The Function of Art Collages' Propaganda and Ideological Work in Realizing "Chinese Dream"

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Abstract. As the dream of realizing the great rejuvenation of the Chinese nation, "Chinese dream" represents the appeal of socialism and the expectation of the Chinese nation. In the process of helping the realization of "Chinese dream", the propaganda and ideological work of art colleges have the functions of guiding direction, moral education, aesthetic education, encouragement and cohesion. Therefore, in the process of realizing "Chinese dream", it is necessary not only to gather the common strength of 1.3 billion people, but also to give play to the function of art colleges' propaganda work.

1. Introduction

"Chinese Dream" was first proposed by Xi Jinping, and its essence is to realize the great rejuvenation of the Chinese nation. Its implementation time limit is "three hundred years", that is, to build a well-off society in an all-round way by the 100th anniversary of the founding of CPC (2021), it is achieve a preliminary revival. By the 100th anniversary of the founding of the People's Republic of China, a prosperous, democratic, civilized and harmonious socialist modern country (2049) will be built to realize basic rejuvenation. To realize the great rejuvenation of the Chinese nation by the 100th anniversary of reform and opening up (2078) and realize the full rejuvenation. "Chinese dream" is not only a dream of national prosperity, national rejuvenation and people's prosperity, but also a dream of everyone. It represents both the demands of socialism and the demands of the Chinese nation. In order to realize the great social ideal and national demand of "Chinese dream", it is not only necessary to identify the main body of realization—to unite the common forces of China's 1.3 billion people; But also need to find the auxiliary carrier—propaganda and ideological work. As Xi Jinping said: "Propaganda and ideological work will give play to the guiding position of Marxism in the ideological field and consolidate the common ideological basis for the unity and struggle of the whole party and the whole nation." [1] This is because propaganda and ideological work is an important guarantee to achieve the goal of the Communist Party of China. In the process of realizing "Chinese dream", the propaganda and ideological work in art colleges can be either the teaching relationship within art colleges, that is, how teachers help students understand "Chinese dream" and participate in the realization of "Chinese dream", or the propaganda and ideological work in art colleges can be oriented towards society and all people, and its main body covers all teachers and students, that is, how teachers and students in art colleges use their own unique artistic means to make the interpretation of "Chinese dream" more popular and make the practice of realizing "Chinese dream" more positive. The difference between the two lies in: First, the subject and object are different. The former subject of publicity and education is the teachers of art colleges and universities, and the object of publicity is the students of art colleges and universities. The subject of the latter kind of propaganda is all teachers and students in art colleges, and the object of propaganda is all people. Second, The propaganda and ideological work has different tasks. The former propaganda task is mainly about how teachers help students understand "Chinese dream" and participate in its realization. The latter
2. Publicity and Explanation

