

## Exploration on the Construction of Musicology Specialty in Local Application-Oriented Universities

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**Abstract:** At present, there are still some problems in the construction of musicology major in local application-oriented universities, such as insufficient application construction of curriculum and “domain” curriculum construction, imbalanced and inadequate development of cooperative development with local authorities and practical education methods, and insufficient construction of “double-qualified” teachers. In order to adapt to the new situation of local economic development and cultural and educational development in the new era, the construction of musicology major in local application-oriented undergraduate colleges should deepen the curriculum reform, emphasize cooperation and practice, establish a “trinity” cooperative training mechanism, comprehensively promote the construction of “double-qualified” teachers, and pursue the aesthetic value of both spirit and form. In promoting the construction of musicology specialty in application-oriented universities, it is pragmatic, realistic and realistic.

### 1. Introduction

By 2018, the Ministry of Education Gao Jiaosi Wu Yan, three stages applied university construction, the third stage is “god form of both”, the fundamental problem for the target service domain, the main characteristics of local, applied and evaluation standard for the next need to go to, to use, reliable, cannot leave, this is where god has first-class applied university [1]. Applied colleges and universities must deeply know his own self orientation and times mission, clarify the target of talent training and service demand, solve the education resources and the contradiction between supply of applied education purpose, find the path of implementation applied professional talents cultivation and the method, to adapt to the new era in the development of local economic development and cultural education of the new situation, Implementing the higher education policy of “taking root in the land of China to run universities” proposed by General Secretary Xi Jinping.

### 2. The Self-Orientation and Mission of the Construction of Musicology Major in Local Applied Universities

#### 2.1 Thinking about Service “Domain”

Regional economy, trade economy, cultural industry and educational undertakings have distinct characteristics of “region”. Different “domain” cultures and “domain” economies will inevitably bring different educational purposes and services to “domain” as well as the diversity and differentiation of educational content and educational methods. Taizhou, Jiangsu Province is famous for its strong basic education and has a profound historical and cultural accumulation. The educator hu yuan of the northern song dynasty introduced “suhu teaching method” from taizhou to the whole country, the philosopher wang gen of the Ming dynasty founded taizhou school, and the hometown of mei lanfang, a Peking opera master, etc. These advantaged “region” conditions are the important connotations of the construction of local education resources. In 2015, Taizhou City was selected as an experimental area for art quality assessment of primary and secondary school students by the Ministry of Education. From 2020, the artistic quality assessment results of Jiangsu Province will be

included in the high school entrance examination results, which will bring greater opportunities to the music education and cultural industry development of Taizhou City and Jiangsu Province. Eighty-three percent of the students majoring in musicology at Taizhou University come from Jiangsu Province, while 17 percent come from Yunnan and Guizhou provinces. The goal of talent training is to cultivate talents based on moral cultivation, with solid professional foundation, strong practical ability, quick social adaptation, and high humanistic literacy and innovative and entrepreneurial ability. Based on Taizhou, facing Jiangsu, radiating Yunnan, Guizhou central and western regions; Secondary school music teachers who can serve the development of local basic education, as well as high-quality applied talents who can be engaged in music performance, creation, teaching, planning and management in local enterprises and institutions, art groups, radio and television departments, music training institutions, etc. Its service “domain” is reflected in adapting to the needs of Taizhou City and Jiangsu Province's basic music education and cultural industry in the new era, and contributing to the music education and cultural tourism in Yunnan, Guizhou and other southwestern regions.

## **2.2 On the Type Structure of Colleges and Universities**

Wu Yan pointed out that “when a country's higher education reaches the advanced stage, it must be diversified rather than single types of higher education that leads the country's development. Different types of higher education can become a 'national team', especially in talent training.”[2] For the musicology major of Taizhou University, a local application-oriented university, the contribution and satisfaction degree of its service to local basic music education and local cultural industry in Taizhou City, Jiangsu Province, Guizhou, Yunnan and other student source provinces, as well as its service to local music education and cultural construction should be considered. Skilled type, technical type, applied type and academic type are relative concepts for talent cultivation types. As long as the operation requires skills and technology, as long as the innovation requires academic research. However, the emphasis or proportion of skills and technology and academic research and training in the training objectives is different, and they are dialectically unified. Therefore, local application-oriented colleges and universities should find their own positioning, transform from homogeneity to diversification and diversification, build brands, create high-quality products, show characteristics and cultivate talents around the school-running objectives and regional characteristics, which is the mission of the era entrusted to local application-oriented colleges and universities in the new era.

