

# Exploration on the Teaching of Public Art Courses in Colleges and Universities from the Perspective of "Educating People with Etiquette"

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**Abstract:** Art is a discipline with a long history and rich contents. Tracing back to the development of Chinese art, all are combined with "ceremony". Film and television art is a comprehensive form of artistic expression integrating music, performance, costume modeling, dance, etc. The importance of film and television works in the construction of cultural images and the dissemination of mainstream values has become increasingly prominent. Many film and television works are permeated with the connotation of "ritual culture". Through the exploration of theoretical teaching and practical teaching of Film and Television Appreciation, this paper actively promotes the reform and innovation of teaching ideas and methods of public art courses. While "educating people with courtesy", it also emphasizes "educating people with courtesy", and organically combines China's excellent traditional courtesy culture with the public art education of contemporary college students, with a view to improving the cultural quality and moral level of contemporary college students.

**Keywords:** Ritual culture; Teaching; Practice; innovate

## 1. Introduction

With the rapid development of China's economy and culture, the importance of the film and television industry in promoting the development of the national economy, building a cultural image, and disseminating mainstream values has become increasingly prominent. In April 2019, the Ministry of Education issued the Opinions on Strengthening the Aesthetic Education Work of Colleges and Universities in the New Era, requiring that each student must complete the public art curriculum credits specified by the school before graduation. At the same time, it is also emphasized that college teachers should actively explore the reform of public art courses, and gradually build a new mechanism for aesthetic education in colleges and universities that integrates curriculum teaching, practical activities, campus culture, and art performances. These have successively issued relevant policies and documents, which shows that the country has attached great importance to the improvement of the humanistic quality of college students. At the same time, it also drives the reform and innovation of public art education in colleges and universities, urges all colleges and universities to constantly review themselves and constantly explore new measures and new ways of public art education. However, in the era of great social change and media change, especially with the rise and development of various electronic media, people enjoy information quickly and conveniently, but also cause "electronic colonization", value loss and identity crisis. This requires colleges and universities to constantly open up ideas and explore new ways of cultural education. In order to meet the requirements of the development of the times, the content of ritual culture should be added to the theoretical teaching and practical teaching, the educational innovation model of talent training should be formed, and the quality of innovative talent training in universities should be improved.

"Culture is the soul of a country and a nation." Culture rejuvenates the country and makes the nation strong. Without a high degree of cultural self-confidence and cultural prosperity, there can be no great rejuvenation of the Chinese nation, it is particularly important to realize the organic combination of theoretical knowledge and work analysis, and to form a linkage model between classroom learning and extracurricular practice. Such an organic curriculum system can fully mobilize students' interest and enthusiasm in learning, and enable students to feel the profound connotation of China's excellent traditional culture in the audio-visual language of film and television works.

## 2. The Feasibility of "Educating People with Etiquette" in Curriculum

Public art education in colleges and universities is mainly carried out through art promotion courses and practical art activities. On the one hand, students can learn and master the basic knowledge of music, dance, painting, drama, film and television and other art forms through classroom learning, and have the quality and ability to appreciate and analyze art works. On the other hand, students can participate in art lectures, competitions, exhibitions, community activities and other projects, experience art in practice, and understand art in the process. Tracing back to the development of Chinese art, all are combined with "ceremony". The "six arts" education in ancient China, namely, "etiquette, music, shooting, imperial, calligraphy, and numeracy", was the first to learn etiquette, whether it was an official school in the Western Zhou Dynasty or a private school established by Confucius. We are proud to call our cultural tradition "ritual music culture", which reflects the important position of ritual and music in Chinese civilization. In ancient times, "music" is a combination of songs, dances and poems. After the development of Xia, Shang, Zhou, Ming and Qing Dynasties, "music" gradually evolved into the form of opera and drama. In modern times, based on media technology, the integration of single art forms has become a comprehensive film and television art.

With the rapid development of China's economy and culture, the importance of film and television works in building cultural images and disseminating mainstream values has become increasingly prominent. Many film and television works are permeated with the connotation of "ritual culture". For example, the TV series *Langya Bang* starts its story with the core of "revenge" and "justice". Another example is the film *Confucius*, which tells the connotation of Confucianism through the clue of Confucius' traveling around the countries and spreading ideas. In addition, the TV program "China Poetry Conference" focuses on such excellent traditional Chinese cultural themes as "benevolence, righteousness, courtesy, wisdom and trust", which enables the contestants and audience to understand the broad and profound Chinese culture in poetry.

