

On the Beauty of Etiquette Image of College Students from the Perspective of College Aesthetic Education

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Abstract

Aesthetic education in colleges and universities is an important carrier of "establishing morality and cultivating people". Modern etiquette advocates and transmits the beauty of a "respect-oriented" paradigm both in content and form, which is an important path of aesthetic education in colleges and universities. Etiquette itself is an important part of the content of aesthetic education. Strengthening the education of the beauty of etiquette image of college students, guiding college students to deepen their cognition and understanding of the image of beauty, and establishing a beautiful image of civilization in the new era is the proper meaning of carrying out the thought of "cultivating people through virtue", improving the aesthetic and humanistic quality of college students, and promoting the development of higher education towards high quality.

Keywords

University Aesthetic Education; The Image of University Students; The Beauty of Etiquette Image.

1. Introduction

With the party and the state reiterating the goal and strategic task of talent training in higher education in the new era, the goal and orientation of talent training in colleges and universities are further moving towards high quality and connotation development. "Cultivating talents through virtue" is the core and key point of the current higher education reform. Aesthetic education is an important carrier for colleges and universities to implement "Moral education and Cultivate Talents" education. In April 2019, the Ministry of Education issued the Opinions on Strengthening Aesthetic Education in Colleges and Universities in the New Era, which put forward clear requirements for aesthetic education in colleges and universities in the new era. The document pointed out that: Aesthetic education is the work of Bacon. It is an important work for colleges and universities to improve students' aesthetic and humanistic qualities and to strengthen and improve aesthetic education for a long time.

Under the guidance of national talent strategy and policies related to higher education reform, aesthetic education in colleges and universities is advancing with The Times. Under the background of the new era, effective measures are constantly taken to promote the implementation of the guiding ideology of aesthetic education and enhance the effect of aesthetic education into practice.

2. Development of "Aesthetic Education"

"Aesthetic education", also known as "aesthetic education", is an education for schools to cultivate students' correct aesthetic viewpoints and develop students' ability to appreciate and create beauty. [1] "Aesthetic education" is also an indispensable link for colleges and universities to implement the high-quality talent training model and achieve the goal of high-quality talent training. It plays an important role in the improvement of college students' aesthetic perception and the formation of correct aesthetic values.

"Aesthetic behavior is a basic spiritual behavior of mankind and has a long history. In line with this, aesthetic education also has a long history, but it has different forms and methods in different eras and regions. The poetry education advocated by Confucius in the Spring and Autumn Period, Music education is aesthetic education. He advocates shaping a person's personality through the steps of 'prosperity in poetry, standing in rituals, becoming in pleasure'." [2] "The famous German philosopher and aesthetician Mr. Schiller in the 18th century The concept of 'aesthetic education' was put forward once, and the nature, function and meaning of aesthetic education were systematically explained, and the first special treatise on aesthetic education was compiled, "Aesthetic Education Letters", which formed a complete set of aesthetic education theoretical system." [3] Mr. Cai Yuanpei, a well-known philosopher and educator in modern times, was the first pioneer in China to propose aesthetic education theories and advocate aesthetic education. The establishment and teaching of aesthetic education courses at Peking University laid an important foundation for the development of aesthetic education in China.

On October 15, 2020, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council jointly issued the "Opinions on Comprehensively Strengthening and Improving School Aesthetic Education in the New Era". The "Opinions" further clarified on the basis of the previous guidelines for aesthetic education. The guiding ideology of aesthetic education is based on morality and building people, guided by socialist core values, and aimed at improving students' aesthetics and humanistic literacy." The guiding ideology of aesthetic education "explains the value of aesthetic education in a more comprehensive manner from the aspect of education, and reflects the value of aesthetic education. The warmth and open-mindedness, with expansibility and initiative..... reflects a new height and richer connotation." [2]

3. The Beauty of Etiquette Image is an Important Content of College Aesthetic Education

Etiquette itself is a part of the content of aesthetic education. Modern etiquette aims to deliver a civilized and orderly harmonious beauty in both content and form. It is an important path for colleges and universities to implement aesthetic education. Strengthen the etiquette education of college students, guide them to establish correct image aesthetic cognition and understanding, supervise their application and transformation in practice, and establish the image of etiquette and civilization that college students should have in the new era. This is the current college aesthetic education work to implement the idea of "cultivating morality and cultivating people", To improve the aesthetic and humanistic quality of college students, and to promote the high-quality development of higher education.

The beauty of etiquette image is a kind of image beauty that college students should pursue in the new era. It includes two important aspects: inner beauty and outer beauty, both of which are indispensable, and inner beauty is more important. Audrey Hepburn once said: "If you want to have beautiful lips, please say kind words; if you want to have beautiful eyes, please see the advantages of others; if you want to have a beautiful body, please take food Share it with others; if you want beautiful hair, please bend down and let your child touch it." The form of beauty must carry the content of beauty. College students should deepen their understanding and grasp of the connotation and essence of beauty, realize that the image of beauty is reflected from the inside out, and strive to "comply both inside and outside" and "respect etiquette" in daily study and life, and establish a new era of college students the image of beauty as it should be.

4. Shaping the Beauty of Etiquette Image

4.1. The Inner Beauty of the Beauty of Etiquette Image

"Respect for others", etiquette is based on "respect". The meaning of respect includes concepts and attitudes such as respect, understanding, care, consideration, and support. This is the meaning emphasized by the word "Li" in etiquette. Etiquette is seen by others and affects others' feelings in interpersonal communication. It is more formal content that is displayed, such as etiquette, courtesy, rituals, procedures, etc., but the core emphasis is on the inner thoughts conveyed behind these forms. Attitudes, values, aesthetic orientation, ideals and beliefs, belief pursuits and other deeper implications are all important aspects of the inner beauty of etiquette. Inner beauty is the decisive part of the beauty of a person's image. If the inner beauty is lost and the etiquette is only the surface form, then the implementation of the etiquette will become flashy, superficial, lack of content, meaningless, and etiquette. The performance will not only not move people, but will also appear formalistic, redundant, and boring.

