

## **Present Situation and Countermeasures of Aesthetic Ability about College Students**

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**Abstract:** With the development of the times, the continuous improvement of social civilization, all walks of life for college students are increasingly high quality requirements. College students should not only have solid professional knowledge and strong professional skills, but also have good aesthetic accomplishment and aesthetic ability. However, due to various reasons, contemporary college students lack aesthetic knowledge, poor ability to distinguish beauty from ugliness, inaccurate grasp of aesthetic standards, aesthetic vulgarization and other problems are widespread. Faced with these serious problems, how to deal with them is a problem that deserves wide attention. In view of these problems, the measures and Strategies of Cultivating College Students' aesthetic appreciation are discussed, in order to arouse attention, take effective measures to promote college students to enhance the aesthetic appreciation ability.

### **1. Introduction**

Beauty always brings pleasure. It is human nature to love beauty. As early as two thousand years ago, Mencius, a great Chinese thinker, once said, "Everyone has a heart for beauty." Soviet writer Gorky also said: "By nature, people are artists, wherever he is, he always wants to bring beauty into his life." Therefore, it is the common pursuit of mankind, has very important significance to improve the aesthetic appreciation ability of College students.

### **2. The Significance of Improving College Students' Ability of Appreciation Aesthetic**

#### **2.1 Improving the ability of aesthetic appreciation is the need of the Communist Party of China and the Chinese nation.**

China Communist Party Central Committee and the State Council formulated educational policy clearly stipulates that the purpose of education is to cultivate socialist builders and successors of "all-round development, improve students' aesthetic ability, is the responsibility of every school, every student's duty. College students shoulder the historic task of rejuvenating China and the nation. They should not only master solid professional skills, but also have good comprehensive quality and aesthetic ability. Esthetics courses can be offered in universities by learning aesthetic knowledge and organizing students to participate in aesthetic practice activities, cultivating and improving students' aesthetic ability by arousing aesthetic feeling, helping them form correct aesthetic concept and healthy aesthetic interest, and making use of the vivid image of aesthetic activities, moving with emotion and enjoying teaching, in order to achieve the aesthetic pleasure of pottery through subtle influence. Cultivate noble sentiment training, improve the overall quality of the purpose.

#### **2.2 To improve the ability of aesthetic appreciation is the era of social needs.**

With the rapid development of the times, China has entered a new era of socialist construction, and aesthetic education has been paid more and more attention. The report of the Eighteenth Congress of the Communist Party of China pointed out that it is necessary to "take moral education as the fundamental task of education, implement quality education in an all-round way, and train socialist builders and successors with all-round development of morality, intelligence, physique and

beauty." Aesthetic education has been included in an important part of quality education. In his report to the 19th Congress of the Communist Party of China, General Secretary Xi Jinping clearly put forward "the goal of building a prosperous, democratic, civilized, harmonious and beautiful socialist modern country by the middle of this century". Beautiful countries need not only beauty of mountains and waters, but also beauty of people. Everyone should be an aesthetic person. Only everyone has high aesthetic quality, to enhance the overall national quality, social civilization can be fully formed.

### **2.3 To improve the ability of aesthetic appreciation is the need to improve the quality of personnel.**

Colleges and universities are the cradle of cultivating high-quality talents. High-quality talents should not only be proficient in professional knowledge, master professional skills, possess strong professional ability, but also have good comprehensive quality. This requires college students to understand the point of aesthetics, aesthetic society, avoid becoming knowledge without culture, proficient in business and do not understand the aesthetic "lame duck".

### **2.4 To promote the professional development of college students to improve the ability of aesthetic appreciation.**

Based on the aesthetic knowledge, can help college students master the aesthetic activity, improve the aesthetic appreciation and aesthetic creation ability, professional learning and professional students. The French writer Gustave Flaubert once said: "the farther forward, more art should be scientific, but also to science and art, two from the base to break up, back in the spire combination". Former Soviet cosmonaut Jitov believed that engineers who did not understand art were bad engineers; a scholar who lacked musical sense and poetic sense was just a deceiver. Although this is somewhat extreme, but it reflects the scientists attach great importance to art. Thus, learning knowledge of aesthetics, aesthetic rules, for anyone learning and work are helpful.

### **2.5 To help college students improve the ability of aesthetic appreciation of beauty and ugliness of discernment, purification of the mind.**

Psychological research shows that there is a perfect tendency in everyone's heart. The shaping of perfect personality is the source of human desire. Aesthetics is the motive force to maintain this desire. It can influence and penetrate into people's thoughts, feelings, will, ideals and interests. It will shape the whole spiritual world, purify the soul and cultivate people's sentiment and personality. College students learn the aesthetic, can know what is true, good and beautiful, what is false, evil, ugly, and inspire them to love all the beautiful and good things, hate all the ugly, false things. As the world famous musician Handel said: "If my music can only make people happy, then I am sorry, my purpose is to make people noble."

