Analysis of Art Education Innovation Strategy in Colleges and Universities in We Media Era

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Abstract

The education in colleges and universities is influenced with the coming of we media era and the art education in colleges and universities is presenting diversified development trend. Therefore, under the background of we media, it is of great significance to strengthen the innovation strength of art education in colleges and universities and create a group of innovative art talents. Problems existed in art education in colleges and universities have been analyzed briefly and solutions for the problems have been proposed, in this way, the innovation level of art education in colleges and universities can be improved and the innovation ability of students can be cultivated.

Key Words: We Media Era, Art Education in Colleges and Universities, Innovation

I INTRODUCTION

Under the background of we media era, the network information is presenting a diversified development trend gradually. Therefore, it is necessary to combine the era background, strengthen the innovation strength of art education in colleges and universities and create new talents with both professional theoretical knowledge and innovation ability. Especially in a lot of colleges and universities, students majored in arts are with distinctive advantages, who are with active thinking, suitable for the innovative education road and can keep up with the pace of art education development in colleges and universities.

II Shortages of We Media Era

In our country, we media era is information era, which mainly faces to the internet users. A lot of internet users do not fully obey the health and security of network and a lot of fake and ugly news have been caused when they release network information on media platform.

Our country has taken a lot of measures for this situation. But the national monitoring strength is inadequate, which can’t differentiate the authenticity of network information. A lot of websites follow the trend blindly, where the funny and conventional contents attack the psychological bearing capacity of people continuously, which produces bad influence on the ideas and behavior of students majored in art. In nowadays with great popularity of media, the intensive concentration of network information attracts a lot of users and most of the users are students from colleges and universities. College students will go to the society finally and in this process, they will be influenced by a lot of traditional factors. But these students

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who need to be “socialized” originally cause negative influence with the marks of we media era development after the experience of university. A lot of students are addict to network for a long time and can’t distinguish virtual and reality clearly, and then neglect the study; a lot of students are indifferent to anything except for the network. Network information makes the thinking of students tend to perceptual model; in addition, there is a lot of free time at school, especially for the students of art major, the expression of these features is more obvious.

III Advantages and Shortages of Art Education in Colleges and Universities

1. Advantages of art education in colleges and universities

The distinctive advantages of art education in colleges and universities are creativity, subjectivity and individuality. Colleges and universities have different practices and requirements in teaching contents, teaching mode, teaching plan and talent cultivation objectives. A lot of students do not think they have high music level and they lack the basic artistic accomplishment at the same time. For this situation, it has to analyze the current situation of quality education and propose reform problems and methods timely.

2. Shortages of art education in colleges and universities

The student management work is with certain regularity, but in practical standard process, students of art major are influenced by we media information due to their distinctive features and then big management difficulty problem comes out accordingly.

IV Strengthen the innovation strength of art education in colleges and universities

1. Cultivate innovation talents

The knowledge level of students cultivated in common colleges and universities stays on the basis art theories and there are a lot of shortages in their innovation level and capacity. Therefore, it has to change the traditional school running ideas in higher education, set up the brand awareness of higher education and then meet the demand of innovative cultural industry for art talents. When cultivate talents, first, it is based on tradition. At the same time, it should depend on the special major of the school, combine tradition and specialty in a better way and walk on an innovative road. Higher education needs to fully play own advantages, highlight the cultivation of innovation talents, especially pay attention to advocate cultural creative ideas, so that college students can combine the universal trend of cultural industry development within regions and fully play their imagination. Higher education needs to walk along the characteristic road suitable for the art education development in colleges and universities, so that they can cultivate more excellent talents and provide powerful support for economic and cultural construction in China.

2. Strengthen the construction for teacher team in colleges and universities

Higher art academies mainly have two ways to cultivate talents, first, cultivate traditional art talents and second, cultivate innovation talents. In the cultivation of innovation talents, it abandons the original and traditional concept completely and fully obeys the basic principle of market-oriented. Colleges and universities can’t be separated from the great support of teacher strength if they want to cultivate innovation talents. Especially in nowadays with rapid cultural development, the construction of teacher strength should also insist on the principle of advancing with the times, follow up with the pace of our economic development and it can only adapt to the demand of talent development comprehensively by improving the professional skills of teachers and strengthening the practical abilities of teachers. In the process of
cultivating art innovation talents, the teachers do not make good communications, which is very obvious in comprehensive universities. Therefore, it is very important to strengthen the integration degree of talents in teacher team, because the subject setting in comprehensive universities are relatively complete, it needs to strengthen the integration degree for part of subject areas similar to art, such as culture, economy, management and tourism, which are similar to art major. It also needs to well play the teacher strength and advantages of these subjects, strengthen communications among subjects and then form brand new knowledge system and then improve the comprehensive quality of innovation talents in overall.

3. Improve the management model in colleges and universities

First, the subject of education is student. When colleges and universities perform management work, it is mainly implemented to students. Because in colleges and universities, there are a lot of students and the specific operations are very complicated, when a lot of workers carry out student work, they face great pressure and do not know how to manage; the task for management personnel challenges them a lot and the work far exceeds their ability. To avoid such situation, it has to improve the traditional and backward working model within colleges and universities and the workers need to take the full responsibilities, list detailed working plan and they should not start from the perspective of subjective experience and need to control the work progress. At the same time, under the organization and leadership of party committee, it needs to clarify the duties and responsibilities of every department and school leaders mainly take over the student work. The implementation of education work of each school is mainly leaded by party secretary; head teacher and instructor are mainly responsible for the specific affairs of the class as they participate in the frontline of student management work for a long time. The student management work can only be well implemented by mutual coordination among different departments.

4. Set up open education idea

Under the background of we media era, it needs to strengthen the innovation degree of art education. The teachers should set up open education idea and then cultivate the ability of students in selecting information independently, understanding the network information develops dynamically, control the development direction of public opinion and guide the ability of students in identifying media information actively. At the same time, it also needs to change the former traditional education model and adopts advanced education methods. The teacher can take class as unit and create QQ group for different classes, so that the students can strengthen their mutual communication in QQ group and transfer the positive media information. In addition, the teacher can also implement flexible and diversified interaction forms for online media, including online psychological counseling, blogs of students, mobile messaging platform and independent forum etc. Strengthen personalized education for students, provide rich and colorful online activities through various forms and with adoption of the advantages of we media era. Moreover, it should make use of campus network to make training and seminars and expand the visions of students. Improve the positive learning ability of students through flexible and various teaching forms; students cultivate their self-discipline ability gradually through self inspection and evaluation, which can decrease their addiction time in network games effectively.

At the same time, it needs to strengthen the monitoring strength of colleges and universities for bad information, further improve network technology monitoring system and pay attention to the moral education of students, so that the moral cultivation of students can be improved in overall and guide the
students to set up the sense of integrity. The students can only avoid the bad influence of network under we media era by starting from themselves and improving moral cultivation.

V CONCLUSIONS

Participate in rich and colorful network teaching activities and strength the innovation ability cultivation on the basis of improving their professional knowledge. Take part in web design competition, DV shooting contest and other activities actively, inspire inner potentiality continuously and then explore an innovation road under new media background actively.

References: