

# *Research on the Integration of Jingchu Culture in School-Based Aesthetic Education Curriculum under the Background of Rural Revitalization*

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**Abstract:** Jingchu culture is rich in aesthetic ideas and traditional art forms, and has important historical, cultural and artistic values. In the context of rural revitalization, this paper takes the integration of Jingchu culture in the school-based aesthetic education curriculum as the research object, and discusses the integration application and value of Jingchu culture in the aesthetic education curriculum. Education sector should further clarify the background and significance of the integration of Jingchu culture in school-based characteristic aesthetic education courses in the context of rural revitalization, provide theoretical support and practical experience for promoting the development of art and design education in local universities, and promote the inheritance and development of local culture.

## 1. Introduction

Rural revitalization is an important strategy in China at present, aiming at promoting the all-round development of rural economy and society and improving farmers' living standards. In the context of rural revitalization, paying attention to the inheritance and promotion of local culture has become an important direction. The multi-faceted implementation of the rural revitalization strategy needs a large number of high-quality professionals to support. In recent years, in order to improve students' aesthetic and humanistic qualities, it is necessary to strengthen and improve aesthetic education in schools [1]. As the representative culture of Hubei Province, Jingchu culture contains rich aesthetic thoughts and traditional art forms, and has important historical, cultural and artistic values.

By studying the integration of Jingchu culture into local aesthetic education courses, this paper aims to understand the aesthetic education heritage, aesthetic characteristics and the relationship between folk culture of Jingchu culture, deepen students' understanding of the traditional culture carried by Jingchu culture, and provide students with more diversified and rich artistic experience. The inheritance and development of Jingchu culture need to be realized through education, through teaching and practice, in the integration of development, in the inheritance of innovation, integrating it into the curriculum of aesthetic education can enhance students' identity and pride of local culture, and cultivate their love for traditional culture and protection consciousness. In

addition, the integration of Jingchu culture can also promote the development of local economy, promote the prosperity of local cultural industry, and provide strong support for the implementation of rural revitalization strategy. From the perspective of necessity, the research on the integration of aesthetic education and Jingchu culture has important theoretical and practical significance [2].

## **2. The Significance of Integrating Jingchu Culture into Aesthetic Education Curriculum**

The integration of Jingchu culture into aesthetic education curriculum has important value significance, including theoretical significance, practical significance and cultural innovation value. From the perspective of aesthetic education, Jingchu culture has a positive impact on the cultivation of students' aesthetic taste, cultural identity and creativity.

### **2.1 The Theoretical Significance of Integrating Jingchu Culture into Aesthetic Education Curriculum**

Aesthetic education cultivates students' aesthetic ability and artistic accomplishment, and makes them have the ability to appreciate, create and express art. As the representative culture of Hubei region, Jingchu culture contains rich aesthetic thoughts and traditional art forms. Integrating Jingchu culture into aesthetic education curriculum can provide students with more in-depth and comprehensive art education, enrich their aesthetic experience and expand their artistic vision. At the same time, the integration of Jingchu culture can also promote the theoretical research and practical exploration of aesthetic education, and provide new ideas and examples for the development of aesthetic education.

Tracing back the historical development of aesthetic education, the Chinese aesthetic education thought has existed in ancient times. Wang Guowei introduced the concept of aesthetic education into China and made a deep study on the nature and status of aesthetic education. With the deepening of the research on "aesthetic education" in the academic circle, there are more literature materials analyzed from the perspective of aesthetic education. However, there are few literatures on the research of the curriculum path of aesthetic education in colleges and universities, and only one literature studies from the perspective of rural revitalization. In view of this, we should pay enough attention to rural aesthetic education to adapt to the new trend and needs of aesthetic education development. Through the innovation of art design and Jingchu culture in local colleges and universities, it is necessary to promote the integration of characteristic aesthetic education courses with Jingchu culture innovation, create characteristic aesthetic education courses, implement rural revitalization and inherit Jingchu culture. The research on the synergy of characteristic aesthetic education courses and Jingchu culture in colleges and universities is in line with this trend.

### **2.2 The Practical Significance of Integrating Jingchu Culture into Aesthetic Education Curriculum**

Jingchu culture is not only the historical culture of ancient Jingchu region, but also the local characteristic culture of modern Hubei region. It carries rich historical memory and cultural connotation. Protecting and inheriting Jingchu culture is not only the respect and treasure of history, but also the promotion and dissemination of local culture. Through deep excavation and development of Jingchu culture, we can enhance the self-confidence and cohesion of local culture, and promote the cultural prosperity and social progress of Hubei region.

Through the integration of Jingchu culture into the characteristic aesthetic education course, students can deeply understand and experience the artistic charm and uniqueness of Jingchu culture.

This helps to enhance students' identification and pride in local culture, and cultivate their love for and protection of traditional culture. At the same time, through the implementation of practical activities, such as Jingchu culture and art practice investigation activities, students can personally participate in and experience the traditional art forms of Jingchu culture, and improve their artistic skills and creativity. This practical way of learning can not only cultivate students' practical ability, but also stimulate their innovative thinking and creative potential.

