



Discussion on Art Education In Building a Healthy China and Improving The Level of Social Services

Yan Yan

MAED Student, Jose Rizal University, China

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Representative e-Mail: 549009845@qq.com

ABSTRACT

Since the founding of New China, especially since the reform and opening up, the Chinese government has always regarded education as one of the most important tasks. Today, China has created a relatively complete education system, higher education, secondary education, primary education, preschool education, etc., as well as a variety of adult education, vocational education, continuing education, and so on. As an important part of the education system, art education also plays an important role. Especially with the construction and development of Chinese society, coupled with the changes in people's ideological concepts, more attention is paid to the art education of young children and the art education of the elderly. This is of extraordinary significance for building a healthy China and improving the level of social services. Children can combine their interests and hobbies, participate in their favorite art education, cultivate artistic literacy, enhance comprehensive quality, and lay a good foundation for a colorful life; and the art education of the elderly group not only highlights the Chinese government's concern for the physical and mental health of the elderly, allowing them to enrich the spiritual world, exercise their bodies, and spend their old age in peace, but also is an important measure to improve social services, improve social service levels, and enhance people's sense of happiness and gain.

Keywords: China Children Elderly, Art Education Social Services

I. INTRODUCTION

After entering the new century, China's social development has entered a faster period, and the overall development has become more comprehensive. It is no longer a simple pursuit of economic speed, but also pays more attention to the quality and long-term development. More concerned about the people's lives and actual happiness feelings, we are committed to improving the level of social public services and making efforts in education, so as to make China's development more warm and powerful. On October 18, 2017, General Secretary Xi Jinping, in the report of the 19th National Congress of the Communist Party of China, put forward the healthy China development strategy, further clarified that the health of the people is an important symbol of national prosperity and national prosperity, in this context, the development of art education has won a new spring.

At the same time, China's own education system has experienced unprecedented expansion and modernization. In the past, college students were representative of high academic qualifications, a symbol of status and rarity, and now, college students seem to have become the basic standard. After a surge in the number of students in higher education from 7.4 million in 2000 to nearly 45 million in 2018, China has built the world's largest education system, with China's gross enrolment rate (GER) in higher education soaring from 7.6 percent to 50 percent (according to UNESCO, the current average GER for high-income countries is 75 percent). By the usual definition, China has now achieved universal participation in higher education.

While pursuing higher education, China's art education market has also shown a good development outlook. The number of art educational institutions has maintained a steady development, and despite changes in national policies, the overall capital injection has not decreased, but the market size has increased. In recent years, the scale of China's art training market has continued to grow steadily, and the overall scale of China's art training market in 2019 was 93.7 billion yuan, an increase of 9.9 billion yuan over the previous year, an increase of 11.81% year-on-year.

II. RESEARCH METHOD

This paper is a qualitative study, based on the background of China's education development and social development, taking children's art education and elderly art education as cases, examining and analyzing the current

situation of education development in these fields, the role of government and social organizations and commercial institutions in it, the inherent interactive impact, and the relationship with healthy China and social service improvement. As an exploratory article, it can better understand the level of social development in China and provide suggestions for the improvement of Chinese art education.

III. DISCUSSION

3.1 The current state of art education in China

The disadvantages of traditional test-taking education are receiving more attention from society, and the development of art education has attracted great attention from the government and the public. In recent years, the scale of China's film art training market has continued to grow steadily, and the overall art training market size is estimated to exceed 80 billion yuan in 2019, with a compound annual growth rate of more than 20%. In particular, it is worth mentioning that the children's art training market occupies the main share of the art education market, according to the "2017-2023 China Art Training Industry Market Monitoring Analysis and Development Trend Forecast Report" released by Zhiyan Consulting, the scale of the children's art training market will increase to 131.6 billion yuan in 2020. In the children's art training market, the top three market share are music training (36%), dance training (31%) and art training (25%). The rest, including chess training, drama training, etc., although there has been a certain growth in recent years, the actual market space occupied is still limited, which is a niche demand.

