

## Practical Research on the Integration of Aesthetic Education into University Etiquette Teaching

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**Abstract:** In October 2020, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the *Opinions on Comprehensively Strengthening and Improving School Aesthetic Education in the New Era* (hereinafter referred to as the *Opinions*), emphasizing the need to further strengthen aesthetic education and enhance students' aesthetics literacy. The teaching practice of integrating aesthetic education into etiquette education is the combination of external beauty and internal beauty and aesthetic quality, so as to guide students to establish aesthetic awareness and promote students' aesthetic quality. This article studies the practice of etiquette teaching from the perspective of aesthetic education, including teaching content to guide beauty, teacher teaching to demonstrate beauty, and teaching methods to explore beauty.

### 1. Introduction

The etiquette education of contemporary college students absorbs the reasonable content of traditional Chinese etiquette, breaks through its shackles and limitations, and absorbs the excellent results of etiquette in various countries. The purpose is to guide, educate and cultivate college students to be sincere, friendly, civilized, and aspired. The teaching content of etiquette education contains rich aesthetic resources, explores the aesthetic connotation of the beauty of etiquette, and realizes the transformation of internal aesthetic needs into external etiquette practice in the teaching process, enhances the teaching effect, and promotes the improvement of students' aesthetic quality.

### 2. Etiquette teaching content to guide beauty

Cai Yuanpei said in *The Chinese Encyclopedia of Education* that "Aesthetic educators apply the theory of aesthetics to education for the purpose of cultivating sensibility". It can be seen that aesthetic education is perceptual education and image education, and beauty cannot be displayed without the basic element of specific image, which is very similar to the characteristics of etiquette education. The beauty of etiquette is first manifested in the perceptual form of beauty. On the one hand, it appeals to the norms of individual behaviors, actions, expressions, language, clothing, etc.; on the other hand, it seeks to establishing and following a series of perceptual procedures presented in the etiquette activities of group participation. The etiquette teaching courses are rich in content, including external image, speech and behavior and the norms of social interaction, full of aesthetic connotations, which can guide students to pursue personal and social beauty.

The content of etiquette teaching contains the "shaping capability" for people, which is an important part of aesthetic education. With aesthetic theories and under the influence of beauty, students are guided to produce aesthetic emotions and experience aesthetic feelings. A good aesthetic quality determines the correct value orientation and the basic attitude to behave in the world. For example, in terms of appearance and beauty, guiding students to the correct cognition of facial modification is not to "judge people by appearance", but to reflect personal respect for themselves and others through self-management. The overall requirement is natural, dignified, and graceful; In terms of appearance beauty, integrate people's aesthetic orientation on clothing, so that students can distinguish between mainstream and non-mainstream aesthetic tastes, understand the principles of clothing etiquette, dress appropriately according to different occasions, and understand

that human clothing not only expresses emotions, but also shows its wisdom and suitability. Only the best clothing can win trust and effectively carry out interpersonal communication; In terms of the beauty of deportment, guide students to the correct cognition of elegant and decent behavior. A good deportment not only shows the beauty of the individual's body, but also reflects a person's inner self-cultivation, which is a silent display of inner beauty. In the training design of standing posture, walking posture, sitting posture, squatting posture and gesture language, the beauty of elegance is displayed. In the content of language beauty, students are guided to pay attention to three aspects. The first one is the attitude of speaking. When talking, convey a passionate and sincere attitude, with a natural expression; express from the heart that you respect others and treat others equally, be aware of the needs of others, and learn to speak from the perspective of others. The second one is the skill of talking. As far as language is concerned, firstly, the pronunciation should be standard, concise and accurate; at the same time, the language must be popular; and finally, the speech must be handled appropriately, civilized and polite. For example, in public places, follow the principle of "no disturbance to others", and talk and laugh in a low voice; in the face of close friends, be careful in the speech and actions. In terms of the content, the content of the conversation is a concentrated display of inner interests, cultivation, experience, and character. Topics should be elegant and relaxed; choose elegant and civilized content, such as philosophy, history, literature, art and social development; avoid vulgar, low-level, sad and depressing content, especially do not participate in the spread and discussion of gossip. Pay attention to listening in the process of communication. Listening and speaking are two aspects of communication. Listening is the prerequisite for language expression. Listening attentively is the best way to show respect and courtesy to the other party. Personal etiquette conveys the beauty of art between respectful, decent, fresh and natural speech and demeanor, so that "virtues originate inside and etiquette goes outside." A society full of "gentlemen" and a society where everyone is willing to become a "gentleman" is a healthy society.