### **2.6 To improve the ability of aesthetic appreciation can optimize college students personality.**

The central task is to optimize the aesthetic personality of the individual psychological quality, improve the aesthetic psychological structure. Human psychological quality is closely related to human development. Beauty is vivid and colorful in form. It can nurture people in many ways, from the natural beauty of mountains, rivers, flowers and birds, deep valleys, deep springs, rapids, waterfalls and storms to the deep thought, great enthusiasm, perfect morality, health interest and social beauty of the typical characters in life, from all kinds of beautiful and relaxing things in reality to all kinds of soul-stirring. The beauty of art spirit outstanding things, people are aesthetic objects. In the aesthetic process, can cultivate noble sentiment, shaping good personality, develop a healthy taste experience, strong will, adjust the negative emotions, cultivate good psychological quality, optimize the quality of personality.

## **2.7 To improve the ability of aesthetic appreciation can improve college students comprehensive ability.**

A person's success depends on whether he has comprehensive abilities of observation, thinking, imagination, memory, operation and creation. The cultivation of aesthetic sense can accelerate the formation and development of these abilities and promote his success. Modern aesthetic psychology research shows that when people are enjoying magnificent and lofty natural scenery or beautiful works of art, they can immerse themselves in an extremely pleasant spiritual realm and produce a relaxed, free and profound aesthetic pleasure experience. This aesthetic mentality is one of the most favorable psychological conditions for inspirational thinking to flash. For example, Edison, a great inventor, loved reading Hugo's works. Darwin, a biologist, loved Shakespeare's works so much that he almost finished all Shakespeare's plays and poems, which was good for their creative thinking.

## **2.8 To help college students to create the perfect image and improve the aesthetic appreciation.**

Since ancient times, whether Eastern or western, people in the pursuit of the perfect image, for physical and mental health, internal and external harmony. Learning to appreciate beauty can not only purify our mind, beautify our behavior and shape our personality, but also help us build a sound body and perfect image. Learned aesthetic people, understand the beauty of the human body is the soul of the beautiful and beautiful harmony is the body, body and sound mind, perfect personality and perfect soul all blend into one harmonious whole. The bodybuilding of the human body is not only reflected in the beauty of proportionality of various parts of the body, but also in the rhythm and rhythm of beauty in human activities. Therefore, the British philosopher Bacon said: "careful study, physical beauty to be better than the color of beauty, beauty and elegant behavior is better than physical beauty." "Body" is a person's overall image, body shape; "color" refers to the facial features, mainly the face, is local; and "beauty of behavior", refers to the gesture of throwing hands and feet, is acquired, is the reflection of internal beauty, among the three, the "beauty of behavior" which can reflect the internal beauty is the highest beauty and the essence of beauty.

With the progress of society, the aesthetic requirements of contemporary college students are getting higher and higher. They not only hope to have a healthy body, but also hope to shape their own image according to the law of beauty, such as popular bodybuilding dance, which is accompanied by the rhythm of modern music, so that the beautiful movement model and melodious music melody complement each other: the rhythm of music gives people beautiful enjoyment, intoxicating, and entertaining. Into the beautiful artistic conception; other action lively, gentle and handsome, masculine and feminine both, inspire people to create beauty impulse.

## **3. The Present Situation of College Students' Aesthetic Quality**

Although aesthetic quality is very important for a person's development, aesthetic education has been paid more and more attention by the society. However, for various reasons, students at all levels, including college students, have made good progress in moral, intellectual and physical aspects, but there are various deficiencies in aesthetic education.

### **3.1 Lack of ability to distinguish beauty from ugliness.**

The contemporary college students living in such a "superior environment is full of beauty" and not enough "ugly" things are compared against the background, makes a lot of people do not know what is aesthetic, why aesthetic, not to mention how to improve their aesthetic ability. If a person of low aesthetic ability, will lose the ability of basic identify the beauty and ugliness, erosion easily influenced by the evils of noble, healthy mind form negative influence.

