

Research on the Cultural Value Enhancement and Guarantee Mechanism Construction of Art Projects of College Associations

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Abstract—College association is an important platform for the growth of college students, the main camp for the construction and development of campus culture, an important window for foreign exchanges of colleges and universities, and an important carrier for colleges and universities to realize the function of social service and cultural inheritance. Through the analysis of functions of college associations and design principles of their art projects, this paper summarizes the design principles as follows: (I) creating an art brand (appreciation value), (II) forging cultural value (core value), (III) closely focusing on the characteristics of the times (innovation), (IV) highlighting regional features (uniqueness). This paper also summarizes the path to enhance the cultural value of art projects of college associations, and makes a concrete analysis of the cultural value guarantee mechanism of art projects of college associations.

Keywords—college association; art project; cultural value; path and mechanism

I. INTRODUCTION

In the design and implementation of art projects of college associations, we must fully consider the correct guidance and benign penetration of cultural values, integrate core socialist values of education and inherit Chinese excellent traditional cultural genes, combine the determination of direction, form and content of art projects with the right guidance of building cultural confidence for students, so as to highlight the cultural value of art projects and realize the cultural value-added of art projects. To this end, the design of art projects of college associations must follow its own rules and specific principles. Enhancing the cultural value of art projects is the sacred mission and core pursuit of college associations, as well as the first essence of management of college associations. Colleges and universities should select excellent association guidance teachers and strictly control the design and implementation of art projects.

College student associations have a history of more than 100 years in China. In a strict sense, the first student association in China was Anti-Russian Iron and Blood Will in Imperial University of Peking in 1904. A large number of modern associations emerged around the May 4th Movement in 1919. In January 2016, the Central Committee of the Communist Young League, Ministry of Education and National Association of Students jointly issued the Interim

Measures for the Management of College Student Associations (hereinafter referred to as the Measures). College student association was defined as “a mass student organization that was composed of college students voluntarily based on their interests and hobbies and carried out activities independently in accordance with their articles of association to achieve the common will of members”. It includes ideological and political association, academic and technological association, innovation and entrepreneurship association, cultural and sport association, voluntary and public association, self-discipline and mutual assistance association, and other types of associations. It also stipulates the basic tasks of “following and implementing the Party’s educational policy, strengthening moral education and cultivating people, fostering social responsibility, innovative spirit and practical ability, and improving the overall quality”.

Young college students are vibrant, and passionate, imaginative and innovative in their heart. But what they need is a good campus cultural environment, a stage to give full play to their talent, and a mentor who can guide them to play their expertise. As a result, college associations have become a beautiful home for college students to grow up. Art project is the most attractive one among all association activities. Romain Rolland once said: “Art is a kind of enjoyment, the most charming one.” This just speaks out people’s true feeling and desires of young students. So, how do we design art projects? How do we enhance the cultural value of art projects?

II. NEW EXPLANATION OF FUNCTIONS OF COLLEGE ASSOCIATIONS

Based on the spirits stipulated in Measures, combined with functions of colleges and universities and law of the growth of college students, the author believes that college associations should at least have the following functions: the first is to gather the students who share common interests, carry out active and healthy campus cultural activities, and promote the construction of campus culture of college. The second is to base on advantages of associations, explore the resources with local characteristics, promote college associations to form into a brand, and pay attention to exchanges and cooperation between college associations. The third is to accurately grasp the characteristics of the times, stimulate college students’ enthusiasm for innovation, creativity and entrepreneurship, and

enhance their comprehensive quality and professional ability through beneficial activities. The fourth is to inherit Chinese excellent traditional culture in a diversified way, establish confidence in culture, selectively absorb the achievements of modern civilization, and broaden their international perspective. The fifth is to focus on regional economic and social development, master reliable technical (art) skills, walk out of campus and carry out normal service society.

