

Thoughts and Countermeasures on Humanities Education in Colleges and Universities

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Abstract: *Cultivating students' humanities and arts education and improving students' comprehensive quality and ability are important issues facing the education and teaching of higher education institutions in the new era. This paper proposes to strengthen and improve humanities and arts education in higher education institutions by formulating talent cultivation programs, exploring humanities and arts education resources in professional courses, strengthening the construction of teachers, making full use of online teaching resources, actively implementing 'invite in' and 'go out' strategies, and carrying out campus culture construction in all aspects. We propose to strengthen and improve humanities and arts education in higher education institutions by formulating talent cultivation programs, exploring humanities and arts education resources in professional courses, strengthening faculty construction, making full use of online teaching resources, actively implementing 'invite in' and 'go out' strategies, and developing campus culture in all aspects.*

Keywords: *humanistic and art education; college; talent training plan*

The spirit of humanities and arts is essentially to respect human nature and promote the unique value of human individuals, and the fundamental value of humanities and arts education is to help people establish noble value judgments and higher level aesthetic standards. The level of humanities and art education will affect the comprehensive quality and social outlook of a person or a nation. Quality first includes education in the humanities and arts, and must have certain knowledge of the humanities and arts. Humanities and arts include literature, philosophy, aesthetics, and art in a broad sense. The core of humanities and arts education is to guide people to the height of spirituality, which is irreplaceable by other discipline education.

1. The necessity of humanities education art courses

1.1 It is conducive to promoting higher education institutions to achieve the goal of talent cultivation

Higher education aims to cultivate students' innovative spirit and practical ability, and enhance their social adaptability and sustainable development. The popularization of culture and art education in higher education is conducive to its functions in cultivating students' sentiments, enhancing aesthetic interests, improving thinking ability and promoting personality development, which can realize the all-round development of students' moral, intellectual, physical, aesthetic and social development, add profound cultural heritage and provide a constant source of energy for their personal growth.

1.2 Humanities and arts education is an important way to help students establish "cultural confidence"

Cultural self-confidence is the mentality of a country and a nation to fully affirm, trust and take pride in their own cultural values, and is an inner spiritual power. To carry out humanities and arts education, we should not only fully carry out education on traditional Chinese culture and arts, red culture and arts and contemporary culture and arts, but also broaden students' horizons through understanding and studying foreign culture and arts, so that they can enhance national self-confidence and strengthen cultural self-confidence in mutual cultural appreciation, avoid students' erosion by undesirable western culture, and promote their better growth and development.

1.3 The development of humanities and arts education is conducive to the cultivation of students' craftsmanship and team spirit

Cultivating the spirit of artisanal excellence is of great significance to the construction of an innovative talent pool. When students learn about Chinese silk, porcelain and architecture, they can not only appreciate the exquisite workmanship and material selection of artworks, but also experience the craftsmanship of artisans who pursue excellence, cultivate their own dedication, concentration, innovation and good quality, and make the promotion of craftsmanship a cultural consciousness of teachers and students. The culture and art practice course can well exercise students' ability to divide and collaborate and good team spirit, and participate in culture and art events as a group, which can cultivate students' sense of competition and collective honor.

1.4 Carrying out humanities and arts education is conducive to improving students' humanistic qualities and is an important means of cultivating students' aesthetic and creative consciousness

By popularizing humanities and social sciences knowledge to students, humanities and arts education improves their cultural connotation and comprehensive quality, enriches their emotional experience, and effectively improves their working ability and efficiency. Art education activities can improve students' aesthetic cultivation and art appreciation, and promote the realization of students' self-worth, the improvement of their inner cultivation and overall development. Humanities and arts education plays a great role in cultivating students' creative consciousness and innovative thinking, and in deeply developing their creative talents and rich imagination.

1.5 The development of humanities and arts education is conducive to improving students' creative ability and image thinking ability

The courses offered by humanities and arts education can strengthen the training of students' visual imagination, stimulate the imaginative nerves in their brains, visualize some abstract things, thus stimulating students' ability to think actively and innovate actively, to learn and innovate consciously in other fields of knowledge under the guidance of humanities and arts education, and to develop a strong interest in learning." Therefore, the humanities and arts education is deeply integrated into the education of higher education institutions, which can well train students' visual acuity, spatial thinking perception, image thinking ability, abstract generalization ability, figurative transformation ability and hands-on operation ability, etc. It can develop students' thinking potential to the maximum extent, stimulate and improve students' active innovation ability, and meet the urgent demand of society for composite talents.

