

Research on the Integration of Music Education and Cultural Industry in Colleges and Universities

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Abstract: Colleges and universities are important places to promote cultural innovation, inheritance and development of social excellent culture. In the aspect of promoting and supporting cultural industry, the function of cultural innovation and development of colleges and universities can effectively promote the development of cultural industry. In the process of serving colleges and universities, we should promote the construction and development of the cultural industry, give full play to its own advantages, grasp the outstanding development opportunity, and assist in the progress of the cultural industry. The article takes the colleges and universities of music as an example, and in-depth discussions and analysis of the cultivation of high-quality living music and cultural industries and talents of high-level cultural industries in the current colleges and universities. In order to promote the international exchange of education and teaching culture, innovation and construction of the music and cultural industries.

1. Introduction

In the middle and late 20th century, the music and cultural industry gradually developed based on the cultural industry. It is the main part of the “art” level of the cultural industry, and it is of great significance on the cultural industry link. The cultural industry is an emerging industrial system in the society. It has the characteristics of wide expansion, rapid progress, many types of crossovers, and complicated contents. Compared with European and American countries, the domestic music and cultural industry has a late start. It was gradually formed through economic and social development after domestic reform and opening up. The development process of domestic music industry can be roughly divided into the embryonic stage in the 1980s, the embryonic stage in the 1990s and the progress stage up to now in the 21st century. At present, through the development of digital music, the domestic music culture industry is gradually changing from the development period to the transformation period.

In 1996, the Ministry of Education issued the document “opinions on strengthening the service of institutions of higher learning for economic and social development”. Until 2016, through the “China Education Overview” issued by the Ministry of education, we can know that there are 2596 ordinary colleges and universities in China, including 266 independent colleges and universities, with 1.602 million teachers and 36.99 million students. Such a huge number and scale not only prompts the campus to excite its own hardware advantages, talent advantages, and scientific research advantages. At the same time, in order to construct a new type of open cultural industry system, he actively participated in the road of integrating the development of cultural industries and music cultural industries.

2. Current Situation and Problems of Music Education in Colleges

2.1 Insufficient Attention, Positioning Deviation

From ancient times to the present, education is a kind of literacy. It is a process of people returning, gradually realizing, realizing their potential value, nature, and potential. It is not a certain skill. Education is not the essence of education. Educating talents is the purpose of education. Music education Also like this. However, at this stage domestic institutions of higher education mainly

focus on the aspects of increasing music technology, and have overly ignored the cultivation of human qualities. Thus, students can create beauty, feel beauty, appreciate beauty and express beauty through “art”, but they can't innovate beauty, carry forward beauty, explore beauty and inherit beauty through “Virtue”. Music education and teaching have some restrictive nature. This kind of cognition not only hinders and restrains the all-round development of music education, but also makes students' humanistic education and technical education unable to make coordinated progress.

In the history, music education and teaching attach great importance to “art based on virtue”, which is a systematic teaching of artistic conception and experience education. For the present who only pays attention to “professionalism”, this outstanding traditional music education concept should be carried forward and inherited by us. It has a very important practical meaning.

2.2 Traditional Model, Single Means

Today, the educational methods and models of music education in colleges and universities have caused many problems in education. From a perspective, the learning of students and the teaching of teachers have been instilling the form of education and teaching in the music education curriculum. Teachers have fully planned the students' learning path, and have been in a commanding position for a long time in the process of education and teaching. As a result, students passively and obediently accept the knowledge and learning taught by teachers. This situation not only makes teachers lack the basis and atmosphere for teaching according to their aptitude, but also places excessive constraints on students' independent innovation cognition. It can't make students' spring buds of artistic innovation sprout, and it can't realize the situation of “teaching and learning each other” recorded in the book of rites · learning. From another point of view, monotonous curriculum setting and teaching methods can not keep up with the actual needs and development of society. In the progress of music education, the innovative educational and teaching facilities and equipment can not adapt to the rapid development of science and technology, and can not effectively use the development of science and technology to make effective progress in music education and teaching.

2.3 Lack of Teachers and Practice

First of all, the rapid development of cultural industry puts forward higher requirements for comprehensive talents, innovative art, creative art and other aspects. However, due to the fact that the teaching thinking and concept of music education in Colleges and universities can not keep up with the progress of cultural industry, there is a serious lag phenomenon. As a result, colleges and universities, as workers to cultivate art talents, have created a serious shortage of art teachers.

