



## Under the Visual Angle of Pluralistic Culture Construction of Contemporary College Students' Aesthetic Value

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### Abstract

Aesthetic values from the aesthetic angle to the thing understanding and evaluation of value standard, value consciousness and value judgment. In today's multicultural era, the aesthetic idea of today's college students in fashion, sensibility, the phenomenon such as personality, utilitarian, entertainment, is dispelling the formation of college students' healthy individuality. College aesthetic education should be guided by the health connotation, to communicate inside and outside the classroom as the way, in order to educate them, based on campus environment aesthetic function, to improve the students' aesthetic taste and judgment.

**Key words:** Multicultural; College students; Cesthetic value; Construction

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### INTRODUCTION

The 21<sup>st</sup> century is a multicultural society, multicultural brought value norms for social life, ideas and behavior differences. College students as a new era of cultural heritage with the creator, and in the advanced culture

of positive reflection on society and life, and in social practice, realize the meaning of life, in the form of aesthetics from the perspective of aesthetic understanding between human and nature, man and society, the relationship between the communion between people, the pursuit of a high level of life realm, but college students do not skilled in all kinds of cultural identify with evade, through a variety of media for various culture such as the western culture, business, culture, entertainment culture, including the negative factors of the college students caused by the utilitarian and self, lead to indulge and vulgar, the higher education to cultivate talents goal of all-round development of talent digestion and negative effect. Therefore, as in the form of emotional education leads people to identify and judge the character of higher aesthetic education, beauty and ugliness to take on the responsibility of cultivating college students' healthy aesthetic values, and guide students through the aesthetic practice in building a harmonious health of ideological, moral and spiritual and cultural value system, enhance their perception of the real world, appreciating and creating ability, and improve their life level, improve their psychological quality and personality.

### 1. UNDER THE MULTICULTURAL VIEW THE CONNOTATION OF AESTHETIC VALUES

Mention aesthetic education, people will naturally think of aesthetic education is a kind of emotional characteristics of education, inner emotions directly infected by man, mobilize the people of various mental ability and harmonious movement, which exerts a subtle implementation on a person's shape, in order to improve a person's mental state. But the strong value of the aesthetic education function is often insufficient understanding, traditional education in value in the

construction of education (values) are often held by the political ideology and moral character education, political ideology and moral character education of values education has a direct and specific, dominated by rational education; and aesthetic education in the concept of the value of life education are often contained in the aesthetic object of living, in the aesthetic activities of emotional pleasure identification of true and false, good and evil, beauty and ugliness, construct the basis of the value of life in the aesthetic ideal, here, the emotion is the core of the aesthetic education, emotion is both the rational adjustment, and can be converted into will, in the aesthetic education, psychological factors in the meaning and feeling in harmony. In aesthetic education to the true, the good guide, the organic combination of aesthetic activities and the values education, therefore, the value of aesthetic education to develop function compared with the traditional ideology and moral character education, infectious and more persuasive.

In the perspective of cultural diversity, the people need from all kinds of culture has the positive significance of nutrient, form the correct value evaluation and orientation of "value as the object of evaluation, and as a regulator in people's behavior and the 'battery' of human culture plays a big role in the development of the society." Values is the core of cultural content, is a function of people for some things, significance, value and evaluation standard, it dominate people's interests, feelings, thoughts and behaviors, diffraction the value standard, value orientation, value evaluation and value realization, to people's psychological activity and behavior choice orientation and adjustment. Aesthetic values as the content of the values, cognition and evaluation from the angle of the aesthetic object of value standard, value consciousness and value judgment. The comprehensive extension of aesthetic values, including aesthetic needs, aesthetic taste, aesthetic ideal and aesthetic realm, they each of them influenced by aesthetic values, but also to reform and improve the aesthetic values. Aesthetic values are in the aesthetic subject and aesthetic object support and set up the formation of the relationship of beauty appreciation, main show is: first, the aesthetic subject in the aesthetic activities "guided by the aesthetic ideal shape their full and complete form of survival", make their own activities of cognition, and the moral activities, practice in the aesthetic realm of sublimation; secondly, aesthetic subject in the aesthetic practice of judgment standard of beauty and ugliness good and evil, and restricts the people of beauty and aesthetic orientation, as Einstein said, "light up my way, and constantly give me new courage to face up to the ideal of life, happy is good, beauty and truth"; third, aesthetic subject in long-term aesthetic activities, formed its own unique aesthetic preference and the aesthetic taste, namely the individual culture and social cultural environment under the interaction of aesthetic taste, aesthetic interest has a distinct personality characteristics, the existing image perception, individual differences in aspects of object selection, content feeling, aesthetic