1.6 Carrying out humanities and arts education is conducive to improving students' moral character

University is a bridge between campus and society, so colleges and universities should focus on the cultivation of students' ideology and morality, and be able to advance theoretical education while improving ideology and morality. Through art activities to mobilize students' interest in learning, focus students' attention on learning, and initiate students' primitive feelings, so that students can over happily receive education. Students will be able to draw knowledge and grow up in a harmonious and happy environment, and will be able to be recognized and accepted by society and contribute to it^[1].

2. Problems of humanities and arts education in colleges and universities

2.1 Insufficient motivation for colleges and universities to carry out humanities and arts education

In recent years, with the development of economy and society, the development of colleges and universities in China has entered a period of leap, and the number of students has increased year after year. Many institutions of higher education are upgraded from the previous college level and have undergone mergers or relocation, etc. At the beginning of preparation, they faced significant problems such as integration of teaching resources and lack of schooling power. The rapid development of higher education mainly focuses on expanding the student population and increasing the employment rate, and focuses on the construction of majors with strong employment demand, curriculum setting and introduction of teachers, but has no time for humanities and arts education. Some higher education institutions lack the objective conditions and subjective willingness to offer related courses.

2.2 In order to meet the demand of talents in the market, colleges and universities are "eager to make quick profits"

Due to the yearly increase of college entrance examination candidates, the enrollment scale of higher education institutions expands year by year, and the increasingly severe employment situation leads to the higher education institutions as the supply side of talents tend to be more pragmatic, there are some institutions in order to attract to improve the employment rate, one-sided pursuit of professional settings of the utilitarian factor, in the subject settings in a hurry, in the teaching, too much chase students' professional ability training. The nurturing function of humanities and arts education is persistent and implicit, and it is "difficult to quench the thirst of the near future", which leads to higher education institutions to despise the nurturing function of humanities and arts education, and its various inputs and teachers are seriously insufficient.

2.3 Higher education institutions neglect the nurturing function of humanities and arts education

After years of development, China's higher education has a complete range of professional disciplines and a perfect professional curriculum system, but there is still a gap with the education level of developed countries, which is mainly reflected in the fact that it is far from the goal of cultivating high-quality talents. The root of this is that the curriculum is too specialized, emphasizing the cultivation of "specialized talents", neglecting the cultivation of students' comprehensive literacy, and lacking the infusion of humanities and arts education, resulting in students' lack of innovative consciousness and aesthetic interest.

2.4 The demand for humanities and arts education for college students is not strong

At present, some college students think that after the "Alexandria" high school stage is over, they start to relax and neglect the study of cultural courses after entering college. In addition, there is an imbalance in the education level of college students before they enter college. Many students come from remote rural areas, lack self-identity and confidence, and are confused in their pursuit of life. Their general aesthetic ability is relatively weak, thus making the development of humanities and arts education difficult. At the university level, students mostly pay attention to the accumulation of professional knowledge and the improvement of professional skills, while neglecting the improvement of overall quality. Even if they take relevant courses, they are tired of coping with them in order to get credits, without really understanding the essence of the courses, and their personal cultural and artistic cultivation is not effectively improved^[2].

2.5 The campus art atmosphere of higher education institutions is not strong

In order to enrich students' amateur cultural life, colleges and universities have generally set up student clubs such as drama club, calligraphy and painting club and choir. However, these arts and culture clubs generally lack professional teachers to guide them, and their daily activities are only supported by enthusiasts, and the activities held are relatively loose, which cannot form a strong artistic atmosphere and create a unique campus culture brand. Many colleges and universities have not formed long-term connections with off-campus cultural and art institutions, and students have few opportunities to listen to lectures by famous writers or watch professional performances by art groups without leaving the campus.

3. Measures for the development of humanities and arts education in higher education institutions

3.1 Develop a talent cultivation program based on the concept of general education, and reasonably set up cultural and artistic sub-modules

Higher education institutions should follow the relevant national regulations to allocate and open sufficient public basic courses, especially Chinese excellent traditional culture, language, foreign language, aesthetic education courses, vocational literacy, etc. should be listed as compulsory courses or limited elective courses. Besides, colleges and universities should also pay attention to quality education, deepen the reform of physical education and aesthetic education, promote students' physical and mental health, improve students' aesthetic and humanistic qualities, and strengthen the construction

of compulsory public basic courses of art to promote students' all-round development. Colleges and universities should implement the concept of general education, set up culture and art sub-modules when formulating talent training programs, and gradually form a humanistic art curriculum system to enhance students' humanistic spirit and moral sentiment.