### **3.2 The vulgarization tendency of aesthetics.**

Nowadays, because of the lack of aesthetic ability, some college students tend to be vulgar in their daily life. Some people replace aesthetic feeling with pure sensory pleasure, which leads to the overflow of "three vulgar cultures" (low, vulgar and flatter) represented by "naked culture", "violent

culture", "stealing culture" and "ghost and God culture". For example, the blind worship of scantily clad young model, looks like "mother" of the South Korean actor to bring pleasure to give them the vision, and to the political elite, ideological and cultural giants, the giants of science, do not know will sniff at. Many people like music that can only bring temporary auditory pleasure, but ignore the broad and profound folk music and symphony. Some people linger in love stories, but have never read a famous Chinese and foreign book full of profound enlightenment. In view of things, evaluation and understanding just stay at the surface level, but not from the aesthetic point of view to make objective judgment, often in a simple and pure pleasure instead of beauty, which ignores the essence of things of beauty.

### **3.3 The aesthetic standards are not accurate.**

Many college students do not grasp the aesthetic standards accurately in the process of aesthetic appreciation. They only pay attention to the surface and ignore the essential things. They often use their subjective feelings to evaluate the beauty and ugliness of things. Many college students that can only accept specific things, to abstract paintings, symbolism poetry, novels of stream of consciousness such that "cannot read". The reason is that on the one hand, they only pay attention to the surface of the work, but not to the ideological connotation of the work. On the other hand, they lack aesthetic knowledge and aesthetic standards. They can only see the surface of the work as "unlike", "plot stimulation is not stimulating". They evaluate the work by subjective feeling, but ignore the profound meaning of the work.

## **4. Reasons for the Lack of Aesthetic Ability of College Students.**

The reasons of college students are the aesthetic problems in many aspects, mainly in the following aspects:

### **4.1 The problem of education examination system.**

In the past few decades, China's education has basically been in the examination-oriented education, and neither the entrance exam nor the college entrance exam has the content of aesthetic education. Schools and teachers naturally concentrate their main energy on intellectual education and moral education. Only in aesthetic education, they do not pay enough attention. There are no specialized aesthetic education courses in primary and secondary schools. Of course, it is very difficult for students to have strong aesthetic ability. Now they do not understand the examination. It's no wonder that there are more beautiful "illiterates" than those who can't read.

### **4.2 The problem of curriculum design.**

Nowadays, in addition to language and literature majors, few esthetics courses are offered in universities. As a result, most students' aesthetic knowledge is not systematic and solid, and their ability to feel, appreciate and create beauty is limited, so they can not experience the pleasure and beauty brought by aesthetics from aesthetic practice. For their own future good prospects, focusing on the study of course, most of their energies in various research grading, cause they lost modern high-quality personnel is one of the most important ability of aesthetic ability.

### **4.3 Effectiveness of the problem of aesthetic education.**

Many colleges and universities in the ideas of aesthetic education do not pay attention to the effect of aesthetic education, which is one of the important causes of College Students' lack of knowledge, aesthetic interest and aesthetic level is not high. From the education mode, cultivate the current higher education in China to focus on students' professional knowledge and skills, but ignore the construction of the spiritual world; students' occupation ability, but ignored the cultivation of aesthetic quality and aesthetic ability, is not conducive to the coordinated development of Contemporary University students.

#### **4.4 The influence of market economy.**

Since the reform and opening up, market economy has promoted the rapid development of China's economy on the one hand. On the other hand, the competition, profit-seeking and trading principles contained in market economy have seriously impacted the contemporary college students' ideological values and behavior patterns, so that the phenomenon of utilitarianism and vulgarization appears in aesthetic taste and aesthetic practice.

In addition, college enrollment lead to the increasing number of university graduates, the huge employment pressure formation, but also makes a lot of college students will focus on the future employment and busy, and ignore the aesthetic quality and aesthetic ability of self promotion.

### **5. The Countermeasures of Aesthetic Ability of College Students**

College age is a period of prosperity. College students are in the golden age of life development. It is very important to cultivate healthy and noble aesthetic taste and improve the ability of aesthetic appreciation. So, college students should be how to optimize the aesthetic quality, improve the aesthetic ability?

#### **5.1 Systematic learning of aesthetic knowledge.**

Aesthetics is a subject to study the aesthetic relation between man and the world, it is the object of study of aesthetic activities. Aesthetic activity is a kind of life experience activity which takes the image world as the object, and is also a kind of spiritual and cultural activity of human beings. It is starting from the aesthetic relation between man and reality, with art as the main object of study, beauty and ugliness, lofty aesthetic category and people's aesthetic consciousness, aesthetic experience and aesthetic creation, development and rules of science. Aesthetics is the product of human social practice, aesthetic practice and creative aesthetic practice. Through aesthetic knowledge, can promote students to establish a correct aesthetic view, healthy aesthetic taste, and the ability to create beauty and improve the aesthetic ability, to help people learn to beautify life, purify the soul, perfect personality, and establish their own perfect image, so as to win a better life for yourself.

