

Research on the Characteristics of Film and Television Arts Majors in Comprehensive Undergraduate Colleges under the Background of “Double First Class”

Wu Xiaoyan

Nanchang Institute of Technology, Jiangxi, Nanchang, 330000, China

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Abstract: With the rapid development of my country's economy, important changes have taken place in the social occupational structure, and the requirements for talents are getting higher and higher. Under such a background, my country's emphasis on education is constantly increasing, so it puts forward the “double first-class” requirements for building first-class universities and first-class disciplines. The implementation of this education strategy has promoted the development of my country's higher education in line with the trend of the times. In addition, the development of college education is also affected by the market and economy, and shows a market-oriented development trend. Under the guidance and guidance of the spirit of the 19th National Congress of the Communist Party of China, the development of China's higher education has been moving forward in the direction of “double first-class”. Professional and cultivate first-class talents. This article studies the characteristics of film and television art majors in comprehensive undergraduate colleges and universities under the background of “double first-class”, puts forward specific construction strategies and opinions, and finally helps the film and television art majors in comprehensive undergraduate colleges to continue to tap their own advantages and characteristics. Come out and find a development and construction method that is consistent with their own professional characteristics.

1. Introduction

1.1 “Double First Class” Background

“Double first-class” construction is a strategy to promote the development and progress of higher education in colleges and universities in 2015. It is the abbreviation of “world-class discipline” and “world-class university”. The strategy was proposed to comply with social and economic development and economic structural transformation. By building a first-class faculty and scientific research, in order to cultivate first-class talents with high quality, high level and strong innovation. And because of the “double first-class” development strategy put forward, all colleges and universities are encouraged to make achievements as the key content of development, so that all colleges and universities get fair and just development opportunities [1].

1.2 Characteristic Discipline Construction

The construction of characteristic disciplines mainly refers to the establishment, reorganization and innovation development of colleges and universities in accordance with the characteristic disciplines to carry out various construction and creative activities. The characteristics are developed and innovated on the basis of tradition, and must be reformed according to the development needs of the times in order to maintain the characteristics. Therefore, in the process of school development, it is necessary to continuously improve the level of special subject construction in colleges and universities, so that the competitiveness of comprehensive colleges and special subjects can be effectively improved [2].

2. The Setting of Film and Television Art Majors in Comprehensive Undergraduate Colleges

Comprehensive undergraduate colleges basically set up film and television art majors in terms of the basic layout and organizational structure of the disciplines they already have. There are two main types of such institutions. The first is that the film and television arts are set up in similar disciplines, such as journalism, communication, and literature. The other is that the institutions use the original subject resources to create independent of film and television arts and independent colleges. Therefore, under such background, there are the following problems in the film and television majors in comprehensive undergraduate colleges:

2.1 Professional Settings China's Unity and Diversification Coexist, Lacking System

A small number of comprehensive undergraduate colleges and universities have exhibited diversified and diverse characteristics in the process of setting up and building majors in film and television arts. For example, the Meishi Film School was established in Chongqing University and set up majors related to film and television arts, mainly including broadcasting and hosting arts, performances, drama, film and television literature, radio and television directors, and other majors. The settings of these majors have been successfully linked. , Initially promoting the film and television arts disciplines to be holistic and connected at the time of construction; and Sichuan Normal University set up a school of film and television media, which was established in 2015. The majors include broadcasting director, drama film and television art design, drama Film and television director, broadcast and host art, etc. [3]. These professional settings can help the subject continue to improve effectively and systematically. But in general, there is a lack of certain overall characteristics in the setting of film and television art majors in comprehensive colleges, and there is a trend of simplification in the setting of majors. This is a relatively common situation in comprehensive undergraduate colleges. The majors set in comprehensive undergraduate colleges are basically one or two majors. Due to the small number of majors, there is no linkage between majors. For example, when the corresponding works are created in the film and television arts major It is difficult to achieve.

