

AESTHETIC TASTES VALUE EDUCATION - LIFE IDEAL EDUCATION, REVOLUTION IDEAL EDUCATION FOR ETHNIC MINORITY STUDENTS IN THE CURRENT INDUSTRIAL REVOLUTION 4.0 AND 4.0 EDUCATION SITUATION AND SOLUTIONS

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Aesthetic tastes value education - Life ideal education, revolution ideal education for ethnic minority students in universities and academies in the context of the industrial revolution 4.0 and education 4.0. Now is one of the important contents of the current national education strategy. This article has pointed out the basic characteristics in the aesthetic tastes value education and pointed out the content and form of aesthetic taste value education for ethnic minority students in the higher education system in our country. Along with the integration and extensive development process, ethnic minority students are increasingly aware of their roles and responsibilities towards the country. However, Vietnamese students in general also have disadvantages in terms of psychology, physiology and limited worldview, making the education of ideas and aesthetic tastes a lot of difficulties. The article has assessed the current situation and proposed a number of solutions to improve the awareness and value of healthy aesthetic tastes for ethnic minority students through aesthetic cultural and artistic tastes education; by setting an example of good people and good deeds; through building the structure and curriculum content of the subjects in a comprehensive way; derived from the educational environment of their family, harmonious combination and close relationship between home, school and society.

Keywords: Aesthetic tastes; Aesthetic tastes value education; Life ideal education, revolution ideal education; Ethnic minorities students; Industrial revolution 4.0 and education 4.0.

1. Introduction

Aesthetic tastes value education - Life ideal education, revolution ideal education for ethnic minority students in universities and academies in the context of the industrial revolution 4.0 and education 4.0. now is to make each ethnic minorities student from develop harmoniously and comprehensively in personality, prepare them for spiritual support, create personal capacity to equip them for learning, labour, creativity and dedication of later ethnic minority students. To educate the aesthetic tastes values for ethnic minority students in our country in current conditions is completely not easy, there will be many great challenges and barriers. Due to the negative impact of the market mechanism, the influence of culture, lavish lifestyles, depravity from outside society, through

movies, through the Internet, due to inadequacies in education and management reason of family and school... so there are some students who have deviated, even corrupted manifestations in this field while sitting in university and academy seats. Therefore, it is necessary to evaluate objectively, find the way and effective measures to educate the value of aesthetic tastes for this class.

2. Research overview

The article on "Art education in the formation and development of students' qualities and competencies" by Nguyen Trong Hoan, (Secondary Education Department, Ministry of Education and Training) discusses Technology Education. Art, aesthetic education and aesthetic competency, Art education with the formation and development of students' qualities and competencies and a number

of solutions to improve the quality of art education in schools.

The article on “Educational ideology and aesthetic tastes for Vietnamese students in the integration period” by Do Thi Thanh Huong, Institute of Educational Management, discusses the current situation and proposes a number of solutions to improve students’ general aesthetic awareness and tastes.

Article on “The role of aesthetic education for young people today” (Education Management Magazine, No. 61, June 2014) author Do Thi Thanh Huong emphasized the need to effectively implement public. In fact, the majority of scientific talents and artistic creation have arisen from the young age in the aesthetic education in schools today. Thus, besides many other classes of objects in society, young people become the object class that needs to be most important in the implementation of aesthetic education and especially the education of aesthetic tastes values.

Author Nguyen Thi Thanh Ha with the article: “Educating Vietnamese students’ aesthetic tastes and tastes in the current globalization context” (Special Education Journal, October 2019) stated: Aesthetic taste is one of the factors that contribute to the composition of human personality. It is the basis for forming thoughts, emotions, behaviours and at the same time a measure of evaluating the aesthetic capacity of each individual; contribute to motivating aspirations, ideals, motivations, forming a lifestyle, studying and working with purpose, towards the values of Truthfulness - Compassion - Beautiful. In the current globalization context, Vietnamese students are increasingly aware of their roles and responsibilities towards the country. However, students also have disadvantages in mind - physiology, and limited worldview, making it difficult to educate ideas and aesthetic tastes. From that situation, the article proposes a number of solutions to improve students’ perception and aesthetic tastes in the current globalization context.

