

# The Current Situation and Thinking of Creative Writing Teaching in Applied Colleges and Universities

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**Abstract:** creative writing in some colleges and universities has carried out practical teaching, but in the process of teaching, we can find that people are not clear about its concept cognition, and do not know what specific role “creative writing” will play. Therefore, through the research on the current situation of “creative writing” teaching in application-oriented colleges and universities, starting from the introduction of the role and importance of “creative writing”, this paper explores the problems existing in its teaching, and puts forward its own views and opinions on these problems, in order to provide a theoretical basis for “creative writing” to play its due role in application-oriented colleges and universities.

## 1. Introduction

The concept of “creative writing” was first formed in the last century, and has continued to grow and develop in the United States. Its main expressions are text creation, the carrier is the work, and it has creative and innovative activities. As one of the links, the basic purpose of this discipline is to train writers, but also to cultivate core talents that can support the cultural industry on the basis of national culture and national consciousness. Its main representatives are animation, programs, and culture. Creative and journalistic talents. “creative writing” has developed rapidly in china and is quite different from traditional writing education concepts and methods. “creative writing” takes market demand as the core to cultivate talents. At present, there are certain problems in the implementation of such a talent training method and concept. These problems have caused difficulties in training writing talents for applied universities.

## 2. The Importance of “Creative Writing” Teaching

### 2.1 Conducive to the Inheritance of Traditional Excellent Culture

Nowadays, it is a peaceful society. The competition between nations depends more on talents and culture. Through the cultural industry, they can spread their cultural consciousness and cultural ideas to the world as quickly as possible, and effectively realize the Chinese dream. Through creative writing teaching, the cultural industry level can be improved, and the cultural connotation and national consciousness of the nation can be further expressed. In the process of teaching “creative writing” in applied colleges, it can effectively inherit the traditional culture of the nation and consciously resist the negative cultural concepts brought about by globalization. It has a great effect on the country's competitiveness and overall national strength. It plays a very important role, and for college students, it can effectively strengthen national pride and cultural self-confidence, and consciously shoulder and shoulder the heavy responsibility of cultural development [1].

### 2.2 Satisfy the Social Spirit and Economic Development Needs of the People

Although china's rapid economic development has brought considerable achievements, it has also caused quite a number of social problems. The existence of these social problems has affected the social harmony and development speed to a certain extent. The talent training model and collaboration methods in the traditional cultural industry have been unable to meet the needs of the current social development and markets and enterprises. In addition to the creation of “creative

writing”, in addition to inheriting the national spirit and culture, it can also meet the growing spiritual and cultural needs of people in the process of social development and modernization. It can also help traditional literature to pass on and inherit the correct society. Home clubs have further promoted the continuous improvement of the national cultural industry level [2].

In addition, it can be found that cultural products above the market lack creativity and novelty, their market value is not high, they cannot be welcomed in the market, and they have a good sales volume. Therefore, under the circumstances of lack of creative talents and insufficient funds, various domestic cultural industries have fallen into the development of malignant warmth. In addition, the cultural and creative industry represented by online literature itself has a low starting point, low investment intensity and intensity, high flexibility, and quick results. It can help students with certain creative abilities and business abilities. The entrepreneurship in the cultural industry is carried out, and the economic value is further exerted and created through creative writing [3].

### **2.3 Can Perfect Writing Theory and Train Applied Talents**

The current theory and research on “creative writing” is basically the study of discipline construction in colleges and universities and the teaching of supplementary subjects with the theme of other professional courses. The goal is to train writers with a high level of literary and creative abilities. However, for the classroom teaching centered on the writing course, the theory and method are relatively simple, and this article can provide theoretical experience to it. The current improvement of information technology, Internet technology, and the popularity of smartphones have led to great changes in people's creative thinking, methods, aesthetic levels, text presentation status, and reading methods. Traditional writing activities and methods have no way to change the needs of some people in today's society are met, and the training of creative writing talents can make up for and supplement the shortcomings of traditional writing. Creative writing focuses on creativity and innovation. This is in contrast to the traditional ““Creation rules” are quite different, so creative writing can perfect the writing theory and bring considerable benefits to its research direction [4]. Finally, creative writing itself can cultivate innovative professional writing talents. In addition, it can also cultivate talents with high-level writing skills and diversified writing methods. These people can be engaged in the cultural creative industry. In line with the current goal of colleges and universities to cultivate applied talents [5].

## **3. The Teaching Status of “Creative Writing” in Applied Universities**

### **3.1 Low Awareness of “Creative Writing”**

At present, many teachers are less aware of creative writing and are partially biased. Some teachers ’’ creative writing “is limited to writing on the Internet platform. This is because the development of information technology and network technology has promoted more and more creative writing activities on the Internet. The demand of writing has prompted more writing activities to be directed to the Internet platform; the teaching goals and teaching directions of creative writing in some colleges and universities are to cultivate writing talents. These concepts have the problem of relatively biased cognition. In this way, the function of creative writing itself is neglected to cultivate talents of cultural industries with originality, culture and writing. The existence of these talents can support the culture as much as possible. The industry continues to develop.