temperament and interest is derived from people's aesthetic ideal, aesthetic taste and determines the people's aesthetic standards, therefore, cultivate healthy and noble aesthetic temperament and interest, is the important content of aesthetic values education; Fourth, abandon the utilitarian aesthetic subject in life practice, removing the cover, the cognition of the world in the infinite freedom of emotion and imagination, intuition, physical and mental pleasure experience interpersonal harmony, the harmony of man with nature, with the pitch view of the universe, the beauty of life, to create beauty, which has the aesthetic life, poetic life, create life, love life, to the highest realm of aesthetic life realm. In the highest realm of life, truth, goodness, beauty became united, the highest value aim in life.

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## 2. THE MULTICULTURAL PERSPECTIVE OF THE CURRENT SITUATION OF COLLEGE STUDENT'S AESTHETIC VALUES

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College students' aesthetic values are in the student individual and social cultural environment formed under the influence of interaction, mainly embodied in the individual to the cultural environment adaptation and cultural environment of individual shape. In the structure of the Chinese contemporary multicultural coexistence, social dominant culture, elite culture and popular culture is influence the formation of youth university students aesthetic values of several major cultural forms, including social dominant culture and elite culture play a major role, at the university of the dominant culture in contemporary China is a socialist culture with Chinese characteristics, guide students to become moral, intellectual, physical, all-round development of the socialist builders and successors of the cultural driving force; University of elite culture with the humanistic spirit and scientific rational carve college students, making it a high-level cultural leaders and high-quality talents. Compared the function of the mass culture and dominant culture, although can't become a dominant cultural forces of the society, but the mass culture with its unique consumer entertainment function and function of ideology, increasingly sidelined, dominant culture, infiltration and assimilation of shocks, to some extent weaken the dominant function of the dominant culture, and posing a challenge to the dominant culture, the aesthetic values of young college students play an increasingly important impact. Therefore, the aesthetic values of the modern college students the characteristics of basically have the following several aspects:

### 2.1 Aesthetic Standards Commonality and Diversity

Contemporary college students live in the social mainstream culture and elite culture at the university of the university campus, under the influence of the

interaction between the deep thought are the foundation of socialist advanced culture, therefore, have ideal, morality, culture and discipline of the qualified citizen consciousness affects their aesthetic tendency, true is still the basic aesthetic principles of evaluation rule of human behavior. But college students are exposed to the rich and colorful culture of form and content, and individual cultural quality is different, so their aesthetic evaluation standards are different. Diverse aesthetic standards established and showed a maximum of vitality of multi-dimensional aesthetic idea and aesthetic characteristics, make university students aesthetic diversification.

## **2.2 The Aesthetic Tendency of Fashion and Variety**

The pursuit of fashion and fashion is the current many college students in the field of life aesthetic tendencies, such as like to pass it, peace, love pop songs, like the popular bestseller, like the popular network novel, like “popular” in the social life; Like the pursuit of fashion, trendy fashions, MP3, MP4, like 3 g mobile phone surfing, like portable computer games. Fashion culture has enriched the cultural life of college students, can bring joy, ease the tension of learning pressure, and stimulate zhufeng blindly, the pursuit of fashion culture and satisfy the senses of the negative factors that they alienate high culture, aesthetic value, aesthetic pursuit of volatile variable, produce material greed and sensual pleasures, to the formation of college students’ perfect personality has played a role.

## **2.3 Aesthetic Temperament and Interest of Individuation and Sentimental**

Aesthetic is a person of things of beauty and ugliness, good and evil emotion judgment and interest, it gives a person of the aesthetic attitude, for everyone thing of subjectivity and individuality color. Mental characteristics of college students have their special, including the aesthetic and the external cultural environment under the dual role, their aesthetic taste is not the same. Aesthetic focus on its image designer or fashion, pay attention to personalized, but ignores the inner quality enhancement. Daily life aesthetic is satisfy with audio-visual sensory pleasure, more heavy and ignores the inner beauty in form, individual value and reject social value, to find, feel, appreciate beautiful things and often stay on the surface level, understanding of objective things lack of rational thinking and judgment, has a big blind, can’t guide and standardize the aesthetic feeling with rationality.