The book “Aesthetic Taste of Ho Chi Minh City Youth” Nguyen Thi Hau, Deputy Director, Ho Chi Minh City Institute of Development Studies, Culture and Arts Publishing House, 2013 has gathered a number of articles of scientists at the seminar “Orienting aesthetic tastes for young people in Ho Chi Minh city” organized by the Institute for Development Studies of Ho Chi Minh City, is a document to help readers have a more comprehensive view on the need for aesthetic tastes, artistic tastes of the youth, the socio-cultural issues are posing that require predictive research in both theory and practice of Ho Chi Minh City’s youth.

Nguyen Ngoc Anh’s master thesis research: “Education of aesthetic tastes for students of

University of Social Sciences and Humanities, Vietnam National University today” (Master thesis in Philosophy 2014) discusses aesthetic tastes value education and the need of aesthetic taste value education for students of the University of Social Sciences and Humanities.

The thesis of Master of Philosophy of Science by author Duong Thi Mo researching: Teaching aesthetic consciousness for students of Hanoi Pedagogical University today (2016) has outlined the reality of aesthetic consciousness education for students of Hanoi Pedagogical University in the current period, analyzing strengths and weaknesses, thereby proposing effective and suitable measures in accordance with the actual conditions of the school to educate the aesthetic sense for students of Hanoi Pedagogical University in the context of the industrial revolution 4.0 and education 4.0 today.

The problem of the author of the research paper here: “Education of aesthetic tastes value - Life ideal education, revolution ideal education for ethnic minority students in the context of the industrial revolution 4.0 and education 4.0 today. Awareness and solutions “focus on educational research on aesthetic tastes value, revolutionary ideal education of ethnic minority students in universities and academies in the context of the industrial revolution 4.0 and education 4.0 has not been studied yet.

3. Research methodology and methods

3.1. Methodology

- Access to history
- Access to capacity
- Human resource management approach

3.2. Method

- Group of theoretical research methods
- Group of practical research methods
- Supporting methods

4. Research results

4.1. Aesthetic tastes

Aesthetic taste is the human ability to be trained by social reality to emotionally assess different aesthetic properties of beauty, in artistic evaluation called artistic taste. Good aesthetic taste means the ability to genuinely enjoy beauty, is the need to absorb and create beauty in work, in daily life, in behaviour and in art. The development level of aesthetic tastes is manifested in that it is aware of the profound and comprehensive aesthetic value of life and art. The aesthetic rating ability is expressed through the comments, emotions, and attitudes of the aesthetic subject in front of the aesthetic object. People with developed aesthetic tastes are always those with profound knowledge, rich experiences and a healthy moral life. As a result, their aesthetic appreciation is often more comprehensive and

correct in terms of content, form of things or phenomena. On the contrary, those who do not have developed aesthetic tastes to the necessary level often have unilateral views, misjudging, especially the youth and students; such as: dress, walking style, communication, entertainment, fashion sense, etc.

In terms of receiving and evaluating art works, artistic tastes is concretization of aesthetic tastes. Taste is a social - historical phenomenon, combining dialectic in itself elements of nationality, class and humanity. An individual's aesthetic taste is the aesthetic attitude formed in the aesthetic experience and, in turn, involves adding new experiences through new aesthetic experiences and experiences.

Aesthetic taste is the subjective criterion of aesthetic evaluation, which is inherently intuitive at a considerable level (that is, the emotional side exists before the appearance of aesthetic judgment by reason). However, the quality of aesthetic tastes is determined at the level of compatibility between subjective aesthetic assessment and objective aesthetic value. Good aesthetic taste is the emotional capacity to really beauty, reject the bad, and at the same time have the need to receive, feel and create beauty in work, behaviour, living, in art. Aesthetic tastes is bad, poor, distorted when people are indifferent, even disgusted with the reception of beauty, enjoying bad or distorted things.

Each society has the aim of educating people according to its social ideal about all different aspects of social life such as politics, the rule of law, morality, philosophy, science, religion and Beauty. In which, aesthetic tastes education plays an important role in human development and perfect society.

