

Exploration and Practice of Qingma Academy based on Service-Oriented Education to Assist Art Majors in Supporting Education in Tibet

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Abstract: Based on the characteristics of art majors and the volunteer activity practice and linkage in cultivating young student leaders, leveraging the unique cultural and creative transformation advantages of art majors, and combining the functional exertion of college students' volunteer services, we aim to enhance the expansibility and extensibility of volunteer services for educational assistance in Tibet. We will establish and improve a new model of Qingma Academy to assist art majors in educational assistance in Tibet.

Keywords: Qingma Academy; Volunteer service; Cultural and creative

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1. Research review

The Party and the state have issued a series of documents and the General Secretary's speeches encouraging young talents to dedicate their youth and make achievements at the grassroots level of society. Since 2017, the Education Department of Guangdong Province has organized 14 universities in Guangdong to jointly build a practical base for ideological and political education for college students with Nyingchi, Xizang. As of August 2024, more than 1,900 college students have been sent to Nyingchi for internships and teaching assistance. Each batch of teaching assistance teams in Xizang has taken over the "relay baton" to strengthen their ideals and beliefs in practice, cultivate a strong sense of patriotism, refine noble character, and commit to practical learning and action, becoming practitioners, advocates, and disseminators of patriotic education and ethnic unity education. This case study, based on previous research, has learned that research on teaching assistance in Xizang is mainly focused on domestic studies. Due to insufficient policy conditions and limited sample access abroad, there is basically no relevant research.

Domestic research mainly focuses on three aspects: First, it is based on the analysis and research of policies related to educational assistance in Xizang. Kong *et al.*^[1] used the Gini coefficient method to measure the level

of balanced development of educational outcomes and empirically analyzed the impact of educational assistance policies on the balanced development of educational outcomes in Xizang. Chen and Jiang^[2] conducted research on the construction of an evaluation index system for the “Teacher Support Plan” based on the implementation of the “Implementation Plan for the Support of 10,000 Teachers to Assist in Education in Tibet and Xinjiang” (Teacher [2017] No. 14) until the end of 2020, with 618 teachers from 17 provinces and cities supporting 40 primary and secondary schools in 7 cities in Xizang. Second, it is based on the exploration of practical models of educational assistance in Xizang. Wu^[3] believed that creating a “red + wisdom” educational brand effectively promotes the high-quality development of education in Nyingchi by studying the “group-style” educational talent assistance in Guangdong. Yang^[4] believed that the “group-style” educational talent assistance in Xizang has shifted from a “scattered” assistance approach to a “focused” approach, reflecting a dual transformation of educational development models and assistance methods in ethnic minority areas, which has given new advantages to the educational development of the recipient areas. Third, it is based on the effectiveness research of the documentary record of educational assistance in Xizang. Zhang and Li^[5] believed that educational assistance in Xizang and ideological and political education have their inherent operational logic and common characteristics.

This study differs from previous research that focused on policy analysis and exploration of practical models for aid education teams in Tibet. Instead, it is based on the relevant policies and implementation status of college students’ aid education in Tibet from universities in Guangdong Province. Leveraging the unique cultural and creative transformation advantages of art majors and combining the functional role of college students’ volunteer services, this study breaks the territorial limitations of existing aid education activities in Tibet. It integrates school-local cultural exchanges into aid education activities in Tibet through cultural and creative works, enhancing the expansibility and extensibility of volunteer services in aid education in Tibet. This addresses the issue of contemporary college students’ volunteer services pursuing “quick and easy results” and lacking project optimization. The project activities in this study have fixed themes every semester, providing students with long-term and stable volunteer service activities. It explores a new practical model for cultivating young student leaders in Qingma Academy to assist art majors in aid education in Tibet.

2. The practical model of Qingma Academy’s assistance in supporting art majors’ teaching in Tibet

This study takes the volunteer service for educational assistance in Tibet by art students as a “small entry point,” leveraging the professional practice and volunteer service of young student leaders and volunteers from the Qingma Academy as “strong backup.” It adopts a coordinated practice model encompassing “professional personnel training, school-community cultural exploration, cultural and creative works development, and the integration of practice and support.” While supplementing existing research content, enriching research perspectives, and innovating research theories, it fully cultivates young students and fulfills the function of serving and educating.

2.1. Leveraging the team-building advantages of Qingma Academy

The Qingma Project, initiated by the Central Committee of the Communist Youth League, is a “Youth Marxist Training Program.” It aims to continuously improve the ideological and political quality, policy and theoretical level, and other aspects of the youth group through effective methods such as education, training, and practical exercises, and to further strengthen their belief in following the path of socialism with Chinese characteristics

led by the Party. As a classroom model for the Youth Committee of colleges and universities to carry out the Qingma Project, Qingma Academy not only cultivates students' awareness of volunteer service and service spirit but also emphasizes ideological practice. It provides students with numerous practical training projects and platforms, playing a significant role in enhancing their ability to participate in social practice. Fully leveraging the main role of student leaders in Qingma Academy can reserve excellent personnel for various practical activities.