Secondly, the effective way to achieve the success of education and teaching is to “connect the theory with the actual situation”. Although the music education in colleges and universities has theoretical and practical limitations, the domestic art vocational colleges serve as role models. In order to make colleges and universities step into the innovative path of integrated development of art learning and exploration, it is necessary to allocate resources scientifically and reasonably, make the teaching structure of music education fully adjusted, and provide new functions for education and teaching.

3. The Construction of Characteristic Music Discipline and the Establishment of Music Culture Brand

The development and construction of characteristic music discipline in Colleges and universities can promote the prosperity and development of music culture. This is because the tasks undertaken by institutions of higher learning throughout the country are to build a highly literate talent resource system, transmit and cultivate high-quality professionals to the community, and so on. Promoting the function of promoting culture is also the primary task of colleges and universities, and the construction of disciplines can help colleges and universities complete their historical tasks in this regard.

Institutions of higher learning throughout the country must fully promote local culture, make

local folk music resources a major resource area for the construction of a rich music discipline system, and provide the main path for building a socialist core value system. We must comprehensively understand and master the musical cultural wealth left by our ancestors of the Chinese nation, carry out in-depth investigations into the local ethnic music and cultural industries, and unblock and organize the local chronicle documents and historical classics. At the same time, the only way for colleges and universities to build music disciplines, promote the progress of music disciplines, and pass on national music culture, is that colleges and universities need to effectively confirm and clearly understand the progress of their music disciplines according to their actual conditions. According to the actual situation of the research team in different colleges and universities and the actual situation of music discipline, this paper puts forward effective development strategies and steps, so as to make the local mark music become the development trend of music discipline. Through practical experience and lessons, we can know that some colleges and universities take local music as the development trend of their own music discipline, which has produced a large number of rich scientific research results and outstanding scientific research talents. Thus, it can promote the construction of music discipline, for example, Mukam music explored by Xinjiang Art College, minority music explored by Guangxi Art College, Nanyin explored by Fujian Normal University, etc.

Colleges and universities all over the country must fully grasp the principle of “innovation first and promotion first”, so as to build a highly featured music discipline system. In order to effectively develop the promotion of traditional music, the school should rescue and investigate the typical old artists and famous artists in the campus. Strengthening its own investigation tasks, innovating and transforming national music, enabling national music to acquire novel cultural meanings, maintaining the original ecological music cultural scene, and providing sufficient protection for talents. Therefore, in order to build a monitoring system and scientific research evaluation that meets the new needs, it is necessary to implement changes from a basic perspective. Completely change the academic reward system, organizational governance mechanism, and academic communication system that hinder the progress of the discipline and the study of local music.

4. Prospects for the Integrated Development of Music Education and Cultural Industries

4.1 Integration of Cultural Heritage

Chinese culture has a long history and far-reaching influence. As the wisdom of the nation, it inherits and carries forward the Chinese spirit. Chinese culture is both an objective requirement of historical development and a realistic requirement of the progress of the times. China is a cultural power, with countless cultural industries inherited to this day. The interaction has promoted the development and progress of China's cultural field. The ultimate purpose of music education culture is to cultivate students' scientific rigorous attitude and long-term historical perspective, so that students have the spiritual essence of cultural heritage, cultural awareness and cultural undertakings. Cultural heritage in the cultural industry refers to the sorting out and secondary excavation of traditional culture (intangible cultural heritage). Through modern high-tech methods, traditional industries are endowed with brand-new significance, which is in line with the national cultural spirit of the new era. With the deepening development of cultural heritage, students can feel the cultural spirit of thousands of years in traditional music education and realize the cultural heritage and development.

4.2 Integration of Cultural Innovation

Cultural development should be carried out on the premise of innovation. When teachers teach music to students, because music culture and art present diversity and randomness, students are willing to learn about the background of the era of culture independently after learning new music culture. Through the adjustment, trial and error, and matching of their own artistic thinking, a brand-new artistic image will be produced, which is the innovative way in the cultural industry. The impetus of the long-term development of the cultural industry often comes from the artistic

innovation, which sublimates the works of art in the industrial market and is the artistic representation in the cultural development. Under the trend of the overall prosperity and development of the cultural industry, innovative integration is not only an efficient way, but also a concentrated expression of cultural heritage and innovative spirit. Regardless of the inheritance of cultural industry or music education, the premise of preserving the essence of culture should be used to promote the core values of socialism on this basis. In the final analysis, the development and innovation of culture is the spread of modern cultural ideas. Promotion of cultural soft power. The integration of cultural innovation. On the basis of the inheritance of human civilization, we will carry out humanistic and scientific innovation, promote the development and progress of human civilization, and realize the high ideological and cultural mood of “being close to you and coming from afar.”