Students are young people from the age of 18 - 24, considered as the most sensitive group in society, influenced by the main activity that is learning to acquire knowledge in universities. The Academy prepares for future career activities. Students have initially formed a worldview to recognize and evaluate problems in life, study and daily life. As a typical representative of the youth class, students soon arose needs, liked to explore, explore, innovate, and like to reveal their own strengths. The above typical psychological features converge at the student age, which is a strength, but due to their young age, it is easy to lack maturity in thinking and acting, especially in absorbing and learning new things. Today, in the trend of opening up and integrating into the world, in the conditions of information technology development, the culture has conditions to exchange and contact with cultures in the world, including the local culture. It is necessary to study and absorb the quintessence and cultures of different cultures. However, due to the characteristics of the desire for new things combined with the impatience and lack of life experience of students, students can absorb cultural traits that

are inconsistent with social standards, with good traditions of the nation and not to their own benefit. The change in students' spiritual life in the face of a global trend (both advantages and disadvantages of this trend) is strongly directed towards community. In addition, the trend of democratization, the wave of information technology and the enhancement of the people knowledge has made the individual's consciousness more and more clear, especially shown in educated young people like students. They are highly self-conscious and want to show their personal roles, they seem to have an emphasis on personal interests over community obligations.

A very remarkable characteristic related to the development of information technology as a revolution is the formation of a virtual environment, the formation of a virtual lifestyle. This feature is manifested in young people, forming a thinking method in modern life, such as: Short language, written with a keyboard instead of a pen, personality, correct assembly, system, term. manipulate the volatility in terms of visual images. The above characteristics guide the thinking and determine the aesthetic tastes of students.

Changes in ideological and aesthetic tastes of today's students:

Firstly, the sensitivity to the new is manifested in response to the world's new trends and trends. For example, in music song charts for young people like Korea, MTV Asia... are rapidly and continuously updated. Young audiences are infatuated with Korean and English songs, are infatuated with foreign groups, and are enthusiastic about idols.

Secondly, the young people's need to enjoy the beauty is dominated by crowd psychology. Students sing, dress, watch movies... not themselves feel the beauty of the song, the costume, the movie but by friends, people around or under the influence of public opinion, the society, of the media. The need to enjoy art does not come from themselves, but the act of enjoying and expressing the need to enjoy art is led by the public. So there is the phenomenon of songs with cliches, but students sing along. Or the outfits of shorts, dyed red and blue hair that are loved by young people. Because of the lack of life experience and inadequate awareness, students' enjoyment of art has a contradiction between content and form, often strayed by the appearance and less attention to the content inside.

Thirdly, enjoying and evaluating the arts of students today has always changed. This characteristic stems from the psychological characteristics of young people that are easy to vibrate before the new, to be easy to look to the future and quickly forget the past. Due to the open cultural consciousness, the love for the strange things, the tastes and artistic needs are not framed, they do not stand still but change.

Young people in general and students in particular (there will always be one) are easy to love and hate. They are usually in the majority. They can change their preferences very quickly. That is the process of growth to maturity of an individual.

Students always desire to reach beauty, always want to rise to assert themselves and they have more and more possibilities and opportunities to do so. In recent years, the aesthetic life of students has changed. Students have many favourable conditions in enjoying beauty. The sources of information, including aesthetic information, are increasingly coming to students in a diverse, rich and new way. The impact of the open integration period has had a positive influence on the ideological development and aesthetic tastes of students. Educational attainment is improved, aesthetic needs, especially aesthetic tastes, are also diversified and richer... Students are increasingly self-reliant and confident in cosmetic activities, creating movements suitable for the youth. Although the material and cultural life develops, many students have the need to enjoy the arts more, but because of the lack of necessary knowledge, they are not qualified enough for them to enjoy, evaluate and create correctly and profound. That is, they only feel in art the real beauty, experience, has not raised the level of "reason", although in their minds they want to reach out to discover, fully aware gender.

A survey of Vietnamese students' interest in cultural and arts shows that: about 70.4% of students like to watch psychosocial films; 54% like foreign music, 17.3% like reformed opera; 12.6% like folk songs; only 3.2% liked films about revolutionary war. These figures are not invariant, but partly help to see more clearly the state of spiritual life in general and the aesthetic tastes of students.

4.2. Aesthetic tastes value education

Aesthetic tastes value education is an important content in the current national education system. Because, it actively contributes to forming personality for individuals, enhancing human's aesthetic ability, helping them to recognize and appreciate the beauty so that they can live and work. following the laws of beauty and only thus opens the possibility of creating beauty, admiring and enjoying it on the basis of the traditional cultural values of the nation, preparing for ethnic minorities students with a small amount of luggage entered life.

