

Research on the Integration of Zhanjiang Regional Culture Infiltrating the Ideology and Politics of Art

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Abstract: Inheriting the excellent traditional Chinese culture is an important direction for the construction of the ideological and political integration of fine arts disciplines in China in the new era, which provides a fundamental guideline for China to enhance its national soft power. Zhanjiang regional culture as an important part of Chinese traditional culture, to promote Zhanjiang regional culture infiltration of fine arts disciplines of ideological and political integration, contributing to the development of the organic fusion of traditional culture and the integration of ideological and political construction in colleges and universities. Therefore, this paper focuses on Zhanjiang regional culture to develop a systematic discussion, through mining the commonalities between Zhanjiang regional culture and the construction of the integration of fine arts disciplines, in-depth exploration of Zhanjiang regional culture infiltration of fine arts disciplines in the integration of the construction of the effectiveness of the strategy, to help colleges and universities to build a sustainable and healthy development of the ideological and political construction.

Keywords: Zhanjiang regional culture, fine arts discipline, ideology and politics integration

Introduction

Regional culture refers to the unique cultural characteristics and traditions formed in a specific geographical area, and each region has its own unique regional culture, including language, religion, customs, art, architecture and other aspects, reflecting people's adaptation to the environment as well as the influence of social history, economic development and other factors. Located on the Leizhou Peninsula, Zhanjiang has abundant tourism resources and long-lasting regional cultural resources, rich and colourful folk art forms, and unique regional qualities and regional emotions have been precipitated in the long river of history, which provides a rich treasure trove of resources for the construction of the ideology and politics in colleges and universities, especially for the construction of ideology and politics in local colleges and universities. The integration and convergence of the ideological and political construction of art discipline and Zhanjiang regional culture is not only the inheritance and promotion of the excellent traditional culture of Zhanjiang region, but also the enrichment of the teaching content of the ideological and political construction of the art discipline in colleges and universities, which opens up a new development path for the ideological and political construction of the art discipline^[1].

1. Overview of Zhanjiang regional culture

Regional culture refers to the unique cultural characteristics and traditions formed in a specific geographical area, and each region has its own unique regional culture, including language, religion,

customs, art, architecture and other aspects, reflecting people's adaptation to the environment and the influence of social history, economic development and other factors. Since ancient times, Zhanjiang has been praised as "the important land in the south of the sky", with its endless coastline and endless red land, and it is in this widely acclaimed land that the Leizhou Peninsula's ancient, industrious, tolerant and open regional culture has been nurtured. Inherited for thousands of years, the regional culture of Zhanjiang has the romantic memories of the local people, reflecting unique cultural connotations, Lei song and Lei opera, Wuchuan Piao colour is not known far and wide^[2].

Relying on Zhanjiang's deep historical heritage and rich cultural and tourism resources, the local community has brought the marine culture, which has been sung for thousands of years, to the eyes of more people. Since ancient times, the people of Zhanjiang have been relying on the sea for their livelihood, and have developed a unique marine culture. The fishermen of Zhanjiang have rich fishing experience and skills, they have accumulated a lot of knowledge and experience in the long-term fishery production, forming a rich and colourful marine culture, the annual "fishing festival" is an event for the people of Zhanjiang, and also attracts countless tourists who come to visit and experience. Hakka culture is also a major feature of Zhanjiang's regional culture^[3]. As a typical Hakka settlement area, Hakka culture occupies a very important position here, which is manifested in Zhanjiang's Hakka culture in terms of architecture, food and customs, etc. For example, Zhanjiang's Tulou buildings have a rich and colourful marine culture. For example, the Tulou buildings in Zhanjiang are representative buildings of the Hakka people, with unique design and construction methods; the Hakka people also have unique customs such as eating rice noodles over the bridge, drinking chrysanthemum tea, and playing lanterns on New Year's Day. Not only marine culture and Hakka culture, Zhanjiang's lion dance, Donghai Island Dragon Dance and Beipo Fish Swimming are all eye-catching business cards of Zhanjiang's regional culture to the world^[4]. Located on the Leizhou Peninsula, Zhanjiang has abundant tourism resources and long history of regional cultural resources, rich and colourful folk art forms, and unique regional qualities and regional emotions have been precipitated in the long river of history, which provides a rich treasure trove of resources for the construction of the ideology and politics in colleges and universities, especially for the construction of ideology and politics in local colleges and universities. The integration and convergence of the ideological and political construction of art discipline and Zhanjiang regional culture is not only the inheritance and promotion of the excellent traditional culture of Zhanjiang region, but also the enrichment of the teaching content of the ideological and political construction of the art discipline in colleges and universities, which opens up a new development path for the ideological and political construction of the art discipline. The rich cultural resources of Zhanjiang region enrich the local teaching resources for the integrated construction of the ideology and politics of fine arts discipline. Combined with the artistic particularity of fine arts discipline, its integrated construction of ideology and politics takes the regional culture as a reserve bank to create a brand new mode of ideology and politics construction, and at the same time creates a new way of inheriting the excellent traditional Chinese culture.

2. The current situation of the construction of the integration of thinking and politics in the discipline of fine arts

2.1 The balance between disciplinarity and civics has not yet been realized

As a professional discipline, art needs to focus on cultivating students' artistic skills and aesthetic ability, so that students can master professional knowledge and technology, however, in the construction of Civic-Political Integration, over-emphasis on ideological and political education is easy to ignore the characteristics and requirements of the discipline itself, making art education utilitarian and mechanized.

