

# Exploration of Pathways for Reform in University Calligraphy Practice Teaching under the Goal of Applied Talent Cultivation

**Qingyuan Ma**

Hainan Vocational University of Science and Technology, Haikou, Hainan, 570100, China

**Abstract:** Calligraphy is an important component of China's excellent traditional culture, with moral and aesthetic values, and occupies an important position in higher education. However, with the development of information technology, various voice tools and office equipment continue to emerge, weakening the practicality of calligraphy. As the mainstream battlefield for cultivating applied talents, universities should offer calligraphy teaching courses that meet the requirements of the times and cultivate high-quality applied calligraphy talents. This article first elaborates on the value of calligraphy teaching under the goal of cultivating applied talents, then analyzes the current situation of calligraphy teaching in universities, and finally provides an effective path for the reform of practical calligraphy teaching in universities under the goal of cultivating applied talents, in order to provide some reference for other research.

**Keywords:** applied talents; College calligraphy; teaching reform

**DOI:**10.12417/3029-2344.25.09.002

## Introduction

In 2022, the Ministry of Education will list "Fine Arts and Calligraphy" as a first level discipline, which strongly demonstrates the important value of calligraphy in today's cultural construction and its close relationship with the fate of the country and the rise and fall of the nation. Although great achievements have been made in calligraphy education in universities, there are still some shortcomings in practical calligraphy teaching from the perspective of cultivating applied talents. For example, teachers do not pay attention to the cultivation of students' vocational skills in calligraphy teaching, which leads to students being unable to fully meet social needs. To change this situation in university calligraphy teaching, it is necessary to establish the educational philosophy of cultivating applied talents, implement teaching reforms, and improve the quality of talent cultivation.

## 1.The value of calligraphy teaching under the goal of cultivating applied talents

Under the goal of cultivating applied talents, calligraphy, as an important component of excellent traditional Chinese culture, has multiple educational values.

### 1.1 Cultivate students' aesthetic and moral education

Calligraphy has aesthetic value. In terms of visual aspects, it can showcase classical aesthetics, its form can showcase the beauty of the combination of movement and stillness, and its brushwork can interpret the philosophy of the mean. Under this guidance, students will gradually understand China's traditional aesthetics through practice, master the rules of creating formal beauty, and be able to better feel, experience, and create beauty. In addition, calligraphy has moral education value, and the "method" in calligraphy has multiple meanings, which can refer to both methods and social rules, aiming to enable students to understand the rules in the process of writing calligraphy.

Calligraphy contains rich moral values. If students want to master scientific calligraphy skills, they not only need to master writing techniques, but also the principles of being a good person. When students maintain a proper sitting posture while writing, they are actually learning the principle of "being upright and upright". The implementation of calligraphy teaching can transform intangible moral education into tangible learning practice, which is conducive to the inheritance of Chinese virtues<sup>[1]</sup>.

---

Author Biography: Ma Qingyuan (1994—), male, Han ethnicity, Master's degree holder, Hainan Vocational University of Science and Technology.  
Research interests: Calligraphy studies, calligraphy education.

## **1.2 Cultivate students' cultural identity and cultural confidence**

Calligraphy contains rich cultural values. As an artistic expression of Chinese characters, calligraphy embodies the understanding of Chinese civilization, and its writing style showcases the changes of thousands of years of civilization in our country. Calligraphy has developed unique patterns in the process of inheritance, breaking through the boundaries of art and possessing greater cultural centripetal force.

In the new era, education in China places more emphasis on cultivating students' cultural literacy, practical abilities, and other aspects. Based on this goal, doing a good job in calligraphy teaching can help enhance students' cultural confidence. In the information age, with the rapid development of the Internet, it is a common phenomenon that people forget when they pick up the pen. Therefore, more attention should be paid to the cultivation of skilled talents with cultural connotations to promote the development of emerging industries. At the same time, in the development of the digital society, mastering Chinese character culture is an inevitable requirement. For universities, doing a good job in calligraphy culture education is conducive to the output of national culture and the inheritance and development of excellent Chinese language and culture.

## **2.The current situation of calligraphy teaching in universities**

At present, most of the calligraphy teaching carried out by some universities is the explanation of theoretical knowledge and the teaching of skills. The setting of calligraphy courses is relatively rigid, resulting in a situation where students have relatively limited practical experience. At the same time, traditional calligraphy teaching has not been effectively connected with the new era, making it difficult for students to transform the knowledge they have learned into competitiveness in the workplace.

### **2.1 Unclear educational direction and professional positioning**

In recent years, more and more universities have opened calligraphy majors to recruit students, and the enrollment scale is also increasing. However, the setting of calligraphy in various universities is diverse. Some universities classify calligraphy as Chinese philology, while others classify it as fine arts. This phenomenon indicates that calligraphy education has not been formulated according to unified standards and will be influenced by administrative affiliation. This reflects that the classification of calligraphy is not standardized enough and the direction is not clear enough. In this situation, the competitiveness of calligraphy profession will be greatly weakened.