To sum up, as a limited elective course of public art in colleges and universities, Film and Television Appreciation is not only a window to show the world's film and television trends, but also a medium to inherit and carry forward China's excellent traditional culture. Through the study of this course, students can not only improve their aesthetic quality and appreciation ability, but also obtain multiple rational and emotional inspiration. Therefore, "educating people with courtesy" can be effectively integrated into the teaching of "Film and Television Appreciation".

## 3. Exploring the Theoretical Teaching Content of "Educating People with Etiquette"

Since ancient times, China has been known as the "State of Etiquette and Justice", so the traditional "etiquette culture" of China should be the most representative part of the excellent traditional culture of China. The *Analects of Confucius* says: "There is no way to stand without learning etiquette. However, many students know very little about Chinese classical works on etiquette, and have a" stereotype "about etiquette, so they" keep a secret "about etiquette. In fact, "etiquette" is everywhere in Chinese culture. It is not only an abstract summary of etiquette, etiquette and custom, but also closely related to ancient Chinese thought, religion, custom, culture, art, and even incorporated into the political, military, economic and other aspects of the ancient ruling class.<sup>[1]</sup>

On the basis of closely following the teaching materials, the theoretical teaching of this course draws on the *Book of Rites Translated and Annotated* by Mr. Yang Tianyu, and selects chapters and contents such as Qu Li, Wang Zhi, Li Yun, Jiao Special Animal, Yuzao, Yue Ji, Ji Fa, Ji Yi, Ji Tong, Guan Yi, Yan Yi, and Ren Yi to supplement and enrich the teaching content of the course. We will study in small groups depending on the students' learning interests. Each teaching chapter is divided into two courses. In the first course, the group members cooperate to complete the learning steps of recitation and explanation. In the second course, the team members analyzed the embodiment of ritual culture in film and television works by combining their familiar or favorite film and television texts.

For example, when referring to the chapter of "Guanyi", learn the original text of "The Book of Rites": "The ancients worshipped the coronation ceremony, divined the day and divined the guests, so they revered the crown. The crown ceremony is therefore important, so the ritual ceremony is the national foundation. Therefore, the crown is placed on the jade, and the book is replaced by the book. When the ceremony is held in the guest seat, three times of honoring are added, so is the success."<sup>[2]</sup> To understand the time and object of the ancient coronation ceremony, we need to determine it through divination. The place of the coronation ceremony should be on the steps, and the ceremony should be performed on the

guest seat. The steps of the coronation ceremony are divided into the wedding ceremony, adding three crowns and choosing characters. After students understand the Book of Rites, they will analyze it by referring to the film and television work Emperor Hanwu. In Episode 17, Emperor Jing of the Han Dynasty, in his serious illness, gives the crown jewel to Liu Chuxing, who was the crown prince at that time, when he became an adult. In the film, the place of the coronation ceremony is selected as the stage. The imperial edict proclaims: add the crown immediately after writing, and the word "command" means "pass". This is consistent with the text of the Book of Rites, which is based on historical documents. In the film, the offering of the prince's yuan clothes, the wedding ceremony, one with the cloth crown, two with leather ribs, and three with imperial crown are also basically in line with the contents of the Book of Rites, but some details still need to be refined. For example, does the official pilgrimage conform to the principle of "divining guests"? During the wedding ceremony, the emperor should be seated as a guest. Is the emperor's position correct? With the combination of aesthetic appreciation and critical criticism, "the purpose and method of criticism are consistent with the purpose of aesthetic education. By improving students' aesthetic understanding, they can better grasp the meaning of art and fully realize its potential meaning, so as to enrich their lives and make their lives more valuable." [3].

Starting from classic books such as The Book of Rites, this paper constructs a knowledge framework for the theoretical teaching of ritual culture. The combination of words and images can deepen students' understanding of the teaching materials and deepen their recognition of the value of ritual culture. The "Book of Rites", "Zhou Li", "Yi Li" and other documents not only include a set of codes of conduct of the ancients, a cultural paradigm, but also a set of value systems. In the process of media changes, we have experienced the era of oral communication and the era of written communication, and now we are in the era of coexistence of mass communication and new media communication. In modern society, ritual culture conveys a positive energy through film, television, network and other media. This new concept of communication is not only the spread of values, but also the promotion of the ideological realm. Under the influence of Chinese traditional etiquette culture, we should further guide students to develop correct values and outlook on life, and imperceptibly cultivate students' aesthetic quality and patriotism.

