



Research on the Cultivation of College Students' Literary Literacy Under the Background of New Liberal Arts

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Abstract. Under the guidance of the new liberal arts education concept, the cultivation of literary literacy among college students has become a key link in improving the comprehensive quality of talents. This study comprehensively examines the current situation of literary literacy among college students under the background of the new liberal arts, pointing out the shortcomings in knowledge mastery, appreciation ability, creative practice, and value cognition, and deeply analyzing the causes of these problems. By constructing a multidimensional cultivation strategy that includes curriculum system reform, innovative teaching methods, and rich practical activities, this study aims to provide practical guidance for the cultivation of literary literacy in new liberal arts education. Research has found that the integration of interdisciplinary courses, modernization of teaching methods, and diversification of practical activities have significant effects on stimulating students' interest in learning, enhancing their literary appreciation and creative abilities, and strengthening their recognition of literary value. These strategies not only help promote the comprehensive development of students, but also provide valuable references for literary education reform in the field of higher education.

Keywords: New liberal arts; College students; Literary literacy; Cultivation strategy; Education system reform

1 Introduction

In the context of the new liberal arts, the cultivation of college students' literary literacy is particularly crucial, which is related to the deepening of disciplines, interdisciplinary integration, and the revolutionary impact of science and technology on literary communication. Literary literacy is not only limited to appreciation and creation, but also needs to understand the cultural, historical, and philosophical connotations behind it, so as to cultivate a broad vision, keen insight, and rich emotional experience. Scholars at home and abroad have studied its importance in depth, including curriculum design, teaching methods, and interdisciplinary integration^[1]. The reform of the college entrance examination and the era of "Internet +" new media provide new opportunities for the cultivation of literary literacy, but they also face challenges such as narrow curriculum and

traditional teaching methods. The purpose of this paper is to explore the effective cultivation path, provide a reference for the reform of literature education in colleges and universities, and promote the comprehensive improvement of college students' literary literacy and comprehensive quality.

2 Educational Transformation in the Context of the New Liberal Arts

2.1 Definition and Characteristics of the New Liberal Arts

The new liberal arts, as a new form of liberal arts education, redefines traditional boundaries and deeply integrates multidisciplinary fields such as humanities, society, nature and art. Its core feature is interdisciplinary integration, emphasizing both breadth and depth of knowledge; At the same time, it pays attention to practical application and closely combines theoretical learning with social needs; It is also innovation-driven, encouraging students to explore the unknown and develop the ability to solve complex problems. With an open and inclusive attitude, the new liberal arts leads liberal arts education to a more diversified and modern development path.

2.2 The Place of Literary Literacy in the New Liberal Arts

In the context of the new liberal arts, the cultivation of literary literacy is particularly crucial, which is not only the essence of the traditional liberal arts, but also the cornerstone of the new liberal arts education system. The new liberal arts emphasizes interdisciplinary integration, and literary literacy, as the core of humanistic literacy, is crucial to improving students' comprehensive quality and stimulating innovative thinking and critical thinking. Through reading literary works, students broaden their horizons, enhance their cultural understanding, and form a comprehensive knowledge structure. At the same time, literature stimulates imagination, cultivates innovative thinking, and facilitates academic research and practical innovation^[2] In addition, literary literacy also enhances students' critical thinking and promotes independent thinking and judgment. It complements other literacy such as music and art to jointly build a comprehensive literacy system for students and promote all-round development. Therefore, colleges and universities should strengthen the cultivation of literary literacy in the construction of new liberal arts to meet the demand for talents in the new era^[2].

Literary literacy occupies a core position in the new liberal arts education, which is not only the foundation of humanistic literacy, but also the key to cultivating students' comprehensive quality, innovative thinking and critical thinking. As a carrier of culture, literary works allow students to transcend the boundaries of time and space, deeply understand multiculturalism, and form a global perspective. At the same time, the charm of literature lies in stimulating imagination, enlightening wisdom, and cultivating students' innovative thinking and problem-solving skills. In addition, through the appreciation and analysis of literary works, students learn to think critically and improve their independent judgment skills. The deep integration of literary literacy with

other literacies provides a solid foundation for students' all-round development^[3]. Colleges and universities should attach great importance to the cultivation of literary literacy, and cultivate outstanding talents with international vision, innovative thinking and comprehensive literacy for the new era.