### **2.2 The curriculum is relatively rigid**

The setting of the curriculum system will affect the achievement of the training objectives for applied professionals, and also affect whether students can learn practical knowledge and abilities during their school years. Based on the current situation, some teachers in universities tend to focus on traditional and fundamental aspects of calligraphy, with a primary emphasis on "teaching". However, this approach makes it difficult for students to apply theoretical knowledge to practice; Some universities offer other courses such as calligraphy aesthetics and ancient Chinese to help students lay a solid foundation in calligraphy; Some universities also focus on cultivating students' cultural literacy and offer courses such as Chinese and foreign art history and ancient Chinese. However, there are relatively few universities that focus on applied talents in their teaching, which to some extent indicates that the curriculum of universities is relatively rigid<sup>[2]</sup>.

### **2.3 Unclear positioning of talent cultivation**

At present, for students majoring in calligraphy, in addition to continuing their postgraduate studies, some calligraphy graduates will become calligraphy teachers in public and private schools, some students will become calligraphy teachers in tutoring institutions, and some students will participate in civil service exams. This phenomenon indicates that universities do not attach enough importance to students' ability to engage in calligraphy teaching after graduation, resulting in some students being unable to work in their respective industries after

graduation.

### **3. Effective Path for the Reform of Calligraphy Practice Teaching in Universities under the Goal of Cultivating Applied Talents**

Currently, under the goal of cultivating applied talents, the practical teaching of calligraphy in universities is facing new development opportunities and challenges. The traditional calligraphy teaching mode can no longer meet the needs of the times, and there is an urgent need for teaching reform to ensure the applicability of calligraphy teaching and provide good development opportunities for graduates majoring in calligraphy. In this context, it is necessary for universities to reform calligraphy practice teaching, which can be approached from the following aspects.

#### **3.1 Optimize course offerings and emphasize interdisciplinary integration**

At present, many universities mainly focus on calligraphy technique training in their calligraphy curriculum, and the integration with other disciplines is not deep enough, which affects the effectiveness of students' practical training. This kind of curriculum setting is difficult to broaden students' horizons and cultivate applied talents. In this context, university teachers should not only enable students to master calligraphy techniques, but also cultivate their interdisciplinary thinking when conducting calligraphy teaching, so that students can become versatile talents. Therefore, universities should focus on optimizing calligraphy courses and adding courses related to application, such as digital media, management, education, etc., so that students not only understand the basic principles of calligraphy, but also understand how calligraphy can be combined with disciplines such as aesthetics and literature in different scenarios, forming interdisciplinary thinking. In practical teaching, teachers can combine calligraphy with new media art to cultivate students' practical abilities; We can also collaborate with art schools to have students design museum commentaries, in order to enhance their aesthetic experience. In terms of optimizing the curriculum system, universities can adjust the curriculum setting, reconstruct teaching objectives, and accurately meet social needs under the goal of cultivating applied talents, in order to form a curriculum system that is professionally adapted and has clear levels<sup>[3]</sup>.

#### **3.2 Strengthen practical teaching and promote the combination of theory and practice**

Currently, under the goal of cultivating applied talents, there is a disconnect between theory and practice in calligraphy teaching in universities. Although many students have mastered some calligraphy techniques through calligraphy learning, they are unable to apply them in practice, which affects the improvement of employment competitiveness and limits the application transformation of calligraphy majors. In response to this situation, universities should attach importance to practical teaching and cooperate more with relevant units, such as cultural institutions, enterprises, etc., to provide students with more practical opportunities. Specifically, universities can organize practical activities and competitions related to calligraphy, or encourage students to actively participate in various calligraphy related innovation and entrepreneurship competitions in their spare time, such as cultural and creative design competitions. In these competitions and activities, students can learn more about industry trends, develop their teamwork and project management skills, and turn their calligraphy works into practical products. In addition, calligraphy teachers can lead students to cultural centers, primary and secondary schools, and other places to guide them to play to their strengths in practice; Students can also be led to visit some famous scenic spots in China, such as Longmen Grottoes and Xi'an Stele Forest, to learn calligraphy, immerse themselves in a real calligraphy environment, appreciate the charm of calligraphy, and grow into applied talents with judgment. The combination of practice and theory can better implement the goal of application-oriented talents, in order to cultivate high-quality talents.