In small streets, or in some communities and parks, you can often see such a scene: children are led by teachers, participating in piano, art, music and other types of art education. They have a positive attitude and are fully engrossed, and in the process of participation, they not only exercise their bodies, gain friendship, and initially participate in society, but more importantly, cultivate artistic literacy and lay a good foundation for future development. Another background in China is that the aging society is aggravated, and more elderly people appear. Therefore, the whole society pays more attention to the care and social services for the elderly, and more elderly people participate in various art education in different institutions, communities, parks, and activity centers, some are government organizations, some are non-governmental spontaneous organizations, and some are commercial institutions. Writing calligraphy, pulling erhu, rehearsing dances, making documentaries, etc., the elderly exercise their bodies and enrich their spiritual lives at the same time, but also through participating in various art education, they can truly feel the atmosphere of healthy China, feel the temperature of society and humanized service.

First, the consumption structure has entered a period of rapid transformation, and cultural and artistic consumption has risen rapidly. With the continuous growth of per capita GDP, the consumption structure of the Chinese public has entered a period of rapid transformation (Wang Li, 2016). The unique consumption structure formed under the condition of shortage economy is being changed by new consumption content and formats. Among them, the most prominent change is the rapid rise of cultural and artistic consumption. We know that demand is the most active factor in the transformation of culture, society and industry in the overall socio-economic development. Therefore, the rapid transformation of the consumption structure has brought about the rise of cultural and artistic consumption, which has fundamentally changed the socio-economic and cultural structure of China and the development trend of China's art education system.

Second, the guidance of national government policies. In recent years, the Chinese government has carried out drastic reforms in education to better match the development of Chinese society. Standardize the education market and reduce the disadvantages of test-taking education. For sports and art, more attention has been paid to, since 2013, China's policies on further promoting the artistic quality assessment of school students, strengthening school aesthetic education, and supporting and encouraging private education have been introduced to guide the development of the entire social industry (Liu Boxiang, 2019). In terms of the elderly, the Chinese government pays more attention to humane governance, improves the level of public services, and makes the more serious social problems of the elderly well solved, which is a response to "the elderly have fun". Therefore, various types of children's art education and art education for the elderly have emerged.

Finally, changes in market demand. Demand is in the first place, only the existence of demand, in order to stimulate and guide the development of the market. China's art consumer demand market potential is huge, and the future growth is unlimited. Paying attention to the consumer demand market is also because China's current economic development strategy is changing, and the formation of a new development pattern of "taking the domestic cycle as the main body and the domestic and international dual cycles promoting each other" is based on the huge domestic consumer market. According to the data released by the Banking and Insurance Regulatory Commission, the scale of financial assets held by the Chinese public is about 160 trillion yuan, and according to the relevant international empirical data, the potential market size of the art assets corresponding to such large-scale financial assets is as high as about 8 trillion, but the current scale of the art market that China has released is less than 400 billion, that is to say, the huge difference between 8 trillion and less than 400 billion can be considered as the development space of the potential art market demand.

IV. CONCLUSION

After experiencing the early exploration and development, as well as the practice of different places, China's art education has shown a good development outlook, and the development of children's art education and art education for the elderly is more mature and more distinctive, which is of great significance for the physical health and mental

health of the Chinese community, for improving the public service level of the whole society, and enhancing the soft power of development(Li Xin, 2009). In the future, we need to do something to do the following tasks.

The first is to more standardize the development of the art education market. For example, as far as children's art education is concerned, there is still a lot of chaos, as long as there is capital and the demand for interests, there is a lot of chaos in development. Therefore, government departments need to step in, strengthen management, and introduce a more perfect regulatory mechanism. Starting from the needs of children, respect the laws of children's physical and mental growth, so that they can receive higher quality and more appropriate art education.

The second is the joint efforts of the government, public organizations, enterprises and other entities. The prosperity and construction of the art education market is difficult to complete in one aspect, and the effect is not good(Ge Jinguo, 2014). Therefore, the government needs to take the lead and provide policy and institutional guidance and support; while public organizations need to actively participate in, perform their duties, organize more activities, and provide convenience; and enterprises need to release vitality, pursue profits, and pay more attention to the quality of their own products and services.

The third is to strengthen training and build a contingent of talents. The development and improvement of the art education market, whether it is art education for children or art education for the elderly, is inseparable from the support of relevant talents, which is the basis for doing a good job in these work. Therefore, it is necessary to do a good job in the corresponding training work and drive it through talents (Jiang Binghai, 2008).

In the future, art education is expected to play a more important role in health and social services, which is a trend in social development, but some of these problems need to be solved. However, on the whole, the future development is still worth looking forward to.

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