The purpose of aesthetic tastes value education is to develop comprehensively all aspects of social and human life. That is why, first of all, aesthetic education must aim to achieve the common goal of enhancing the aesthetic culture in all activities of individuals and society. Aesthetic culture is the capacity to perceive and evaluate the beauty in life and in art and the creative capacity according to the

law of beauty; This ability shows that people are the subject of aesthetics in the process of creating aesthetic values. Talking about aesthetic culture refers to aesthetic consciousness, aesthetic activities and aesthetic values and that is why aesthetic culture exists in all areas of culture (material production. and spiritual production in different areas of social life, including social relations, to traditional customs, religious rituals), of which art is an important part.

If it can be understood that education is a process of personal socialization, then the educational value of aesthetic tastes is also the process of transforming the aesthetic culture of the society into the aesthetic culture of the individual. The aesthetic cultural life of the individual is the aesthetic level of the individual expressing the concept of beauty, but the most important thing is to live according to the law of beauty in production, combat, in daily life, in communication, language, history and culture.

To do so, educating the value of aesthetic tastes is to develop the aesthetic culture of each individual: forming individuals with aesthetic qualifications, aesthetic needs and aesthetic activities to contribute comprehensive development - harmonizing individuals, creating many talents in all fields of activity, especially in artistic creation.

Based on the purpose of aesthetic taste value education, it is possible to concretize a number of tasks of aesthetic taste value education:

- Aesthetic tastes value education is the process of forming the correct and advanced aesthetic sense for each individual and society to have the best ability when perceiving, evaluating and creating aesthetics, as well as satisfying the aesthetic needs of human beings are higher and higher in the social development.

- The education of aesthetic tastes values is the education of creative capacity, making the creativity according to the law of beauty becomes a need and affects all areas of human activities.

- Educational education for aesthetic tastes and tastes is the education of true and healthy feelings, tastes and aesthetic ideals to develop the whole personality, towards the perfection and perfection of the human self and of society.

- Educating on aesthetic tastes values not only developing cultural environment, socio-cultural culture, improving the quality of production labour, the quality of life of the people, but also bringing beauty into the original. the body of life becomes a common standard of personal and social development. Therefore, it is necessary to focus on solving some of the following problems in educating the aesthetic tastes values for ethnic minorities students:

Firstly, building aesthetic tastes for ethnic

minority students means focusing on educating the aspirations of creating beauty, perfecting personality, creating standards to guide the values of life. It will be practicalized by movements such as: youth shocking, learning for career tomorrow, Creative Youth, Youth with the moral example of Ho Chi Minh, ...

Secondly, forming a high aspiration for young people and students to live. It can be said that being a true person, everyone wishes to reach Truthfulness - Compassion - Beautiful, in fact the right thing, the good and the beauty. The beauty for ethnic minority students means living with an ideal, the desire to occupy the heights in science, love labour, love nature, devotion to great meaning.

Thirdly, building a beautiful lifestyle, emotional living, cultural behaviour in relationships between people. Beautiful feelings not only stop in the thought, but more importantly it must come from concrete actions, even the smallest and must be inspired by sympathy, sharing, with the principle of "do things for others I want others to do for me".

Fourthly, create a creative and healthy environment for ethnic minority students, especially in the enjoyment and creation of art. Every student wants to find a space to enjoy and create art and only with that environment can bring into play all the hidden energies in each individual, stimulating them to form their needs. Need legitimate aesthetic, friendly thoughts in front of nature, society and people themselves.

Aesthetic tastes values education is one of the factors that contribute to the composition of human personality. It is the basis that contributes to forming thoughts, emotions, behaviours, and is also a measure of evaluating the aesthetic capacity of each of us. The education of aesthetic tastes values is not only the orientation of ideas and opinions, but also contributes to promoting aspirations, ideals, motivations and formation of learning and working lifestyles. has a purpose, aiming to value the identity of Truthfulness - Compassion - Beautiful.

Education values correct aesthetic tastes will bring many good things to life. Our country is accelerating the integration process, in the era of industrial revolution 4.0 and education 4.0 today, the open economy is the condition for the introduction of entertainment, promoting the exchange process, learn and absorb the positive aesthetic values of humanity. However, in addition to the absorption of positive aesthetic values, it also leaves many consequences, that is the ambiguity in perception, behaviour and attitude about aesthetic tastes absorbing the strange, the new one. On the other hand, it is the part that is trained to become citizens, orienting awareness and practical action in the direction of Truthfulness - Compassion – Beautiful

in all fields. Therefore, the education to enhance the aesthetic taste values for students is a very important and urgent job in the era of the industrial revolution 4.0 and education 4.0 today. The need is even more pronounced than ever. At that time, there appeared in the school some phenomena that went against the national fine traditions and customs, lacking the correct aesthetic taste. That fact raises the question, what should we do to contribute to promoting positive aesthetic tastes, limit false expressions, to students after finishing their study and cultivation at school become good citizens.