### **3.2 There Are Limitations in Teaching Priorities**

The current macro-research on creative writing has made great achievements, but there are still some gaps in the teaching research of creative writing on the micro-level. Basically, the training level of creative writing talents is relatively high, and most of them focus on master and doctoral At the level, but the training of applied talents at the undergraduate level is slightly insufficient. In addition, the emphasis of the curriculum is still biased on literary creation, but the talent cultivation in film and television creation, cultural creativity, and entertainment, which is relatively lacking in

the market today, is not valued [6]. In addition, creative writing itself is a highly practical activity. Practical training is required to transform theoretical knowledge into skills and results. However, in the process of teaching, it pays attention to theoretical teaching, and in terms of the proportion of curriculum settings, the number of theoretical courses is far greater than the number of practical courses. In this way, students will learn a lot of theories about creative writing. However, the number of actual operations and practices is relatively lacking, which makes it difficult to cultivate creative and practical talents in the process of talent training [7].

### **3.3 Insufficient Teachers**

Creative writing teaching is quite different from traditional writing teaching. Creative writing requires a higher level of professionalism and teaching ability. In addition to a certain level of writing knowledge, teachers also need to be able to integrate teaching with other cultural industries. In addition, creative writing itself is relatively subjective, which makes it increasingly difficult for teaching. However, the current level of the teaching staff cannot support the teaching of creative writing. Most teachers basically teach directly to the school after graduating from the master's or doctoral degree. They have not worked in the cultural industry. Industrial knowledge, such as animation copywriting, cultural creativity, and new media operations, cannot be integrated with teaching to pass on to students, as a result, the process of cultivating talents is easily disconnected from market demand [8].

### **3.4 Teaching Evaluation is Single and Backward**

The teaching evaluation method of creative writing basically stays on the paper written test method, or the method of combining homework, attendance results and written test results. This teaching evaluation method is basically an examination of students' knowledge of creative writing theory, pay attention to investigating the knowledge points that students can memorize. In addition, teaching evaluation is only a one-way evaluation of students, and there is no perfect evaluation mechanism for teachers' teaching. In addition, creative writing itself is highly practical. It not only requires students' writing skills, but also multiple abilities. A single, backward, and imperfect teaching evaluation system has a great effect on the teaching of creative writing. Hinder [9].

## **4. Strategies for “Creative Writing” Teaching in Applied Universities**

### **4.1 Improve Teachers' Awareness and Level of “Creative Writing”**

The scope of creative writing itself is extremely wide, which has a significant role in promoting the development of the cultural industry itself, and teachers' low level of awareness and knowledge will lead to the cultivation of talents in the process of teaching. The direction of writing. Therefore, teachers need to be able to improve their awareness and level of creative writing, pay attention to the latest scientific research trends of creative writing, understand the latest research results of creative writing, and can also absorb and understand creative writing. Teaching ideas, expanding their own thinking and teaching methods, and further motivating teachers to improve their awareness and level of creative writing [10].

### **4.2 Revise Teaching Focus and Improve Teaching Level**

At present, the research on creative writing is basically limited to the macro level, so in the process of teaching, there will also be a phenomenon of leaning to the macro, and the emphasis of teaching will be on the teaching of theoretical courses. Therefore, these teaching priorities need to be corrected. The first is to change the ratio of practical courses to theoretical courses, increase the proportion of practical courses in the entire curriculum system, increase the awareness and importance of practical teaching, and let students do their best. May be put into the training of practical techniques [11]. Teachers should reform teaching methods based on the characteristics of students' individual development and the characteristics of creative writing courses. By using task-oriented methods, by assigning teaching tasks to students, students can work in groups to complete these tasks. In addition, they can also use scenario simulation methods. By creating a realistic

business scenario in the cultural industry, students are allowed to write according to the scenario, which further encourages students to improve their writing ability and flexibility for different scenarios, industries and projects [12].

### **4.3 Improving the Level of Teachers**

Creative writing teaching itself requires teachers to have a high writing ability and can inspire students' teaching ability. Therefore, in order to be able to cultivate application-oriented creative writing talents, the level of teachers must be improved. First of all, the school itself should provide regular training for in-service teachers, and improve the teaching ability of teachers through training. During training, teachers need to be fully aware of the cutting-edge dynamics of creative writing, and at the same time they must send outstanding young teachers to other companies, learn more about the knowledge of some cultural industries, and integrate it into classroom teaching to further develop students' horizons and cultivate talents that meet the needs of the current market [13].

### **4.4 Changing the Teaching Evaluation System**

Through the establishment of a diverse evaluation system to ensure the promotion of students' creative writing skills. In the evaluation process, in addition to the paper-based evaluation, students' creative ability, writing ability, organizational ability, expansion ability, and writing ability are also involved. The actual results of students' creative writing are evaluated and evaluated. It can also establish a two-way evaluation mechanism. In the process of evaluating students' learning results, they must also evaluate the teaching ability and level of teachers, and further urge teachers to improve their teaching level [14].

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