3.2 Deeply explore the humanities and arts education resources in professional courses, and give full play to the Civic Education value of humanities and arts courses

In the process of teaching professional courses, teachers can integrate cases in the field of humanities and arts into teaching, which can not only stimulate students' interest in learning, but also improve students' cultural and artistic cultivation and cultivate their aesthetic interests. For example, in the teaching of marketing courses, teachers can integrate classic brand logos, brand naming, brand packaging and other case materials to let students intuitively and visually experience that professional knowledge can only work better with cultural elements, graphic design and other humanities and arts elements in depth. The value pursuit of literature and art is inherently unified with the goal of Civic Education, and humanities and art courses are rich in Civic Elements, which are good carriers for teachers to carry out "Curriculum Civic". For example, in the teaching of music and art appreciation courses, students can be guided to love traditional Chinese culture and inspire their patriotism through the teaching method of comparing Chinese and foreign works with the historical background of the works and the personal situation of the authors.

3.3 Strengthen the construction of faculty and set up humanities and arts education center

The lack of professional teachers seriously restricts the normal opening of humanities and arts courses in colleges and universities^[3]. Colleges and universities should increase the introduction of humanities and arts teachers to provide perfect and convenient teaching conditions for the opening of related courses, and at the same time, they can cooperate with professional colleges and universities, literary and art associations to establish a system of visiting professors and external part-time teachers to fully explore various professional talents to enrich the teaching staff. Colleges and universities should improve teachers' humanities and arts cultivation, improve teachers' humanistic temperament and cultivate artistic sentiment through organizing teacher training, holding expert lectures and other kinds of activities. Colleges and universities with conditions can set up humanities and arts education centers. At the same time, strengthen the support and guidance for students' campus culture and art activities, optimize the nurturing environment, and improve the comprehensive quality of college students in all aspects.

3.4 Make full use of online teaching resources

With the rapid development of Internet technology, students can enjoy higher-level teaching resources through the Internet. Therefore, in view of the shortage of teachers in humanities and arts in some colleges and universities, we can make full use of the high-quality teaching resources of the course platforms such as Super Star, Erskine, MOOC, Wisdom Tree and Xue Tang Online to carry out humanities and arts education, so as to effectively make up for the shortage of teachers and teaching resources in our university and meet the learning needs of our students.

3.5 Actively implement the "invite in" and "go out" strategy

Colleges and universities should actively implement the strategy of "inviting in", invite famous experts and scholars to give lectures on humanities and arts for teachers and students through multiple channels, actively respond to hot issues in the field of humanities and arts, answer the concerns of teachers and students, and give them positive guidance to create a cultural atmosphere in schools. Actively contact professional groups to hold various forms of cultural performances on campus, so that students can experience the charm of art on site, inspire their minds and enlighten their hearts. Universities should also strengthen the construction of off-campus cultural and art education bases, lead students to "go out", make full use of museums, art galleries and other social resources to carry out cultural and art education, so that the collection of cultural relics and cultural and artistic heritage become a rich resource for school aesthetic education.

3.6 Carry out campus culture construction in all aspects and create a strong campus cultural atmosphere

Colleges and universities should strengthen campus culture construction, show the school's governing spirit and philosophy in the construction of natural and humanistic landscapes on campus, pay attention to the publicity role of broadcasting stations and bulletin boards, and make full use of the aesthetic education function of public numbers and short videos, so that students can be enlightened by cultural and artistic elements at all times and everywhere. We actively encourage students to found humanities and arts clubs such as calligraphy and painting club and choir, and arrange professional teachers to guide and organize various activities to give full play to students' artistic potential and talents and promote their all-round development.

4. Conclusion

To sum up, humanities and arts education can promote colleges and universities to achieve talent cultivation goals, help students establish "cultural confidence", cultivate students' craftsmanship and team spirit, and improve students' aesthetic and innovation consciousness. However, in fact, at this stage, humanities and arts education in colleges and universities still faces many problems, mainly focusing on the lack of motivation and atmosphere for humanities and arts education in colleges and universities, in addition, some colleges and universities focus on pursuing high employment rate and ignore the importance of humanities and arts education. Therefore, if we want to promote humanities and arts education in colleges and universities, we need colleges and universities to take the initiative and act actively. For example, they should reasonably allocate humanities and arts education modules, gradually introduce professional teachers, continuously increase the proportion of humanities and arts education in college education, actively carry out various kinds of campus arts activities with various forms and rich contents, create campus cultural atmosphere and promote students' all-round development.

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