3 Analysis of the Current Situation of College Students' Literary Literacy

3.1 The Connotation and Extension of Literary Literacy

Literary literacy is profound and extensive, not only limited to the cognition and understanding of the content of literary works, but also touches on the historical and cultural context behind the works, the deep meaning of the author's creation, and the mastery of literary skills. It integrates multiple abilities such as knowledge accumulation, aesthetic appreciation, in-depth interpretation and creative expression, and together constitutes an individual's profound comprehensive literacy in the field of literature.

In terms of extension, literary literacy goes beyond simple text analysis, it is a broad and in-depth dabbling in the literary world, including keen insight and inclusive acceptance of different literary genres, contemporary styles and cultural backgrounds. This kind of literacy prompts individuals to seek emotional resonance in literary appreciation, release personal emotions and thoughts in creation, and then promote cultural inheritance and innovation. Therefore, the cultivation of literary literacy is not only the accumulation of knowledge, but also the edification of emotional attitudes and the improvement of aesthetic ability, which is of immeasurable value for the all-round development of individuals^[4].

3.2 Survey on the Current Situation of College Students' Literary Literacy

In this study, a rigorous questionnaire survey and in-depth interviews were used to ensure the breadth and depth of the data. The survey was conducted across grades and majors to obtain a comprehensive and representative sample.

The study finds that the current situation of college students' literary literacy presents complex and multidimensional characteristics. At the level of literary knowledge, students generally have basic knowledge of literature, showing a certain understanding of classic works and their authors. However, there is a significant differentiation within the student body in terms of literary appreciation and creative ability, with some individuals showing excellent analytical and creative skills, while others showing obvious deficiencies.

In addition, college students' emotional attitudes towards literature are also polarizing. Some students showed a strong interest in literature and active participation, while others were distant, which may be influenced by multiple factors such as personal interests, professional orientation, and educational environment.

Crucially, the survey revealed the decisive role of reading volume and reading habits on literary literacy. Students who read frequently and extensively had a significantly

higher overall level of literary literacy than those who read a limited amount or had poor reading habits. This finding underscores the central role of reading in the development of literary literacy.

Based on this, colleges and universities should respond positively and systematically improve students' literary literacy through innovative teaching methods, enriching literary activities, and strengthening reading guidance. Specific strategies may include promoting classic reading programs, organizing literary forums, and stimulating literary creation, aiming to stimulate students' interest in literature, deepen their literary understanding and expression skills, and ultimately achieve an all-round improvement of students' literary literacy.

3.3 Analysis of Existing Problems and Causes

Within the expansive vista of new liberal arts, the centrality of college students' literary literacy assumes paramount significance, yet analysis of the prevailing circumstances divulges pervasive deficiencies, notably a paucity in comprehension, appreciation, and creative engagement with literary works. The multifaceted roots of this phenomenon are intricate, rooted in educational system biases, the marginalization of Chinese language and literature amidst the ascendancy of STEM disciplines (Science, Technology, Engineering, and Mathematics), and the resultant neglect of humanities education, yielding a "congenital frailty" in students' literary literacy.

Concurrently, societal transformations cannot be overlooked; the exponential progression of the Internet and digital technologies has recast the reading landscape, ushering in the ascendancy of e-reading and the proliferation of fragmented reading practices. Moreover, students' individual dispositions play a pivotal role, with certain cognitive biases towards the perceived value of literature fostering a pragmatic mindset and a dearth of zeal and commitment towards literary pursuits, thereby exacerbating the shortcomings in literary literacy.

4 Strategies for Cultivating Literary Literacy Among College Students

4.1 Reform the Curriculum System

Amidst the overarching framework of the new liberal arts, the cultivation of college students' literary literacy necessitates a harmonious alignment with the evolving zeitgeist. The curriculum system, as the pivotal force, necessitates profound, multi-faceted innovations to propel this endeavor forward. Institutions of higher learning must strategically recalibrate their curricula, reinforcing the targeted nurturing of literary literacy by integrating literary elective modules and seamlessly weaving literary elements into mandatory courses, for instance, through the inclusion of classic reading and critical appreciation sessions, so as to promote students' extensive reading and in-depth analysis to improve their literary heritage^[5].

