

Research on the Construction and Optimization of the Integration Mechanism of Industry, Academia, Research, and Innovation in Chinese Language and Literature Education under the Background of New Liberal Arts

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Abstract: Under the background of new liberal arts construction, the traditional education mode of Chinese language and literature specialty is facing challenges. In-depth study on the construction and optimization of IARI (integration mechanism of industry, academia, research, and innovation) integration education mechanism is of great practical value for promoting the educational reform of Chinese language and literature specialty under the background of new liberal arts. This article focuses on its IARI integration education mechanism. By analyzing the relevant theoretical basis, this article studies the necessity and feasibility of the construction of this mechanism, clarifies the construction objectives according to specific principles, expounds the construction contents from the aspects of curriculum system, practice platform, teaching staff and collaborative management and guarantee mechanism, and then puts forward optimization strategies. Constructing and optimizing the IARI integration education mechanism of Chinese language and literature can break the limitations of traditional education and integrate resources from all sides. Finally, it is concluded that this mechanism is of great significance to promote the educational reform of Chinese language and literature specialty and cultivate compound and innovative talents to meet the needs of social development, which provides a new path and direction for professional development.

1. Introduction

As an important direction of higher education reform and development in China, the construction of new liberal arts brings new opportunities and challenges to Chinese language and literature education [1]. Under the background of the rapid development of today's society and the changing needs of the industry, Chinese language and literature majors need to actively explore innovative educational models to meet the diverse needs of the times for professional talents [2]. In this situation, it is of great significance to study the construction and optimization of IARI integrated education mechanism.

Judging from the development trend of education, the traditional Chinese language and literature education mode focuses on theoretical knowledge teaching, and there are shortcomings in practical application and innovation ability training [3]. Facing the urgent demand of society for compound and innovative talents, promoting IARI integration has become an inevitable choice for the transformation and development of Chinese language and literature specialty [4]. This integration can break down the barriers between universities, industries and scientific research institutions, promote the transformation and application of knowledge, and cultivate students' innovative thinking and practical ability.

Under the background of new liberal arts, Chinese language and literature majors need to keep pace with the times, integrate resources from all sides and enhance their professional competitiveness [5]. IARI integrated education mechanism can enable students to get in touch with the forefront of the industry, participate in practical projects, and cultivate innovative consciousness and entrepreneurial ability [6]. Through cooperation with industry, Chinese language and literature majors can better understand the market demand, adjust the teaching content and direction in time, and improve the quality of personnel training.

However, at present, the research on IARI integration education mechanism of Chinese language and literature is still in the exploratory stage, and practical experience needs to be accumulated. Many problems, such as insufficient integration depth and imperfect coordination mechanism, need to be solved urgently [7]. Therefore, it is of great practical value to deeply study the construction and optimization of IARI integration education mechanism of Chinese language and literature to promote the educational reform of Chinese language and literature specialty under the background of new liberal arts and cultivate high-quality talents to meet the needs of social development.

2. The educational mechanism of IARI integration of Chinese language and literature

The purpose of new liberal arts is to break down discipline barriers and integrate multidisciplinary knowledge to meet the new needs of social development. Its connotation emphasizes interdisciplinary, technical empowerment and value guidance, and its characteristics are innovation, integration and times. As far as Chinese language and literature education is concerned, the new liberal arts promotes its transformation from traditional humanistic education to interdisciplinary and applied direction.

The mechanism of IARI integration of Chinese language and literature is based on the concept of combining education with industry, scientific research and innovative practice. Its constituent elements include universities, enterprises, scientific research institutions and other subjects, as well as courses, practice platforms and other carriers. The theoretical basis stems from the principle of interaction between education and socio-economic development, that is, education needs to adapt to socio-economic needs and react to economic development [8]. The new liberal arts provides direction guidance for the IARI integration education mechanism of Chinese language and literature, emphasizing the improvement of education quality through interdisciplinary integration. The IARI integration mechanism of Chinese language and literature is the concrete practice of the new liberal arts concept in professional education, and the two complement each other.

3. The significance of the construction of IARI integration education mechanism

With the development of the times, the limitations of the traditional educational model of Chinese language and literature have become increasingly prominent. Under the traditional mode, the curriculum emphasizes theory and ignores practice, which leads to students' lack of practical application and innovation ability, although they have solid literary knowledge. According to the survey on the employment situation of graduates majoring in Chinese language and literature in 2020, about 60% of the graduates think that there is a disconnect between what they have learned in the school and the actual work needs, and over 70% of the employers feedback that the graduates' performance in practical work scenarios such as copywriting planning and new media operation is difficult to meet the job requirements. This disconnect has seriously affected students' employment competitiveness and career development [9]. At present, the demand for compound and innovative talents in society is increasing rapidly, and the major of Chinese language and literature is in urgent need of reform. IARI integrated education mechanism can integrate industrial demand into teaching, so that students can improve their practice and innovation ability by participating in practical projects and scientific research and innovation activities, and meet the diverse needs of the market for talents. This mechanism is conducive to the close cooperation between universities and industry, promoting the development of disciplines and enhancing the social influence and service ability of majors, which is an inevitable choice for Chinese language and literature majors to adapt to the development of the times.