#### 4. Exploration of Practical Teaching Content of "Educating People with Etiquette"

Cassirer once said, "Art is another kind of structure and creative activity in a more profound sense." [4]. The education of film and television art should not only attach importance to theoretical teaching, but also to practical teaching, so as to stimulate students' creativity. However, in many colleges and universities, the proportion of theoretical teaching and practical teaching is often out of balance. Some colleges and universities pay too much attention to theoretical teaching, which is limited to textbooks, and students cannot practice with their hands. Some colleges pay too much attention to practical teaching, and students lack basic theoretical knowledge of creation. The author believes that the educators of film and television editing and directing in colleges and universities should break the original educational model and form a new educational concept and method. That is, under the theoretical guidance of teachers, give full play to students' autonomy, initiative and innovation.

In China, the spread of ritual culture cannot be separated from the media. As an important symbol of the spread of ancient traditional culture, costume culture plays a particularly important role in the spread of ritual culture. Since the Yellow Emperor's "designating the system of clothing to show the world the rituals", the succession of several dynasties since then has been inseparable from "改正朔，易服色", which means a new calendar was enacted, and the color system of costumes was changed (including colors of carriages and sacrificial animals, decrees, and rituals). Starting from the Book of *The Later Han Dynasty* (後漢書-輿服志), ten of the twenty-five histories of China had records of "public clothing", and the costume culture was so vast and colorful that it directly influenced the vassal states of the time. For example, in the Tang dynasty, it was as depicted by the poet Wang Wei that "九天闾闔开宫殿，万国衣冠拜冕旒", which means a hundred officials entered the glorious palace in the dawn of the morning and bowed down to the crowned and draped emperor with envoys from many countries. Other media such as song, dance, and music were also important in the dissemination of rituals and played an important role in the spread of ritual culture. Elite practical teaching is a complex systemic project involving many aspects such as teaching methods, specific creative practice methods, and the use and management of equipment. According to the study of ritual culture, selecting contents related to ritual culture for creation and encouraging students to follow the market-oriented process of practical creation is an innovation of the practical teaching system in the course of Film and Television Appreciation with ritual culture as the main subject.

In the early stage, social research was conducted on the subjects involved, and social trends and resources were learned through news reports, Hanfu(traditional Chinese dress) clubs in various regions of the province, Hanfu activities, Hanfu post bar websites, etc. For example, Zhengzhou, Henan Province, as one of the important birthplaces of the Hanfu movement, has rich resources to be excavated and displayed. The songs "Han Family Clothes", "Back to Han and Tang Dynasties", "History of Han Costumes", etc. are songs with Han Costumes as the theme and music and dance as the carrier to promote the Chinese ritual culture. According to their own interests, the students chose the song "History of Han Costume" as the object of expression.

In the middle stage, when it comes to the essence of creation, we should clarify the division of labor and refine the content of creation. In the process of shooting, it is actually a process of integration of various art forms, involving music, performance, clothing, modeling and other content, which can unite and cooperate with students of different majors and different societies in the school. Each student can take on a substantive role in the practice according to their different interests and technical expertise. Teachers guide students to define the theme of the shooting, make a shooting plan, create a shooting script, etc. Relying on the college's excellent equipment and facilities, students practice using SLR cameras, lighting, recording and other equipment in the filming process. At the same time, teachers guide students to apply the theories they have learned to practical creation, combining *the Book of Rites of Passage - Deep Clothes*, *the Book of Rites - Music*, and *the Book of Rites of Passage - Faint Righteousness* to create plots.

In the later stage of creation, the works are polished. Make full use of the Apple Labs and the electronic editing labs of the colleges to edit, color and package the works. In the process of constant modification and adjustment, the students not only deepened the basic theory contained in the work content, but also consolidated the practical ability of film and television creation.

From creative teaching to cognitive practice, the curriculum takes etiquette culture as the starting point, which not only expands students' theoretical knowledge of film and television culture, but also reproduces China's traditional etiquette culture with practical actions. While "educating people with etiquette", it also emphasizes "educating people with etiquette", promotes Chinese etiquette, and reshapes Chinese civilization.

