

Arts Education in The Local Universities of Southwestern China and the “Tell China’s Stories” Campaign in The New Era: A Case Study of The Story Regarding Nie Er and Chinese National Anthem

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ABSTRACT

Yuxi city, Yunnan province is the hometown of Nie Er, which is the composer of China’s national anthem and is the great public musician. The people of Yuxi have always taken Nie Er’s spirit as a strong mental drive to inspire them to love the CPC and the country. When President Xi Jinping made a investigation in Yunnan, he pointed out that “*the Story of Nie Er and the China’s National Anthem*” should be presented compelling. Over the years, practice has proved that the inheritance and development of excellent culture cannot be separated from the strongly support of education. As an indispensable part of higher education, art education is an important approach to inherit and develop Chinese excellent culture, with unique responsibilities and missions. Universities need to present compelling “the story of Nie Er and the China’s national anthem”, make “Red Culture” and regional culture rooted in the teachers and students’ minds. Using the new models and new contents to earnestly implement the General Secretary Xi Jinping’s requirement of important speech at the school ideological and political theory teachers’ symposium. and realizing music culture’ inheritance and carry forward. Presenting compelling the stories of “Nie Er and the national anthem”, and combining Nie Er’s music and its spirit with the research and exploration of regional ethnic music cultural resources, so as to make them produce good effect and play an important role in the new era and create greater value.

Keywords: *Local university; art education; presenting compelling “the stories of Nie Er and the China’s national anthem;” Nie Er’s music culture; local ethnic culture*

INTRODUCTION

THE IMPORTANCE OF ART EDUCATION IN THE UNIVERSITIES.

It is helpful to develop students' overall thinking, cultivate and improve "emotional intelligence", stimulate innovation ability and creativity.

Human thinking is composed of logical thinking and image thinking, the both complement each other. Einstein once said: "Imagination is more important than knowledge, because knowledge is limited, but imagination summarizes everything in the world, it promotes world's advance, and is the origin of knowledge evolution." The "imagination" belongs to image thinking. Relevant materials also prove that. Qian Xuesen, a great scientist of China, also agrees with this theory and demonstrates it by himself. Image thinking is very important for a scientist, it is impossible to make important achievements in science if missing it. However, the development of people's image thinking can be promoted by art in all kinds of education. In order to cultivate universities students' physical thinking in images and image memory, train and develop students' comprehensive thinking, foster, and improve the "emotional intelligence" through the art, logical thinking and image thinking, must be organically combined with scientific thinking and artistic thinking to form a high-quality thinking, cultivate a right personality, and play the important role of a new era's innovation and creation. Art educational activities play the role of affective education by the method of educating with emotion. Nowadays, there are abundant factors that make the people became increasingly estranged and induced the poor emotional world. That is because we are living in an era of information explosion amid the development of science and technology. Universities students will enter society, their knowledge system is mainly divided into the following three stages: the basic form the primary school, the improvement in the middle school and the acquisition in the university. These three stages of training make their integrating and cognizing ability increase day by day. they need the chances to show what their abilities, and these opportunities are also associated with innovation and creativity. However, art education can stimulate inspiration and innovation, provide a variety of perceptions, practice, and expression opportunities. Furthermore, play an effective role of guidance and enlightenment.

It is helpful to strengthen moral education and supplement virtues with arts.

The outline of education planning points out that the development direction of education reform is to "Adhere to People-Oriented Principle, implement competence education comprehensively and constantly improve universities students' humanities and aesthetic". Therefore, art education is just about an important way to strengthen aesthetic education. In the school ideological and political theory teacher symposium, General Secretary Xi Jinping pointed out that: "We should cultivate people with the thought on socialism with Chinese characteristics for a new era, and comprehensively implement the educational guidelines formulated by the Party, practice the fundamental task of establishing moral integrity in cultivation and pursue education for all-round development.". In the process of education, it is emphasized to educate people with morality. At present, just preaching or telling people what to do is not feasible. Art education gives full play to the artistic function of education. It has the effect of osmosis.