## **3. Contradictions in the Construction of Musicology Specialty in Local Applied Universities**

### **3.1 The Curriculum Application Construction and “Domain” Curriculum Construction is Insufficient**

Curriculum construction is the core element of specialty construction and the key and fundamental problem to solve the goal of talent training. The courses commonly offered by majors such as discipline foundation courses and major courses are universal courses, while the courses with regional characteristics are “domain” courses or special courses. There are problems in the curriculum construction of local applied musicology majors, such as the lack of the application construction of universal courses and the construction of special “domain” courses. The universal curriculum plays a fundamental and mainstay role in the goal of talent training. However, there is a contradiction between the universal curriculum and the training goal of application-oriented talents. For example, the curriculum objectives of basic music theory should not only clarify the knowledge system of basic music theory and master the ideas and methods of basic music theory, but also start from the needs of music teaching in middle schools and follow the teaching standards of music courses in middle schools. In addition to cultivating students' ability to propose, analyze and solve problems from basic music theory based on solfeggio, vocal music, piano and other courses, and serving for the follow-up courses such as harmony, music form and work analysis, students should also have the consciousness of lifelong learning and professional development of

the discipline. Not only to expand Chinese traditional music theory in the curriculum, the national music and modern music and the preliminary knowledge structure, causes the student to have the international perspective, the interdisciplinary comprehensive music adaptability, but also in the course of Chinese excellent traditional culture, the revolutionary culture and outstanding case of the advanced socialist culture classic aftertaste, education courses, practice the socialist core values, We will carry out the fundamental task of cultivating people by virtue. The construction of special “domain” courses is of great significance and value to the cultivation of local applied talents. On the one hand, the “domain” culture permeates in the universal curriculum; on the other hand, the “domain” curriculum is basically solidified and unique. However, there are many contradictions and difficulties in the specialty construction of local application-oriented colleges, such as the insufficiently solidified and systematic setting and construction of special “domain” courses, the difficulty of scientific research to feed teaching, and the insufficient supply of “domain” characteristic courses serving “domain”.

### **3.2 There Exists the Contradiction of Supply Structure among the Educational Resource Applied Education Purposes**

The integration of production and education and collaborative education are the most important ways and platforms for the combination of education, productive labor and social practice, and the inevitable orientation of application-oriented talents training. Applied in colleges and universities in the implementation results orientation, promote the fusion operation mechanism and implementation effect on production and education, and the applied education purpose there is unbalanced development between the contradiction of insufficient, still stay in local, short-term, insufficient solid, system level, complementary functions, resources sharing and cooperation have yet to be fundamentally formed close integration education network. The cultivation of musical talents does not depend on sitting and talking. Classrooms cannot train outstanding musical stage performers. “Performing” is the highest point of “situational teaching” in art education. For example, the folk dance drama “A handful of sour dates” launched by Shanxi Vocational College of Arts is not only “scene”, but also “artistic conception”. Through “acting”, students understand what is “look”, what is “vivid”, what is “infection and shock”. The intervention of art education in the process of art production is not only of great significance and value to the training of applied talents, but also a necessary way to solve the contradiction between the training of musicology talents and the goal of applied education.

### **3.3 The Construction of “Double-Qualified” Teachers is Insufficient**

“Double-qualified” teachers are the inevitable requirement of application-oriented talents training, and the lack of “double-qualified” teachers is difficult to meet the needs of the integration of production and education and collaborative education. There is no doubt that most of the local colleges and universities to introduce teachers from academic research universities, generally for a master's or doctoral, relatively, the comparatively complete theory of knowledge or basic skills, but the lack of local basic music education and working experience in a line of the construction of the local culture will restrict the aim of training applied talents, affect the quality of the applied talents training.