III. DESIGN PRINCIPLES OF ART PROJECTS OF COLLEGE ASSOCIATIONS

The primary characteristic of college associations is “high”, and then how to present “the high feature” in the activity project (including art project) of college associations? The author believes that at least we should have the “three high features”. First, college associations must give full expression to functions of colleges and universities, or some functions, such as cultural heritage, social services, scientific research (scientific and technological innovation), etc. Second, college associations must be highly consistent with the Party Central Committee, and must not violate will of the state, go against principles and policies and delay talents training. Third, college associations must embody their high level and gold content, and eliminate vulgar projects and low level activities.

For art projects, the following principles should be reflected:

A. *Creating an Art Brand (Appreciation Value)*

Creating an art brand is the primary function and internal demand of college associations in designing art projects. Goethe said: “characteristic art is the only real art”. Art comes from life and is higher than life. It should not only serve life, but also create new life experience for people. Golgi said: “our art should stand higher than reality, and should make people not divorced from reality but superior to reality”. Therefore, college associations should regard “creating a brand” as the first essential meaning of art project design.

B. *Setting up Cultural Value (Core Value)*

Forging cultural value is the highest goal and greatest pursuit for college associations to set up art projects. Culture is a foundation, a guide, and “a pearl” in all art projects of college associations. Leo Tolstoy said: “art is the transmission of feelings”. Some art projects carry a certain emotional sustenance. The art projects of college associations need to embody the splendid culture of the Chinese nation, socialist culture with Chinese characteristics, culture with local characteristics, and professional culture closely linked with the association itself. Only by doing a good job in cultural education and guidance can art projects win cultural identity and truly demonstrate their cultural value.

C. *Closely Focusing on the Characteristics of the Times (Innovation)*

Closely focusing on the characteristics of the times is the best “port” (entry point) and power source for art project design of college associations. Ovid said: “the success of art lies in the absence of traces of artificial carving”, which shows that art pursues innovation. Different times always call for works of art appropriate to the times. Only by keeping pace

with the times, pursuing reform and breaking new ground can art projects of college associations be attractive and vital. At present, with the rise of big data industry and the rapid development of modern intelligent technology, “Internet + education” has overwhelmingly “surrounded” college students. College students have been deeply imprinted with the brand of the times. In their minds and ideology, fresh and up-to-date art projects are favored by many college students.

D. *Highlighting Regional Features (Uniqueness)*

Highlighting regional features is the value orientation and the meaning of the subject of the implementation of art projects of college associations. “Fitting shoes are the best shoes”. For colleges associations, art projects with regional characteristics can also gather popularity and highlight the national culture atmosphere, and sometimes attract people’s attention and touch people’s nerve endings. This can best reflect college associations’ pragmatic quality that is “down to earth”, and the feature that integrates into local characteristic culture, as well we the social functions of college associations to promote the local and service the local.

IV. THE PATH TO ENHANCE THE CULTURAL VALUE OF ART PROJECTS OF COLLEGE ASSOCIATIONS

Cultural value is the lifeline and nutrition center of art projects of college associations. How to reflect and enhance the cultural value of art projects of college associations is a topic that every college association and its instructors should focus on.

A. *Inheriting Chinese Excellent Traditional Culture*

The 5,000-year-old splendid civilization of the Chinese nation embodies a valuable trajectory of development and progress in all fields. Therefore, the art projects of college associations must inherit the Chinese traditional culture genes. General Secretary Xi Jinping has repeatedly emphasized: “Chinese culture accumulates the deepest spiritual pursuit of the Chinese nation, contains the most fundamental spiritual genes of the Chinese nation, and represents the unique spiritual identity of the Chinese nation”. “We should use all the spiritual wealth created by Chinese nation to cultivate people and educate people by culture.”