With the help of new methods, there is no forced preaching, appealing to reasons, so that people can be happily educated. Aiming at helping students to take “Goodness,” “Virtue” and “Patriotism” as beauty, “Taking a keen interest in science” and “Fond of learning” as beauty, all above is an indispensable part of university education and an important content of the implement competence education comprehensively. Through art education to improve aesthetic education, so that it can assist the moral education and actively respond to the key of running ideological and political courses put forward by General Secretary Xi Jinping.

Strengthening its popularization is conducive to the inheritance and promotion of excellent culture.

Nowadays, art education is often regarded as a professional course for art students. In fact, it is facing all universities students as a kind of national quality education. Everyone has the right and obligation to receive art education, and there are no differences between art majors and non-majors. Art Education in local universities is different from professional art colleges, it focuses on national quality education from the aspects of purpose, content, form, and mode, while professional art colleges are aimed at cultivating top-notch talents. Therefore, local universities should pay attention to its popularization, teaching, the educational requirements of the activity, and the cultivation of aesthetic ability and artistic quality, to cultivate students' patriotism. In the new era, culture meets people's spiritual needs with its unique charm. The inheritance of excellent culture is inseparable from art education activities, its essence also imperceptibly edifies them, while broadening the aesthetic vision of universities students. It not only can help students to expand and taste the diversity of excellent national culture, think about the value behind culture, but also carry forward excellent culture in the new era through a gradual process.

THE IMPORTANCE OF PRESENTING COMPELLING “THE STORY OF NIE ER AND THE CHINA’S NATIONAL ANTHEM” IN THE ART EDUCATION CLASSES OF UNIVERSITIES.

Editing students' “Red Cultural Sentiment.”

First, the most important thing for the university students is to create a good atmosphere, which is the collision of humanistic spirit. University students should have the qualities of artistic feelings, because they can innovate only when they have a beautiful heart. Universities have the historical responsibility of inheriting excellent culture, and their art education is conducive to the inheritance and development of “Red Culture” and excellent national culture. Integrating the stories of “Nie Er and the National Anthem” into the teaching of art teachers in universities is beneficial to enrich the teaching resources of them. For example, through appreciation of Nie Er's works and “Red Music” to make the excellent “Red Music Culture” not only create a delighted sentiment for the teachers and students, but also emphasize its historical value, cultural value, artistic value, scientific value, and social value. Therefore, presenting compelling “the Story of Nie Er and the China’s National Anthem” in the art education classes of universities, inheriting and carrying forward its spiritual connotation is an effective way to

edify the cultural sentiment and enhance the cohesion, the national identity and pride of universities students in the new era.

Promoting the constant development of red music culture and local excellent national music culture.

Yuxi is in the hinterland of central Yunnan. With all kinds of ethnic minorities, which have their own unique languages, customs, habits, religions, costumes, and other cultures, and build their own quiet and warm lives. All these are the beliefs and cultures passed down from generation to generation for thousands of years. The ethnic groups living in Yuxi have provided us with unique learning objects and research conditions. In the study of Nie Er's music, some scholars have pointed out that a considerable part of Nie Er's music were originated from the "Traditional Huadeng Tune of Yuxi". However, the author believes that Nie Er's mother, Ms. Peng, is also a local "Huayao Dai" in Yuxi. She likes music, later learned Han's culture and Traditional Chinese Medicine. In the environment where Nie Er grew up, his mother hummed the "Traditional Huadeng Tune of Yuxi" and the "Huayao Dai Tune" and was influenced by his constantly sees and hears of family music cultural. All the things above played an important role in Nie Er's music enlightenment, cognition and later works creation, and all these prove that Yuxi has unique national music and cultural resources.

Local universities have the responsibility for the inheritance of the living culture. "Red Music Culture" and regional excellent national music culture can be regarded as one of the cores of art education. Education is the carrier of cultural propaganda. Integrating the "Red Music Culture" and the traditional cultural education of all ethnic groups in the region into the art education of universities, has proven the fact that integrate all ethnic groups together, mutual understanding and assistance, respect and tolerance, appreciation and learning from another perspective, . It reflects the value of being intimacy, sharing resources and the achievements of ecological civilization construction. The forming of a normalized "Red Music Culture", the study and research of regional excellent national music culture, can hold it to be spread from ancient times and develop constantly.

