

Research on the Necessity of Establishing an Aesthetic Education Model for E-commerce Majors

Honghong Wang

Zibo Vocational Institute, Zibo 255000, China.

Abstract

Aesthetic education plays an irreplaceable role in college education. In order to cultivate e-commerce professionals with all-round development of morality, intelligence, body, beauty and labor, professional education and aesthetic education can not be separated. The author believes that the construction of aesthetic education training mode has an irreplaceable role in cultivating all-round people. The construction of aesthetic education model helps to enhance teachers and students' cognition of professional teaching and aesthetic education integration; It is also conducive to breaking the current situation of the superficial form of aesthetic education activities in colleges and universities.

Keywords

Aesthetic education; Necessity.

1. Introduction

In recent years, Chinese scholars have made more and more researches on aesthetic education year by year. They have conducted comprehensive analysis and research on the characteristics, realization path and existing problems of aesthetic education, etc. However, there are few researches on aesthetic education for e-commerce majors, especially in the integration of e-commerce education and aesthetic education.

The construction of e-commerce major in China mainly focuses on the training of online shop operation ability, new media technology, data analysis, website construction and other aspects, and focuses on the learning of students' e-commerce professional knowledge and the training of skills. Aesthetic education is mainly completed by humanistic quality courses, such as sports and health, fine arts and so on. In fact, in the study of professional courses such as online shop operation, new media and website construction, students pay more attention to the cultivation of skills and ignore the integration of aesthetic education, and their works are often technical and lack of aesthetic feeling, which has become a shortcoming in the future work.

It is an irreplaceable practical necessity to deeply study the significance, path, results and existing problems of the integration of e-commerce education and aesthetic education in colleges and universities, especially in higher vocational colleges in our province.

2. At present, China's higher education generally places more emphasis on intellectual education than aesthetic education, which plays an irreplaceable role in the all-round development of human beings.

At the National Education Conference in 2018, it was proposed to train socialist builders and successors with all-round development of morality, intelligence, physical fitness, the United States and labor, which is to clarify that China should build an education system of "five education simultaneously" to enable people to obtain comprehensive and harmonious development. In this process, five education is indispensable. However, through the visits of the

members of the research group and the investigation of teachers and students in some colleges and universities, it is found that in the training process of e-commerce professionals in most schools, there is a current situation of "valuing intellectual education over aesthetic education". Educators focus on cultivating students' professional knowledge and technical skills, such as picture processing technology, website construction ability, network marketing ability, etc., highlighting the practicability and commercial value of students' e-commerce works, but ignore an important point, aesthetic education is not only an important part of the five education of "morality, intelligence, physical beauty and labor", but also aesthetic education has a role in promoting intellectual education and moral education.

CAI Yuanpei also pointed out: "Aesthetic education and intellectual education go hand in hand, in order to refer to the completion of moral education."

First of all, aesthetic education plays an irreplaceable role in the all-round development of human beings. Ancient Greek Plato advocated the use of music to mold children's minds; German Schiller pointed out in his book "Aesthetic Education" that in industrial society, aesthetic education is the only way to liberate people's spirit; CAI Yuanpei, a famous educationist in China, advocates the simultaneous development of five education, which regards aesthetic education as an important part of education. Wang Guowei even talked about aesthetic education as an important part of cultivating "complete character" education. "Opinions on Comprehensively Strengthening and Improving aesthetic education in Schools in the New Era released in 2020" put forward that "aesthetic education is aesthetic education, sentiment education, spiritual education, but also rich imagination and cultivate innovative awareness of education, can enhance aesthetic quality, cultivate sentiment, warm the mind, stimulate innovation and creativity."