#### **3.3 Innovative teaching mode to stimulate students' enthusiasm**

In traditional calligraphy teaching, teachers tend to focus on demonstration and encouraging students to imitate,

without emphasizing the cultivation of students' innovative abilities. In this context, students' enthusiasm and initiative in learning are difficult to mobilize, unable to form a unique artistic style, and thus unable to meet the needs of cultivating applied talents. In response to this situation, universities should encourage teachers to actively learn new concepts and ideas, and innovate calligraphy teaching methods and means. For example, when conducting calligraphy teaching, teachers can use project-based learning method, with students as the main body of teaching, guiding them to have in-depth discussions around a certain theme and engage in practical creation. In this mode, students will independently explore and solve problems, and exercise their comprehensive abilities. In addition, university teachers can use heuristic teaching methods when conducting calligraphy teaching, guiding students to actively discover the inherent beauty and structural beauty of Chinese characters while appreciating calligraphy works, so that students can better interpret calligraphy works. This teaching method can provide students with sufficient thinking space, transform their learning attitude, and make them shift from "passive" to "active", thereby resonating with calligraphy art in their learning. For example, when teaching Tang Kai copying courses, teachers can ask some questions to guide students to think, such as "Is the formation of Tang Kai related to the historical background?" "What is the style of Tang literature masters?" in order to stimulate students' curiosity. In the process of exploration, students will gain a deep understanding of the styles of different regular script masters and the characteristics of this art, in order to develop creative thinking.

It is an information age. Big data, cloud computing, the Internet, artificial intelligence and other technologies are constantly developing, which is promoting changes in various fields of society. College calligraphy teaching should also follow the trend of the times and actively use intelligent technology to ensure the progressiveness and openness of teaching content. In practical teaching, teachers can use artificial intelligence assisted systems to analyze students' calligraphy works, recommend suitable calligraphy practice methods and materials for students, and the system can also track students' writing strokes and correct errors in their calligraphy. At the same time, students can learn a large number of calligraphy works on artificial intelligence platforms, organize calligraphy works of different styles, and create new art forms, which can develop their own innovation ability.

### **3.4 Exploring the theoretical connotations of calligraphy and cultivating students' correct values**

In university calligraphy teaching, knowledge such as classic calligraphy theory and calligraphy history is essential. If teachers only teach students these knowledge from the surface of the text without paying attention to the integration of knowledge, students will find it difficult to understand the connotation of calligraphy theory. From ancient times to the present, Chinese characters have undergone many evolutions, from oracle bone script to seal script and other calligraphic styles, which have also recorded history. Guided by the goal of cultivating applied talents, students should pay attention to the improvement of cultural literacy when appreciating calligraphy works, and deeply understand the background of the times and the style of calligraphers' works. Because calligraphy works are closely related to character, teachers can start with excellent calligraphy works to guide students to establish correct values.

When ancient people evaluated calligraphy works, they first looked at character. For example, Zhang Huaiguan highly praised Ji Kang's cursive script, which indicates that he valued people's moral cultivation. Liu Gongquan once pointed out that a person's character and thoughts can greatly influence calligraphy practice. Character has a profound impact on the style of calligraphy works. When analyzing the artistic style of a work, teachers should not only focus on techniques and language, but also pay attention to the analysis of the background of the work creation and the author's character, so that students can feel the artistic value of calligraphy works.

### **3.5 Pay attention to teaching evaluation and dynamically adjust curriculum education**

Teaching evaluation is a summary of teaching activities and an important way to test the effectiveness of education. Teaching evaluation feedback is like a mirror, which can reflect one's own shortcomings in the teaching process and also help students understand the strengths and weaknesses of their own learning. Under the goal of

cultivating applied talents, teachers should pay attention to teaching evaluation, be able to summarize teaching results, and adjust courses accordingly to improve teaching effectiveness and meet the needs of the times. In calligraphy teaching practice, teachers should clarify the objectives of the curriculum, deeply explore the applied elements, and make them highly compatible with the training objectives of applied talents, in order to achieve good educational effects. In the teacher self-evaluation link, teachers should evaluate whether they understand the goal of application-oriented talent training, whether they can combine this goal with the curriculum knowledge goal, and can effectively apply it to the actual teaching to mobilize students' enthusiasm for learning. By comparing the effectiveness of implementing the training objectives for applied talents in calligraphy courses, teachers can evaluate whether the teaching has achieved the established goals. This approach can change the previous emphasis on teaching techniques and make teachers pay more attention to cultivating students' practical abilities. In addition, when evaluating students, teachers should start with homework completion, classroom discussions, and participation in practical activities, and record relevant data to help students understand their own strengths and weaknesses.

Conclusion: Under the goal of cultivating applied talents, university calligraphy teaching should innovate, break through the limitations of traditional teaching models, find new ways of expression in today's society, and contribute to the inheritance of excellent Chinese culture. In this context, university calligraphy teachers should follow the trend of the times, actively update their teaching concepts and models, and adopt various teaching methods in combination with the goal of cultivating applied talents, in order to cultivate students into talents needed by society.

## **References:**

- [1] Huang Ruting Research on the Path of Cultivating Calligraphy Talents in Higher Vocational Education under the Background of Industry Education Integration[J].Calligraphy Evaluation,2025,(02):97-99.
- [2] Li Zhenggeng,Tang Hankun The educational value of public calligraphy education in universities[J].Calligraphy and Painting World,2024,(12):45-46.
- [3] Liu Jia Exploration of the Integration Path between Calligraphy Aesthetic Education and Ideological and Political Education in Calligraphy Majors of Colleges and Universities[J].Art Education Research,2024,(20):69-71.