Establishing cultural confidence and promoting the integrated development of culture and Tourism.

The values and world outlook of universities students are still developing, and their judgment and acceptance ability are very strong. Presenting compelling "the Stories of Nie er and the China's National Anthem" in the art education classes of universities can provide students with a comprehensive knowledge system and establish cultural confidence. Students are the new force and innovators with unlimited possibilities in the new era. The establishment of a song and a cultural brand may be in their hands. People will think of Yunnan when they hear *The Flowing Stream*, and Dehong's Dai people when they hear *A Beautiful Place*. The spreading power and social effect brought by a song have far exceeded its artistic appeal. In recent years, there are " Impression " series such as *Impression-Lijiang* and *Impression-Liu Sanjie*, and "Eternal Love" series such as *Lijiang-Eternal Love* and *Songcheng-Eternal Love*, which have proved the great value of

cultural and tourism integration in all aspects. People now are paying more attention to the social effects brought by art works, and constantly improving the brand value. This also is the practical significance of cultural and tourism integration. Therefore, we should pay more attention to cultivating the creativity of universities students, and make use of Yuxi's "Red Cultural Resources" and prolific national cultural resources to create and even start one's own businesses. The young generation will have unlimited possibilities, "Give them a fulcrum, and they can lift the earth".

THE ADVANTAGES OF PRESENTING COMPELLING "THE STORY OF NIE ER AND THE CHINA'S NATIONAL ANTHEM" IN THE ART EDUCATION CLASSES OF UNIVERSITIES.

Geographical advantage.

Yuxi is in the central part of Yunnan Province. Except the Han nationality, there are also eight ethnic minorities, Yi, Hani, Dai, Hui, Bai, Mongolian, Miao and Lahu, forming a multi-ethnic population of 2.36 million people, which live and reproduce in the 15,285 square kilometers of land for generations. Yuxi has the reputation of "one city with four reputation", including "the origin of life", "the Hometown of Nie Er", "the Hometown of Yunnan tobacco", "the Hometown of Traditiona Huadeng", and "the Plateau of water". Yuxi is the city of multitudinal industries, such as "the City of industry", "the City of vitality", "the City of livable", "the City of ecology", "the City of culture", "the City of happiness", and the City of Red. Yuxi is the hometown of Nie Er, the author of *March of the Volunteers*, which is the China's National Anthem of the People's Republic of China. Yu Hai, national level command conductor and former head of the Military Band of the Chinese People's Liberation Army, has been to Yuxi three times. He said, "Yuxi is the holy land of Chinese revolutionary songs, which gave birth to the great people's musician Nie Er and gave birth to the *March of the Volunteers*." It is constantly showing the city's name card of "Nie Er's hometown, Red City and Music city".

In this fertile land with rich resources of national culture, the inspiration of creation is burning. Nie Er's spirit inspires musicians and artists here to eulogize their hometown with soulful melodies in their own ways. In recent years, Yuxi has vigorously carried forward the Yuxi spirit of "Try to be the best", and made great efforts to build the the rising growth pole of central Yunnan, the rural revitalization demonstration zone, and the common prosperity demonstration zone. At present, Yuxi has 34 patriotism education bases including provincial, municipal, and county level. It is represented by Nie Er's former residence, Nie Er Memorial Hall and museums. Taking Yuxi Normal University as an example, the university is in the downtown area of Yuxi. Relying on the geographical advantages of Nie Er's hometown, the university promotes Nie Er's cultural spirit. It has set up the Nie Er and National Anthem Research Institute and the National and Folk culture Training Hall of the Mekong Sub-region. Universities teachers have high enthusiasm for ethnic culture research and rich research results, which provide splendid resources and support for the excellent ethnic culture education. The combination of school and land should establish the brand of Nie Er culture in an all-round way, implement the task of building virtue and cultivating people to create a new brand of patriotism education with local resources in Yunnan. Yuxi City is half an

hour away from each county by car, and the longest is 2 hours. With a strong ethnic atmosphere and many festivals, teachers and students can be invited to participate in many activities, which will surely stimulate students' desire to explore, actively rely on regional advantages to carry out relevant teaching and scientific research work, and accumulate more experience.