### **2.3 The Value of Integrating Jingchu Culture into Aesthetic Education Curriculum in Cultural Innovation**

The integration of Jingchu culture into the characteristic aesthetic education curriculum has important cultural innovation value. Cultural innovation is an important part of the rural revitalization strategy and the key to promoting local cultural development. Integrating Jingchu culture into characteristic aesthetic education curriculum can not only inherit and carry forward Jingchu culture, but also promote the prosperity of local cultural industry. Students' learning and creation of Jingchu culture can promote the innovation and development of Jingchu culture and inject new vitality and creativity into local cultural industry. At the same time, the integration of Jingchu culture can also promote the development of local characteristic aesthetic education courses and enhance the influence and competitiveness of art design education majors in local colleges and universities.

#### **(1) Promote cultural inheritance**

Aesthetic education and research on the integration of Jingchu culture can promote the inheritance and protection of culture. By combining aesthetic education with Jingchu culture, people can better understand and appreciate their own local culture and pass it on to the next generation.

#### **(2) Cultivate comprehensive quality**

The integration of aesthetic education and Jingchu culture helps to cultivate students' comprehensive quality, including aesthetic ability, cultural accomplishment, creativity and innovative thinking. These qualities are very important both in the personal development of students and in their future career development.

#### **(3) Promote cultural development**

The study of aesthetic education course and Jingchu culture can promote the development of culture. By integrating the elements of different cultures into the aesthetic education curriculum, the mutual exchange and integration between cultures can be promoted and the diversified development of cultures can be promoted.

#### **(4) Achieve teaching objectives**

The research on the integration of aesthetic education curriculum and Jingchu culture can help teachers achieve their teaching goals better. The application of the integration of aesthetic education curriculum and Jingchu culture can enrich the teaching content, improve the teaching effect, and help students become all-round talents.

#### **(5) Interdisciplinary research**

The research on the integration of aesthetic education curriculum and Jingchu culture is an example of interdisciplinary research. It involves not only aesthetics, art and culture, but also many disciplines such as education, psychology and social culture. This helps expand our understanding of critical thinking and interdisciplinary research.

### **3. The "Three Fusion" of Jingchu Culture and School-based Aesthetic Education Curriculum**

The "three fusion" coordination of creating characteristic aesthetic education curriculum into

Jingchu culture refers to the integration and integration of Jingchu culture elements in many aspects and levels in course design, art practice and professional course teaching, so as to realize the organic combination and interaction of Jingchu culture and aesthetic education curriculum.

### **3.1 "Multi-Combination, Five in One", Construction of Characteristic Aesthetic Education Courses**

After the preliminary literature collection and research, the characteristic fine arts courses carried out in the fine arts design discipline of colleges and universities are mainly from the core compulsory courses of aesthetics, key experimental courses of aesthetics, aesthetic workshops, characteristic activities of school art, and the construction of national intangible cultural heritage key laboratory. Jingchu culture is a local culture in China, which has rich cultural teaching resources and is an important entry point for the interaction between university teaching and local humanistic characteristics. Such as: in the curriculum design of multiple integration of Jingchu cultural elements. First of all, through the integration of cultural connotation, the history, literature, music, dance and other aspects of Jingchu culture can be integrated into the aesthetic education course. Secondly, through the integration of art forms, the traditional art forms of Jingchu culture, such as Chu opera, Chu painting and Chu Qin, can be integrated into aesthetic education courses to broaden students' artistic experience and expression. At the same time, through interdisciplinary integration, Jingchu culture can be integrated with other disciplines such as history, geography, literature, etc., to improve students' comprehensive literacy and interdisciplinary thinking ability.

### **3.2 "Multiple Integration, Dynamic Optimization", To Carry Out Jingchu Culture and Art Practice Investigation Activities**

The exploration of Jingchu culture and art is a great opportunity for students to have a deep understanding of Jingchu culture. Most colleges and universities pay more attention to sketching practice and artistic investigation for the purpose of creation, and there are not many investigations focusing on Jingchu culture and art. In the region [3, 4] where the cultural resources of Jingchu are relatively rich, the practice investigation activities of Jingchu culture and art are carried out. Through organizing students to participate in the practice activities of Jingchu culture, such as visiting Chu cultural sites, watching Chu opera performances, participating in the creation of Chu paintings, etc., students can personally experience and feel the charm of Jingchu culture. At the same time, cooperation projects can be carried out jointly with local cultural institutions and art groups to provide students with a broader platform for art exchange and cooperation [5-7]. Such joint art practice activities can help students feel the regional culture in practice and improve their artistic accomplishment and practical ability[8, 9].