From the policy point of view, the state attaches great importance to the construction of new liberal arts and has issued a series of policies to encourage cooperation between universities and industries, which provides strong policy support for the IARI integration of Chinese language and literature. In terms of resources, universities have rich academic resources and teachers, the industry has practical platforms and project experience, and scientific research institutions have mastered cutting-edge technologies and research results, and the resources of all parties are highly

complementary. The development of information technology provides a convenient communication and cooperation platform for IARI parties, reduces the cost of cooperation, and makes the IARI integration education mechanism of Chinese language and literature technically feasible.

4. Principles of building IARI integration education mechanism

The construction of IARI integration education mechanism of Chinese language and literature should follow the principle of collaborative innovation. Universities, enterprises and scientific research institutions should break the boundaries and form an organic synergy. All parties give full play to their own advantages, universities provide theoretical knowledge and scientific research results, enterprises feedback market demand and provide practical platforms, and scientific research institutions help technological innovation and jointly promote the process of educating people. The principle of centering on students' development is also crucial. Mechanism construction should focus on improving students' ability and meet students' individualized development needs. According to students' interests and specialties, it can provide diversified opportunities for practice and innovation, so that students can continuously tap their own potential and improve their comprehensive quality in integrated education. It is also necessary to constantly optimize and adjust to adapt to social development and provide lasting motivation for the cultivation of Chinese language and literature professionals.

The overall goal of the construction of IARI integrated education mechanism for Chinese language and literature is to cultivate high-quality compound talents to meet the needs of the development of the times. On the knowledge level, students are not only proficient in Chinese language and literature, but also can master interdisciplinary knowledge and broaden their knowledge horizons. In terms of ability, it focuses on cultivating students' practical application ability. By participating in enterprise projects and scientific research practice, students can skillfully use professional knowledge to solve practical problems. Teachers encourage students to break through traditional thinking and form innovative ideas in their study and practice, and have the entrepreneurial ability to turn innovative achievements into actual products or services. From the perspective of literacy, students should have a good sense of professionalism and social responsibility. Students should deeply understand the cultural connotation of Chinese language and literature, inherit and carry forward excellent culture, show their professional responsibility in future career development and contribute to social and cultural construction.

5. Construction of IARI integration education mechanism

Table 1: Modular Curriculum System Setup for the Chinese Language and Literature Major

Course Category	Course Module	Teaching Method	Recommended Semester	Practical Component Ratio	Assessment Method
Basic Courses	Ancient Chinese	Classroom Lectures, Textual Analysis	Semesters 1 - 2	10%	Written Examination
Basic Courses	Modern Chinese	Theoretical Explanation, Case Analysis	Semesters 1 - 2	15%	Written Examination + Assignments
Basic Courses	Introduction to Literature	Special Lectures, Group Discussions	Semesters 2 - 3	10%	Essay + Classroom Performance
Core Professional Courses	Ancient Chinese Literature	Teacher Lectures, Work Discussions	Semesters 3 - 5	20%	Written Examination + Work Analysis
Core Professional Courses	Modern Chinese Literature	Classroom Lectures, Academic Reports	Semesters 4 - 6	20%	Written Examination + Course Essay
Core Professional Courses	Foreign Literature	Lectures Combined with Multimedia, Group Presentations	Semesters 4 - 6	20%	Written Examination + Reading Report
Practical and Innovation Courses	New Media Copywriting Practice	Project-Driven, Guided by Corporate Mentors	Semesters 5 - 7	70%	Project Outcomes + Presentation
Practical and Innovation Courses	Cultural and Creative Planning Practice	Collaborative Practical Projects, Case Analysis	Semesters 6 - 7	80%	Plan + Implementation Effect
Practical and Innovation Courses	Creative Writing Workshop	Workshop Format, Guided by Writers	Semesters 6 - 8	70%	Work Display and Assessment

The construction of IARI integration education mechanism of Chinese language and literature covers many key aspects. These aspects are interrelated and synergistic, and jointly promote the innovation and development of professional personnel training. The construction of curriculum system should break the traditional curriculum boundaries and integrate interdisciplinary content. The curriculum should be dynamically adjusted according to the industrial demand (see Table 1).

