Research on the Integration of Production and Education of Music Major in Colleges and University Based on the Internet Model

Xiaoan Zeng

ABSTRACT

In recent years, the art and culture industry has been developing rapidly, and new media has become a huge economic growth point of the art industry, so the demand for professionals who know new media is increasing. In this context, this paper combined with the Internet background music professional production and education integration of the topic ideas, explore the production and education integration of new ways to cultivate talent. With the rapid development of the Internet, information technology teaching has been integrated into all aspects of efficient teaching. It is an inevitable trend for colleges and universities to implement the teaching and training mode integrating school-enterprise cooperation, production and teaching. The integration of industry and education in colleges and universities is of great significance to the improvement of the educational level and quality of university and the realization of the goal of cultivating professional talents. Through the Internet carrier, music professional production and education integration talent training platform can be built, so as to better build And the production and education integration training mechanism and innovative talent training mechanism can be further built, which could provide guarantee for the training of applied talents. This paper analyzes several problems in current situation, including the lack of information infrastructure construction of music professional production and education integration in colleges and universities under the background of Internet; low modern information literacy of professional teachers in colleges and universities, and low efficiency of cooperation between colleges and enterprises. Furthermore, this paper discusses that the significance and function of integration of production and education of music major in colleges and universities under the background of Internet. Finally, this paper puts forward the effective path of the integration of production and education in colleges and universities under the background of the Internet.

Xiaoan Zeng, China West Normal University, Nanchong, 637002, China
1. CURRENT SITUATION OF MUSIC PROFESSIONAL EDUCATION IN COLLEGES AND UNIVERSITIES

On December 20, 2017, the general office of the state council officially issued Several Opinions on Deepening the Integration of Industry and Education. The document requires further implementing the spirit of the 19th CPC national congress, deepening the integration of industry and education, and comprehensively improving the quality of human resources. Since the beginning of the new century, music education in China has been developing vigorously, which provides a large number of high-quality artistic talents for the socialist modernization construction and makes a significant contribution to accelerating the development and expansion of the modern culture and art industry system. However, at the same time, the supply side and the industrial demand side of talent training cannot fully adapt to the structure, quality and level of the system and mechanism. At present, there is little research on this aspect in the academic area. And it is rarely studied on music professional practice base of teachers' college under the integration of industry and education. Modern Internet applications of information technology application makes high-tech teaching methods to can be used in teaching process. Students can through the Internet channel better feel the charm of music, which will provide more help to gain specialized knowledge so it is the trend of the times that the use of the Internet information technology combines to music education teaching in colleges and universities of China, and it is the key point of improving teaching quality in university. However, the Internet information infrastructure in colleges and universities are insufficient. Teachers' knowledge literacy of Internet information technology is low, which cannot achieve the effect of high-quality classroom teaching and improving students' music literacy. Moreover, colleges and universities do not attach great importance to the construction of school-enterprise cooperation, which leads to low cooperation efficiency between colleges as well as universities and cooperative enterprises.

2. SIGNIFICANCE AND ROLE OF MUSIC PROFESSIONAL PRODUCTION AND EDUCATION INTEGRATION IN COLLEGES AND UNIVERSITIES

2.1 Significance of The Integration of Production and Education of Music Majors In Universities

Music art is closely related to and society, economy, culture, science and technology. Music education should pay attention to the full integration of theory and practice. Music is a discipline with a set of professional knowledge, innovation, research. The teaching direction of musicology should be based on talent cultivation, while music's sociality requires music talents to face the market and society. Under the function of economic operation law, related cooperative enterprises need music art products that
can exert the maximum value in social production. The integration of production and education of music connects the market of higher education and music, and also makes the talents cultivated by colleges and universities fit with the talents in market demand.

Thus it can be seen that the cultivation mechanism of industry-education integration of talents is of great significance to art colleges and universities. First, it is conducive to the close combination of music art teaching and social market needs. It allows music works of art to play a greater social and economic value and improve the market conversion rate of works. Second, it is beneficial for art colleges to expand their innovative practical ability, which encourage them to improve students' social practice and creative ability in the continuous teaching process, and thereby providing them with more practical opportunities. Third, it is conducive to music art discipline to give full play to its innovative advantages. It strengthens its effective connection with society, economy, culture and production. And it forms innovative synergy to promote the development of the whole industry. Fourth, the establishment of the Internet information technology platform can make the communication between enterprises, teachers and students more convenient. Enterprises can effectively make use of human resources of music major of the university, which can bring sufficient power to enterprises' innovation and creation activities. Meanwhile it provides guarantee for enterprises to choose high-quality talents of music major, thus improving the employment rate of college graduates. Fifth, it is beneficial to integrate the resource advantages of enterprises and colleges, fully build the ecological chain of Internet + education, enhance the innovation vitality of society, and create greater social and economic value.

