

# *Research on the Construction of Cultural Quality Education Curriculum System Supplemented by “Open Lecture Hall”*

Wang Kaiyi

*Taizhou Radio & Tv University, Taizhou, Zhejiang, 318000, China*

**Keywords:** “two-year activity”, Open lecture hall, Campus culture, Lecture

**Abstract:** The establishment of the Open Lecture Hall is to implement the “two-year activity” proposed by Taizhou Radio Television University, aiming to further promote the construction of campus culture, build a well-known teaching brand for open education, and improve the level of open education services. The second is based on the consideration of expanding the knowledge of the students, broadening their horizons, and improving their overall quality. In addition to improving students’ professional knowledge and skills through academic education, they also need to continually learn non-professional and non-utilitarian knowledge and abilities in philosophical thinking, self-management, and humanistic literacy. The Open Academy has launched a series of lectures, and used expert forums, cultural salons, and interactive exchanges to improve the students' ability to solve practical problems through the Open Lecture Hall.

## 1. Introduction

With the popularization of the China’s general higher education, the National Open University’s task of large-scale promotion of adult academic education has gradually come to an end. Under the environment of higher education popularization, private adult academic institutions have mixed up with many others in the field of adult education. It also makes the high-quality development of adult education face a new situation. In February 2019, in response to the new situation, Pan Xiankao, Secretary of the Party Committee of Taizhou Radio Television University, at the school’s mid-level cadres’ winter vacation meeting, proposed the “Two-Year Activities” of “Quality Improvement Year” and “Transformation Development Year”, centering on the general development requirements of “seeking progress in stability, raising the benchmark, striving for the first place with hard work, and standing up to the forefront”. As the entity department undertaking adult education, the Open Academy has done scientific sharing and rational thinking in serving open students, innovating and opening campus culture, and improving the education function of adult education. On this basis, the “open lecture hall” came into being.

## 2. Analysis of the Necessity of Setting Up an Open Lecture Hall

### 2.1 Responding to the School's “Two-Year Activity” and the Need to Enhance the Brand of Open Teaching

Under the increasingly fierce competition in the admission situation of adult education, how does the Open University improve quality and efficiency by creating a well-known open education teaching brand and open education characteristic campus cultural activities, establishing a distinction from off-campus private institutions, and attracting sentimental, active and motivated people in society to apply for the Open Education of the Open University. How to build the teaching brand of open education, in addition to improving the standard of open teaching, the introduction of branded courses by well-known teachers is also the direction we need to work hard on. The establishment of an open lecture hall can bring together the existing excellent teachers of the school to create brand courses, carry out special teaching activities, and open students with dedicated and grounded lectures that students can use, and then they can go out of the campus and enter the field, companies and communities of those cooperative enterprises or outstanding students to promote the brand of open education and teaching, and at the same time give full play to the role of the Open University as an adult university serving the society.

## **2.2 The Need to Improve the Overall Quality of Open Students**

The targets of open education are adults in society, who have prominent contradictions between work and study, both work pressure and life pressure. Compared with college students, the problems they face are more complex and comprehensive, integrating personal life problems (such as husband and wife relationship, children's education, self-management), work problems (such as lack of professional knowledge and skills, weak interpersonal skills, insufficient management ability) in one. To solve these problems, in addition to systematically improving specific professional knowledge and abilities, it is also necessary to continue to learn and improve in non-professional and non-utilitarian general knowledge, abilities and accomplishments such as philosophical thinking, self-management, and humanistic literacy. Because students are under the pressure of social work and family life, it is difficult for them to take systematic time to think and study all aspects of this knowledge. At the same time, the distribution of school teachers is relatively scattered, and it is also difficult for teachers to systematically explain these aspects of knowledge. Through the establishment of an open lecture hall to carry out a series of special lectures, the use of expert forums, interactive communication, etc. to enhance the students' ability to solve practical problems in work and life, the effect is undoubtedly significant. On the one hand, the open lecture hall can achieve cross-professional intensive lectures in the school, which will benefit more students. On the other hand, the lecture hall can be opened outside the school, and the lectures can be sent to government public service departments, schools, student communities, and student companies.