It can be said that the education of aesthetic tastes values has never been so excitedly discussed and discussed in the age of digital life, how many values have penetrated the space world. Data (Big Data) brings no borders. That stems from the requirement and the fact that the door of the digital space has opened up in the eyes of young people and brought with it countless consequences of losing aesthetic orientation, misconceptions about cultural knowledge, right and wrong when joining cyberspace; There are students who do not have the capacity to identify and manage the multichannel network, have perceptions and actions that are contrary to fine customs and traditions, affecting traditional ethics.

A part of young people participating in social networks are inexperienced, just for personal purposes and preferences, there are products that publish bullshit, inappropriate behavior, offensive, anti-educational entertainment trends, and finding unique, unsafe information, not forming technological filters, as well as equipping knowledge to adapt to risks, forming the capacity of 21st century citizens.

Characteristics of the education of aesthetic tastes values and the problem of building new people in our country in the educational activities of aesthetic tastes values have a close relationship with each other, if the tastes value education aesthetics towards the formation of the human worldview, the worldview of beauty in life and the arts, in fact has also proven the role of art in the formation and development of human personality, from the process. forming emotions, feelings, tastes, healthy and right aesthetic ideas for people to the impact of human aesthetic behavior on the process of dealing with society, with the public helping tastes aesthetics are formed and transformed from perception to behavior and creative activities of human beauty.

Thus, firstly through the process of living, working and working, people gradually form, change and perfect aesthetic tastes. Secondly, aesthetic tastes are both personal and social. In human society, people are a whole body, each person is a separate, unique one, so the judgments and judgments of aesthetic tastes are always personal,

so there are preferences. personal, personal tastes. It is personal enjoyment, direct judgment, immediate response or rapid response to aesthetic objects. The individual nature of aesthetic tastes in each person is not the same as anyone, each person has a look. The variety of personal tastes creates the diversity of social tastes. Therefore, there are people who love music, people love painting, people are passionate about literature, people like to look at the landscapes. It would be boring if there is a lack of diversity, richness in social aesthetic tastes, when everyone in a society wears the same clothes, makes the same hairstyle with passion and love. The personal nature of aesthetic tastes is also manifested that when standing in front of the same aesthetic object, each aesthetic subject has a different level of perception. There are subjects that perceive precisely, quickly, and others only perceive the appearance, even deviation. This depends on the perception and bravery of each young person.

The education of aesthetic tastes values associated with the ideal education, the education of the ethics of the lifestyle, the education of the ideal of the way to carry, the education of the ideal of living is the good goal that every person wants to aim for because, the goal that people always want to achieve.

We are living in the twenty-first century, the country is entering a period of integration and development with many opportunities and challenges. If besides a part of students possessing great aspirations to build the country of Vietnam “A rich people, a strong country, a democratic society, a fair and civilized society”, then another part is different from them. is ambiguous about his own ideal of life. Russian writer Lepton - xtoi said: “The ideal is a light to guide the way. Without an ideal, there is no steadfast direction without direction, there is no life. People with the idea of a noble life will always think and act to be more perfect, to benefit the family and society. The revolutionary ideal that is here is the revolutionary ideal of today’s Vietnamese Youth. “National independence is associated with socialism, the rich people, the strong country, the just and civilized democratic society” in general, the majority of students today have a passionate patriotism and respect for ethical qualities, conscious of preserving the traditional values of the nation, however, that number is not all, there are still a part of students that have not yet identified a specific and correct reason. What is your revolution. The requirements of the society for the future Citizens are those who have intellectual qualities, lifestyle ethics and revolutionary ideals beyond their time. Stemming from that situation, the ideal education for students and the revolutionary ideal education for students is one of the urgent issues that need to be placed on top.

