Journal of Advanced Academic Research and Studies 高等学术研究期刊
Vol. 3, No.10, 2026 (pp. 74-82)
http://www.nlbaeai.org/

ISSN 3006-4007 (Print)
ISSN 3006-4015 (Online)

Implicit Education of Calligraphy in Online University Ideological and Political Work

Min Tian[a]

[a] School of Literature and Education, Shaanxi Universityof International Trade & Commerce,China

Received 11 July 2026, Revised 12 September 2026, Accepted 08 October 2026

Abstract

Purpose – This paper aims to explore feasible approaches to integrating calligraphy art into online ideological and political education in universities in the digital era.

Design/Methodology/Approach – Guided by the implicit education theory, this paper adopts theoretical sorting and practical dilemma analysis to systematically elaborate the diversified educational values of calligraphy art in the online ideological and political work of higher education institutions.

Findings – It is found that calligraphy art naturally possesses the characteristic of silent and gradual edification of implicit education, and can realize multi-dimensional educational effects in fostering moral conduct, refining aesthetic taste and carrying forward fine traditional Chinese culture.

Research Implications – This research not only expands the carrier horizon of online ideological and political education in colleges and universities, but also deepens the rational understanding of the contemporary educational value of traditional calligraphy art. It also provides solid theoretical support and practical reference for the innovative development of ideological and political work in the new historical period, and offers reference for the integration of fine traditional Chinese culture into ideological and political education.

Keywords: Online ideological and political education in universities; calligraphy art; implicit education; fine traditional Chinese culture

JEL Classifications: I23, ,Z11, A13

Financial source: This paper is supported by the following projects at Shaanxi University of International Trade and Commerce: Online Ideological and Political Research Project "Research on Value Guidance of Online Ideological and Political Education in Universities Based on the Communication of Calligraphy Art" (Project No.: WLSZ202510)

[a] First Author,Teaching assistant, School of Literature and Education, Shaanxi University of International Trade & Commerce, China
E-mail: 1242485099@qq.com

Ⓒ 2023 The NLBA Eurasian Institute Limited. All rights reserved.

I. Introduction

With the continuous advancement of digital information technology, cyberspace has grown into the primary arena for university students to acquire information resources, express personal thoughts, and construct individual value systems. The construction quality of online ideological and political education directly determines the implementation effect of the fundamental task of fostering virtue through education on campus. Nevertheless, the traditional mode of ideological and political education mostly relies on rigid and explicit verbal preaching. Under the online environment marked by fragmented information content and diversified value concepts, the appeal and penetration capacity of traditional ideological teaching are facing severe challenges. It has become an urgent research subject to realize positive value guidance by adopting implicit educational methods and drawing nourishment from the outstanding traditional culture of the Chinese nation.

General Secretary Xi Jinping pointed out that calligraphy stands as a precious treasure of Chinese civilization that carries abundant spiritual connotations and inner vitality. He further emphasized that calligraphy practice can effectively elevate people's cultural accomplishment, cultivate refined temperament, and foster noble and upright spiritual integrity. The official document Opinions on Earnestly Strengthening Aesthetic Education in Institutions of Higher Learning in the New Era, issued by the Ministry of Education of the People's Republic of China, clearly sets forth the educational objectives of cultivating individuals, refining temperament and consolidating spiritual foundation through aesthetic education. This policy document also incorporates traditional artistic forms including Chinese calligraphy into the core scope of school aesthetic education systems. Driven jointly by top-level policy guidance and widespread cultural self-awareness among educators, the status of calligraphy art within the comprehensive education system of higher education institutions has been remarkably elevated. Even so, the integration of calligraphy art and university ideological and political work is mostly confined to offline cultural activities. Systematic academic research on the implicit educational value of calligraphy within the online ideological and political field remains insufficient. Calligraphy art delivers ideological concepts through visual aesthetic experience so as to cultivate people's spiritual realm and shape personal moral character. This form of teaching without rigid verbal instruction is highly consistent with the internal demands of online ideological and political education. For this reason, systematically exploring the implicit educational functions of calligraphy art and designing targeted implementation paths for online ideological and political education bears prominent theoretical and practical significance.

II.Theoretical Connotation of Implicit Education and the Field Characteristics of Online Ideological and Political Education

1. Connotation of Implicit Education

"uphold the unity of explicit education and implicit education." (Xi Jinping. 2022) ,As a mature educational ideology, implicit education features hidden educational intentions, permeating educational processes and

cumulative educational outcomes. Distinct from traditional explicit classroom education, implicit education does not depend on formal classroom lectures and rigid theoretical indoctrination. Instead, educators shape students' values and personalities imperceptibly by constructing educational environments and organizing practical experience activities. Rooted in real daily life, traditional arts convey educational purposes through metaphor and symbolic expression, which naturally fit the internal logical mechanism of implicit education.