"Chinese dream" is to show the people all over the world the bright future of socialism with Chinese characteristics. In the process of achieving this goal, many practical problems will certainly be encountered, and some practical problems are caused by people's misunderstanding of these problems. As a social ideal, "Chinese dream" needs two keys to prove its rationality: one is objective fact, the other is logical argument. Because it has not become a complete fact now, we often say that we are constantly approaching the realization of the ideal society, but the realization of this ideal society needs a gradual process. The Communist Party of China is striving to realize the goal of each step in every step so that we can prove the rationality of this social ideal with objective facts. For example, the success of our reform and opening up, we use the huge development of productivity to prove our success in productivity, and if we succeed in production relations, such as livelihood issues, let people see the dawn of common prosperity, it can also prove our success in production relations. But even so, there is still no ideal society, so how can we make the people firmly realize the socialist ideal of "Chinese dream"? This must rely on logical reasoning. Logically speaking, let the people accept socialism that has not yet become a reality. Because Marx was able to conquer the people with his own theory, not by the proof of objective facts, but by the proof of theory, that is, the rationality of logic. As Marx said, in the introduction to Hegel's Critique of Philosophy of Law," Theory can master the masses only by persuading people; The theory can convince people as long as it is thorough. The so-called thoroughness is to grasp the essence of things. The essence of man is man himself. "[2] As an ideal society, if people want to believe firmly and strive hard for it, two keys should be available. Theoretical proof covers the whole process of socialist realization, while practice proves that at least in practice the people will see the dawn of victory. However, the proof of objective facts cannot replace the proof of logic. The reason why the task of "Chinese Dream" has not been completed is mainly because the theory itself has not yet completed its logical proof. However, to realize "Chinese Dream" requires the understanding and acceptance of most people. On one hand, it includes people's understanding and acceptance, and what people are more likely to accept is the fact that the income is getting higher and higher, life is getting better and better, society is getting more and more harmonious and so on. On the other hand, it includes the understanding and acceptance of the intelligentsia, which refers to those who have received higher education, including professionals and technicians and government workers engaged in social management. In order to realize the socialist ideal, we need constant theoretical proof, and this theoretical proof depends directly on the intellectual recognition. If we want to convince the whole society to accept this logical proof, we must first convince the person who controls the most resources in this society, while the mental worker is the person who controls the most resources, that is, the intelligentsia. Of course, this intellectual community includes college students, and the intellectual community in colleges and universities is most likely to be inclined to
the capitalist model of equal competition. Because persons who are strong and capable are not afraid of competition, they hope to gain more resources through competition. But Capitalism stands on the position of persons who is strong. So how can students and teachers in art colleges accept the social ideal of "Chinese dream"? At the same time of realizing the proof of fact, we also need to strengthen the proof of theory. The realization of theoretical proof depends on the function of propaganda and explanation in propaganda and ideological work. We explain and publicize Chinese characteristics to them. First, clarify the road choice. The inevitability of choosing the road of socialism with Chinese characteristics, at the same time, clarifying these will enhance our confidence in the road of realizing "Chinese dream". The second is to clarify the Chinese spirit. Chinese Spirit is the pursuit of the national spirit precipitated from thousands of years of Chinese culture. Clarifying this can also enhance our spiritual consciousness of realizing "Chinese Dream". The third is to clarify the socialist culture with Chinese characteristics. The excellent culture of the Chinese nation is the outstanding advantage of the Chinese nation. Only by clarifying these can we enhance our cultural confidence in realizing "Chinese Dream". The fourth is to clarify the theoretical choice. Mao Zedong Thought and the theoretical system of socialism with Chinese characteristics are the guiding ideology of our Party, which is the choice of history and people. Only by clarifying these can we enhance our theoretical confidence in realizing the "Chinese Dream". The fifth is to clarify the choice of system. Clarifying the socialist system with Chinese characteristics is a socialist system in which people are masters of their own affairs under the leadership of the Communist Party of China and implement democracy for the people. The socialist system with Chinese characteristics is the cornerstone of the system to ensure the realization of Chinese dream. Clarifying these can enhance our confidence in the system to realize "Chinese dream".

3. Direction of Leadership

Leading direction is the most basic function of propaganda and ideological work. This function is realized indirectly, not directly through propaganda and ideological work. It is mainly reflected by the quality, words, actions and results of Propaganda and Ideological Work Objects. In order to play a leading role in propaganda and ideological work, it is necessary to grasp the personality characteristics and interests of the propaganda object, deepen the theoretical value of "Chinese dream" into people's lives and work, effectively guide people and serve them, and guide people to abide by and implement reasonable rules and regulations so as to produce good behavior. It is the propaganda and ideological work that has played a role in ensuring and guiding people's continuous enthusiasm and creativity, ultimately relying on people's role to ensure the smooth progress of various undertakings. Therefore, the process of realizing Chinese dream is not only realized by strengthening the material strength of the country. It also depends on our recognition of "Chinese dream". To achieve this identity, we must make people have a deeper understanding of the essence and laws of the Chinese dream through the guiding role. To realize Chinese dream, a series of theoretical and practical issues, such as what is Chinese dream, what is the essence of Chinese dream, why and how to realize Chinese dream, need to be scientifically understood. With these correct understandings, we can resist, criticize and transform cultural lag and promote our mainstream values and core culture in the process of realizing Chinese dream. Only in this way can we create a harmonious social atmosphere and environment, thus externalizing our spirit into our actions and forming a public opinion force to promote social reform. The formation of people's spiritual drive is a driving force for the realization of "Chinese dream". Only in this way can propaganda and ideological work become a strong guarantee for the realization of "Chinese dream", necessary conditions for democratic construction; the central link of ideological and cultural construction.