## **3. Feasibility Study of Establishing an Open Lecture Hall**

### **3.1 Supported by Solid Teacher Qualifications Both inside and Outside the School Reserves**

The school currently has a large number of excellent teachers in ideological politics, economic management, and humanistic literacy. On the one hand, they are distributed in various teaching departments of the school to undertake busy teaching work, on the other hand, they are also actively participating in social services, playing their own light and enthusiasm in government consultation and macro policy announcements, radio and television program reviews, community services, corporate services and various social welfare activities. In addition, the school reserves a large number of outstanding guest teachers in the process of open education development. They are teachers from brother colleges, or corporate executives and entrepreneurs of outstanding

cooperative enterprises, or outstanding students who graduated from the school. It is an excellent source of teachers for the open lecture hall.

### **3.2 Rich Experience Accumulated by the School in Organizing Lecture Courses**

In the autumn of 2009, in order to improve the basic literacy of adult open education, the National Open University set up a catalogue of 80 general education courses in four major categories: humanities, social sciences, natural sciences and technology, and personal development and interests for the first time. Open universities choose their own courses and are responsible for the construction of course resources. The provincial open university affiliated to Taizhou Radio TV University, Zhejiang Open University selected from 80 courses of undergraduate and junior college and built 20 courses for the autonomous selection of courses at all levels of the province's open university system. Because our school has no experience in the opening of general education courses in open education, relatively lack of conceptual understanding and theoretical research, and lack of curriculum resources, we have adopted different professional channels to open the general education courses for students of the same level and different majors who need to take credits each semester. In the past ten years, seven or eight general education courses including “Personal Finance”, “Economics and Life”, “Regional Culture”, “Family Education”, “Basics of Practical Law”, “Leadership Science and Art” have been offered. These courses are organized by the college, and excellent teachers in the school are invited to use various forms such as special lectures, cultural salons, and practical investigations to transfer knowledge to open students and stimulate their interest. For a long time, some courses have directly formed a series of lectures. Taking regional culture as an example, a total of eight topic lectures and field investigation activities have been carried out.

In addition, in the spring of 2018, in order to strengthen the ideological and political education of open students, the National Open University has set up a total of six ideological and political courses in the teaching plan of the Open Education Undergraduate and College, it includes Xi Jinping Thoughts on Socialism with Chinese Characteristics in a New Era, Mao Zedong Thought and the Theoretical System of Socialism with Chinese Characteristics, Basic Principles of Marxism, Ideological and Moral Cultivation and Legal Foundation, National Policy Theory, Chinese Modern History Outline. At present, in these ideological and political courses, we mainly focus on online learning and tutoring, while offline are mainly conducted in the form of special lectures and on-site interaction.

In these special lectures on general education and ideological and political courses, the Open Academy has accumulated a wealth of experience and confidence in teaching and academic affairs. It has also organized and formed the Academy's expert faculty database and optional special lecture topics. This has laid a good foundation for the official establishment of the Open University and building an open education and teaching brand.

## **4. Some Thoughts on the Specific Operation of the Open Lecture Hall**

### **4.1 The Concept of Opening Lectures**

As an open lecture hall serving Taizhou Radio and Television University's open students, it must be distinguished from other off-campus lecture halls and reflect the basic purpose of Taizhou Radio and Television University's open campus cultural construction: “Establish Taizhou, study together, make progress, and develop together” , and open lecture hall should also achieve the following points in the topic selection and lecture mode:

#### **4.1.1 Based in Taizhou**

The open lecture hall must be based in Taizhou, serving open students and at the same time giving full play to the function of adult colleges serving the society. The content of the lecture should not only reflect the law of social, cultural and economic development in the future, but also highlight the local characteristics of Taizhou, strive to serve the needs of Taizhou's social, economic and cultural development, and expand the school's influence in the region. The courses offered should focus on optimizing the local business environment, boosting the high-quality development of the local private economy in the new era, strengthening the construction of local industry practitioners, and improving the knowledge and skills of students.

