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The Development and Social Role of Dance Art Education under the policy of Double Reduction

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ABSTRACT

With the introduction of the education policy of "double reduction" in China, the curriculum of "non-discipline" art education has been increased, and the cultivation of art discipline knowledge system for children has been strengthened. In this paper, from the elaboration of the importance of art education combined with the current level of dance art education, dance art education related social market development research. It mainly includes the marketization, standardization and professionalization of dance art education. Through the analysis of the marketization relationship, the development of dance art education must be driven by both market demand and economic development, which plays a very important role in promoting the deepening of education reform and social development.

Keywords: *double reduction policy, aesthetic education, dance art education, social needs, market economy*

I. INTRODUCTION

In the great wave of China's education development, in order to implement the spirit of the 19th CPC National Congress and the fifth Plenary Session of the 19th CPC Central Committee, effectively improve the level of education in schools, continue to regulate off-campus training, and effectively reduce the burden of heavy homework and off-campus training for students in compulsory education, the exciting moment of July 24, 2021, the General Offices of the CPC Central Committee and The State Council have issued opinions on Further reducing the Burden of Homework and off-campus training for Students in compulsory education.

As an artist, a parent of art students, and a witness to the development of art education, I truly feel the new atmosphere and new look of education brought by the official implementation of the "double reduction" policy. The promulgate of the policy, parents' discussion on education

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is in full bloom. Facing the scarcity of quality education resources, the complexity of Chinese education and other issues, they are particularly concerned about the issue. After thinking calmly about the promulgate of the policy, it is a bold attempt to deepen the reform of education and benefit the country and the people.

The core content of this decision is to strengthen the cultivation of art discipline knowledge system for children, pay attention to aesthetic experience, enrich art practice activities, so as to help children establish perfect personality, improve cultivation, enhance cultural innovation consciousness. The construction of high-quality teaching system, the full implementation of the fundamental task of moral education, art education after the "double reduction" put forward higher requirements, art curriculum content and form of continuous optimization is also the current art education workers duty-bound obligation.

As a teacher who has been engaged in dance teaching for more than 20 years, dance is the power circulating in my blood and my partner in life. Dance is around, in the eyes and in the heart of everyone. I have witnessed that many children learning dance become more and more excellent with the learning of dance, emanating from the inside out, the beauty of temperament in their bones, the elegance between their hands and feet, the confidence between their eyebrows, the purity between their smiles, and the strength of their minds...

Let a person cannot help but sigh big beauty in the small beauty is how meticulous harmony. In the double reduction policy to return to the ontology of art education, learning dance art has become the best choice for children at present. In the face of sudden double reduction, dance art education is also faced with "How to do? Do what?" Wait for a problem. Now will dance art education in several relations and we come together to discuss.

First of all, the relationship between dance art education and aesthetic education. As early as 100 years ago, a former President of Peking University, Mr. Cai Yuan Pei has been emphasized "aesthetic education is the most important and most basic outlook on life education", published in the famous education paper for new views of education, he proposed education (army national education, materialism education, moral education, world outlook education, aesthetic education) and the education policy.

In addition, Cai Yuan Pei also advocated that children's education should be "natural", "show personality". Schiller, one of the representatives of German classical aesthetics in the 18th century, put forward aesthetic education for the first time in his book "Brief Notes of Aesthetic Education". This concept elaborated his aesthetic education thought, and aesthetic education

began to develop from then on. Schiller believed that the means of aesthetic education is the art of beauty, and he discussed the ideal aesthetic approach from the horizontal Angle of art type for the first time, that is, from elegance to admiration of beauty, to the nobility of human nature. It can be seen that art plays a vital role in aesthetic education. The study of dance in art is also the first content of art aesthetic education.

As early as in "Book of Songs" for the expression of dance is: poetry, speech its ambition also; Song, xu its sound also; Dance, move its capacity. Chants of the inadequate hand of the dance, the foot of the dance. Or there are "outside the mountains, castle peak building outside the building, when will the West Lake song and dance rest" and so on to describe the beautiful dance of the ancient poetry. It can be seen that dance in ancient times was an art carrier shared by both the king and the people. Learning dance art can improve children's overall quality and ability in physical, psychological, aesthetic, emotional and expressive aspects. Dance art education is one of the most characteristic courses in art curriculum learning.

Second, the relationship between the market development of dance art education and social demand. Nowadays, dance training institutions are springing up like mushrooms after rain. Even after the severe test of the epidemic, training schools cannot stop their confidence in dance art training.

