

Set up under the New Media Advertising Professional Application Ability Training Course

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Abstract. In recent years, with the rapid development of economy, the development trend of new media era has been strong, almost involves various industries, the advent of the era of new media for education industry has epoch-making significance. This article from the new media era perspective on advertising professional talented person training mode innovation and application ability training explains how teaching reform under the new media era, to specialized educational reform to provide the reference for this.

Keywords: New media; Advertising; Applied talents.

1. Introduction

Contemporary society is the value of the information era, electronic information technology is widely applied to various industries, in this specific historical period, advertising professional has its new meaning not only begins with research of the phenomenon of advertising, but also to the social public right from the distribution of advertising information in their heads. Advertising professional as the foundation of our country's university education relatively weak applied disciplines, to strengthen the innovation theory of entrepreneurship, create a combination of theory and practice of the teaching idea, is to promote the development path of the advertising professional connotation. How about advertising professional applied ability training course is an important and urgent time topic.

2. Under the New Era of Advertising Professional Education Teaching

2.1 Old Education Ideas in Conflict with the Time

For a long time, in the traditional teaching mode in order to teach and teach, fettered people's thinking, confine the teachers' teaching behavior. Ignore the tenet of an applied university and school-running idea, the teaching focus of blindly one-direction transfer knowledge, students passively listening to lectures. Too academic research of the theoretical framework for advertising professional students to explore the regularity of the AD campaign, reveals the essence of advertising campaigns and laws, thus forming advertising principle is too single and one-sided. Until today in development of modern science, modern science has grown to thousands of doors, all kinds of disciplines is cross, penetration and influence each other between and formed some edge discipline. Edge of advertising professional formation, thus become a comprehensive science. Traditional teachers writing blackboard writing, students notes, become a hall class teaching mode is not enough to cope with such a comprehensive subject.

2.2 The Curriculum is too Traditional

According to each different ideas, talents training goal of teaching in colleges and universities, advertising professional courses in the slightly different, but its purpose is to develop scientific knowledge, skills and professional culture, can be in the media industry engaged in advertising, advertising planning, management and production personnel. Traditional teaching environment, for advertising professional course setting is too piece of decent phenomenon, often is the dominant focus of education in the theoretical teaching, ignoring the fact for the advertising industry talent, not only need to learn communication, marketing and other related knowledge, certain aesthetic basis, advertising photography, video, practical arts and advertising design and advertising effect

evaluation and relevant knowledge also is especially essential. The most important to know some advertising regulations and laws and regulations such as professional rules and related regulations. Achieving marketing ability and improve, bring certain economic benefits for the enterprise.

In a word, the traditional teaching environment, the main course simply around communication and marketing system. Curriculum are too heavy academic approach to education and research seem to ignore the importance of practical courses. This too one-sided teaching content set, is clearly not meet the demand of the cultivation of applied talents.

2.3 Students Practice Ability is Weak

Contemporary college students lack of practical ability is influenced by many factors. On the one hand, the restriction of the superior family environment, the contemporary college students are mostly because of superior or the one-child family environment and parent depend on too much, so lead to social participation, actively participate in social practice consciousness relatively weak; Some form of education in colleges and universities, on the other hand, the disadvantages of limited the development of college students' practice ability. Many students every day more is to deal with various must pass the examination and professional grade, or just to participate in the activities of the practice of the campus, not practice in the category of time and energy to participate in more social activities. Although many college courses in many types of social practice, but because of the influence of time and the actual situation, many only exists in the paper, did not achieve the desired effect, eventually become a mere formality.

3. Building under the New Media Era of Advertising Creative Talents Training

Build scientific and reasonable and conform to the market demand of innovative entrepreneurship education curriculum system, the innovation entrepreneurship education throughout the whole process of talent training, has been applied university goal.

3.1 Reasonable Construction of Adapting to Change the Talent Training Scheme

In new media environment, colleges and universities to foster more advertising category of innovative talents, shall be based on fixing era demand, social demand, in accordance with the advertising professional scientific teaching principle, according to local characteristics to formulate their own talent training goal, to build their own school characteristic curriculum system. First of all, comply with the demand of the market must be requires that we must have the innovation consciousness, innovation is the inevitable outcome of the new era to phase out old. Is with from many professional colleges and universities is the only way to highlight the high skills, practice ability of the personnel training mode. Advertising is a comprehensive interdisciplinary professional, to a certain extent determines the advertising professional personnel training mode under the new media environment must change the single characteristic of the traditional, theoretical knowledge and practical skills together, build a comprehensive theory knowledge and practice fusion AD campaign to promote merchandise sales law the nature of teaching course.

3.2 Practice Oriented, Scientific Set Advertising Course Construction

Advertising is a edge discipline, depends on many other discipline itself was born. Also led to the major national colleges and universities to open this course are based on their own under the guide of talent training. Class universities, for example, media advertising focus on the direction of propagation is given priority to; Arts college advertising focus on visual communication is given priority to; Academic university mostly is given priority to with copywriting and planning the advertising. Though the focus is different, but not on the curriculum highlights their scientific orientation and characteristics. Student is to study and study, without considering how to deal with real society after graduation requirements. The age of the Internet is a traditional advertising will die, rise of social advertising age. With the rise of focus media, the huge advertising, subway advertising, stores advertisement, these forms is also the principal means of branding, but some traditional ads,

TV ads, print ads have been leaning to Internet advertising. So the training of the talents in colleges and universities can not old, single, should be tilted to the diversification of media.

4. Advertising Professional Teaching Reform under the New Media Environment of Innovation Strategy

4.1 Building up Big Political Education into the Classroom, Students' Correct Values

Ideological and political education is the priority of spiritual civilization in our country, righteousness and propriety wisdom letter also is of the essence of the Chinese people, the correct moral concepts and principles to solve the problem of social contradictions and. Do well the ideological and political work, improve the quality of personnel training and ability are also now education urgently needs to solve the problem. Ideological and political education can not do without the right of personality education guidance, personality education is the foundation of the political education. Temptation in today's society, many media platform not perfect supervision mechanism, a lot of young people see the so-called "web celebrity, star overnight success; Examples of rich emerge in endlessly. Most of today's college students thought not mature enough, easy to be fooled by false, individuals "reading useless" of the idea of "money first" conception. Introduce the "big education" class, combined with professional knowledge, abide by the moral dimension, earnestly implement the advertising laws and regulations, not false advertising, creating a healthy green new media environment. Set up the student correct world outlook, values, outlook on life. Combine the ideological and political courses and effective, can we improve the higher students' soft power.

4.2 Constructing University-enterprise Cooperation Platform, to Achieve Win-win Results

Build applied talent cultivation mechanism of university-enterprise cooperation among universities. University-enterprise cooperation between enterprises and schools, the first to establish deep university-enterprise cooperation mechanism. Companies can undertake relative curriculum development according to their own demands. Also can visit provide relevant technical equipment or internship opportunities for students to develop practical ability. School can invite relevant personnel to enter the classroom to introduce their own enterprise culture and enterprise demands. In this way, the school through the form of university-enterprise cooperation to create truly to adapt to the market demand of talents. Avoid the traditional way of education with a study, to guide the employment rate is low, many students plight turned on graduation

5. Conclusion

The growth of new media and advertising development complement each other. Advertising professional development is at a great transition, the demands and, advertising information, such as information communication convenient, visibility, and low cost advantage has become increasingly obvious. As dissemination of advertising professional subversion is not only a way of information dissemination or commercial advertising planning and creative, and more about the new cognitive will drive change in the way of thinking and acting, thus shaping a new characteristics, new form of advertising.

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