#### **4.1.2 Serving Students**

The open lecture hall is for open students, and the topic of each lecture in the lecture hall must be closely related to the needs and interests of the students. On the basis of sorting out the themes of previous lectures, the Open Academy will continue to collect the opinions and thoughts of relevant experts from our school, and gather a series of optional topics for students to choose. Before each lecture, the opinions of the trainees are extensively solicited through online-questionnaires, the needs of the trainees are investigated, and the topics of this period are selected, and then relevant experts are invited to conduct lectures inside and outside the school.

#### **4.1.3 Keep It Open**

Openness is the basic feature of open education in TV universities. The open lecture hall must be consistent in its openness. Specifically, the openness of the lecture hall can be reflected in the following four aspects.

##### **3.1.3.1 The Audience is Open**

The open lecture hall will focus on open students. At the same time, in order to expand the influence of the college and carry out external exchanges, the audience of the lecture hall should also be extended to the company where outstanding open students are located, the communities, our school's secondary vocational college, higher vocational college and community colleges. By sending lectures into communities, enterprises, advertising outstanding teachers and content of open education in cooperative colleges and departments can increase the attractiveness of open education.

##### **3.1.3.2 The Location is Open**

The location of the open lecture hall can be placed in the school's academic lecture hall, in the school's cloud classroom with advanced information technology, at the site of the local economic and cultural practice investigation in Taizhou, or it can be in the places such as company, community and so forth, where the outstanding open students are located.

##### **3.1.3.3 Faculty is Open**

The faculty of the open lecture hall will be based on the school's outstanding faculty. At the same time, well-known scholars and experts from outside the school, relevant leaders of the Taizhou administrative department, executives of cooperative enterprises and outstanding students from the past will be invited to the school to give lectures, and strive to create an open education learning platform with a broad field and grounded atmosphere.

### 3.1.3.4 Content is Open

Although the content of the open lecture hall is different from the ordinary course lectures in the college's daily teaching, it is also related. On the one hand, part of the lectures in the open lecture hall itself are derived from the usual course lectures. They are selected from the courses with good feedback after students learned. They are rearranged and elevated on the basis of reflecting the opinions of the open students on the improvement of the course. On the other hand, opening the content of the lecture hall can also break the original professional major restrictions and break the grade restrictions of the students. It can be higher than the course content, reflecting national hot issues, the spirit of important government meetings, economic laws and policies, local characteristic culture, and self-management and management of others, etc., reflecting more about the common needs of open adult students in their work and life. In the future lecture halls, the Open Academy can further understand the needs of students, expand the themes of special lectures, launch more abundant publicity methods, and enrich the connotation and brand building of the open lecture hall.

## 4.2 The Opening Lecture Content of the Open Lecture Hall

The content of the open lecture hall will involve all aspects of open students' needs in work and life, which can mainly include four major aspects: first, economic management lectures with the purpose of "serving the construction of the Taizhou Bay Area", such as macroeconomic analysis and personal investment and financial management, entrepreneurial guidance, interpersonal communication and self-management, etc.; the second is family education seminars with the purpose of "building four homes" (being good parents, building a good family, establishing a good family tradition, and passing on a good family precept), such as marriage and family relations, children's education issues, neighborhood relations, filial piety education, etc.; the third is "Promoting Taizhou Hehe Culture" as the purpose of Chinese excellent traditional culture lectures, such as poetry appreciation, classic recitation, piano, chess, calligraphy, astronomy, geography, Taizhou local culture research, etc.; the fourth is an ideological and political lecture with the purpose of "promoting the spirit of Nanhu and the spirit of reclamation by Chen", such as Xi Jinping's new era of socialism with Chinese characteristics, revolutionary traditional education, the outline of modern Chinese history, laws and regulations, studying the spirit of important conferences and so on.