Within the practical context of university ideological and political education, the educational value of implicit education has become increasingly prominent. The core objective of constructing the comprehensive ideological and political curriculum lies in integrating all-round educational resources, breaking down the barriers of single classroom teaching, and establishing a collaborative education system covering all fields, all sectors and all educational elements. Re-examining the educational potential of traditional cultural resources from the perspective of implicit education helps achieve the organic integration of knowledge transmission and positive value guidance.

2. The Implicit Transformation and Aesthetic Space of University Online Ideological and Political Education

In the networked environment, the interactive relationship between educators and student recipients tends to become more equal. Students accept information mainly based on emotional resonance and ideological identification. The implicit educational activities carried out via university online cultural platforms deliver diversified educational effects in shaping students' value outlook, standardizing daily behaviors, improving comprehensive personality, and cultivating innovative thinking capacity. The essential requirement of online ideological and political education is to spread mainstream social values in a gradual and subtle way, which forms deep logical correspondence with the aesthetic infiltration characteristics of calligraphy art.

"Calligraphy is an artistic form derived from the practical writing of Chinese characters. The evolution of Chinese characters is built upon the practical demands of information transmission. Therefore, calligraphy developed from daily character writing inherently possesses the attribute of cultural communication." (Tang Chuansheng, 2023) Compared with rigid theoretical preaching, plastic arts represented by calligraphy possess tangible and perceptible communication advantages and can construct a unique aesthetic field within online scenarios. As an irrational and non-utilitarian emotional activity, aesthetic experience can arouse emotional resonance among university students and realize the gentle transmission of ideological values. Accordingly, introducing calligraphy art into online ideological and political education is not only a concrete practice of implicit educational strategies but also an inevitable requirement for the deep integration of aesthetic education and ideological and political education.

III. Multidimensional Analysis of the Implicit Educational Functions of Calligraphy Art

Calligraphy is far more than simple handwriting practice; it occupies the core position of traditional Chinese culture. Calligraphy art carries profound cultural educational implications. When analyzing this cultural form from the perspective of implicit education, its educational functions can be classified into three interconnected dimensions: moral cultivation, aesthetic development, and cultural identity building.

1. Moral Cultivation

The implicit moral education function of calligraphy art originates from the traditional Chinese critical judgment that a person's handwriting reflects his personality and that an upright inner mind leads to standard brushwork. Starting from Yang Xiong's famous statement that calligraphy serves as the spiritual reflection of the soul, to Liu Gongquan's viewpoint that brush writing is governed by inner thought and upright mind guarantees correct brush movement , and further to Liu Xizai's elaboration that calligraphy fully mirrors the writer's knowledge, talent, aspirations and entire personality.(Ancient Books Collation Research Office, East China Normal University. 2014) Traditional Chinese calligraphy theories have always closely combined writing practice with moral self-cultivation. This educational tradition does not rely on external moral regulations and discipline; instead, it nurtures individuals' moral integrity naturally through the whole process of calligraphy practice.

When students engage in calligraphy copying practice, choosing classic calligraphy works with moral educational connotations can bring gradual and imperceptible educational outcomes. For instance, the rigorous structural layout and standardized strokes of Ouyang Xun's regular script embody a precise, earnest and rigorous academic attitude. During copying practice, students can master basic writing techniques while appreciating the moral demeanor and spiritual pursuit of the ancient calligrapher. Yan Zhenqing's loyal personality and powerful brush style provide a vivid moral model for university students. The strong patriotic sentiment and heroic spirit contained in his work Eulogy to My Nephew transcend pure aesthetic value and generate powerful moral inspiration. This mode of moral cultivation with brush and ink as the medium and writing practice as the process perfectly embodies the silent educational effect of implicit education.

2. Aesthetic Development

As an indispensable component of quality-oriented education, the core educational function of aesthetic education is to take aesthetic experience as a bridge and guide students to complete the transformation from perceptual cognition to rational value identification. During the teaching and popularization of calligraphy art, students gradually form aesthetic judgment standards for brush techniques, character structure, layout and artistic conception through appreciation, evaluation and repeated practice. Meanwhile, they are imperceptibly

influenced by the aesthetic spirit of traditional Chinese civilization.

The appreciation of calligraphy works is never a simple visual activity; it constitutes a comprehensive aesthetic experience integrating cultural comprehension, historical perception and emotional resonance. When students copy the Preface to the Lanting Collection, they not only practice writing skills of running script but also comprehend the life philosophy and noble integrity of literati living in the Eastern Jin Dynasty. When students appreciate Yan Zhenqing's calligraphy works, the loyal moral character embodied in his powerful brush style is transmitted quietly through aesthetic experience.