At present, there are many deficiencies in the teaching materials and teaching contents in the construction of ideological and political integration of art disciplines. On the one hand, some teaching materials are too indoctrinating and lack of inspirational thinking and exploration, which makes it difficult to cultivate students' creativity and critical thinking; on the other hand, art disciplines are too much focused on the history of art and theoretical knowledge in the teaching contents, ignoring the connection with the times and the society, and failing to guide the students to understand and think about the real problems. And it is also a big problem that the responsible body of the integrated construction of ideology and politics in art disciplines is not yet clear. Generally speaking, the teachers of ideology and politics in colleges and universities undertake the work of ideological and political education in schools, while the professional teachers of art disciplines are mainly responsible for the cultivation of professional abilities and skills, and the professional teachers of art disciplines are weak in the ability of the independent way and teaching experience, which makes it difficult for them to undertake the burden of integrated construction of the integration of art disciplines' ideology and politics^[5]. This has also led to the problem that the responsible body of the integrated construction of ideological and political education in the art discipline is not yet clear.

2.2 Neglecting to explore the excellent traditional Chinese cultural resources

Chinese traditional culture is the spiritual wealth of our nation, and its integration into art education can not only improve students' ideological quality, but also cultivate their cultural self-confidence and sense of social responsibility, so that they can become excellent art talents with independent thinking ability and international vision. However, at present, the problem of neglecting the excavation of Chinese excellent traditional cultural resources in the integrated construction of ideology and politics in art disciplines is serious, which is mainly manifested in the design and excavation of teaching materials and teaching contents. In the current art education textbooks, most of the textbooks only involve the introduction of western art history and theory, and lack of in-depth excavation and explanation of Chinese traditional culture, and art teachers rarely involve the guidance and exploration of Chinese traditional culture in the teaching process, which makes it difficult for students to truly understand the connotations and charms of Chinese traditional culture in the process of learning art, and unable to feel the Chinese traditional cultural inspiration and influence on art creation.

3. The effective strategy of Zhanjiang regional culture infiltrating the civic and political integration of fine arts discipline

3.1 In-depth excavation of Zhanjiang regional culture of the ideological education resources

The regional culture of Zhanjiang contains cultural elements from Guangdong, Guangxi, Hainan and other provinces, and covers many aspects such as the historical relics of the Maritime Silk Road, Cantonese Opera, Lingnan culture, etc. In the process of building the integration of ideology and politics in the discipline of fine arts, the students can be made to understand the basic characteristics and connotations of the regional culture of Zhanjiang, so as to enhance their cultural self-confidence and their sense of traditional culture. In art teaching, Zhanjiang regional cultural elements can also be introduced, such as allowing students to create works of art using the composition of Lingnan landscape painting, or Zhanjiang traditional architecture as the subject matter of creation, etc., through this way, not only can improve the students' artistic cultivation, but also allow them to understand and feel the unique charm of the regional culture of Zhanjiang in a more in-depth manner. In order to further realize the organic integration of

Zhanjiang regional culture and art ideological and political integration construction, you can also organize students to visit local historical sites, places of interest and other activities, so that they can personally feel the historical and practical value of Zhanjiang regional culture, and further enhance their sense of social responsibility and sense of historical mission. At the same time, it can also be carried out through the community art creation, volunteer service and other activities, so that students can apply their learned art knowledge and skills in social practice, and contribute to the promotion of the inheritance and development of Zhanjiang regional culture.

3.2 Fitting in with the characteristics of the fine arts discipline, strengthening the implicit integration of the elements of ideology and politics

Zhanjiang regional culture infiltration of art discipline ideological and political integration needs to fit the characteristics of the art discipline, strengthen the implicit integration of ideological and political elements, and deeply integrate the connotation of Zhanjiang regional culture into the ideological and political integration of the art discipline to help realize the triple development of the art discipline, the ideological and political construction, as well as the inheritance and promotion of the regional culture of Zhanjiang. The art discipline is characterized by visual art, which needs to express emotions and thoughts through visual forms. Therefore, while exploring the regional culture of Zhanjiang, representative cultural elements should be carefully selected for the characteristics of the art discipline and integrated into art teaching. The core of the Civic and Political Integration of Fine Arts Discipline lies in the integration of the Civic and Political elements into fine arts teaching, but not simply piling up the Civic and Political elements, but through the implicit integration of the Civic and Political elements naturally throughout the whole process of fine arts teaching. In the teaching process, students can be guided to think deeply about the connection between Zhanjiang's regional culture and social reality through art appreciation and creative sharing, so as to strengthen students' sense of social responsibility and historical mission. How to better fit the characteristics of the art discipline and strengthen the implicit integration of the elements of ideology and politics has a very high demand on the professionalism of teachers and the theoretical skills of ideology and politics education, so we must start from the teachers to further improve the level of art education and ideology of ideology and politics education, and carry out a series of teachers' training and assessment mechanism.

4. Conclusion

Zhanjiang regional culture infiltrates the ideological and political integration of art disciplines, not only to reflect the characteristics of art disciplines and strengthen the value-led role of art disciplines, but also to deeply excavate the rich ideological and political resources in Zhanjiang regional culture, and to realize the infiltration and fusion of Zhanjiang regional culture and the ideological and political integration of art disciplines in a more profound and silent way.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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