2.2 The Integration of Production and Education of Music Major in Colleges and Universities

1) The practice base of music higher normal colleges and universities integrated with industry and education is in line with its own rules of higher education development and can promote the development of normal music colleges and universities. In the cooperation with industrial bodies, normal colleges and universities can improve the education and teaching quality of the university and continue to strengthen the cooperation with market, so as to achieve a "win-win" situation for both sides. In the process of industrial integration, the two sides can also gradually deepen the cooperative relationship, constantly expand the areas of mutual cooperation, carry out the research and development of characteristic projects as well as reform and optimize the current music talent training mode in normal colleges and universities to further promote the reform process of music colleges and universities.

2) From the perspective of industrial subjects, the integration of industry and education and the joint construction of music college practice base of normal university are in line with the needs of modern enterprises and institutions to cultivate talents, so as to implement the talent cultivation strategy of the unit. After obtaining the corresponding benefits, industrial subjects will enhance their subjective initiative to participate in
industrial integration and jointly cultivate talents. Through the guidance of professionals in the practice base, students in normal universities can learn from each other and improve their own quality. Based on industrial integration, it can also inculcate the concepts related to enterprise culture to teachers and students of music colleges and universities in normal universities, so as to cultivate more practical music professionals for the society.

3) From the perspective of normal university students, music college practice base based on the integration of industry and education can meet the needs of their career development. It can greatly improve the ability of teachers and students to start their own businesses, so as to promote their competitive strength in employment and make graduation and employment compatible with each other. Based on industrial integration, teachers and students of higher education can form a good sense of career development, and have certain practical working ability through learning in the practice base. At the same time, the training in the practice base is of great help to improve students' organizational discipline, cultivate good professional ethics, patient and meticulous working attitude, and team spirit of sincere cooperation, and also lay a good foundation for their future career planning.

3. USE THE INTERNET TO PROMOTE THE INTEGRATION OF PRODUCTION AND EDUCATION OF MUSIC MAJORS IN COLLEGES AND UNIVERSITIES:

3.1 Colleges and universities should play the main role in the integration of industry and education

1) To promote the integration of production and education of music majors in colleges and universities, on the one hand, colleges and universities should increase investment in talent training, establish and improve the training mechanism of music majors and formulate talent training programs that adapt to social development. On the other hand, the university could take full account of the needs of society and market, make full use of Internet information resources and take the road of sustainable development.

2) Colleges and universities should increase the investment of Internet information technology in music teaching, improve the teaching software and hardware facilities
and create a good Internet + education atmosphere. They could take effort to build an interactive platform with enterprises, teachers and students, make full use of the characteristics of the Internet which can break the traditional teaching mode and make adequate preparation for students to better adapt to the social and market needs.

3) Colleges and universities should strengthen external contacts. For example, and universities is supposed to have extensive contact with relevant departments of cooperative enterprises to provide good opportunities for students. It could help students to adapt to social development and achieve better benefits of cooperative enterprises. In addition, the number of music products should be increased on the premise of high quality, so as to create practical opportunities for most students in school and improve the cultivation level of all-round music artistic talents under the integration of industry and education.

4) Integrate the advantages of teaching resources of art colleges and universities and build a platform for sharing teaching resources through the means of Internet information, so as to bring discipline theoretical knowledge, team training skills, project management methods, etc., as well as a powerful means for school publicity and promotion.

3.2 College Teachers Should Strengthen The Study of Internet Information Technology

The implementation of music professional production and education integration in colleges and universities is still very backward. A large part of the reason is that the modern Internet information technology literacy of college teachers is low, which cannot keep up with the development of science and technology and the needs of society. This will lead to the lag of teaching development in colleges and universities. With the rapid development of modern society, teachers in colleges and universities must keep pace with the development of the times and keep absorbing Internet information technology knowledge. Teachers are expected to apply the knowledge to the actual teaching and constantly improve the professional quality of students.
3.3 School-Enterprise Cooperation to Increase Investment in The Integration of Industry and Education

As one of the direct factors affecting national economic development, enterprises play an important role in economic construction. The construction of integrated teaching mode of production and education in colleges and universities can meet the needs of enterprises in all aspects. And professional talents with higher education can guarantee the development of enterprises. Therefore, enterprises should give full play to their own resources and economic advantages to help the development of integrated production and education in music professional colleges and universities. Through the Internet platform, cooperative enterprises can share the experience related to music art and the latest trends of music industry with college students in the form of Internet information dissemination. Moreover, the university can establish long-term cooperation mechanism and talent training plan with schools. Through the integration of its own resources, cooperative enterprises make full use of relevant human and material resources to help colleges and universities build online production and education integration platform and provide more technical support. Projects introduced by cooperative enterprises can obtain more creative sources through the Internet platform established with colleges and universities. And it is more likely to provide practical opportunities for college students in the form of organizing music professional contest and creative solicitation contest.

ACKNOWLEDGEMENTS

Professor of the Conservatory of Music at China West Normal University mainly engaged in music theory research and teaching. This paper is the 2017 West China Normal University's school-level key education reform project "Construction and Practice Exploration of the" Production and Education Integration "Talent Cultivation Model in Normal University Music Colleges" (Project Number: 17C025)

REFERENCES