2.2. Establishing a multi-channel linkage mechanism to expand the ideological and political influence of educational assistance to Tibet

We strengthen team building by arranging students from the Youth Marxism Class to serve as organizers and participants in this research and practice project. Initially, we cultivate a group of individuals with strong professional abilities to guide students from other colleges and universities in independent creation. The team of students providing aid and teaching in Tibet is relatively stable. Taking the art college of a certain school as an example, six to eight art students from this school participate in providing aid and teaching in Tibet in two batches each year, serving as volunteer teachers. The Youth Marxism Class boasts a student cadre team of over 40 members, as well as more than 100 party activists and volunteers, who possess strong organizational and coordination skills, a solid foundation in art majors, and a spirit of volunteer service.

Through research, we have gained insights into the main work content and cultural exchanges of art majors who participate in volunteer teaching in Tibet. We aim to deepen professional education into cultural exchanges and dialogues between the two regions, strengthen regional collaboration, and enhance cultural integration and innovation in art derivatives. We will link volunteer teaching volunteers with the college's Qingma Academy and young volunteers, integrating two volunteer activities across different regions to expand the influence of volunteer activities and deepen their cultural exchange connotations. To enhance college students' sense of social responsibility and enrich the connotation of volunteer service activities, the college's student party branch and youth committee jointly organized the "Artistic Heart towards the Party, Walking with Love" charity sale event. The first phase of the charity sale featured approximately 300 handicrafts produced by over 100 participants, with all proceeds donated to students in volunteer teaching schools in Tibet, earning high praise from local schools.

2.3. Fully exploring the local folk culture and transforming it into the development of cultural and creative product types

It is necessary to combine the professional characteristics of art students with activities, leverage their strengths in aesthetic appreciation and practical abilities, and create distinctive products. We integrate local culture into the products, ensuring that local traditional culture and traditional products are inherited, developed, and disseminated. By guiding students to create works with their own hands during activities, they can feel the close connection between life and art. At the same time, we donate the proceeds from the activities to the school's counterpart unit for aid to Tibet. The school currently has over 700 art students, with a strong artistic atmosphere, powerful faculty, and obvious professional advantages. Relying on the profound Hakka cultural heritage of the local area, teachers and students have derived a large number of cultural and creative works with dissemination significance and market value.

In the lead-up to the event, experts from the ceramic art gallery were invited to provide specialized guidance to volunteers from the Qingma Academy in creating handicraft works using ultra-light clay. The

volunteers enthusiastically participated in the handcrafting activities, combining traditional cultural heritage with modern craft design. They produced over 300 pieces, including ultra-light clay works, calligraphy pieces, handmade ceramics, twisted stick crafts, and sketches. The event also received over 40 pieces of handmade ceramics donated by the ceramic art studio. At the event site, the charity sale items were dazzling and distinctive, attracting a continuous stream of students who came to shop. During the event, volunteers enthusiastically participated, promoting the significance of the event, explaining the connotations of the works, and assisting students in participating in on-site painted pottery and figure sketching. Traditional artworks such as handmade ceramics and customized calligraphy were well-received and loved by the students.

2.4. Leveraging professional expertise in practice and implementing the action philosophy of “serving the public”

Qingma Academy cultivates outstanding activists seeking to join the Communist Party and young leaders with firm ideals and convictions. Its students have rich experience in group learning activities, a strong sense of volunteer service, a strong sense of responsibility, and a solid foundation in art majors. The “Artistic Heart towards the Party, Walking Together with Love” Tibet Aid Charity Sale event combines party building activities with student volunteer services and team building activities, aiming to enhance the political awareness and political and ideological education level of Qingma Academy students. It promotes the spirit of volunteerism through multiple channels, expands new volunteer models, and leads young students to cultivate a spirit of pride in volunteer activities.

Students participating in the project can convey their messages to children in the western regions through letters, drawings, and other forms. At the beginning of the next project activity, videos, information, and other forms of correspondence received from the children can be shared with the students. This will connect college students serving as volunteer teachers with the children, narrowing the distance between them, better spreading the spirit of volunteer service, and achieving the goal of cultivating students through volunteer teaching practice. In addition, by incorporating local characteristics and regional culture of the western regions, unique cultural elements can be added to the project content to promote the excellent cultural connotations of the local area and the western regions to the students.

3. Research conclusion and implications

This study is based on the characteristics of art majors and the volunteer activity practice and linkage of cultivating young student leaders, establishing and improving a new model of “service-oriented education” with significant ideological and political education and practical implications. Firstly, it highlights the professional characteristics of art majors in supporting education in Tibet. By combining professional characteristics, it creates brand activities for students supporting education in Tibet, enhancing the artistic literacy and practical abilities of young students in schools. Secondly, it deepens the cultural exchange between schools and local communities in educational support activities. With the aim of “experiencing aesthetics and dedicating love,” it guides students to draw on Tibetan folk culture and Huizhou Hakka culture, creating works that belong to both cultures, experiencing the close connection between culture and art, and the dialogue and integration of school and local cultures. Thirdly, it improves the quality of cultivating young student leaders. Qingma Academy cultivates outstanding party activists and young backbone forces with firm ideals and beliefs; students have rich experience in group learning activities, strong volunteer service awareness, and a strong sense of responsibility. Through education, training, and practical exercises, it is conducive to continuously improving the ideological

and political quality, policy theory level, innovation ability, practical ability, and organizational coordination ability of young college students, growing into qualified builders and reliable successors for the cause of socialism with Chinese characteristics.

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