Despite knowing that it is impossible to be perfect

with technology when young people experience 24/24 hours of interaction with smart devices every day. The world of technology in which the most progressive values of the human brain have been affirmed has transformed the tools of the digital world into values that cannot be measured in terms of benefits, but think young people need it. Value orientation of beautiful living - It is Truthfulness-Compassion-Beautiful values, it is necessary to identify dangerous situations, have a strategy to protect the safety of oneself as well as that of relatives against cultural evil problems. And more than ever, the orientation of healthy aesthetic values for young people and students is extremely necessary, demanding from the awareness and responsibility of society as well as of each young person.

4.3. The objective foundations of aesthetic tastes value education for ethnic minority students

Firstly, the education value tastes aesthetics must be built on the point of view of comprehensive education. It would be a serious mistake to think that, just equipping professional knowledge, manipulating professional techniques and not focusing on educating human personality and aesthetic tastes. In this regard, Anbe Anhtanh once remarked “It is a mistake if only teaching people a specialization. That way he just became a usable machine. But it is important that he has a vivid sense of what is worth striving for... About something morally beautiful and good. Otherwise he with specialized knowledge would be more like a well-trained dog than a well-developed human. He must understand people’s motives, their delusions and sufferings in order to have a right attitude toward fellow human beings and community.

Secondly, taking the learners as the center of the aesthetic tastes value education. The enhancement of the capacity of students ‘sense of aesthetics must be done on the basis of respecting students’ personality, promoting their initiative and activeness throughout the educational process. Helping children to form high aesthetic values and standards suitable to their ideal of life, and at the same time resolutely overcoming all manifestations of unhealthy thoughts and lifestyles.

Thirdly, educating the value of aesthetic tastes must link between theory and practice. In this principle, President Ho Chi Minh once affirmed: Reason without reality is empty reasoning, in contrast to reality without leading theory is a blind reality. Therefore, in order to carry out the correct aesthetic value education, it is required to associate it with the lively reality through these daily activities and the subject’s positive method of transmission.

4.4. Educational solutions of aesthetic tastes value for ethnic minority students in universities and academies

4.4.1. *Solution 1: Educating the value of aesthetic tastes through art and culture today*

No one can doubt and deny that true artistic culture has a strong impact on human emotions, to give them extraordinary strength to overcome tough trials. Why culture and art have such a strong impact on people's spiritual life? Because every art has three basic functions: reflection of real life, ideological education and aesthetic inspiration. If you know how to use genuine arts, oriented to aesthetic tastes, it will create a healthy aesthetic emotion, create a mechanism by itself to preserve cultural values, direct people to reach out beauty, by itself, will create a mechanism to respond to countervailing values in culture.

Raising aesthetic awareness and taste through art and culture. There is no form of thought that can replace art in building healthy emotions, having a profound impact on the renewal of thinking and lifestyle of the Vietnamese people. If you know how to use genuine arts, oriented to aesthetic tastes, it will cause healthy emotions, create a mechanism by itself to preserve cultural values, direct people to Truthfulness – Compassion - Beautiful.

4.4.2. *Solution 2: Educating the value of aesthetic tastes through setting an example of good people and good deeds*

Educate ideological and aesthetic through setting good examples of good deeds. This is a form of ideological education under the first initiative of President Ho Chi Minh and in fact has brought into full play. Ethnic cultural values are expressed vividly and concretely in each behaviour, each individual. Because good people, good deeds are also beautiful people, beautiful deeds, those are people who live in accordance with morality and aesthetics.

As we all know, in the context of integration, the downsides due to the market mechanism are not small, the pragmatic lifestyle, turn away from the traditional values of the nation, the worship of money, the addicted currency, gambling and prostitution are growing and very difficult to control. To limit and repel these phenomena, it is necessary to create a combination of forces in all fields, including the education of aesthetic tastes values for young people. In many diversified and rich forms such as: thematic reports, information, advertising, elimination of superstitious evils, superstitions, toxic cultural products, promoting the propagation of cultural characteristics to diversify festival activities. Promote the organization of the campaign "Youth live a beautiful life" "Live and work according to the Constitution and Law" to build a basic cultural lifestyle, school civilization, promote sports activities ... knowledge of educating aesthetic tastes by example of good people, good deeds is the first initiative of President Ho Chi Minh

and in fact has brought into full play a great effect in the construction and construction of the country. The cultural values of the nation are expressed in a vivid and specific way in each person and each of their behaviours. Because good people, good deeds are also beautiful people, beautiful deeds, those are people who live in accordance with morality and aesthetics. Good people, good deeds today are those who have the will to rise in every field, are enriched with talent, the will in business, are inventions in science, are faster than in sports, is self-reliant because of the great meaning in crime prevention, is critical of the bad... Everyone good, good deeds have different aesthetic values but are oriented towards the right, the good, the beauty. Through educating examples of good people and good deeds, we create the basis for forming patriotism, a sense of community and a clear international spirit.