Human resources advantages.

The Nie Er's Former Residence, Nie Er Park, Nie Er Memorial Museum, Nie Er Library, Nie Er Theatre, Nie Er Hall, Nie Er Cultural Square and Nie Er Music Square and other education bases, with a total of more than 200 personnel. Nie Er Culture Research Center was set up in the Nie Er Library, unveiled in 2022, It planned to hire 20 experts and 12 permanent directors of the Nie Er Music Foundation. Regarding Nie Er's Former Residence as center, it invested 690 million yuan, to covers an area of about 25 acres's Nie Er National Anthem Study Center. Held in February each year, to commemorate Nie Er's activities and a series of activities, like in July "Nie Er and the China's National Anthem", these are built in and became an important carrier and human advantages for presenting compelling "the Story of Nie Er and the China's National Anthem" in the art education classes of universities. Furthermore, Yuxi Normal University has setted up The Nie Er and the China's National Anthem Research Center to implement the Xi Jinping's demnd and the important measures to presenting compelling "the Story of Nie Er and the China's National Anthem", however, it can not only dig over " the Red Cultural Gene of Nie Er's story ", but also benefit explore the great power of the national anthem.Yuxi Normal University is a full-time undergraduate university, which is subordinate to the provincial government. "Rooteing in Yuxi and education, fostering virtuous people" is the object of it.

At present, there are 14246 students from 23 provinces, with about 3500 graduates each year. Nearly 60000 qualified talents serving the needs of local basic education and economic and social development have been trained for Yuxi and surrounding areas. As the only undergraduate university in Nie Er's hometown, Yuxi Normal University undertakes the responsibility of presenting compelling "the Story of Nie Er and the China's National Anthem" and builds a localized patriotic education system with school-local linkage. Nie Er and the China's National Anthem Research Institute has hired more than 30 experts from Marxism schools of some universities inside and outside the province, such as Tsinghua University, as researchers, which will help integrate resources, tap local characteristics of education resources, and promote the research and exchange of Nie Er and the national anthem. In the future, human resources can be fully utilized. Universities can promote the new mode of "walk out and come in", hire local experts and researchers to participate in teaching and research, and go outside to participate in learning, research and practical activities. Give full play to the important functions of universities in serving local economic construction.

CONCLUSION

In order to presenting compelling "the Story of Nie Er and the China's National Anthem" in the art education classes of universities, strengthen the construction of

measures should be put in implement. First, strengthen the construction of *Presenting compelling "the Story of Nie Er and the China's National Anthem"* art education music series curriculum; Secondly, the curriculum content of Nie Er's music works and regional ethnic music cultural resources should be increased. Third, promote the education innovation and establish a scientific research mechanism; Fourthly, establish and improve the teaching evaluation and management mode of *Presenting compelling "the Story of Nie Er and the China's National Anthem"*; Fifth, drive the research with the topic of *Presenting compelling "the Story of Nie Er and the China's National Anthem"*; Sixth, drive the development of courses through the construction of practice bases and the development of practical activities. Only by establishing and improving the curriculum system and the curriculum evaluation system can we ensure that the "story" can be told better continuously.

EPILOGUE

The art education of local universities' promotion on *Presenting compelling "the Story of Nie Er and the China's National Anthem"*, have a significant meaning for implementing the requirements of General Secretary Xi Jinping that build socialism with Chinese characteristics for a new era, it also is in line with the strategic deployment of local development. However, a positive and far-reaching impact has been put in promoting the integration and development of cultural tourism accelerating the modernization of education, the construction of education powers, and striving to cultivate new people of the times who are responsible for the great task of national rejuvenation. At the same time, local red culture brand should be established to promote the integration and development of cultural tourism. Universities are the cradle of nurturing talents. They should speed up the cooperation, build the curriculum system of art education, shoulder the heavy responsibility of inheriting and carrying forward Chinese excellent culture, to integrate the red culture and local excellent national cultural resources. During this process, a batch of new-type applied talents in this process should be built to make positive contributions to the cultivation of socialist successors with all-round development of moral, intellectual, physical, aesthetics and labor education.