## **5. The Innovation of Curriculum Teaching System of "Educating People with Etiquette"**

The education of etiquette culture is not only the education of knowledge, but also the education of values and conduct. In the classroom and practice of public art courses in colleges and universities, the content of ritual culture should be transformed into a kind of understanding and an idea. The teaching core of educating people with courtesy is to let students have a deep sense of national pride, and let them know that China has not only four great inventions, but also kungfu, drama, food and folk customs; More courtesy, music, shooting, art, books and numbers; China is not only broad and tolerant, but also tolerant. Guan Zhong, a famous philosopher and politician in ancient China, put forward the idea of "etiquette is known from the reality of the granary, and honor and disgrace are known from the sufficiency of food and clothing". Today, with the rapid development of material civilization, all colleges and universities better integrate the ritual culture into the public art courses of colleges and universities by combining the advantages and cultural characteristics of the local region. Every front-line teacher should think about how to take education as the starting point, improve the concept of honor and disgrace and etiquette of today's college students, how to enhance their national pride, and how to constantly innovate the curriculum teaching system and methods.

### **5.1. Innovation of teaching structure system**

In the course of Film and Television Appreciation, the teaching structure system of "basic theory+professional practice" is implemented simultaneously to realize the linkage mode of "classroom learning+extracurricular practice". The whole course is based on the theoretical knowledge of etiquette culture, giving consideration to the cultivation of creation and artistic quality. On the basis of reading the classics of etiquette, we should refine and summarize the communication concepts, ideas and characteristics of representative Chinese traditional culture, and learn the practical cases of the communication of etiquette culture in contemporary electronic media and film and television creation.

As the main force of national development in the future, students in colleges and universities need to improve their own aesthetic and humanistic qualities, and more importantly, they need to recognize the

profound connotation of our etiquette and music civilization and traditional culture. At present, college students in China are the target audience of video websites and APPs. However, based on the current situation of the film and television industry, a large number of TV and teleplay works are full of distorted displays of "ritual culture", and there is a wrong guide to college students' outlook on life and values. Correct cognition can enable students to feel positive energy from film and television works, and at the same time, urge the media industry today to build more "Chinese spirit" that can show perseverance, courage, unity, wisdom and great love.

### 5.2. Innovation of teaching methods

Because the ancient books and records of ritual culture are all in classical Chinese, the simple theoretical teaching is relatively boring. Although the creation of works goes out of the classroom, it inevitably makes students feel a loss of interest. This requires "experiential" teaching methods to improve learning enthusiasm and teaching efficiency. "Learning can only happen through experience. Experience includes absorbing information (as well as evaluating and converting information) and making responses to image the environment." [5]. The teaching of this course focuses on classroom teaching and practical creation, as well as social surveys, special lectures, extracurricular activities, academic exchanges and other forms of teaching methods. Students learn and perceive the connotation of etiquette through personal experience and by mobilizing auditory, visual, emotional and imaginative factors.

Actively organize students to participate in school activities, such as the crown ceremony (male adult ceremony), hairpin ceremony (female adult ceremony), reading party, poetry meeting, etc. organized by the association. Students are encouraged to participate in ritual and cultural activities outside the school, such as the Hanfu Cultural Festival, ritual and music conference, etc. Build a bridge to communicate with the history college and the liberal arts college, and integrate precious materials such as documents, ancient books, archaeological discoveries, historical materials and images into the classroom. In addition, you can also integrate the classroom with traditional Chinese festivals, such as the Flower Festival, "wear Han clothes and enjoy the flower scenery"; The Lantern Festival "watching lanterns and guessing riddles", etc. In the process of teaching, teachers should pay attention to cultivating students' perception and identity of etiquette culture.

## 6. Conclusions

The film and television art course is an important way for colleges and universities to implement aesthetic education, an important link to implement morality and cultivate people, and an important way to cultivate college students' artistic appreciation ability. The implementation of film and television art education is conducive to the improvement of students' quality, the edification of students' thoughts and emotions, and the shaping of students' sound personality.

Teachers of public art courses in colleges and universities should strive to improve their personal artistic accomplishment and humanistic quality, actively respond to the call of the Ministry of Education and the Ministry of Culture, innovate the teaching mode of public art classes, and enrich the teaching content of the classes. At the same time, teachers should also, through the teaching reform of public art courses and under the guidance of the policy of "moral education", emphasize "educating people with etiquette", so as to constantly expand students' cultural vision, help students establish cultural awareness, enrich cultural heritage, enhance national self-confidence and national pride, and truly realize the unique role of public art education in the education of people in colleges and universities.

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