Within the networked environment, visual effect becomes the primary channel of information communication. The strong visual expression of calligraphy art can quickly attract university students' attention. Its unique advantages in stimulating emotional resonance and realizing value infiltration effectively make up for the deficiencies of traditional ideological and political content, which suffers from monotonous forms and insufficient emotional appeal.

3. Cultural Identity Building

In university ideological and political work, cultivating students' sense of recognition and belonging toward outstanding traditional Chinese culture stands as an important direction to fulfill the fundamental task of fostering virtue through education."The core point of cross-cultural communication is to seek ideological consensus on cultural connotations, build cultural connections, and avoid cultural estrangement." (Jin Meng, 2022) As a core cultural carrier of Chinese civilization, calligraphy art exerts an irreplaceable function in constructing cultural identity among young students.

From a diachronic perspective, the evolutionary process of calligraphy keeps consistent with the historical development of Chinese civilization. Oracle bone inscriptions of the Shang Dynasty, seal script of the Qin Dynasty, clerical script of the Han Dynasty, running and cursive scripts of the Wei and Jin Dynasties, and standardized regular script of the Tang Dynasty all carry specific historical connotations and spiritual features of different eras, forming a dual developmental map of character evolution and aesthetic changes. By learning and appreciating various calligraphic styles, students can intuitively perceive the long-standing and continuous historical development of Chinese civilization. From a synchronic perspective, the artistic characteristics of integrating external form with inner spirit and pursuing vivid artistic conception reflect the unique aesthetic ideals and spiritual pursuit of the Chinese nation.

The cultural educational value of calligraphy also lies in its profound mechanism of stimulating national emotions and awakening collective cultural memory. The Fine Arts School of Linyi University makes full use of the local cultural resource of being the hometown of the Sage of Calligraphy. Taking the six formation principles of Chinese characters as the starting point, teachers guide students to analyze character construction rules including pictography, self-explanatory characters and associative compounds. Students can trace the origin of Chinese characters and dig out the implicit ideological and political connotations embedded in cultural inheritance and ideological development. Compared with rigid knowledge indoctrination, this teaching mode

rooted in cultural origins can better arouse sincere cultural identity among university students.

The above implicit educational functions are theoretically distinct and clear. Nevertheless, in the daily practice of university online ideological and political education, the aesthetic infiltration brought by calligraphy is often simplified into pure skill training, while cultural inheritance is reduced to superficial imitation of writing styles. The moral edification and value guidance effect of calligraphy cannot be fully activated. The primary restrictive factors include biased cognitive understanding, insufficient educational resources and poor adaptation to new media environments. This situation compels educators to redesign practical channels to integrate calligraphy art into online ideological and political education systems.

IV. Practical Implementation Paths Under the Vision of Online Ideological and Political Education

1. Online Exhibition and Virtual Reality Experience

Reconstructing the presentation form of calligraphy art with digital information technology serves as an effective way to expand its implicit educational functions. The application of immersive technologies including virtual reality and augmented reality enables traditional offline calligraphy exhibitions to move onto online cloud platforms and build an all-weather educational space that breaks the limitation of time and geographical space. The educational advantage of immersive online exhibitions lies in overcoming the time and location barriers of physical exhibitions, so that more university students can conveniently appreciate classic calligraphy works. Interactive functions such as freely switching viewing angles and closely observing delicate brush details can greatly enhance students' participation and engagement. After visiting the online exhibition, schools can carry out supplementary online interactive activities including short video interpretations of high-quality works, interviews with calligraphers, and collection of visitors' experience articles, so as to further enrich the channels of implicit education. This communication logic that takes aesthetic experience as the entry point, takes personal experience as the educational process and takes value shaping as the ultimate goal represents a typical mode of implicit education of calligraphy within online ideological and political education.

2. Short Video Production and Interactive Online Teaching

If virtual reality exhibitions represent the immersive path of calligraphy-based ideological and political education, short video creation and social media content production constitute another vital dimension of participatory cultural communication. Short video platforms feature high communication efficiency, strong emotional stickiness and large youth audiences, which have become indispensable positions for online ideological and political education. Teachers can produce short videos themed on Party history stories and social hot issues to transmit ideological and political content gently in forms easily accepted by young

university students.

The educational value of short videos and social media in the implicit education of calligraphy art is also reflected in the cultivation of students' subjective consciousness through independent content creation. When university students transform from simple viewers of calligraphy works into creators and communicators of calligraphy culture, their cultural identity and internalized value concepts will be greatly strengthened. Universities can encourage students to produce calligraphy works themed on campus life and contemporary social development. Students can share the whole creation process through short video clips and graphic articles on online platforms, forming online cultural communities connected by calligraphy and artistic communication. This output-oriented participatory communication mode not only expands the influence of calligraphy art but also realizes positive value guidance for students throughout the whole creation process.

