

Research on the Development of Colleges and Universities Poetry Education in the Era of Media

Wang Xuejun

*School of Communication Science and Art, Chengdu University of Technology, 610059, Chengdu,
Sichuan, China*

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Abstract: As an important manifestation of Chinese excellent traditional culture, Chinese classical poetry has received increasing attention and recognition from all walks of life. In the context of the era of media, how to play the role of inheritance of poetry by universities can be explored through innovative teaching models. In order to inherit the traditional culture of poetry and give play to its practical guiding significance, colleges and universities should insist on creative transformation and innovative development, boldly explore new models of poetry education, offer extensive poetry courses, conduct in-depth poetry activities, vigorously create a poetry atmosphere, and continuously create new glories of Chinese culture.

1. Introduction

In recent years, Internet technology has developed rapidly, smart terminals have been widely popularized, the trend of media convergence is unstoppable, and human society has entered the era of media integration. In the context of this era, in order to promote the core socialist values and Chinese excellent traditional culture, and promote the creative transformation and innovative development of Chinese excellent traditional culture, the Party Central Committee and the State Council issued the “Opinions on the Implementation of the Chinese Excellent Cultural Inheritance and Development Project”. Bring excellent traditional culture into the campus as a solid foundation and soul-building project. As an important manifestation of Chinese excellent traditional culture, Chinese classical poetry has received extensive attention and attention from all walks of life. Major TV stations have launched many poetry programs, such as “Chinese Poetry Conference”, “Classic Poetry”, “Go Up! Poetry” etc. However, the unilateral efforts of the media are still insufficient, and college poetry education is indispensable in inheriting excellent traditional culture.

2. The Importance of Poems in College Education in the Age of Media

Ancient poetry is the quintessence of Chinese traditional culture, which contains the excellent moral thought and rich spiritual connotation of ancient scholars. Due to these advantages, in the context of the era of converging media, ancient poetry has become one of the important contents of college education and plays an extremely important role.

One is to establish the cultural confidence of college students. Under the background of the era of media, the cultural integration of various countries has become increasingly significant, and the value of Chinese culture has also received a certain impact. The ancient poetry has a harmonious rhythm and elegant style, which reflects the profoundness of Chinese culture. Excellent classical poems are rich in humanity, contain the excellent ideas of ancient Chinese literati, and have practical guiding significance in the contemporary era. By interpreting the spiritual features displayed in the poems and exploring the traditional virtues conveyed in the poems, college students will build cultural confidence and will not lose their way in an environment of international cultural integration.

The second is to establish correct values. The ancient poems show many excellent value concepts, such as loyal patriotism, good character of hard work, positive ideals and beliefs, etc., which have a value guiding and innovative thinking inspiring role for college students, and are useful for broadening students' horizons and improving its humanistic accomplishment has positive significance. The introduction of ancient Chinese poems in college education can make people's spiritual realm sublimated in the nourishment of ancient poems and classics, so that students can shape a sound personality and establish correct values.

3. The Problems Existing in College Education of Poems in the Age of Media

In the current era of intermediary, the popularity of Chinese classical poetry has been rising, but there are still many problems in the education of ancient poetry in colleges and universities, which need to be improved in time.

One is more emphasis on recitation. Learning poems requires recitation. It can be said that recitation is the basis for learning poetry. But learning poems must not be limited to recitation, especially simple recitation, such as "Reading poems means composing poems again" (Zhu Guang's sublime), "Poets write poems because they are moved. What we should understand is this How to be moved. If the teacher doesn't even understand this, he will let the students memorize by rote, or even recite typos and typos. The art is unreasonable, not only useless, but also harmful to future generations!" (Ye Jiaying) and had to admit However, many poetry lovers, learners and organizers of poetry activities focus on recitation, and even simple recitation as the main measure of the effectiveness of poetry learning. In reality, there are many people who can recite thousands of poems but can't create them.

The second is not familiar with the metric. Metrics are the basic element of poetry. Strictly speaking, poems that do not talk about metrics cannot be regarded as real poems (of course, various genres of poetry have different metrics), and they cannot be regarded as true poetry without understanding the metric. But in reality, when college students study ancient poetry, they don't pay attention to the metric of poetry, and can't distinguish the difference between ancient style, song line, rhyme and quatrain. Many so-called "poems" works published in some newspapers and magazines or published in some internal publications, especially some so-called "poems" published on the Internet or from the media, are not qualified. Even some Chinese majors, undergraduates, poetry researchers, and poetry educators do not understand poetry metric, or do not know much, in-depth, or detailed metric. The current situation is indeed worrying.

Third, creation is not emphasized. Being able to create is a very important indicator to measure the effect of people's poetry learning. But in reality, there are not many people who can really create, know how to create, and are good at creating. College students have been studying poetry for many years, but they have not been able to successfully create a qualified poetry work, the export cannot be established and the writing is hard to write.