2.2 The Layout of the Disciplines of Film and Television Arts Shows Decentralized Characteristics

At the moment, the comprehensive undergraduate colleges and universities are adjusted to the catalog of art disciplines. The film and television arts discipline has become a first-level discipline, and the art major is also classified as the thirteenth discipline. Therefore, it has also effectively promoted the construction of film and television arts to a certain extent. There are quite a few comprehensive universities that put film and television arts majors under different colleges. There are no independent colleges for these disciplines, so they are decentralized [4]. Such professional settings cannot make the majors link up, which leads to a looser situation in the structure and organization of film and television art majors, and the teaching of majors also has advantages.

2.3 The Influence of the Discipline of Film and Television Arts is Insufficient

Among the comprehensive undergraduate colleges and universities, there is insufficient influence in setting up the discipline of film and television arts, and there is no strong advantage in the development of the entire college. The film and television art major is a new major in comprehensive undergraduate colleges. Although the major has a certain proportion in the planning of comprehensive undergraduate colleges, it still shows a weak phenomenon compared with other major construction planning. Basically, the talent introduction, capital investment and scientific research support in film and television arts are relatively low, so it is impossible to enhance its influence and status in comprehensive undergraduates during the development process [5]. In addition, the film and television arts discipline in only one comprehensive undergraduate college can be found in the double first-class discipline construction project and the list, which also shows from the side that the current film and television arts in comprehensive undergraduate colleges and

universities The importance of subject construction is insufficient.

3. Under the Background of “Double First-Class”, the Characteristics of Film and Television Arts in Comprehensive Undergraduate Colleges

Some western countries have placed important places for training film and television talents in comprehensive colleges and universities. Many excellent film and television art talents trained in such comprehensive colleges and universities have greatly influenced the film and television industry in Western countries. And function. In order to give full play to the characteristics and advantages of training talents for film and television arts in comprehensive undergraduate colleges and universities, it is necessary to closely combine “specialist education” and “general education”. However, despite the “double first-class” strategic promotion of film and television art majors in comprehensive undergraduate colleges and universities in my country, there is still the inability to effectively combine the two, basically focusing on the characteristics of “generalist education” [6].

3.1 Comprehensive Ability Training Based on Professional Needs

Comprehensive undergraduate colleges have advantages that professional colleges do not have, mainly manifested in deep academic background and profound connotation, relatively complete subject categories, and both arts and sciences. Therefore, the discipline construction and personnel training generally start from the whole, and more attention is paid to comprehensiveness in the cultivation of talents. The talents of film and television arts are required to have basic knowledge of film art theory and humanistic connotation, which promotes the training of talents to have a broader Vision.

One is to retain the advantages of comprehensive undergraduate colleges in cultivating talents, and on this basis, increase the teaching proportion of film and television art theory. Not only is it to cultivate the basic ability of students in film and television arts, but also to encourage talents to engage in various tasks such as teaching, creation, cultural centers and stations in related fields. Therefore, the talents cultivated are innovative and complex talents. The other is to pay more attention to comprehensiveness in the training of professional skills of film and television art students, and will not excessively pursue the special abilities that may be applied to a certain link of future work in talent training. Focus on basic knowledge, etc., and promote students to become talents who are proficient in the fields involved in their majors [7]. Discipline characteristics such as comprehensive undergraduate colleges can help students continue to strengthen the integrity of their knowledge structure, promote students to have a deeper accumulation in thinking, knowledge base, etc., and stimulate students' potential and ability.

3.2 Strengthen the Cultivation of Students' Practical Innovation Ability

The film and television art major needs to visualize the spirit through practice and use video and audiovisual as the main form of expression to complete the creation of works. Therefore, the film and television art major pays more attention to the cultivation of creative ability and production skills. In the development process of comprehensive undergraduate colleges, they also attach great importance to the training of film and television arts in this aspect, and the training standards and training effectiveness of talents can reach the theoretical effect and can be converted into actual results [8]. In the future, comprehensive undergraduate colleges and universities will continue to strengthen the professional capabilities of students in the film and television arts under the premise of ensuring basic material conditions and teacher conditions, mainly by increasing the proportion of creative practice courses to promote students to have more Strong practicality and professionalism.