Innovation in teaching content and teaching methods is also indispensable. Teachers should flexibly infiltrate the essence of literature according to the characteristics of their profession, and for science and engineering, they can use the writing of scientific and technological papers to train logic and expression, and indirectly enhance their literary literacy. In the field of humanities and social sciences, it directly digs into literary classics, integrates theoretical discussions, and deepens the literary connotation of professional learning^[6]. In terms of teaching methods, it advocates shifting from one-way teaching to interactive discussions, such as group discussions and case studies, to stimulate students' active exploration and critical thinking, so as to naturally improve their literary literacy through participation.

In addition, the reform also needs to be supported by a diversified evaluation system to ensure the effectiveness and sustainability of literary literacy training. In addition to traditional examinations, more attention should be paid to students' multi-dimensional performance such as classroom interaction, work creation and appreciation ability, and a comprehensive evaluation system should be constructed. At the same time, the reform of the curriculum system should be integrated into the construction of campus cultural ecology, and a strong literary atmosphere should be created through literary activities and club building, so as to further stimulate students' interest and potential in literature.

Therefore, the reform of the curriculum system is an important strategy for the education of literary literacy in colleges and universities in the new era of liberal arts, which requires systematic structural adjustment, content innovation, method reform and the improvement of the evaluation system, aiming to build a curriculum system with deep integration of literature and major and comprehensive development of students, so as to provide solid support for cultivating compound talents with both professional quality and literary accomplishment.

4.2 Innovative Teaching Methods

The innovative transformation of teaching methodologies holds immense value in fostering the literary literacy of college students within the contemporary framework of new liberal arts. As the traditional, rote-based teaching approach fails to nurture individuals with subjective insights and creative literary talents, it is imperative to embark on a journey to explore and implement cutting-edge teaching strategies. These strategies must prioritize active learning, critical thinking, and creative expression, thereby empowering students to develop a profound understanding and appreciation for literature in the 21st century.

The situational teaching method and the case analysis method are two highlights that are particularly worthy of praise. Situational teaching uses the assistance of multimedia technology to reproduce the historical scenes of literary works, so that students can immerse themselves in the charm of literature and enhance their perception and understanding. Activities such as role-playing and improvisational performances activated students' enthusiasm for participation and promoted the deep integration of emotional experience and knowledge internalization^[7]. The case analysis method focuses on specific literary works or cultural phenomena, and guides students to deeply analyze the

essence of literature, cultivate their critical thinking and critical skills, and shape independent aesthetic perspectives through group discussions and classroom presentations.

The introduction of interactive learning mode further enriches the dimension of teaching methods. The interactive platform of online and offline integration not only breaks the limitations of time and space, but also promotes the collision of ideas and cooperation and exchange among students^[8]. This model not only stimulates students' motivation to learn, but also improves their self-directed learning and teamwork skills. In order to achieve the effective implementation of these innovative methods, teachers should continue to update their educational concepts, improve their teaching skills, and rely on the teaching resources and support provided by schools to create an environment conducive to innovative teaching.

In the process of implementation, teachers need to pay attention to individual differences and implement differentiated teaching. Strengthen the process evaluation and feedback mechanism, and adjust the teaching strategy in a timely manner; At the same time, deepen the communication between teachers and students, accurately grasp the learning status of students, and provide personalized guidance. Through the comprehensive application of these innovative methods, it can not only significantly improve the literary literacy of college students, but also cultivate their critical thinking, innovative spirit, and teamwork ability, laying a solid foundation for their all-round development^[9]. In the future, we need to continue to deepen the reform and innovation of teaching methods to better adapt to the new requirements for the cultivation of literary literacy in the new era of liberal arts.

4.3 Enriching Practical Activities

In the context of the new liberal arts era, the cultivation of college students' literary literacy urgently needs to go beyond the limitations of traditional classroom knowledge impartation, and instead emphasize the deep integration of practical activities inside and outside the classroom, so as to deepen understanding and promote the leap of application ability. The diversification and richness of practical activities are the key elements to broaden students' literary horizons, deepen their literary experience, and promote the improvement of their literary creation ability^[10]. In view of this, this paper advocates the construction of a multi-dimensional and multi-level practical activity system to systematically strengthen students' literary literacy.