4. Exploration of Poetry Education in Colleges and Universities

Poetry is a treasure of Chinese traditional culture. It is not only rich in profound artistic conception, rich connotation, delicate emotion, but also rich in exquisite form, refined language, and exquisite rhetoric. It is the responsibility of colleges and universities to carry forward the fine poetry culture, learn, inherit, and create poetry. In order to better learn poems, inherit poems, and create poems, so that the current popularity of Chinese classical poetry will last for a long time, the country's promotion of poetry into campuses can be an effective starting point. With the joint efforts and promotion of all sectors of society, poems have been implemented on campus to varying degrees. How to promote poetry into colleges and universities, and how to further integrate poetry education into college education, especially college moral education, is a topic worthy of in-depth discussion. The author intends to make some suggestions on this in order to other people make some suggestions.

4.1 Widely Offer Poetry Courses in Universities

One is to expand the scope of courses. Compulsory poetry courses are offered for humanities majors such as Chinese, history, philosophy, and elective poetry courses are offered for non-humanities majors such as science, engineering, law, and medicine. At the same time, the types of courses are increased. Both general courses and more in-depth courses etc. specialized courses are offered. The second is to extend class hours appropriately. A course can take as little as one semester, as long as one year or even longer. The third is to add college points appropriately. A course can be as low as 2 points, as many as 4 points or even higher. In addition, in college poetry courses, first, we must vigorously popularize common sense of poetry, so that students can fully understand the genre, metric, writer, and characteristics of Chinese classical poetry. Second, we must improve the level of poetry appreciation, so that students can actively get close to poetry, can read poetry, and have a certain ability to appreciate poetry. Third, we must improve the ability to create poetry, so that students can create some common genre compliance works through the course of study.

Mencius said, "You can behave with others, but you cannot be skillful." Through poetry education, students may not be able to create excellent and great poetry works, but students must be able to create poetry works that conform to the corresponding rules and regulations.

4.2 Deeply Expand the Poetry Education Model in Colleges and Universities

One is to offer extensive lectures on poetry. In addition to the lectures by teachers of our school, teachers from other schools or experts from other related research institutions can also invite some social figures who have achievements and accomplishments in poetry research and creation to give lectures. In addition, you can also invite some with higher attainments Hong Kong, Macao, Taiwan compatriots or overseas experts will give lectures. The second is to carry out campus poetry activities. Colleges and universities should carry out a large number of poetry activities such as poem recitals, recitation meetings, reading clubs, and at the same time guide and encourage students to actively participate in some poetry activities in the society. The third is to appraise awards to stimulate students' learning enthusiasm. Colleges and universities can actively carry out activities such as solicitation, selection, and awards of poetry creation, so as to stimulate students' enthusiasm for learning ancient poetry. For example, it can explore the collection and selection of school (department, class, room, etc.) poems (ci, couplets, fu, etc.), and guide teachers and students to create poems, couplets and Fu that can carry the history, culture, and ideas of the school, department, class, etc. and other works, continue to accumulate masterpieces, gradually cultivate newcomers, and enhance cultural accumulation. The fourth is to guide the establishment of a poetry society. Poetry clubs of different levels such as school level, department, and grade can emerge on

campus through a lot of work such as encouragement, guidance, and support, so as to attract the majority of poetry lovers and conduct extensive poetry activities in the form of poetry clubs.

4.3 Vigorously Create a Poetic Atmosphere in Colleges and Universities

One is to create a special campus landscape that carries poetry. For example, according to the actual situation of each school, special campus poetry landscapes such as poetry pavilions, poetry gardens, poetry walls, poetry corridors, poetry avenues, and poetry squares can be created for students to experience, observe, and learn, and strive to effectively activate students' poetic heart. The second is to create various campus spaces that incorporate poetry. Colleges and universities can explore widely integrating poems into classrooms, libraries, playgrounds and other student learning places, into dormitories, canteens, hospitals and other student life places, into tea bars, Internet cafes, song bars and other student entertainment venues, so that students can get close to poems anytime, anywhere, like the poem “dive into the night with the wind, moisten things silently”. The third is to create a position to publish exchange poems. Colleges and universities should expand the way of publishing poems and set up poetry columns in college journals and student publications. In addition, they can create poetry journals, poem newspapers, and edit and print collections of poems, etc., and even the classrooms of each school can create corresponding new media of poems based on actual conditions.

5. Discussion

As an important part of the excellent traditional culture of the Chinese nation, ancient poems have refined and beautiful words and sentences, sincere and rich emotional expressions, and beautiful and moving narratives. They are precious spiritual and cultural wealth in the long history of Chinese culture. Modern life needs “poetry and distance”. Let us carry out “poetic” education, let poetry education go deep into colleges and universities, and let students have a better “distance”! “The right way in the world is the vicissitudes of life”, “the long wind and the waves will have a time”, we look forward to the poem “Suddenly the fragrance will be released overnight, and it will be a thousand miles of spring!”

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