

# Analysis on the Path of Integrating Aesthetic Education into Ideological and Political Education in Colleges and Universities in the New Era

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## Abstract:

Aesthetic education and ideological and political education have been advocated by educators in the past dynasties. China has a long history of their integration. In the era of multimedia, colleges and universities have not adopted flexible methods to teach ideological and political courses, and there are problems such as lack of humanistic care and aesthetic education, which seriously affect the teaching effect of ideological and political courses. The integration of aesthetic education and multimedia ideological and political teaching can help students to establish scientific values, play a good role in laying a foundation for students' growth in emotion, and stimulate students' innovation ability.

## Keywords:

Aesthetic Education, College Ideology and Politics, University Education

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## 1. Introduction

For a long time, our country has attached great importance to ideological and political education in colleges and universities. Therefore, it is necessary to find a feasible and consistent education method with the psychological characteristics of college students, so as to improve the effect of ideological and political education. Aesthetic education can make people's heart become more pure, and make people's spirit get sublimation. Such characteristics are consistent with the goal of ideological and political education. By integrating aesthetic education into ideological and political education, we can improve the actual effect of ideological and political education in colleges and universities.

## 2. The Infiltration Path of Aesthetic Education in Ideological and Political Education in Colleges and Universities in the Era of Multimedia

### ***2.1. Enrich the Content Of Aesthetic Education in Ideological and Political Education***

Although ideological and political education and aesthetic education both belong to educational activities, they are not only pure perceptual education, but also contain some rational content. In the integration of ideological and political education and aesthetic education, college counselors should focus on ideological and political teaching materials and make the content of aesthetic education more diversified [1]. First, in the stage of ideological and political education and teaching, the content related to social beauty should be integrated. As a real phenomenon in people's life, social beauty not only shows people's reverence and pursuit of ideals, but also integrates social beauty with ideological and political education in colleges and universities under the promoting effect of continuous social development, which plays a good role in promoting students' perception and appreciation of beauty. Natural beauty reflects the colorful and vibrant beauty of nature, and organically combines it with ideological and political education, which can make students associate and get enlightenment from it [2]. Art beauty is the use of literature and other content to enrich the ideological and political education content, to create a good aesthetic environment for students [3]. Second, further beautify the ideological and political education content. In the selection of aesthetic things, college counselors should simultaneously consider the aesthetic value of things and whether they can touch students, and on this basis, express the ideological and political contents that are difficult to understand through the way of image expression. For example, the ideological and political education in colleges and universities is integrated with the appreciation of art works. By arranging students to watch art works, artists can establish corresponding cognition on how to convey their own emotions through works [4]. In the stage of appreciating art works, students can master the scientific examination and evaluation methods of art works. After students establish fine art criticism ability and appreciation ability, then according to the characteristics of ideological and political theory knowledge, through a variety of levels, perspective to examine the art work, for students to obtain aesthetic enjoyment play a certain guiding role. Understand the artistic conception contained in various works of art and the emotion conveyed, and establish the corresponding cognition, so that students can have a spiritual resonance. Finally, the theoretical content of aesthetic topic becomes more diversified [5]. In the development stage of ideological and political education, instructors should take the compilation and typesetting of contents as the entry point to create a relaxed ideological and political education atmosphere for students, thus providing strong support for students to better absorb ideological and political theoretical knowledge and realize the goal of internalization of knowledge.

### ***2.2. Innovate the Way of Aesthetic Education Dissemination of Ideological and Political Education***

New media is open and interactive, which can effectively combine technology and beauty, and then carry out effective communication [6]. In addition, the interactivity of new media can not only show students' spiritual outlook, but also create a good atmosphere for all people to pursue kindness and beauty. College counselors should accurately grasp the law of ideological and political education for college students and the characteristics of new media, thus creating such a good atmosphere, actively expanding and innovating the boundary and dimension of ideological and political education, and playing a certain role in promoting the all-round development of

ideological and political education in colleges and universities [7]. For college students to participate in activities in the form of has become increasingly diversified, therefore, under the new normal college counselors on aesthetic education ideological work, it is important to grasp the development trend of the spread of information and communication, will be fully play to the advantages of new media, will promote the mainstream values as the core, by adopting the form of text and images to spread ideological education, and then realize the goal of effectively enhancing the attraction of ideological and political education [8].

### ***2.3. Promote the Construction of Aesthetic Education Environment for Ideological and Political Education***

In the stage of talent cultivation, a good educational environment can play a positive role. Therefore, college counselors should further help students to shape a good network environment when conducting aesthetic education and ideological and political education [9]. Network provides a variety of aesthetic education resources and communication platform for college students [10]. However, the Internet is like a double-edged sword. While providing students with corresponding platforms and resources, it will also bring negative impact on aesthetic education in colleges and universities, and this negative impact is rapidly expanding. First, the Internet not only contains a lot of information, but also contains a lot of negative content, which will bring serious negative impact on the physical and mental health of college students. Second, network subculture will have a serious impact on the aesthetic and social norms of young college students. Through further investigation, it is found that many network platforms will deliberately cater to people's curiosity, deliberately release some content that distorts people's aesthetic concept, and then increase the number of hits on the platform. For this problem, the stage of college students' aesthetic education, college counselors should build a good safe network environment as a breakthrough point, aesthetic culture, vigorously for network media literacy education, and for the college students' ability of the Internet information to identify, evaluate play a good role, for students to develop good habits, to resist negative Internet information to provide strong support, Provide strong guarantee for the healthy development of college students' body and mind.

## **3. Conclusions**

By enriching contents, innovating communication methods and promoting environmental construction, the talent cultivation function and value of ideological and political education and aesthetic education have been effectively enhanced and strengthened, and the appeal and beauty of ideological and political education have also been enhanced. It plays a positive role in realizing the goal of moral education and aesthetic education of ideological and political education in colleges and universities under the new normal.

## **Conflicts of Interest**

The author declares that there is no conflict of interest regarding the publication of this article.

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