Universities should build practice bases with enterprises and scientific research institutions, such as establishing "creative writing practice bases" in cooperation with cultural communication companies to provide students with real project training opportunities. It is also necessary to build an innovative practice platform on campus, such as the "Chinese Language and Literature Innovation Workshop", to encourage students to carry out independent innovation projects and incubate creative achievements. The construction of teaching staff can not be ignored. Schools can introduce enterprise experts and scientific research talents with industry experience as part-time teachers to enrich the teaching staff; Blood medicine should also promote teachers in the school to work in enterprises on a regular basis to improve their practical ability. Finally, a collaborative management committee composed of representatives from universities, enterprises and scientific research institutions is established to jointly formulate talent training programs and management practice teaching.

6. Optimization strategy of IARI integration education mechanism

After the construction of IARI integrated education mechanism for Chinese language and literature, it needs to be continuously optimized to adapt to the rapidly changing social needs and educational environment. The optimization strategy involves many key fields such as curriculum system, practice platform, teaching staff and collaborative management and guarantee mechanism.

The purpose of curriculum system optimization is to improve its adaptability and innovation. The optimization of curriculum system should keep track of industry trends and update curriculum content in time. It is also necessary to strengthen the logic and systematicness between courses and avoid duplication of content. By constructing a curriculum assessment system oriented to ability training, students' learning effect is evaluated from knowledge mastery, practical application and innovative thinking (see Table 2).

Table 2: Assessment Index System for Courses in the Chinese Language and Literature Major

Primary Assessment Dimension	Secondary Assessment Indicator	Assessment Points	Weight
Knowledge Mastery	Understanding of Basic Knowledge	The degree of comprehension of fundamental concepts and theories in Chinese language and literature	15%
	Knowledge Application Ability	The level of using professional knowledge in written expression and analytical discussions	15%
Practical Application	Project Execution Ability	The quality and efficiency of completing assigned tasks in practical projects	20%
	Problem-Solving Ability	The ability to propose effective solutions to practical challenges	15%
Innovative Thinking	Degree of Viewpoint Innovation	The novelty of proposing unique insights and new ideas	10%
	Knowledge Expansion Ability	The performance in innovatively extending and expanding professional knowledge	10%
Team Collaboration	Communication and Collaboration Effectiveness	The effectiveness of information exchange and collaborative cooperation within a team	5%
	Team Contribution Magnitude	The actual value of contributions made towards achieving team goals	5%

The optimization of practice platform focuses on enhancing its practicality and openness. It is also necessary to strengthen cooperation with various emerging enterprises and cutting-edge scientific research institutions and expand practical fields. At the same time, it is necessary to open the resources of practice platform, not only for students majoring in Chinese language and literature,

but also to attract interdisciplinary students to participate in innovative practice projects and promote interdisciplinary integration. The optimization of teaching staff is committed to improving its professionalism and integration. It is necessary to provide more opportunities for teachers in the school to participate in high-end academic seminars and industry training, so that they can master the latest academic trends and industry technologies. For part-time teachers in enterprises, training in teaching methods can be carried out to improve their teaching ability. Schools can establish a teacher incentive mechanism, encourage teachers to actively participate in IARI integrated teaching, and reward outstanding teachers.

The optimization of collaborative management and guarantee mechanism needs to improve the decision-making process of collaborative management Committee and improve decision-making efficiency. In terms of the guarantee mechanism, it is also necessary to broaden the sources of funding. In addition to school funding and enterprise funding, actively strive for government research project funding and social donations. Rational planning of resource allocation, giving priority to ensuring the development of key practical projects and innovative courses.

7. Conclusions

Under the wave of new liberal arts, Chinese language and literature majors shoulder the heavy responsibility of adapting to the needs of the times and cultivating high-quality talents. This article focuses on the construction and optimization of IARI integration education mechanism, and has achieved fruitful results through in-depth research in many aspects.

Theoretically speaking, the concept of new liberal arts provides a clear direction for the IARI integration education mechanism of Chinese language and literature. On the necessity and feasibility of the construction, the disconnection between the traditional education mode and the social demand highlights the urgency of the construction of the integration mechanism, and the policy support, resource complementarity and technological development make it practical. In the process of construction, following the principles of collaborative innovation, student-centered development and sustainable development, a clear goal of cultivating compound talents has been set. By building a modular curriculum system, building a practice platform, building a diversified teaching staff and establishing a collaborative management and guarantee mechanism, a relatively perfect education mechanism has been initially formed. However, in order to better adapt to the changing social environment and educational needs, it needs to be optimized from many dimensions, such as curriculum system, practice platform, teaching staff and collaborative management and guarantee mechanism.

The construction and optimization of IARI integration education mechanism in Chinese language and literature is a key measure to conform to the development trend of new liberal arts and solve the existing problems in professional education. It can improve students' practice and innovation ability, meet the diverse needs of society for talents, and promote the long-term development of Chinese language and literature specialty.

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