In my opinion, there are several reasons for the unprecedented prosperity of dance art education market. First, dance has a wide audience. From 3 years old to 7, 80 years old people have the need to learn dance, regardless of gender, regardless of dance type, in the rhythm of music to find the state of placing the body, in the process of training to find the awareness of the heart, happy and bright expression of themselves.

For example: square dance, Chinese dance, ballroom dance, ballet, hip-hop and so on. Many kinds of dance have their own body expression style, and dance art has become one of the most popular forms of artistic expression due to its diversity of performance. With the booming social demand, the value of market demand has also been highlighted.

Second, dance art teaching input-output ratio. The investment in dance teaching is less than that in other arts education. Dance room, mirror, lever, a teacher can undertake at least a dozen, more than a hundred people in the classroom. In the group-oriented teaching state, the benefit value of both students and teachers can be maximized.

Third, the social attribute of dance art is strong. A beautiful dance and a beautiful piece of music can organize the dancers to gain recognition and reputation in the community, streets,

shopping malls and new media performances. The content of dance expresses directly, and it is easy to empathize with the audience emotionally.

Fourth, dance can catalyze emotion and boost morale. Culture in today's social and economic development boom, the social nature of dance can be a key way, promote enterprises culture in schools, in the unit used in dance in the form of the enterprise culture to a new level, dancing art is the art of popular, it comes from life, must be rooted in life, to tell the story of the masses themselves. High participation, a good sense of experience, communication and promotion effect.

Third, the relationship between dance art education market and market economy as a form of artistic expression, dance also has social and economic attributes. The development of dance art is bound to move forward with the development of social market economy.

Can see the market and art from the following several aspects of these two aspects, independent development and mutual infiltration, first of all, dance to adapt to the development of market economy, to meet people's growing spiritual and cultural needs, with the development of social economic marketization, dance also gradually towards marketization, from the stage to the corner, from the high to the lowbrow, from cities to the countryside, the dance has multi-level appreciation Angle and meets the aesthetic needs of different groups.

For example, the earliest folk dances came out of the mountains to urban temple fairs, cultural festivals, classroom inheritance and development and other cultural gatherings.

Second, market economy also promotes the development and prosperity of dance. With the driving force of the market, the dance pattern is gradually diversified, rich in content and full of connotation, and the external and internal expression of dance has greatly broken through the shackles of tradition.

More professional dance troupe in theatre, can use to show their stage propaganda, create a celebrity famous effect, expanding links, improve the public's aesthetic, in the dance with international exchange platform of got the sublimation, also in the art of growing audience aesthetic life, obtained more and more high recognition in in the process of appreciation and dance,

With rational thinking and perceptual cognition to develop their own better awareness and empathy, so as to make the heart get great satisfaction, dance art brings to life is completely in line with the law of market economy development.

Because of the good breeding of the market, the virtuous circle of dance is increasingly evident.

Artists constantly create new works, and more sister art works also cooperate with each other, so that the artistry, appreciation and influence of dance works have entered a new stage.

There is market economy, the economy can feedback to drive the dancers to professional focus and love, have good actor will have a good work, a good work can be a good audience, have a good audience and at the same time can promote the development of theatre stage, have social awareness can promote the development of the industry, return to the starting point, the development of dancing art education will surely be necessity under the push of market economy.

Third, from the ontology of dance, the 1980s with strong style of folk dance, bright dance image, colorful dance shape, dance industry changed the previous dull image, reflect the society, the society, dance is no longer the art of others, it began to return to the society, return to the public.

In the ninety s, from the national dance training classes, drama seminars, workshops, let the new pattern and new development of dancing art further into the climax, many good works emerge in endlessly, number, high quality, many became the century classic, the social nature of dance art began more prosperous with the development of the market economy.

It can be seen that the development of dance art is closely related to the development of market economy and complement each other. With the continuous development of market economy, dance art will have more vitality, cultural compatibility and ideological cohesion. At the same time, the prosperity of dance industry will also promote the further prosperity of social performance market economy.

The relationship between dance art education and marketing

In recent years, with "to develop the culture industry", peers in the art more and more attention to the cultural market, education and art market mutual confluence of common development, "market-oriented" has become the trend and tide, but in the true sense of the art product market, is not a simple expression in the process of artistic creation behavior and business operations,

It has gradually formed a set of market management theory and marketing theory suitable for its own. Of (among) all the marketization of arts, dance art's own conditions is very good, but how to get a broader and more long-term, more competitive development space, it must be used in line with the market, adapt to the environment of market economy, effective marketing tool to develop and occupy the market, how to face the continuous development of market environment, the implementation of effective marketing is very worthy of study.