4. The Moral Education Influence

The propaganda and ideological work is the work of a special person, and art colleges and
universities achieve the role of moral education and influence by teaching and educating people in the process of propaganda and ideological work. Art education in China is often aimed at moral education. For example, Cai Yuanpei said: "the aesthetic education and intellectual education complement each other in order to complete the moral education." [3] Aristotle believed that beauty is a kind of good, which causes pleasure because it is good. These are the affirmation of the moral education and influence function of art propaganda, and also the correct orientation of the ideological work of art colleges. In addition, expressing feelings is an important feature of art, which determines that art itself has a role in influencing. As Goethe said, "Music has a lofty side that is unreachable by reason. It can dominate everything and radiate self-evident influence." [4] This is because a great art creator always passes on his knowledge, thoughts, emotions and experiences to people through his works of art, thus affecting the thoughts, emotions and cognition of appreciators and transforming their moral concepts with his own moral concepts. Therefore, excellent works of art often have the functions of ideological education and moral influence. The moral education and influence function of propaganda and ideological work in art colleges is to impart scientific knowledge and life experience to people through various art education and excellent works of art, to help people establish correct views, to cultivate people's good moral sentiment and character cultivation, to promote individual's efforts and to transmit positive energy, and to play the role of support of artistic intelligence, radiation of spiritual heights, infiltration of advanced culture, and transmission of positive energy in the whole society from the moral education and influence function of propaganda and ideological work in realizing "Chinese dream".

5. Aesthetic Appreciation

The aesthetic characteristics of art determine that the propaganda and ideological work of art colleges has the function of aesthetic education and comfort. This function is manifested in the following points: First, the love for life, gratitude for life, reverence for nature and pursuit of truth expressed in works of art itself contain aesthetic factors of "happy disposition" and "smooth spirit". Second, from the point of view of art form, it can make our life more practical and convenient. These excellent works virtually create a harmonious atmosphere in the form to infect people's emotions and make people feel happy and happy. Third, works of art can purify people's hearts, and with the help of works of art, people's negative emotions can be repeatedly stimulated and lightened. It can promote peace and harmony in people's hearts. Therefore, the aesthetic appreciation function of the propaganda and ideological work in art colleges can improve and surpass people's spiritual realm, It not only purifies our emotions, comfort of hearts, but also improves music aesthetic ability, shapes perfect personality, and makes people's feelings standardized and purified, relieves psychological pressure, molds and shapes a transcendent life realm, and gives people a detached spirit and broad-minded attitude towards life. This can promote the realization of the spiritual outlook and public opinion environment of "Chinese dream" and finally achieve the goal of promoting the high development of spiritual civilization.

6. Incentive Cohesion

The propaganda and ideological work is mainly through stimulating and regulating people's enthusiasm, initiative and creativity to play the role of encouragement and cohesion. The function of promoting and inspiring the realization of "Chinese dream" is imperceptible. It often inadvertently stimulates the imagination, the inspiration and vitality of thoughts, the desire to create innovation and the wisdom to pursue a better life for members of society. Once these subjective inner things are activated, they will glow with endless power. That is, once the theory is mastered by the masses, it will become a huge material force that cannot be evaluated. The strength of the individual is gathered to fulfill the power of the society. The spiritual strength of cultural theory is transformed into the strength of material reality. "Chinese Dream" is realized step by step under the joint action and promotion of these forces. Therefore, the art colleges should take the form of propaganda and ideological work evaluation to realize the function of encouragement and cohesion.
The evaluation of propaganda and ideological work is a value judgment of the actual effect of propaganda and ideological work, that is, an evaluation of people's behavior and mental outlook. When this kind of evaluation is serious, fair and reasonable, it will certainly serve the purpose of arousing people's enthusiasm and creativity. Through this evaluation, we can make teachers and students, the target of ideological propaganda work in colleges and universities, realize their own shortcomings, so as to clarify their own direction of efforts and make progress. This is of great help to the realization of Chinese dream”.

References