4. The Development Strategy of Film and Television Art Specialty in Comprehensive Undergraduate Colleges under the Background of “Double First-Class”

4.1 Improve Scientific Research and Promote the Construction of Film and Television Theory

In a considerable number of colleges and universities, the importance of research projects for

teachers of film and television arts is relatively inadequate, which has led to relatively poor construction and influence of film and television arts in comprehensive undergraduate colleges. In addition, because the film and television art major has received relatively less attention in comprehensive undergraduate colleges, the number of scientific research work that teachers can engage in is relatively small. For a long time, the development of film and television art major in comprehensive undergraduates will be extremely negative effect. Therefore, comprehensive undergraduate colleges should actively give full play to their own advantages, and guide the scientific research work of film and television arts through traditional superior disciplines; in addition, teachers should be assigned more teaching and scientific research tasks, and provide teachers with the tasks to be completed within the deadline. The quantity of scientific research ultimately promotes the continuous improvement of teachers' ability and level of subject construction.

4.2 Improve the Level of Professional Teachers of Film and Television Arts

Compared with other majors, the film and television art major has the characteristics of professionalism, creativity, and practicality. In order to develop and progress the subject, the subject must also be used as the driving force. But generally speaking, the original teaching tasks of teachers are extremely heavy. If the number of scientific research personnel is increased, the energy of the teachers will be greatly reduced, and the two cannot be fully considered. If two different teaching and research activities are forcibly carried out, the final result will also lead to both. The quality has dropped significantly. Therefore, two groups of different teachers are needed to play a role, one group is mainly to carry out high-quality teaching activities; while the other group is mainly engaged in scientific research activities, so that the contradiction between scientific research and teaching will be better Solve [9]. In addition, active teachers should be actively trained to ensure the substantive effect of the training through examinations and assessments; schools can also actively introduce highly educated and high-level talents to enrich the teaching staff.

4.3 Promote Teaching Practice Greatly

The film and television art major itself has strong practical characteristics, so comprehensive undergraduate colleges still have to guarantee the teaching reform of the curriculum. Not only need to link related majors to form a joint force, but also to ensure the improvement of the ratio of practical teaching outside the course teaching and teaching, and guide students to actively create valuable and quality works outside the course [10]. Moreover, the capital investment in the film and television art major should be greatly increased to ensure the material basis of the film and television art major and the guidance of high-quality teachers.

5. Conclusion

Colleges and universities in China are an important place to train high-quality, sophisticated and top-notch talents. The implementation and implementation of the “double first-class” strategy, under the background of “double first-class”, promoted the development of various disciplines in comprehensive undergraduate colleges, and The film and television art majors in comprehensive undergraduate colleges can improve their discipline construction standards by virtue of the “double first-class” development strategy, but there are still some problems in the process of construction, for example: the professional setting shows a single phenomenon, Discipline construction lacks the characteristics of integrity and unity. At the same time, the diversity and comprehensive education that talents attach too much importance to students during the training process lead to students' insufficient learning of their own professional courses, and there are relatively low professional levels. The phenomenon. The development and progress of film and television art majors in comprehensive undergraduate colleges should be combined with the development trend of the times, and at the same time, it should be better adapted to the “double first-class” strategy of higher education on the basis of retaining disciplinary characteristics. Therefore, this article explores the characteristics of film and television art majors in comprehensive undergraduate colleges under the

background of “double first-class”, and puts forward corresponding strategies for the development and progress of this major, so as to ensure that the major cultivates more under the premise of protecting its own characteristics. Multiple talents.

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