B. *Promoting Core Socialist Values*

General Secretary Xi has stressed: “core values are the spiritual ties that a nation needs to maintain, as well as the common ideological and moral foundation of a country”. “Core values bear the spiritual pursuit of a nation and a country, and reflect the value standard of a society to judge the rights and wrongs”. Nurturing and practicing core socialist values is the criterion for the activities and art projects of college associations. We should incorporate the national spirit with patriotism as the core into association activities of colleges and universities, and actively educate and guide young students to protect the Party and the state, respect teacher and his work, be honest and friendly and study assiduously, so that students can enhance themselves in an all-round way and also have the expertise in one specialty, and make due contribution to social development and progress.

C. Integrating into the New Development Concept

The Fifth Plenary Session of the 18th CPC Central Committee has put forward five new development concepts of “innovation, green, openness, coordination and sharing”. General Secretary Xi has emphasized that the new development concept is “the baton” and should be firmly implemented. After cleverly conceiving, we will design and implement art projects as required by 20-word of “advocating innovation, focusing on coordination, advocating green, deeply implanting opening up and promoting sharing”, so that these new concepts are fully reflected in the art projects of college associations.

D. Based on the Need for Talent Development

Art projects of college associations must obey the management of colleges and universities, and also must serve the central task of talent cultivation of colleges and universities, and instructors should firmly grasp this general direction. Talent cultivation is the top priority of college work, and the design of art projects should pave the way and provide convenience for the cultivation of certain professionals. In case of careful instruction, the concept and approach of talent cultivation can be given full play in the art projects of college associations.

E. Considering the Needs of the Masses

College associations serving local economic and social development should always be an important indicator to measure the value of a college association and evaluate its development prospects. Romain Rolland has said: “the great significance of art is basically that it can show people’s true feelings, mysteries of inner life and the world of enthusiasm”. Therefore, whether art projects of college associations can walk out of the campus, approach the masses, and enter the masses’ heart is the greatest test of the artistic value of art projects of college associations.

V. CULTURAL VALUE GUARANTEE MECHANISM OF ART PROJECTS OF COLLEGE ASSOCIATIONS

A. Creating a Good Atmosphere for Campus Culture

The production and development of everything need a suitable growing environment. The art project of college associations should first have a campus culture atmosphere, namely, fertile soil, fresh air, nourishing fresh water, and people who live in harmony, and the four factors are indispensable.

B. Building up Cultural Accumulation of Association

Since the essential characteristics of college associations are that people willingly gather together and independently play their strengths, the art project of college associations is commonly decided and independently implemented by the internal management layer under the guidance of instructors and all members. Therefore, the cultural value of art projects largely depends on the cultural accumulation of the association itself.

C. Optimizing Teacher Team’s Guidance

Another characteristic of college association is that members are highly mobile and change faster, especially in

three-year junior colleges. Fortunately, association instructors are relatively fixed. Therefore, the instructor’s (team) idea of running association largely provides navigation for the design and innovation of association art projects.

D. Enhancing Support from Local Public Opinion

It is an important function for colleges and universities to serve local economic and social development. This requires local newspapers, network, and other mainstream media to actively promote the good experiences, good practices, and good brands of art projects of associations, and actively guide college associations to walk out of the campus, approach the masses, serve the masses, so that college associations can become “a ready source of feelings” that the masses like to see and enjoy and “happy fruit” of life and cultural value of the art project can be enhanced.

VI. CONCLUSION

In the design and implementation of art projects of college associations, we must fully consider the correct guidance and benign penetration of cultural values, integrate the core socialist values of education and inherit Chinese outstanding traditional cultural genes, combine the determination of direction, form and content of art projects with the right guidance of building cultural confidence for students, so as to highlight the cultural value of art projects and realize the cultural value-added of art projects. To this end, the design of art projects of college associations must follow its own rules and specific principles. Enhancing the cultural value of art projects is the sacred mission and core pursuit of college associations, as well as the first essence of management of college associations. Colleges and universities should select excellent association guidance teachers and strictly control the design and implementation of art projects.

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