## **2.4 Aesthetic Attitude of Utilitarianism and Entertaining**

Aesthetic is a kind of spiritual pleasure, is subject to the object references (contents, material) don’t care about, has no purpose, excluding concept, contains no desire, through pure contemplation to obtain pure spiritual pleasure, and improve the ideology in the cheerful, stimulate the love of

life, so is a utilitarian or super utilitarianism. And part of today’s college students in the aesthetic process of mostly focus on the things themselves to their own interests, to the practical value as the aesthetic judgment of things, such as interpersonal communication depends on whether there is use value, the comprehensive assessment points depends on whether the participation of public welfare activities, rather than increase happiness, from the perspective of sincerity and good utility masks free happy heart, loss of people living in the world with taste. In addition, the college students’ aesthetic activities of leisure entertainment, popular music, the singing and dancing, happy, humor, campus network game, these really make students’ body and mind to get a good entertainment and rest, but those who can deeply nourish the soul of college students of literary classics is neglected, the aesthetic activities of college students is not really to the combination of perceptual and rational.

To sum up, the aesthetic values of college students has both positive factors, negative factors, such as mass culture of utilitarianism, shallow and vulgar, but college aesthetic education is an effective strategy to resist these negative factors, aesthetic education by means of emotional education, through the students’ healthy aesthetic purport and the correct aesthetic standard, make university students have higher spiritual life and a new generation of aesthetic emotion.

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## **3. THE CONSTRUCTION OF THE AESTHETIC VALUES OF COLLEGE STUDENTS TO ADAPT THEMSELVES TO THE MULTICULTURE**

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### **3.1 Guided by Healthy Aesthetic Connotation, Cultivate Healthy Aesthetic Consciousness**

Aesthetic values are in the dialogue as an individual aesthetic subject and the aesthetic object and set up a relationship, the aesthetic object is an aesthetic relationship with the main body of the nature, art, society, science and so on a variety of objects. Different aesthetic object in the field of aesthetic value has different connotation, therefore aesthetic subject’s aesthetic evaluation has different scale and principle. Aesthetic activities occurred mainly in the nature, art, social three areas, therefore, the establishment of the college students’ aesthetic values concrete contents mainly is organized around the three areas of construction. First, build up the true, the good and the beautiful harmony of society, that is, the social life of college students and the phenomenon of the beauty and value judgment, when the true, the good and harmony as the standard of beauty, beauty is in the established on the basis of the regularity of the “true” and tends to be the purpose of “good”, so the scientific knowledge, moral pursuit and aesthetic judgment when together, truth,

beauty, wisdom, beauty, moral beauty when become three foundation stone of aesthetic life. Secondly, establish the unity of nature and natural aesthetic view. Kong Ziyun: Leshan wise, benevolent love the water. He thinks people revel in the natural landscape, is to landscape embodies the noble and the good virtue of the wise, all life is the result of natural grace, which heaven and earth pitch on the powerful sense of life lies in the realm of spirit and unity of heaven and earth, college students love the natural phenomena, with “empathy” means and symbolic way and natural fit, resulting in a scene, I unified aesthetic image, make the relationship between human and nature to the affinity. Third, the establishment of inside and outside unified art aesthetics. Art is aesthetic subject to works of art as aesthetic object, architecture, sculpture, painting, taste through film, such as works of art of the novel, contains the deep connotation in order to meet the aesthetic needs of the mind world. All kinds of works of art of the United States, is an artist in accordance with the laws of beauty, contains the social life quality, and the regularity and the ideal wishes, using advanced aesthetic point of view, give a person with beautiful enjoyment of aesthetic ideal created artistic image. Art contains the artist's subjective feelings, is “a holy spirit high perfusion angry results”, is the external form and internal content the mutual penetration of harmonious unity, therefore, art aesthetic to through the external objective form of state such as line, proportion, color, notes, such as text into the internal connotation, to grasp the metaphysical philosophy of works Hanyun, produce positive aesthetic emotion experience. College students of art aesthetic if there is such a state, will be out of the perceptual and fawning on customs, form the elegant aesthetic temperament and interest.

### **3.2 To Communicate Inside and Outside the Classroom As the Way, the Aesthetic Qualities of College Students**

The implementation of the aesthetic activity is a key way of aesthetic values established. Effective college aesthetic education is through class inside and outside double fix to promote college students' aesthetic spiritual awakening. In aesthetic education in the classroom, students in teacher's guidance, face to face with the aesthetic object, aesthetic knowledge to appreciate beauty, experience, and communicate with teachers, interaction with others, in the analysis of the true, the formation of aesthetic ideal of healthy right and interest. Among all kinds of specialized course, teachers also should strive to dig the aesthetic factors, creates the aesthetic image of each shape, truly, truly, let the students feel the beauty, beauty and love, the pursuit of beauty. Outside the classroom, through various cultural activities in campus, the school of training, such as literature and art joint performance, form good appreciation, poems, prose appreciation and other activities, such as visiting museums, outside the school to