To amplify the cultivation of literary literacy, colleges and universities ought to vigorously establish multifaceted literary club platforms, including but not limited to book clubs, creative writing workshops, and poetry recitals. These forums serve as crucibles for student self-expression and intellectual collision, drawing together enthusiasts and fostering a robust literary learning milieu. Within these clubs, students engage with a diverse spectrum of literary works, fostering interactive exchanges that deepen their comprehension and appreciation of literature, thereby progressively enhancing their personal literary attainments.

Concurrently, institutions should leverage off-campus resources to orchestrate enriching practical activities, such as literary exhibitions, authorial lectures, and scholarly

symposia. These endeavors encourage students to venture beyond the academic confines, immersing themselves in the vibrant literary landscape. By experiencing foreign cultures and accumulating creative fodder, students' imaginations are ignited, and their creative impulses are stoked. Furthermore, direct engagement with literary luminaries through lectures and seminars imparts invaluable creative insights, nurturing students with the wisdom of masters and igniting their creative sparks.

Moreover, fostering participation in literary creation competitions, like short story and poetry writing contests, invigorates students' creative fervor and sharpens their writing prowess through practical experience. The competitive feedback mechanism provides students with a precise assessment of their strengths and weaknesses, guiding them towards targeted improvement and fostering a virtuous cycle of literary literacy enhancement.

By meticulously planning, orchestrating, and executing a myriad of literary practice activities, universities can effectively broaden students' literary horizons, enriching their experiences both qualitatively and quantitatively. This, in turn, propels the development of their literary creative capabilities, ultimately nurturing composite talents who possess profound literary heritage and innovative prowess, thereby catering to the exigencies of the new liberal arts era's demand for high-caliber individuals.

4.4 Strengthen Teacher Development and Professional Development

Under the framework of new liberal arts education, the core of improving the literary literacy of college students lies in building a team of high-quality and professional teachers. First of all, colleges and universities should strengthen the talent introduction and training mechanism, focus on teachers with profound literary skills and strong teaching innovation ability, and promote the simultaneous improvement of their academic research and teaching ability through special support and incentive measures. At the same time, it strengthens exchanges and cooperation with the international academic community, broadens teachers' horizons, and introduces advanced teaching concepts.

Secondly, it is necessary to establish and improve the teacher training system, which should cover the frontiers of literary theory, the innovation of teaching methods and the application of educational technology, so as to ensure that teachers can keep up with the pace of the times and master the latest teaching tools and methods. Through regular academic exchanges, teaching seminars and other activities, we promote experience sharing and wisdom collision among teachers, and form a good ecology of continuous learning and progress.

Finally, it strengthens teachers' sense of responsibility and mission, clarifies the key role of literary literacy in students' all-round development, encourages teachers to actively explore teaching modes suitable for students' characteristics, implements differentiated teaching, pays attention to individual differences, and provides personalized guidance. At the same time, a scientific incentive mechanism should be established to commend teachers who have made remarkable achievements in the field of literary education, stimulate the enthusiasm and creativity of all teachers, and jointly promote the overall improvement of the quality of literary literacy education.

5 Conclusion

This rigorous investigation delves into the intricacies of fostering college students' literary literacy amidst the new liberal arts paradigm, elucidating its significance, and advancing cultivation strategies that provide a novel lens for reforming college education. It exposes current trends and contributes concrete, implementable enhancement plans, emphasizing the pivotal role of literary literacy in nurturing elite, multifaceted talents. Future scholarly endeavors ought to concentrate on refining the assessment framework for literary literacy, augmenting interdisciplinary research on literature's integration with diverse disciplines, investigating the potential of digital technologies in enhancing literary pedagogy, establishing a coherent, structured system for cultivating literary literacy, and conducting comparative, cross-border, and cross-cultural analyses to continually refine cultivation methodologies and foster the holistic progression of higher education globally.

Acknowledgment

Hunan Provincial Social Science Fund Education Special Project "Research on the Cultivation of College Students' Literary Quality under the Background of New Liberal Arts" (Project Number: JJ232043)

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