## 4.3 The Organization of the Open Lecture Hall

Since the Open Lecture Hall is to be built as a well-known teaching brand for open education, the Open Academy must strengthen planning and attention in the process of specific operations, such as the following two aspects:

### 4.3.1 The Brand Building of the Open Lecture Hall

The open lecture hall is an important part of our school's open education characteristic campus culture brand, and it is also a representative of our school's excellent open teaching quality. Therefore, it is necessary to carefully plan the topic selection and teacher selection of the open lecture hall, and the sense of ceremony must be sufficient. It is necessary to design special symbols and signs for the open lecture hall. It also needs a special host to introduce the courses and the opening professors and assistant teaching at the lecture site. For the first lecture, a special opening ceremony will be held, inviting the leaders in charge to give an opening speech, recording the whole process of the opening content, and keeping the precious opening materials, so as to make sufficient preparations for the collection of the contents of the large lecture hall for several years.

In order to expand the influence of the opening lecture hall, in addition to paying attention to the lecture itself, it is also necessary to pay attention to strengthening publicity work, including publicity mobilization before the lecture, process records during the lecture, and report summary after the lecture. Advertising channels include WeChat posts, e-posters in student groups, sticker posters in campus, and reports to higher-level departments and news departments.

#### 4.3.2 Discussion on the Lecture Mode of the Open Lecture Hall

Generally speaking, the lecture mode of large lecture halls is mainly based on expert lectures. Open lecture halls will also absorb this mode. At the same time, in order to improve the effect of lecture lectures, some content can be processed by the interaction between the host and experts, experts and experts, experts and students, and multiple other interactions. It can also try cultural salons, scene theaters, flipped classrooms, etc.

#### 4.3.3 Frequency of Opening Lectures

Based on the prominent learning contradictions among the staff of Open Studies, the Open Lecture Hall strives to be small and precise. Now, it is better to try to organize two lectures in the school in one semester, one lecture on humanities, one ideological and political hotspot lecture, and maintain about four large-scale lectures a year. In this way, the open students can hear about ten lecture series during the two-and-a-half-year period of schooling, adding an important piece to enrich their studying period. Of course, the open lecture hall will also discuss and adjust the number of lectures based on the opinions of open students' lectures. In addition, other lectures with cooperative companies, cooperative colleges, and student communities will be carried out according to the needs of both parties.

The establishment of the Open Lecture Hall is an important part of the open campus cultural work of the Open Academy, and it is also an effort and experiment in the teaching work of the academy. In the future operations, there may be various problems. The college will learn by doing, make progress while doing it, and strive to achieve the school's activity requirements of "Physical Fitness Year, and provide a nutritious audio-visual feast for open students.

#### References

- [1] Hao Fengyan(2018). *Investigation and Countermeasure Research on the Status Quo of University's Basic Lecture Halls [J]*, *Journal of Hulunbuir University*, vol.1, pp:109-112
- [2] Zhang Tingliang, Huang Huiqin(2017). *Practice and Thinking of Community Education and Learning Organizations-Take the "Citizen Lecture Hall" Event as an Example [J]*, *Continuing Education*, vol.31, no.5, pp:3-6
- [3] Zhang Tianyang, Shen Lihua(2017). *Exploration and Construction of Teaching Activities of "Famous Teachers' Lecture Hall" in Western Universities-Taking Beihai College of Art and Design as an Example [J]*, *Western Leather*, vol.39, no.6, pp:202
- [4] Yu Guirui, Yu Xiubo(2014). *Perspectives on Ecology Research Hotspots in Recent Years-Based on the Summary of 100 Keynote Speeches of China Ecological Lecture Hall [J]*, *Progress in Geographical Sciences*, vol. 33, no.7, pp: 925-930
- [5] Wang Bin(2017). *Create "Lecture Hall of Famous Teacher " to Lead Research and Practice of High-Level Teaching--Taking Beihai College of Art and Design as an Example [J]*, *Art Education Research*, vol.11, pp:116-117.
- [6] Wu Qien(2007), *Lecture Hall of Famous Teachers Leading New Classes--Impressions on the First National Music "Lecture Hall of Famous Teachers"[J]*, *China Music Education*, vol.4, pp:49-60.