3. Cross-media Content Production

The full exertion of calligraphy's implicit educational functions within online ideological and political education relies on universities' creative transformation of traditional calligraphy cultural resources. The historical information and cultural codes contained in calligraphy works need to be translated into contemporary narrative discourse and modern media language to achieve better understanding and recognition among young college students.

Cross-media content production can be carried out on multiple levels. First, integrate red revolutionary cultural resources with calligraphy art. Organize students to create themed calligraphy works describing major historical events of the Communist Party of China and heroic revolutionary figures, so that revolutionary spiritual heritage can be passed down in visual forms. Second, combine traditional calligraphic aesthetics with digital artistic forms to produce traditional Chinese-style short films and dynamic character libraries with profound cultural connotations and strong visual impact, exploring modern innovative expression modes of traditional calligraphy. Third, extend calligraphic artistic elements to cultural and creative product design and campus environmental construction. This measure can bring calligraphic aesthetic experience into students' daily life and realize the transformation from superficial visual perception to inner spiritual recognition.

4. Empowerment Through Artificial Intelligence Technology

The rapid development of artificial intelligence technology provides unprecedented technical support for expanding the implicit educational functions of calligraphy art. From the perspective of implicit education, the core value of artificial intelligence technology lies in realizing precise guidance for aesthetic experience and dynamic evaluation of educational outcomes.

In terms of teaching practice, artificial intelligence technology can conduct real-time evaluation on calligraphy works by means of high-precision image recognition and handwriting analysis. The intelligent system can accurately identify problems in brushwork, character structure and layout and put forward targeted

improvement suggestions for learners. This personalized auxiliary teaching mode can improve students' learning efficiency, strengthen their sense of achievement and aesthetic experience in repeated practice, and further stimulate their inner motivation for continuous calligraphy study. In terms of extended application, many universities have begun to explore digital calligraphy teaching modes empowered by artificial intelligence and formed characteristic educational paths combining positive value guidance and modern technological support.

From the perspective of implicit education, the greatest advantage of artificial intelligence empowered calligraphy ideological and political education lies in the whole-process dynamic value guidance during students' aesthetic activities. Compared with traditional explicit ideological and political preaching, this implicit educational mode possesses stronger penetration and long-term sustainability. It effectively promotes the transformation of ideological and political education from passive acceptance to active internalization among university students. In future research, educators should further explore innovative applications of artificial intelligence technology in digging out ideological and political connotations contained in calligraphy works, interpreting digital stele calligraphy resources, and designing personalized aesthetic growth paths for students. We can fully convert technological advantages into tangible cultural educational effects.

The internal integration between university online ideological and political education and calligraphy art is never a random combination of different academic disciplines. Instead, it represents the inevitable embodiment of implicit educational logic within educational practice in the new era. Calligraphy art visualizes abstract moral concepts through unique aesthetic expression and completes the gentle transmission of mainstream values via implicit educational methods. The equal communication environment of cyberspace offers a broad platform for the immersive popularization of calligraphic aesthetics. Meanwhile, the unique path of value internalization realized through calligraphic aesthetic experience effectively meets the urgent demand of online ideological and political education for innovative forms and improved educational penetration.

Nevertheless, we must recognize that the implicit educational functions of calligraphy require systematic joint efforts from universities in online content construction, faculty team development and digital technology application. Only by combining in-depth excavation of calligraphy cultural resources with intelligent application of digital communication technology, and connecting the core spiritual value of traditional culture with the cognitive and receiving habits of young university students, can we truly fulfill the educational vision of conveying moral truth through calligraphy, cultivating people with aesthetic education and shaping souls with cultural nourishment. In this way, calligraphy art will continuously gain new vitality in the innovative practice of university online ideological and political education.

References

Ancient Books Collation Research Office, East China Normal University. (2014) Selected Papers on Calligraphy of Past Dynasties. Shanghai: Shanghai Calligraphy and Painting Publishing House.

Chen Zhenlian. (2020) Calligraphy Aesthetic Education. Shanghai: Shanghai Calligraphy and Painting Publishing House.

Jin Meng. (2022) Research on the International Communication Mode of Chinese Calligraphy Culture. Hangzhou: China Academy of Art.

Pan Shanzhu. (2026) Research on the International Communication Mode of Chinese Calligraphy. Chinese Calligraphy, (4).

Tang Chuansheng. (2023) On Calligraphy Communication and the Development of Calligraphy Art. Nanjing: Nanjing University of the Arts.

Xi Jinping. (2022) On the Party's Youth Work. Beijing: Central Party Literature Press.

Zhong Ying. (2023) New Media and Traditional Culture Communication. Beijing: Social Sciences Academic Press.