

The Application and Development of Shaanxi's Local Traditional Culture in University Art Education

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Abstract: Shaanxi, recognized as one of the significant cradles of Chinese civilization, boasts a profound cultural heritage and an abundance of intangible cultural assets. Within the realm of university art education, Shaanxi's local traditional culture has been thoroughly excavated and effectively applied. This not only fosters the preservation and development of traditional culture but also infuses new vitality into university art education. This paper delves into the various ways in which Shaanxi's local traditional culture is applied in university art education, encompassing aspects such as curriculum design, teaching methods, and event organization. Additionally, it references successful cases and explores their developmental value.

Keywords: Traditional culture; University art education; Innovation; Integration

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1. Introduction

From the current state of art education development in China, it is evident that a considerable portion of China's art education draws inspiration from foreign educational models. There is insufficient emphasis on the unique characteristics of China's national art, leading to a neglect of ethnic art cultivation. The education sector lacks appreciation and recognition of the value of local traditional culture, resulting in a disconnect between education and the protection and inheritance of cultural heritage. Traditional culture-related disciplines are relatively scarce in universities, and education fails to cultivate the social talents necessary for cultural heritage preservation. Therefore, the current state of protection and inheritance of local traditional culture in universities is not optimistic.

As a crucial component of artistic education, fine arts bear an inescapable responsibility to carry on the mission of heritage and innovation. University students represent the future mainstays who will control important aspects such as the economy, culture, and education in society. They constitute the backbone of future societal development. Cultivating in them a correct attitude and deep affection towards local traditional culture is vital to ensuring the right direction of China's future cultural policies. It is a long-term strategy for

establishing a national concept of cultural protection and an intrinsic mechanism and important pathway for the sustainable development of China's local traditional culture.

In recent years, with the continuous improvement of living standards, seeking cultural traditions and protecting cultural heritage have become a conscious pursuit of people. There is an increasing realization of the significant value that local traditional culture holds and a growing awareness of the importance and urgency of its inheritance and protection.

2. The inheritance and integration of Shaanxi's local traditional culture in university art education

In university art education, the emphasis on cultivating professional talents is evident, extending from the configuration of majors to the objectives of professional training, all of which are actualized through teaching. A crucial question arises: How to elevate students' cultural literacy and artistic proficiency, acquainting them deeply with Shaanxi's local traditional culture? Furthermore, how to empower them to seamlessly merge traditional culture with modern art, resulting in the creation of artworks imbued with regional characteristics? This approach aims to cultivate art talents possessing both an innovative spirit and distinctive regional features. To effectively integrate Shaanxi's local culture into university art education, exploration can be undertaken in the following aspects.

2.1. Curriculum design

University art education courses have successfully woven cultural elements distinctive to Shaanxi, including the Terracotta Army of Qin Shi Huang, Han and Tang dynasty murals, paper-cutting, and shadow puppetry. These elements are seamlessly integrated into art teaching, offering students the opportunity to appreciate the unique charm of Shaanxi's local culture while honing their professional skills. By adjusting the proportion and methodology of incorporating local culture courses, this approach not only aids in preserving and promoting the outstanding traditional culture of the Chinese nation but also enriches the essence of art education. This, in turn, enhances students' aesthetic literacy and cultural confidence.

2.1.1. Establish Shaanxi local culture thematic courses, integrating elements of Shaanxi's local culture

In university art education, it is crucial to establish a comprehensive curriculum system for Shaanxi's local traditional culture. This involves creating specialized courses in Shaanxi folk art, Shaanxi ancient architectural art, and Shaanxi traditional painting. Additionally, integrating Shaanxi's local cultural elements into foundational courses such as painting, design, and sculpture is essential. Through a systematic course structure, students can gain a comprehensive understanding of the characteristics, history, and development of Shaanxi culture. They can be systematically introduced to the unique cultural aspects of Shaanxi, including its history, geography, folklore, architecture, and art. By studying Shaanxi's local art schools, notable figures, and classic works, students can deepen their understanding of Shaanxi culture, fostering their interest and passion for local culture. For instance, courses such as "Shaanxi Folk Art," "Shaanxi Ancient Architectural Art," and "Shaanxi Traditional Painting" can be offered to allow students to systematically study Shaanxi's local art knowledge. In the art course teaching process, teachers can incorporate representative elements of Shaanxi's local culture into their teaching practices. For example, in painting courses, students can create works inspired by Shaanxi's natural landscapes, folk customs, and historical relics; in design courses, students can utilize Shaanxi's traditional patterns, colors, and materials in their creative designs. This approach enables students to

experience the unique charm of Shaanxi culture in a practical setting, thereby enhancing their artistic creativity and capabilities.