4.3 Integration of Talent Training

Cultural industries, as economic, educational, scientific and technological and cultural interdependent conditions, mutual integration and mutual penetration, have played a key role in improving overall national strength. As a common manifestation of human civilization, art is a trendy and elegant cultural form, with a certain rich and complex content. The daily life of the public is often inseparable from art, which is the wind vane of the development of cultural industry. The characteristics of innovation and creativity of cultural industry are talents. Improving the quality of talents can effectively promote the development and progress of cultural industry. To strengthen the role of music education in talent training can cultivate professional talents for the cultural industry. In addition to effectively promoting cultural connotation, it can also effectively promote and promote the development and progress of cultural industry.

4.4 Integration of Production, Learning and Research

As a creative industry, cultural industry requires not only certain artistic thinking, but also a highly complex economy and industry. As the teaching and research environment for research scholars and the cradle of talent training, universities have emerged a large number of scholars, literary masters and art scholars. However, in the current teaching of colleges and universities, there is often a lack of links and approaches to the cultivation of innovative talents and quality education. Colleges and universities should combine the teaching theory with the reality of life, so as to ensure that students can make a comprehensive understanding of knowledge, and then improve their understanding of the theory, so as to ensure the maximum absorption of knowledge. The industry-university-research integration model is a hub that organically connects the cultural industry with music education, enabling students to have unhindered access to the music industry and broaden their horizons. In teaching, social practice and art practice are used to improve, run in, and test the results of teaching and research, so that efficient teaching ideas and technologies can be adapted to the industrial market, thereby promoting technological innovation in the industrial market, helping the industrial market to establish and maintain its competitive advantage. Industry-University-Research can be carried out in different forms. As far as music teaching is concerned, it should be based on learning and supplemented by Industry-Research. As far as the cultural industry is concerned, it should be based on production and supplemented by academic research.

At the current stage of cultural industry and music education, whether it is innovation, development or inheritance, it is necessary to strengthen the support of relevant national policies. First, accelerate the establishment of relevant policies and regulations to ensure that cultural innovation can be protected by copyright. Second, increase investment in teaching and research funds, increase investment in advanced teaching equipment in music teaching, and improve the comprehensive teaching capacity of the teaching team. In the cultural industry, the government provides communication channels for banks and enterprises to ensure the completion of corporate financing. In addition, development should have a long-term vision and extend its direction to the international field. We can build practice base and international music teaching platform through multinational enterprises to realize the innovation and development of cultural industry. By improving the efficiency of music teaching and building the road of industrial innovation with

socialism with Chinese characteristics, Chinese culture can stand high in the forest of world culture.

5. Conclusion

After confirming the “cultural power” strategy as the core development concept, China continues to promote cultural development and prosperity, and local universities should respond in a timely manner. According to the characteristics of the local national music culture, a music teaching system with national characteristics was created to realize the integrated development of music teaching and cultural industry. Close the relationship between the cultural market and government departments, and fulfill the important task of cultural innovation entrusted by all sectors of society. During this period, we should proceed from reality and formulate the development strategy of the music system discipline with national characteristics. Under the joint action of cultural innovation and cultural heritage, the transformation of leadership mode and management mechanism should be realized, the diversified development of talent training mode should be explored, and the foundation for the construction of music culture industry and music characteristics should be provided in combination with the actual social development.

In the development of music education in Colleges and universities, teachers should solve a series of problems, such as talent positioning, market positioning and professional positioning, and carry out professional construction of teaching content in two directions of “how to better serve the society” and “what kind of talents to cultivate”. Colleges and universities should increase investment, set up a high-end music teaching team, establish a music teaching base, and speed up the construction of music professional courses. Colleges and universities should also use the “school-enterprise cooperation” approach to bring high-quality music industry resources to the campus, return high-tech music technology talents to enterprises, and show their own strength for China's music culture industry to achieve a win-win development goal of cooperation .

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