#### **5.2 Create the image with aesthetic standards.**

In interpersonal communication, everyone first show to others is its external image. External image includes body, appearance, appearance, demeanor, dress, make-up, speech and various subtle actions, which reflect a person's quality, taste and aesthetic accomplishment. Therefore, college students should learn to wear appropriate clothes and accessories on different occasions, and to learn the skills of dress matching and color matching.

In a manner, to correct posture standing, walking, sitting and lying on the training, let oneself become dignified, elegant. Elegance is a lasting and eternal thing, hidden in the hidden details of life, can be reflected from a smile calm, peaceful, in the hands and feet, showing cultivation, wisdom and kindness. A man with a dignified demeanor and elegant manners, also has the interpersonal "pass". In various communicative situations, dignified, graceful person can get respect from others, but also contribute to the cause of success.

#### **5.3 To strengthen the inner cultivation of self.**

The external image of the people of the United States is important, but more important than style, appearance, deportment is a person's inner beauty, namely high-level aesthetic, including human beauty and beauty of personality. Thought, morality, self-cultivation, quality and other internal things, it can better reflect the aesthetic level, aesthetic level and aesthetic capability. The Chinese tradition of thousands of years of cherished family, patriotic homesickness, justice, benevolence, integrity of gas products, with compassion, tolerance and noble quality, noble spirit, is a kind of human nature, is the essence of beauty, beauty of the core. A series of traditional virtues, such as honesty, kindness, courage, forthright, selfless dedication, wealth and help, poverty but not

humiliation, honesty and integrity, gratitude for grace, tolerance and kindness, are the manifestations of noble personality, the most beautiful thing in the world and the thing that human beings should pursue. If a person lacks the inner cultivation, then even if the appearance of bright beautiful image and perfect, cannot be called beautiful. We call those who give up their lives to save their lives "the most beautiful rural doctors", "the most beautiful teachers", "the most beautiful traffic policemen"... Such as title, and not from the appearance of praise, but in terms of inner beauty.

As a college student, we must constantly strengthen our inner self-cultivation, constantly inquire about our soul, and constantly improve our aesthetic taste. As a senior personnel in various sectors of the future, if lost the traditional virtues, there is no basic aesthetic ability, confuse the beauty of good and evil, that senior personnel and high where?

#### **5.4 Practice aesthetic vision in life.**

Our life is mainly embodied in food, clothing, housing and transportation, which contains rich aesthetic factors, but because many people are busy in life, rushing on the way, ignoring the beauty around us and the beauty in front of us. If you have delicate and rich emotions, a pair of eyes good at discovering beauty, and an aesthetic perspective to look at all kinds of trivial things in life, you will find that life is colorful, life is colorful, you will feel that life has been very beautiful.

The beauty in life we need a love heart of life to feel, to experience, to find a pair of aesthetic eyes. If we savor the beauty of clothing, food, housing, scenery, science and technology, commodity, tea culture and wine culture closely related to life, we will find the beauty of life, and then we can practice a kind of cultivation and taste, catch and appreciate the beauty of life in time, open a window for the soul, the light of wisdom and the dazzling of life. Colorful beauty will appear before your eyes. After a long period of experience, will naturally improve aesthetic ability.

#### **5.5 Improve the aesthetic ability in art appreciation.**

The beauty of the ocean, there is a sky more fascinating -- that is the beauty of art. Artists display the realistic feelings and ideal realm of human beings in various forms, such as sculpture, architecture, painting, calligraphy, music, dance, drama, film and television, and form a colorful and colorful Gallery of artistic beauty.

Appreciation of artistic beauty can meet people's aesthetic needs, improve their aesthetic ability, cultivate people's moral character, improve their ideological understanding, cultivate their moral sentiment, develop people's intelligence, increase their wisdom and broaden their thinking. Appreciation of artistic beauty is a positive way of entertainment, which can entertain people and promote their physical and mental health. Therefore, the beauty of art is the best place for our aesthetic appreciation, the most effective way is to improve the ability of aesthetic appreciation.

As a contemporary college student, we should improve the art appreciation ability. First, we should be familiar with and master the basic knowledge and laws of art. Second, we should appreciate excellent works of art in large numbers and regularly, and improve the ability of artistic accomplishment and appreciation. Third, we should have certain historical and cultural knowledge. Fourthly, we should have more rich life experience and life experience. In a word, only by constantly learning and participating in aesthetic practice can we improve the ability of aesthetic appreciation.

In summary, aesthetics is a powerful source of people mind clean, perfect personality and spirit to enrich and perfect the image of it, put it into a new realm of life imperceptibly. To improve the ability of aesthetic appreciation is the only way which must be passed to achieve the free and all-round development of College students.

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