2.1.2. Conduct field investigations of Shaanxi's local culture and invite Shaanxi local artists to give lectures

Organizing field investigations into Shaanxi's local culture is an important way for students to gain an in-depth understanding of Shaanxi culture. Universities can arrange for students to visit various places in Shaanxi, such as museums, cultural sites, and traditional craft workshops, allowing them to personally experience the charm of Shaanxi culture. During these field trips, teachers can conduct on-site teaching according to the actual situation, guiding students to analyze and interpret cultural phenomena from an artistic perspective, thus enhancing their aesthetic appreciation and cultural literacy. Inviting local Shaanxi artists and cultural inheritors into university classrooms to teach students or hold lectures is an effective way to bridge the gap between students and Shaanxi culture. Through the direct instruction of local artists, students can gain a more vivid understanding of the traditional techniques and creative methods of Shaanxi art, inspiring their creative ideas. Additionally, the presence of these artists can enrich the faculty resources of university art education and improve the quality of teaching.

2.1.3. Organize Shaanxi local culture art exhibitions and strengthen research on Shaanxi's local culture

Universities can organize art exhibitions showcasing Shaanxi's local culture to display the charm and achievements of Shaanxi's art. Through these exhibitions, students can appreciate the masterpieces of Shaanxi's local art, understand the development of Shaanxi's art, and strengthen their identification with local culture. Additionally, these exhibitions can attract visitors from both inside and outside the university, enhancing the influence of Shaanxi's local culture. University art education should strengthen research on Shaanxi's local culture, exploring the academic and educational value of Shaanxi's art resources. Teachers can guide students to conduct research on topics related to Shaanxi's local art and encourage them to explore the connotations and extensions of Shaanxi culture from different perspectives, thereby improving students' academic literacy and innovative abilities.

2.2. Teaching methods

In university art education, the selection and application of teaching methods are crucial to students' learning outcomes. When applying Shaanxi's local culture to art education, it's necessary to innovate teaching methods to stimulate students' interest in learning and to enhance their aesthetic literacy and cultural awareness.

2.2.1. Contextual teaching method

Contextual teaching method refers to a teaching approach in which teachers intentionally introduce or create vivid and concrete scenarios with certain emotional elements and a focus on imagery during the teaching process. This is done to evoke students' cognitive and emotional experiences, helping them understand the curriculum and develop their psychological functions. In the teaching of Shaanxi's local culture, teachers can use multimedia technology to showcase Shaanxi's natural scenery, historical landmarks, folk activities, and more, allowing students to immerse themselves in the cultural context of Shaanxi. This approach can stimulate their interest in learning and inspire their creative ideas.

2.2.2. Case study teaching method

The case study teaching method is an instructional approach that uses real-life cases as materials, allowing students to analyze, discuss, and solve problems within specific contexts. In the teaching of Shaanxi's local culture, teachers can select representative Shaanxi artworks, artists, historical events, and other relevant cases. This enables students to gain an in-depth understanding of the characteristics and development context of Shaanxi culture through in-depth case analysis. This teaching method helps enhance students' critical thinking skills and problem-solving abilities.

2.2.3. Experiential teaching method

For art, sketching is the source of artistic creation, and artistic fieldwork is an essential practical component of art education. Teachers and students venture into the field to sketch landscapes, observe the surrounding environment, quickly capture object characteristics, conduct thematic research activities, appreciate the natural charm, comprehend genuine emotions, find materials, ignite creative inspiration, exchange creative experiences and insights, and create artistic images that touch the soul. University teachers and students move from the classroom to society, combining theory with practice. They engage in rural development, examine local cultural resources, and address real-world issues. They express their emotions through creation, design, papers, and other forms, providing valuable recommendations for local cultural development and cultural tourism industry construction. They may also create innovative products to support rural development and actively participate in local cultural and economic development. In the teaching of Shaanxi's local culture, experiential teaching can be manifested in two aspects: field teaching, where teachers can organize students to visit museums, cultural sites, and traditional craft workshops, and conduct on-site investigations and experiences in various places in Shaanxi. This allows students to personally experience the charm of Shaanxi culture and deepen their understanding of Shaanxi's local culture through practical experience. The second aspect is creative practice, where teachers can guide students to create art such as painting, design, and sculpture with Shaanxi culture as the theme. This helps students improve their artistic literacy through practical experience.