The current marketing strategy, in addition to our regular dance classes, turn, platform and recommend, more is really going to find the market demand, according to the market demand to develop the right marketing strategy, not just provide what we have, but what the market needs, we can create the products suitable for the needs of the market, to the frequency of social cultural development of The Times.

(A).grasp the quality, tree brand, expand influence

In the present numerous dance education industry, the scale is large, the enrollment is good, the brand is unique, and it has the relative influence of the industry. Teaching is the core, and marketing is also an indispensable priority in management. Most local reputation to myself did dance art school "MIDDO" survey, for example, as a professional dance teacher autonomy, school started early to do the very in-depth market research, finally determined the schools to "dance teaching professional" for the development of core, to "cultivate talented dance, cultivating high quality art family" as the goal, "A child to make a family" concept of running school, open the children's ballet classes, Chinese dance, hip-hop and yoga, strength, ballet classes for the parents, form the most distinctive is the parent-child dance lessons once a month, courses are attractive, import the characters in the story. Smooth and fun presentations allow parents and children to enjoy dancing together.

Due to the unique charm of the course, as well as the strong professional teaching, it makes a resounding education brand in the local dance training.

In just half a year, the school in not too much publicity, recruit students state is very good, realize the benign cycle of development of the school, teacher training and management under the impetus of the economy, team construction is also gradually perfect, the school growing influence at the same time, to the student services also began to link to more art related projects, such as: the development of a series of service projects, such as watching performances in art center, invitation to competitions, participation of young actors in famous plays, exchange of other art courses, summer camp activities, family field gathering, school report performances, and parties on major festivals, allow children to be influenced and trained by art in all aspects of school.

Let the family gain the cognition of art in following the growth of children, improve the sense of family atmosphere and art appreciation ability. Parents get a lot of satisfaction in the immersive art environment and are sure to bring information to the families around them.

This kind of brand effect is to grasp the teaching, with the heart of the way to run a school to

produce.

(2) Create industry atmosphere to enhance industry marketing

The development of an industry needs to be promoted by people in the industry, and the industry rules and formats need to be established and maintained together.

As the dance education and training industry, there are many different voices disturbing this originally pure format, such as: Low drainage, course ahead, employs low-energy high ratings, exaggerated propaganda means to gain short-term profits, these behaviors seriously misguided parents, professional nature of the dance itself is a kind of disguised vilified, in view of this situation, as the founder of the school brand should have ownership, take the initiative to act as the leader of the industry, establish industry association, through learning from each other, discuss and communicate with each other on new courses, good methods, excellent enrollment, high quality education concepts and other aspects of dance art education and training, establish a harmonious learning atmosphere in the industry, and build competitions and activities in the industry to influence and lead everyone with great love, empathy and gratitude.

(III) Perfect presentation of artistic creation by rational use of scientific and technological means

In today's society science and technology in the age of high speed, large data brought great convenience to our life, reasonable use of high-tech means to achieve the dance dancing on the stage art and create the best effect, the method not only can improve innovation ability of dance creation, but also conducive to the further development of dance art ontology and social attributes.

Use network platforms to achieve better publicity, such as WeChat, Douyin, Weibo, official accounts, etc. In particular, establish their own course app to provide convenience for students and parents in the process of learning dance in a multi-dimensional online and offline course system.

In today's Internet era, Internet + dance, online + offline, the space that can be expanded is not affected by the region, which contains inestimable market value. Therefore, marketing of various strategies must conform to the law of market development, and the integration of online and offline is mutually promoting and developing.

Let more groups to understand and pay attention to dance art education, improve the people's aesthetic taste, promote the prosperity and development of dance art education market, science and technology let dance art education shine a bright light, all the way dance.

To sum up, the marketization, standardization and professionalization of dance art education are analyzed and discussed in combination with practice. By combing the market relations, the development of dancing art education is double driven by market demand and economic development of the inevitable, to deepen education reform and social development plays a very important role, "Ease the burden of excessive homework and off-campus tutoring for students undergoing compulsory education" under the policy of dancing art education courses will play a good professional under the standard management of market unique attributes of ontology, blossom a gorgeous flower. Let dance art bring happiness to people's life, let life dance, joy forward.