watch the large-scale theatrical performances, landscape tourism, experience folk customs, etc., make aesthetic activities towards the infinite open cultural space, to the life world, art into life, thus the aesthetic attitude, the ideal rooted in reality. Class inside and outside the aesthetic activities are integrated to promote and complement each other, make the theory of aesthetic education and aesthetic practice together, effectively promote the university students' aesthetic sensibility, the improvement of taste and creativity, make the aesthetic activities of perception and experience of life value, spiritual motive force into the pursuit of lofty realm of life.

### **3.3 Powered by Self Aesthetic Education, Aesthetic Personality Shaping**

The ultimate purpose of aesthetic education, which is the formation of the aesthetic attitude, the establishment of the all-round development of personality. Through aesthetic education to cultivate students to aesthetic knowledge and aesthetic experience, but ultimately be internalized in heart and become a driving force, make the aesthetic into a stable psychological quality. Rodin once said, life is not lack of beauty, but a lack of eyes to find beauty. When one's aesthetic activities became free conscious activities, he will feel beauty exists everywhere. Reading poems can feel the beauty of rhythm, can feel the beauty of a variety of montage movie, listen to music can feel the beauty of the melody, enjoy the natural wind energy feel form, sound, the beauty of color, light and shadow. That freedom, consciousness of college students' aesthetic ability, through long-term aesthetic culture accumulation, eventually forming the aesthetic personality—the highest level of aesthetic personality. Aesthetic personality refers to the people in the process of aesthetic activity, not attached to the others of the unique inner psychological quality and external behavior characteristics. Aesthetic personality, which can be attached to other pursuit of life, has the mind of your lordship, has the ideal of Zhongzheng righteousness, can forget the boundaries of reality, open the “third eye” of life, poetic flavour ground to inhabit the earth. For college students, to continuously through ones own internal repairing external refining aesthetic emotion sublimation to aesthetic ideal, and formed a sound, increasingly perfect aesthetic personality, to achieve harmony with nature and society. To achieve the aesthetic realm, students must first set up the correct outlook on life, values, kindness, beauty and truth as the value core standards to identify the object of beauty and ugliness and measure the aesthetic value of the object height; secondly to continuously improve their cultural literacy, increase knowledge reserves and life experience, learning about art theory, cultivate aesthetic intuition judgment; thirdly, active aesthetic activities into practice, rich inner emotions, improve the ability of aesthetic experience; Its 4 combine personal aesthetic ideal and social ideal, forming deep life value orientation.

### 3.4 Based on Aesthetic Functions of Campus Environment, Cultivate Students' Aesthetic Feelings

Marxist education thought, the healthy development of the people's physical quality, the result of the interaction between the social environment and education. Physical quality is the material premise, development depends on education and the environment. Campus environment is the carrier of university cultural spirit, which is an important object of artistic conception of beauty, beautification of campus environment and the construction of the formation and development of college students' aesthetic quality has the invisible education function. Healthy and harmonious campus, fused cast excellent traditional culture and moral idea, respect for human nature and personality equality, scientific and democratic culture connotation, can promote the formation of college students' harmonious personality and cultural quality. Elegant campus can edify sentiment, helping students set up the lofty aesthetic ideal, the correct aesthetic concept and healthy aesthetic temperament and interest, so that the students can be in accordance with the laws of beauty to beautify themselves and transform the objective world. Therefore, colleges and universities should make great efforts to build positive campus culture atmosphere, with high-grade campus culture spirit to enhance college students' aesthetic values. On the one hand, to strengthen the construction of the campus natural environment, planning the campus layout, with the principle of beauty in the natural landscape into the human landscape, such as sculpture, reading the long corridor, window display, outdoor large screen shots, etc., so that students in elegant style, strict and orderly and full of cultural atmosphere environment, arouse curiosity, to enhance the love and pride of the school. On the other hand, build knowledge, beauty and good campus culture atmosphere, make university cultural spirit to shape college students' mental character of the invisible power.

Play the school newspaper, broadcast, library, campus culture, network and other media, to advocate advanced culture idea, lead the mainstream culture and the culture; Through holding all kinds of thematic education activity, cultural festival, cultural activities, etc., make the campus is full of cultural atmosphere, guide students to emotional way and the aesthetic value judgments from utilitarian, secular, shallow, deep massiness, healthy and harmonious aesthetic standard.

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