4.4.3. *Solution 3: Educating the value of aesthetic tastes through the structure and content of the curriculum in a comprehensive way, especially the social sciences and humanities.*

Education of aesthetic tastes value is an osmosis process through many different stages, so this is not only a mandatory requirement of any education level but also an objective requirement of all classes. The subject is in the structure of the education and training program. If we only perceive the beauty in subjects such as art, literature, culture...but not the beauty in the natural sciences such as the philosophical nature of language, the logic of the problem. The subject, the sudden flight of thought... in mathematics, physics, chemistry, astronomy, etc ... is flawed and life becomes tedious. As Albert Einstein once affirmed: "The most important art of the teacher is the awakening of joy in work and awareness".

Literature subject, due to the power of image and language, especially the ability to create deep aesthetic impressions, has a comprehensive impact on the personality of students, so it needs to be properly invested and cared for likewise level "beauty always goes with truth and goodness, moral evaluation is always consistent with aesthetic evaluation". In other words, the morals, the unattractive things in life, phenomena such as: students dropping out of school, cheating on teachers, lying to you, disrespect to their parents or the insensitivity of a part of youth. The current year will never be considered beautiful. Therefore, aesthetic tastes values education for students need to put it in the right position of an advanced education.

4.4.4. *Solution 4: Value education of aesthetic tastes must be associated with the home environment*

The home folds in the current period are tending to be lost and forgotten in a social environment with many changes, especially in the bustling life of the city. It should be affirmed that the family is

still the cradle for the formation and development of human personality. One of the basic functions of a family is to nurture and educate children, parents are not only obliged to meet their children's needs for dress, clothing, education... but also to form a nurturing method is intended to build and develop for a comprehensive family members. Only with a good and healthy family environment can students' ability to perceive aesthetic tastes will be developed in a sustainable and oriented way. To do that, it is necessary to build a family in which there is a harmonious husband and wife, exemplary parents, showing their children how to find true and progressive aesthetic values ... are the solid foundations and foundations to get a capacity to perceive correct aesthetic tastes.

4.4.5. Solution 5: Aesthetic tastes value education must have unity and harmonious combination between home, school and society

The education of aesthetic tastes values is an important way to foster human emotions and feelings when standing in front of nature, when living in society and when communicating between people. The ability to perceive aesthetic tastes is inherently personal, but human nature is the combination of social relationships, so aesthetic tastes are social in nature, attached to the society environment. Only through social activities does beauty, goodness and goodness arise in each individual. Therefore, the education of aesthetic tastes for ethnic minority students always requires a harmonious and dialectical combination between the three factors mentioned above. Therefore, building solutions that have a connection between the school family and the society in enhancing the students' ability to perceive aesthetic tastes is practical and most effective.

Educational ideological and aesthetic tastes must be unified and harmonious combination between home, school and society. The education of aesthetic tastes values is an important way to foster people's emotions and feelings in front of nature, when living in society and when communicating between people. Only through social activities does beauty, goodness and goodness arise in each individual. Therefore, improving aesthetic tastes for students always requires a harmonious combination of the above 3 factors as a practical and effective solution. In the process of integration to build a future knowledge team of the country, it is more demanding than ever to improve the aesthetic tastes of students, to meet the good human resources for building and developing the country.

5. Discussion

Aesthetic tastes values education - the most direct and dynamic goal

First of all, it is necessary to distinguish between

general tastes and aesthetic tastes. Because aesthetic tastes are human attitudes and feelings towards beauty, ugliness, compassion, comedy, the greatness in life and art, and general tastes is expressed in many other forms. Each other reflects the different spiritual areas of human life. In human psychology, the relationship between emotion and reason, on the one hand it shows unity, but on the other hand it is contradictory and at the same time one of the contradictions of human mental activity. In aesthetic operations it also includes those general characteristics of the relationship between emotion and reason. That is why emotions are always associated with action, the final psychological stage is turned into action, on the contrary, action is also motivated by an emotional motive. When it comes to taste is the act of choice: a fashion, a book, a music tape, a picture and all emotions, every human action is based on a certain reason. The love, the choice of beauty, the satisfaction of the beauty needs always comes from common human standards, on the basis of reason.

