroom can meet the learning needs of users under different systems. Use interactive forms to establish a multi-screen interactive learning model, apply new media technology to the construction of digital textbooks, build a channel from paper textbooks to digital media, cultivate college students' aesthetic ability, enhance their art criticism ability, and assist the learning of professional courses.

6. The function of general education course materials in colleges and universities

Today's science and technology continue to develop, and information technology is becoming more and more developed. The rapid development of society makes it difficult for purely professional talents to meet the needs of the overall development of society. The opening of general education courses in colleges and universities is the need of the personal development of college students, and it is also the inevitable requirement of the current education situation in our country.

In the era of new media, art appreciation textbooks for the needs of college students should be compiled in accordance with the educational standards of general courses, emphasizing the basic, integral, comprehensive, and broadcast nature of knowledge, so that students can broaden their horizons, avoid narrow-mindedness, and train students. Independent thinking and aesthetic judgment, social responsibility and sound personality, form a fresh sensory experience, can reasonably use image

thinking and logical thinking, understand and respect the aesthetic experience and artistic achievements of others [5].

On the basis of maintaining the macro-education goals of general education courses, fine arts appreciation teaching materials should embody the core idea of "Internet plus", focus on the integration and leaping of multiculturalism, adapt to the development of the new media era, and focus on students' own experience to create communication an educational resource platform for knowledge courses.

From the perspective of college students' learning and communication, relying on the Internet to establish a learning platform, in which curriculum learning, resource sharing, background management, discussion areas and evaluation areas are set up to provide convenient and efficient channels for students' learning and communication; teachers can use the background management to be timely and effective collect students' learning information in a timely manner, use big data to analyze the effect of curriculum construction, create conditions for the smooth development of teacher teaching and communication with students, and improve the pertinence and effectiveness of general education.

7. Conclusion

In short, in the era of new media, "Appreciation of Fine Arts" is a very important course in general education courses in colleges and universities. The construction of its textbooks is a difficult task and a long way to go. Combining the "Internet plus" strategy, the content of the "Appreciation of Fine Arts" textbook should keep up with the pulse of the times and listen to the voices of students from different types of colleges and universities. It should not only pay attention to the excellent art works of ancient and modern Chinese and foreign, but also pay attention to contemporary natural scenery, local customs, social phenomena and characteristics of the times. Constantly innovate in the form of teaching materials, try to change the structure of teaching materials, improve the universality of teaching materials, so as to cultivate students' sentiments, enrich students' lives, and meet the requirements of the era of student development. We firmly believe that as the country and society pay more and more attention to general education in colleges and universities, the construction of "Appreciation of Fine Arts" textbooks will accelerate, and the content and format of textbooks will be further optimized to satisfy more college students of different majors and levels learning needs.

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