Secondly, aesthetic education promotes intellectual education and moral education. Various e-commerce products, pictures, videos and other presentation carriers for aesthetic education can be used as part of the content of intellectual education, so that students can imitate and learn the presentation forms of these carriers while discovering, appreciating, tasting and appreciating beauty through these carriers, so as to improve students' professional quality of e-commerce. In addition, the development of aesthetic education activities is helpful to improve students' IQ, EQ and thinking, especially to cultivate and develop the development of e-commerce students' image thinking and spatial thinking, which plays a catalyst role, and then plays a crucial role in the space construction of students' e-commerce shopping scene, the establishment of broadcast room, video shooting skills. Therefore, in the training of e-commerce students, aesthetic education can promote the development of intellectual education. At the same time, aesthetic education also plays a role in promoting moral education, because beauty can nourish morality. The so-called virtue must be beautiful, good, positive, noble, poet Brodsky once said: "aesthetics is the mother of ethics", Zhu Guangqian pointed out: "From the ethical point of view, beauty is a kind of good; From the aesthetic point of view, goodness is also a kind of beauty ", these masters succinctly emphasized the importance of aesthetic education for the cultivation of human virtues. Therefore, doing a good job in aesthetic education has a positive supporting effect on the correct formation of college students' world outlook, outlook on life and values.

3. The lack of cognition of the integration of professional education and aesthetic education requires a scientific model to enhance the cognition of teachers and students.

At present, teachers and students of e-commerce have not yet formed a scientific and systematic cognition of aesthetic education. In the training programs of e-commerce talents in many colleges and universities, there are no specific requirements for aesthetic education, nor

have they built an effective curriculum system. Most of them only have sports and health in training students for physical beauty. In the investigation of some students, teachers and students, it is found that some people simply regard aesthetic education as pure art education, such as art, photography, design, aerobics and other professional education, and believe that aesthetic education quality is mainly related to childhood talent, family education, extracurricular classes, and so on, but has little relationship with e-commerce professional education. Some teachers and students believe that aesthetic education has nothing to do with their professional learning, future employment, career promotion, etc., and talents specializing in art need aesthetic education. It can be seen from the research group members' understanding of some teachers and students on aesthetic education that some teachers and students' understanding of aesthetic education is missing and misplaced.

Aesthetic education plays an important role in all aspects of e-commerce activities, such as product selection, photography, design, and activities. It is already the spontaneous demand of online shoppers to make products have beauty, anchors show beauty and music play beauty. In the modern Internet era, we are experiencing the experience economy or aesthetic economy, merchants often sell is no longer pure material products, but a mood and atmosphere, a dream, that is, buyers are not only the practical value of the purchase of goods and general services, more concerned about a kind of beautiful experience and emotional experience. An excellent e-commerce graduate should not only have skilled Internet-related technologies and professional theoretical support, but also have high aesthetic and humanistic literacy, proficiently use aesthetic knowledge and laws in the selection, shooting, editing, art, operation, website, data analysis and other jobs, and be able to "aesthetic" in their own work. How to train e-commerce students to have aesthetic quality, cultivate aesthetic concepts in study and life, and enhance aesthetic ability in works is not possible without a set of appropriate aesthetic education training mode. "To do a good job, you must first use your tools" is the truth. Therefore, educators need to put forward scientific and reasonable aesthetic education mode for everyone to discuss and practice. Improve the cognition level of teachers and students on aesthetic education.

4. The form of aesthetic education activities in colleges and universities is superficial, and the construction of a comprehensive and multi-angle aesthetic education training system is imminent.

At present, the implementation of aesthetic education is not limited to aesthetic education courses. Campus cultural and sports activities and social practice activities are the main ways and means to carry out aesthetic education. However, according to the investigation of aesthetic education in colleges and universities, the members of the research group found that although there are many clubs and various artistic performances (such as welcome parties for new students, etc.), However, there are few activities combined with the major and guided by professional aesthetic education teachers, resulting in superficial forms of aesthetic education activities, which can not fully mobilize the enthusiasm of students to participate in aesthetic education activities, and it is out of touch with the requirements of professional personnel training.

At the same time, aesthetic education can never achieve the goal of cultivating and shaping students' aesthetic concept and aesthetic ability, edifying people's sentiments, purifying people's minds, and improving college students' innovative and creative ability through colleges and universities, nor can it be simply facilitated through aesthetic education general courses and campus cultural activities. The realization of aesthetic education needs the cooperation of schools, society and enterprises. Apart from the establishment of general aesthetic education courses, the infiltration of aesthetic education elements in professional

courses, the development of aesthetic education activity practice courses, and other aesthetic education related courses such as minor aesthetic education should also be carried out in parallel, so as to improve the overall level of aesthetic education and improve students' aesthetic development ability. And then affect their outlook on life values.

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