2.2.4. Interdisciplinary teaching method

Interdisciplinary teaching refers to the integration of knowledge from different disciplines, guiding students to analyze and solve problems from multiple perspectives and fields. In the teaching of Shaanxi's local culture, teachers can collaborate with teachers from other disciplines such as history, folklore, and philosophy. They can introduce Shaanxi culture-related knowledge into art courses, enabling students to gain an in-depth understanding of Shaanxi culture from different perspectives and enhancing their comprehensive qualities.

2.3. Event hosting

In university art education, organizing various exhibitions, lectures, and activities, and inviting local artists and cultural scholars to teach, allows students to directly connect with the essence of Shaanxi's local culture and ignite their love for and innovative awareness of local culture. In university art education, organizing various activities is an essential means to enhance students' interest in learning, develop their practical abilities, and strengthen their teamwork spirit.

2.3.1. Hosting Shaanxi local culture art exhibitions, cultural lectures, and seminars

Universities can host Shaanxi local culture art exhibitions to showcase the charm and achievements of Shaanxi's art. Through these exhibitions, students can appreciate the masterpieces of Shaanxi's local art, understand the development context of Shaanxi's art, and strengthen their identification with local culture. Furthermore,

the exhibitions can attract both university and external visitors, enhancing the influence of Shaanxi's local culture. Universities can also organize seminars, lectures, and other activities, inviting experts and scholars. These events provide students with a deeper understanding of Shaanxi culture's history, characteristics, and artistic value, expanding their academic horizons. Additionally, these events promote academic exchange and intellectual collision, inspiring students' innovative ideas.

2.3.2. Hosting Shaanxi local culture-themed creative competitions and research exhibitions

Universities should strengthen academic research on Shaanxi's local traditional culture, exploring its academic and educational value. Teachers can guide students to research Shaanxi's local art topics, encouraging them to explore the depth and breadth of Shaanxi culture from various perspectives, thus enhancing students' academic literacy and innovation capabilities. Universities can organize Shaanxi's local culture-themed creative competitions, encouraging students to apply their knowledge to artistic creation and express their understanding and love for Shaanxi culture. The competition can include multiple categories such as painting, design, and sculpture, allowing students to express their interpretation and affection for Shaanxi culture through their creations. Moreover, inviting experts to form judging panels to evaluate and provide feedback on the entries can boost students' motivation and improve the quality of their artwork. Encouraging students to conduct research on Shaanxi's local culture and hosting research results exhibitions is essential. Students can present their research findings and cultural insights through various formats like papers, reports, exhibitions, etc. This approach enhances students' research capabilities while promoting cultural exchange and academic collaboration on and off campus.

2.3.3. Establishing Shaanxi local culture practice bases

University art education is not confined to a single mode but is an applied and diversified development of quality education. It serves as an important and effective way to enhance students' comprehensive qualities and practical abilities. Apart from classroom teaching, various extracurricular activities in art become the second classroom for students' all-around development. To cultivate students' teamwork spirit, aesthetic literacy, and humanistic qualities, universities should establish a good learning platform, offering students various places for extracurricular learning, communication, and research, such as campus libraries, sports facilities, museums, and practical experience halls. By fully utilizing the beautiful environment and advanced facilities provided by modern university construction and the comprehensive, open features of digital construction, students can engage in art-specific education. They can visit places, engage in practical activities, and have firsthand experiences of the unique services offered by various halls. This encourages students to efficiently utilize university resources to enhance their knowledge and skills. Universities can also collaborate with local museums, cultural sites, traditional craft workshops, and more to establish Shaanxi's local cultural practice bases. Through these practice bases, students have the opportunity to interact with the practical aspects of Shaanxi's local culture and gain in-depth insights into and experiences of the traditional techniques and creative methods of Shaanxi art. Additionally, the practice bases can provide students with internship and training opportunities, enhancing their practical skills and competitiveness in the job market.

3. Expansion and innovation of Shaanxi local traditional culture in higher education in fine arts

Outstanding traditional culture represents the tireless efforts and struggles of generations and is the crystallization of wisdom and wealth of civilization. With the development of industrialization and the market

economy, some time-consuming and complex handicrafts, such as embroidery, batik, and shadow puppetry, face various practical problems. The learning time and the number of people involved in the traditional art inheritance are not as abundant as before ^[1]. Given this situation, higher education in fine arts should take it as its mission to protect local culture and folk art with distinctive features, strengthen cooperation with local governments, undertake teaching and research work related to ethnic and local cultures, enhance teaching reform and innovation in the inheritance and development of traditional culture, and construct new ideas and models for the development of cultural and creative industries. This should be done while actively carrying out targeted training and exchange activities for professional talents, seeking new ways and paths for cultural and artistic industry development in practice and practical training, providing suggestions for local development, and pooling wisdom and efforts.