There are some words like this on the Internet that sound familiar, simple and simple, but very touching. They are reprinted and quoted at a high rate, especially in online communities and social media. For example, "Education is kindness for the sake of others, rooted in the cultivation of the heart", "A good-looking person is not simply beautiful, but his spiritual appearance, including magnanimity, tolerance, sincerity, and kindness in life", "True beauty is kind-hearted and open-minded..." and so on. These words emphasize the importance of a person's inner qualities. Inner beauty is the most moving and lasting. These sentences are very heart-warming and arouse widespread Recognition and resonance.

French humanist thinker and writer Montaigne said: "A person can serve in groups, live in a beautiful mansion, exert a huge influence, and have a huge income. All this may be something outside of him, not his own... The stilts on his feet measure his actual height, let him put aside his wealth, strip off his decorations, and meet us in a naked state... Then what kind of soul will he leave behind? Is his mind beautiful, capable, and happily equipped with all the functions that the mind should possess? Is a person's wealth owned by himself or borrowed from others? Is luck irrelevant to her wealth?" Montaigne provides us with a completely different attitude and way of understanding under the set of identity thinking, which prompts us to reconsider and think about the relationship between fame and wealth and individuals, break the shackles of traditional fame and fortune, and bring the tentacles to Extending to a person's heart and seeing whether his soul is beautiful or not, to achieve a new perspective on the so-called "success", including recognizing oneself.

4.2. The External Beauty of the Beauty of Etiquette Image

External beauty refers to the beauty presented by a person's external image, involving external aspects such as a person's speech, manners, clothing, and being in the world. External beauty is the communication medium in interpersonal communication. It is the beauty of norms and decorations. It requires a person to behave in the world, treat others, standardize performance, pay attention to form, and follow the established rules, conventions and guidelines. This is also in "etiquette". The meaning of the word "Yi".

Confucius said in "The Book of Great Dais Rites: Encouraging Learning": "No one can be seen without decoration. Don't dress up, be disrespectful, disrespectful and rude, and a rude man will not stand still." British philosopher John Locke said: "Etiquette is a layer of decoration on top of all his other virtues, so that they can have effect on it, to gain him the respect and favor of all those close to him. Without good manners, all other achievements will be regarded as arrogance, vain, uselessness and stupidity."

Of course, paying attention to external beauty does not mean to "judge people by appearance." Confucius said: "I judge people by words, but when I lose Zai Yu, I judge people by appearance,

and when I lose my Zi Yu." To judge the quality and ability of a person, otherwise it may be very inconsistent with the facts. However, in real life, the external image often becomes an important basis for inference and evaluation of a person. It is difficult to avoid the influence of these external factors in social interactions, especially between two people who are interacting or cooperating for the first time. The image factor is an important part of the impression left to the other party. It will become the basis for judging and evaluating a person's education level, economic level, aesthetic style, occupational scope, power level, credibility, etc., and it will indeed provide communication and cooperation. The effect brings about some hidden or obvious, big or small influence. Therefore, no matter in daily communication or in the handling of specific matters, the norms and exquisiteness of external forms cannot be ignored. It is important for college students to communicate with others and get along with others in their studies and life or in the future workplace. It is very important to pay attention to rules and methods. They must develop daily norms of behavior and behavior, pay attention to the good habits of expression, and actively create a good external image, reflects a person's self-esteem, self-confidence, sunny, trustworthy, and makes people willing to associate and cooperate with them.

4.3. The Beauty of Etiquette Image is the Perfect Combination of Inner Beauty and Outer Beauty

"A gentleman is humble and moist as jade." A person must have a modest and polite attitude to make others feel friendly, sincere, and warm; similarly, a person's good qualities must be presented in a good form in order to deliver what it should be of the value and meaning. The beauty of the etiquette image is the combination of internal beauty and external beauty. Both are indispensable. If there is no internal beauty, external beauty will lose its foundation, become floating and shallow, appear unreliable and unreliable; similarly, it leaves a certain form of presentation. External beauty and abstract internal beauty are not concrete enough to be sensible and realistic, and external beauty is also indispensable.

"The Analects of Confucius · Yong Ye" said: "Quality wins literature, then the wild, the literature wins the history, the gentleman, then the gentleman". It means that if simplicity surpasses literary decorations, it will be rough, and if literary decorations surpass simplicity, it will be vain. The proportion of simplicity and decorations is appropriate, and then you can become a gentleman." The inner beauty and the outer beauty are very important, both of them should be possessed to become the ideal gentleman image pursued by people. College students should not only actively create a beautiful image to show to the outside world, but also have internal healthy and determined standard concept of conduct and treat people. The combination of the two will jointly achieve the image of "excellent outside and wise in", "both inside and outside practicing", "the holy inside and the king outside".

5. Concluding Remarks

The Chinese etiquette culture has gone through many dynasties' evolution, improvement, screening, and precipitation, forming a precious cultural heritage and spiritual wealth that can be inherited by future generations. Contemporary college students should inherit and carry forward the essence of civilization of etiquette culture, and require themselves from the perspective of personal cultivation in daily study and life, develop a good temperament, regulate words and behaviors, form good habits, and cultivate the beauty of etiquette and civilization that college students should have in the new era, and promote to form a beautiful image of national citizens in the new era.

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