### **3. Teacher teaching to demonstrate beauty**

Etiquette teachers must put morality first, and achieve "righteousness as a model". General Secretary Xi Jinping pointed out that "teachers should be the mirror of students, set an example, win the admiration of students with noble personality, and set an example for students with exemplary words and deeds." Etiquette teachers must accurately grasp the inner spirit of etiquette culture, adhere to the guidance of socialist core values, realize the guidance of socialist core values to students' thoughts, values, and behavior habits, strengthen students' recognition of China's excellent traditional culture, and vigorously promote the national spirit with patriotism as the core and the spirit of the times with reform and innovation as the core, guide students to deeply understand the excellent traditional Chinese culture, and pass on the essence of thoughts and the value of times of benevolence, people-oriented, honesty, justice, harmony, and unity, and guide students to consciously perceive, comprehend, and practice etiquette in cultural self-confidence. In the process of teaching, etiquette teachers should infiltrate aesthetic education through emotional education, stimulate students' essential emotions, promote students to root etiquette and aesthetic education in their hearts, encourage them to spontaneously pursue beauty and improve aesthetic quality. For example, etiquette can best reflect a social form and a state of harmony between people. In interpersonal communication training, teachers should take care of introverted students with love for students, encourage them to boldly participate in training, help them overcome inferiority and fear, and make students full of confidence. In this way, this can not only improve the effect of teaching, but also has a positive significance for interpersonal communication of students, which will play a role for students to adapt to the society and communicate with others in the future.

Etiquette teachers should "set an example of beauty" in the classroom, and create a civilized etiquette atmosphere in class and after class. They should pay more attention to their etiquette and aesthetics of dress, words and behaviors than other teachers. This is the most intuitive way of demonstrating and leading etiquette teaching. Especially in class, when a well-dressed and dignified etiquette teacher with smile on face walks gently in front of students, the unique etiquette image

will arouse students' admiration and intense attention, forming their certain recognition of the symbolic meaning of the beauty of the external image for the teacher, which inspires students' pursuit and yearning for beauty, arouses self-reflection and internal adjustment. In teaching, etiquette teachers should be more beautiful in language. When talking with students, be civilized and standardized; at the same time pay attention to the beauty and artistic sense of language. Teachers shouldn't talk with students with higher-level posture, which is difficult to convince students, instead they should use compliment and humorous language. This not only improves the teaching effect, but also shortens the distance between teachers and students. For example, when you say encouraging words to students that "You have made progress recently. Keep working hard", the language appears hollow, lacking enthusiasm and sincerity, which can easily cause a crisis of trust. If the teacher can say students' strengths and achievements in detail when complimenting them, students can feel the sincere care and guidance with the concrete facts. In addition, etiquette teachers should pay attention to the use of body language in class. For example, with a beautiful smile, humble and caring eyes, and natural and decent gestures, the etiquette teachers show the grace and elegance of the etiquette teachers, which will help shorten the psychological distance of teachers and students, and create an equal and friendly atmosphere, so that students can naturally be influenced, and accept the essentials of etiquette and the beauty of aesthetic education.

#### **4. Teaching methods to explore beauty**

Etiquette is a rule that conforms to morality. People have to act according to etiquette. Etiquette is a code of conduct and norms established by various conventions that people respect each other in social interactions for the purpose of establishing a harmonious relationship. Therefore, in the teaching process of etiquette class, teachers must not only convey the spiritual connotation of etiquette beauty to achieve aesthetic education, but also teach the operation specifications and skills of specific manifestations of etiquette, so that students can develop the etiquette in the repeated practice of "the beauty of etiquette" and avoid formalistic bashful behaviors. Therefore, the teaching method should be more flexible and vivid, adopting teaching methods such as case study, discussion, scenario simulation, video observation, group presentation, combined with the characteristics of "endutainment" of aesthetic education, and integrate rational aesthetic knowledge and perceptual aesthetics according to etiquette teaching content, so that students can have a deeper thinking about etiquette and cultural knowledge and experience the joy of aesthetics. For example, when talking about interview etiquette, purely theoretical teaching is boring, and simple case analysis has little effect and cannot stimulate students' interest in learning. If teachers follow the scenario design and adopt the method of scenario simulation, during the simulation process of learning, students are required to observe and think about different problems, so that students can understand why they want to do this and how to do in a right way. For example, Mr. Wang knocks on the door and enters the interview room. After he takes his seat, he starts to answer the interview's questions. Guide students to think that in this process, what actions conform or do not conform to the etiquette norms. First, how to knock on the door, and for how many times, and why are the knocks and times important? Second, after entering the interview room, when to sit down and what kind of sitting posture should be adopted? How to be in a beautiful sitting posture? Third, after answering the interview's question, how to say goodbye to the interviewer, whether to use honorifics, and how to have the skills of oral communication? Through the teaching method of scenario simulation, what students experience is not only a norm, but also a way to behave in the world and appreciate the beauty of interpersonal communication.

Etiquette teachers should use words and deeds to achieve the effect naturally. There are higher requirements for their teaching control ability and artistic methods, and teachers must use new media teaching methods to implement aesthetic education functions. For example, insert music, videos and pictures in PPT presentations, and make use of the advantages of multimedia technology to produce beautiful, simple and practical courseware. For example, inserting the popular music of "You look so good when you smile" into the courseware. Combined with the smiling training method, lead students to carry out smile exercises training in the music, and the music can trigger

the emotional resonance of students. Immersed in the beautiful melody, they can have an aesthetic experience, and enhance the perceptual understanding of teaching content.

## References

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