Secondly, in human society, people are a whole body, each person is a separate, unique one, so there exist personal preferences and individual tastes. In fact, aesthetic tastes is both personal and social, a relationship between the private and the common and it depends on certain historical and social conditions. Aesthetic taste has a personal mark, is an individual's hobby, but at the same time it is deeply social and depends on the general tastes of society according to the criteria of the aesthetic assessment of the commune. A good taste is the emotional capacity brought about by true beauty, the need to perceive and create beauty in work, in daily activities, in communication behaviour, in human behaviour. life and in art. The basis of a good aesthetic taste is the highly developed aesthetic emotion, the sense of dignity, the ability to know how to perceive the harmony between form and content, and realize aesthetic value. aesthetics of social phenomena, of works of art in the light of advanced aesthetic ideal.

6. Conclusion

Aesthetic tastes value education for students is for the purpose of developing harmonious personality for individuals. Therefore, it must be considered an important and indispensable part of the current educational development strategy in our country. Building new generations of people who are sensitive, adaptable to the rapid changes of life, dare to accept challenges, risks, sympathy, share in front of the human condition, know how to vibrate before beauty, know how to cope with difficult circumstances with a strong will and science. Forming people who respect and work according to the rules of Truthfulness - Compassion - Beautiful, live culturally, respect and preserve the values of the community.

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GIÁO DỤC GIÁ TRỊ THỊ HIỂU THẨM MỸ - GIÁO DỤC LÝ TƯỞNG SỐNG, GIÁO DỤC LÝ TƯỞNG CÁCH MẠNG CHO SINH VIÊN NGƯỜI DÂN TỘC THIỂU SỐ TRONG BỐI CẢNH CÁCH MẠNG CÔNG NGHIỆP 4.0 VÀ GIÁO DỤC 4.0 HIỆN NAY - THỰC TRẠNG VÀ GIẢI PHÁP

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Tóm tắt: Giáo dục giá trị thị hiếu thẩm mỹ - Giáo dục lý tưởng sống, giáo dục lý tưởng cách mạng cho sinh viên người dân tộc thiểu số ở các trường đại học, học viện trong bối cảnh cách mạng công nghiệp 4.0 và giáo dục 4.0 hiện nay là một trong những nội dung quan trọng của chiến lược giáo dục quốc gia hiện nay. Bài viết này đã chỉ ra những đặc trưng cơ bản trong việc giáo dục giá trị thị hiếu thẩm mỹ, chỉ ra các nội dung và hình thức của giáo dục giá trị thị hiếu thẩm mỹ cho sinh viên người dân tộc thiểu số trong hệ thống giáo dục đại học ở nước ta. Đi cùng với quá trình hội nhập và phát triển sâu rộng, sinh viên người dân tộc thiểu số đang ngày càng ý thức được vai trò và trách nhiệm của mình đối với đất nước. Tuy nhiên, sinh viên nói chung cũng có những nhược điểm về tâm sinh lý, hạn chế về thế giới quan khiến cho công tác giáo dục tư tưởng và giá trị thị hiếu thẩm mỹ gặp phải không ít những khó khăn. Bài viết đã đánh giá thực trạng và đề ra một số giải pháp nhằm nâng cao nhận thức và giá trị thị hiếu thẩm mỹ lành mạnh cho sinh viên người dân tộc thiểu số qua giáo dục giá trị thị hiếu thẩm mỹ bằng văn hoá nghệ thuật; qua việc nêu gương người tốt, việc tốt; qua xây dựng kết cấu và nội dung chương trình của các môn học một cách toàn diện; xuất phát từ môi trường giáo dục của gia đình các em, kết hợp hài hoà và liên hệ chặt chẽ giữa gia đình, nhà trường và xã hội.

Từ khóa: Thị hiếu thẩm mỹ; Giáo dục giá trị thị hiếu thẩm mỹ; Giáo dục lý tưởng sống, giáo dục lý tưởng cách mạng; Sinh viên người dân tộc thiểu số; Cách mạng công nghiệp 4.0 và giáo dục 4.0.