### **3.3 "Diversity and Integration, Compatibility and Promotion" Guide Students to Integrate the Spirit of Jingchu Culture In Professional Courses**

By centering on the localization, application and teaching orientation, according to the training of applied talents, we will actively connect with the local Jingchu culture and create special aesthetic education courses. The integration of Jingchu culture and traditional Chinese culture in the curriculum helps to expand students' observation and thinking mode, make students' design and creation reflect a strong national consciousness, and thus deepen their understanding of art. Teachers should guide students to integrate the spirit of Jingchu culture into their professional courses. In the teaching of specialized courses, students can be guided to deeply understand and integrate into the spirit of Jingchu culture through case analysis and creative practice. For example,

in the design course, students can be guided to create with the Jingchu culture as the source of inspiration; In the music course, students can be guided to perform or create music works related to Jingchu culture. In this way, we can cultivate students' emotional identification and creative expression ability of Jingchu culture, so that they can become the inheritors and innovators of Jingchu culture.

Through the implementation of the above "three integration" coordination strategy, the characteristic aesthetic education curriculum can achieve organic integration with Jingchu culture, improve students' cognition and understanding of Jingchu culture, and cultivate their artistic quality and creativity.

#### **4. The Practical Effect of Integrating Characteristic Aesthetic Education Curriculum into Jingchu Culture**

This paper evaluates the practical effect of Jingchu culture fusion in aesthetic education course through art course practice cases. According to the education objectives of different majors, the characteristic aesthetic education curriculum excavates and extracts the ideological value and spiritual connotation contained in the professional knowledge, and integrates with the local characteristic culture.

##### **4.1 Learning Outcome**

Through the students' works, creation, display and other ways to evaluate their understanding of Jingchu culture and improve their expression ability, we can more intuitively understand the students' learning results in the characteristic aesthetic education course. First of all, students can express their understanding and emotion of Jingchu culture through painting, sculpture, model and other forms. According to the quality of students' works, they can be judged from the aspects of skill application, expressiveness, creativity, etc., in order to measure the improvement of students' artistic expression ability and creation level in the course. Secondly, students' creative ideas can be measured from their understanding and application of Jingchu culture, the uniqueness and innovation of creativity and other aspects of students' creativity and innovation ability in the course. In addition, students can demonstrate their understanding and expression of Jingchu culture through oral introduction. These would promote the students' understanding of Jingchu culture and the improvement of artistic expression ability.

##### **4.2 Cultural Identity**

Through the integration of Jingchu culture, students can have a deeper understanding and experience of local culture, thereby enhancing the sense of identity and pride of local culture. First of all, the integration of Jingchu culture into the characteristic aesthetic education course can help students establish a sense of identity to the local culture. By learning the history, traditional art forms and values of Jingchu culture, students can have a deeper understanding of their own regional cultural background, so as to establish a sense of identity with local culture. They will realize that the art forms and ideas they learn and express are derived from local culture, and thus develop a sense of identity with local culture. Secondly, the integration of Jingchu culture into the characteristic aesthetic education course can cultivate students' pride. By learning and experiencing the unique features and artistic charm of Jingchu culture, students will feel proud and confident. They will realize that the art forms and cultural traditions they learn are unique and have high historical and cultural value, thus enhancing their pride in their local culture. In addition, the integration of Jingchu culture into the characteristic aesthetic education course can also promote the

students' awareness of the protection of local culture. By learning the traditional art forms and cultural values of Jingchu culture, students will attach more importance to and cherish the inheritance and development of local culture. They will realize that local culture is unique, and we need to work together to protect and inherit it, so as to cultivate the sense of protection and responsibility for local culture.

### 4.3 Creativity Development

Through the integration of Jingchu culture, students can be inspired to have more creativity and innovative thinking, so as to show the unique elements and personal style of Jingchu culture in artistic creation and expression. First of all, by observing students' art works, we can assess whether students can reflect the unique elements and innovative thinking of Jingchu culture in their creations. Whether students can integrate the characteristics and essence of Jingchu culture into their own works, showing their personal artistic style and creativity. Secondly, students' creative ability in the creative process can be evaluated. By observing students' creative process and the way of creative production, we can evaluate whether students' creative divergence ability has been improved and whether they can show the innovative thinking and personal characteristics of Jingchu culture. In addition, students' creative development can be assessed by their creative thinking and innovation. Whether students can put forward unique creative ideas and innovative creative methods in the creative process, as well as their understanding and application ability of Jingchu culture, can be used as an important indicator to evaluate the development of creativity. This will help students to better understand, inherit and develop Jingchu culture, and reflect personal creativity and artistic talent in their creations.

### 5. Conclusion

By integrating Jingchu culture into characteristic aesthetic education curriculum, it can promote the development of art design education major in local colleges and universities, improve the education quality and students' artistic accomplishment. At the same time, it can also provide useful reference for the implementation of rural revitalization strategy and promote the inheritance and development of local culture. In the future research, we can further explore how to better integrate Jingchu culture in the characteristic aesthetic education curriculum to provide students with more abundant and diversified art education resources and learning opportunities. At the same time, we can further study the teaching mode and method of Jingchu culture fusion in aesthetic education course, so as to improve the teaching effect of aesthetic education.

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