In terms of talent cultivation, higher education in fine arts should make a rational analysis of traditional culture, guide college students to attach importance to traditional culture in their thoughts, defend traditional culture in their actions, and develop traditional culture through innovation. By organizing academic exchanges and forums, and sharing outstanding achievements and successful experiences, traditional culture should adapt to the trends of modern society, enter the public's field of vision, improve college students' cultural and artistic accomplishment, encourage young students to innovate and start businesses related to rural culture, use resource advantages and new technological platforms to rejuvenate local outstanding traditional culture and expand its dissemination. This will gain recognition from more people in society, and use the advantages of modern industry to drive intangible cultural heritage and handicrafts towards market-oriented development. Colleges and universities should strengthen the construction of professional cooperation and cultivate a young group of talents in art inheritance, forming a talent echelon. In recent years, the integration and development of Shaanxi's local traditional culture and higher education in fine arts have achieved many results ^[2]. Here are some successful cases:

- (1) Xi'an Academy of Fine Arts: Xi'an Academy of Fine Arts actively incorporates Shaanxi local culture into art education, using folk art such as Shaanxi paper-cutting, shadow puppetry, and clay sculpture as teaching materials. This approach guides students to deepen their understanding and learning of Shaanxi's traditional culture. The institution has also established the "Shaanxi Folk Art Research Center," dedicated to the inheritance and innovation of Shaanxi's local culture.
- (2) Shaanxi Normal University: Shaanxi Normal University emphasizes the inheritance and promotion of Shaanxi traditional culture in art education. For example, it includes Shaanxi calligraphy, painting, and seal cutting as part of its curriculum, cultivating students' awareness and love for Shaanxi's traditional culture. The university has also organized the "Shaanxi Traditional Culture Art Exhibition," showcasing students' artistic creations.
- (3) Xi'an University of Technology: Xi'an University of Technology integrates elements of Shaanxi local culture into its art education, with projects such as "Incorporating Shaanxi Folk Art into Art Education." The university collaborates with local folk art groups to organize students' participation in practical activities and creative work related to folk art, enhancing students' practical skills and innovative consciousness.
- (4) Shaanxi University of Science and Technology: Shaanxi University of Science and Technology focuses on incorporating Shaanxi traditional culture into art education, using forms of art such as Shaanxi clay sculpture, wood carving, and embroidery as teaching materials, enhancing students' artistic accomplishment and their identification with traditional culture. The university has also established the "Shaanxi Folk Art Workshop," encouraging students to engage in innovative artistic creation.

- (5) Xi'an University of Architecture and Technology: Xi'an University of Architecture and Technology incorporates elements of Shaanxi traditional culture into its art education, using art forms such as Shaanxi ancient architecture, gardens, and stone carving as teaching content. This helps students gain a deeper understanding and appreciation of Shaanxi's traditional culture. The university has also organized the "Shaanxi Traditional Culture Art Exhibition," showcasing students' artistic creations.

These successful cases demonstrate that the integration of Shaanxi's local traditional culture into higher education in fine arts is an important way to promote Shaanxi culture. By incorporating Shaanxi's local traditional culture into higher education in fine arts, colleges and universities can enrich their teaching resources, improve students' artistic accomplishment and innovation ability, and promote the inheritance and development of Shaanxi's traditional culture.

4. Conclusion

Higher education in fine arts plays a significant role in the expansion and innovation of traditional local culture in Shaanxi. Integrating Shaanxi's local culture into fine arts education enriches teaching resources, cultivates students' artistic literacy and innovative abilities, and promotes the inheritance and development of Shaanxi's traditional culture. To achieve this goal, universities can take various measures, including organizing exhibitions, lectures, seminars, conducting art creation competitions, and showcasing research achievements. Establishing practical bases and enhancing interdisciplinary cooperation are also essential. These initiatives will help higher education in fine arts better inherit and promote Shaanxi's local traditional culture, nurture artistic talents with regional cultural characteristics, and contribute to the development of local culture.

Disclosure statement

The author declares no conflict of interest.

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