## **4. Methods for the Construction of Musicology Specialty in Local Applied Universities**

### **4.1 Deepening the Curriculum Reform**

#### **4.1.1 Applicable Reform of Curriculum**

The application reform of curriculum is the inevitable requirement of the construction and development of applied majors. For example, the reform of the acoustics course should not only reflect the main line of technical applied learning, but also serve for the analysis of music form and works and the improvised accompaniment of songs in the subsequent courses. It also provides services for students engaged in the work of middle school music teachers and lifelong professional

development. By the end of the course, students will be able, in terms of learning experience and effectiveness, to at least define the correct harmonic functions for general songs, write simple textures for song creation and MIDI production, and play simple piano accompaniment textures. This requires colleges to select teaching materials, teaching content, teaching process and teaching methods on a series of reforms, breaking the traditional harmony to call four harmony works of writing and harmonic analysis of binary teaching model, framing for a moderate amount of four harmonic, harmonic analysis and focus on the practice in writing for the function, the accompaniment texture writing mode of multivariate simultaneously, And set up the corresponding process assessment, the final examination paper and skills combined with diversified, applied evaluation methods.

#### **4.1.2 The Solidification of the “Domain” Curriculum**

Taizhou is the hometown of Mei Lanfang. Taizhou College is among the best universities of its kind in China for its featured courses of Peking Opera, its early introduction of Peking Opera into campus and its strong atmosphere of Peking Opera. The musicology major, adhering to the excellent tradition of Peking Opera featured courses of the school, takes Peking Opera performing art as a specialty featured course, and jointly builds Mei Lanfang Culture and Art Research Institute with Taizhou City. The featured textbook “Peking Opera Performing Art” is published, which sets up a platform for class, a stage for performance and a platform for activities. Peking Opera experts have been invited to teach at the school throughout the year, and famous Peking Opera masters have been invited to give special lectures and hold special Peking Opera concerts. Besides, college students Mei Lanfang's Peking Opera Art Innovation and Entrepreneurship Training Program and related graduation projects (theses) have been carried out.”Domain” course construction and taizhou government advocated by the “build the urban culture identity of taizhou recognition, bigger and stronger mei lanfang, the three major characteristics of taizhou school, lixia river literary culture brand” complement each other, and school advocated by the “strong cultural self-confidence, show the features of local characteristics, training applied talents of education” are inside.

### **4.2 Emphasize Collaboration and Practice**

#### **4.2.1 The Establishment of “Trinity” Cooperative Cultivation Mechanism**

Musicology professional build a double mentor teachers into the classroom, subject competition, regional culture into the teaching materials, professional practice project throughout the whole process of undergraduate education, such as educational system, and local industry department, the education administrative departments, enterprises and institutions and high school established the common needs, win-win cooperation, cooperation, development “the trinity” collaborative training mechanism, It has continuously strengthened the teaching and practical guidance of course teaching theory, and built more than 30 professional education practice bases, and established the dual tutor system of college and practice school tutors. The college also regularly invites industry experts inside and outside the province, middle schools, competent departments of basic education and education and training institutions and other stakeholders to conduct in-depth research on social needs and timely analysis of shortcomings, jointly forming an important basis for the formulation and evaluation of professional talent training goals.

#### **4.2.2 The Combination of Performance and Learning, the Integration of League and School, the Promotion of Teaching through Competition, and the Promotion of Learning through Competition**

Musicology professional adhere to the “art virtue, the unity of” the education idea, is in the process of applied talents training “in combination, an integral whole, in order to promote teaching and to promote learning” mode of practice education, and through the second classroom diathesis developing course credits and PU platform, make have a systemic process of planning and evaluation management. Through the star light, star rhyme national music orchestra chorus, star ladies dance rehearsals, performances and competitions and week theater, concerts, huimin

performance between teachers and students, project performance, teaching students the basic skills competitions, basic skills, display and university art show, play to the student main body participation, promoting the comprehensive practical ability of students. Among them, Starlight Chorus won the Silver Award of Adult Group A in the 3rd and 4th Purple and Gold Choral Festival Competition of Jiangsu Province, and the Special Award of Chorus in the 5th College Students' Art Performance Professional Group of Jiangsu Province. The practice of “combination of acting and learning, union and school integration, competition to promote teaching, competition to promote learning” has trained students. To carry out the educational reform concept of “Cultivating people by virtue, collaborating with teachers and integrating learning and doing” put forward by Taizhou University, so that students can enjoy a wonderful university life.

#### **4.3 Efforts Will Be Made to Promote the Construction of “Double-Qualified” Teachers**

The musicology major of Hunan University of Communications Engineering is making full efforts to promote the construction of “double-qualified” teachers. For young teachers, it carries out “Blue Project” pair support and pre-service and post-service training, providing them with all-round professional training and personalized guidance, and promoting the comprehensive improvement of their practice and innovation ability. The annual welcoming concert for young teachers will be held to build a platform for young teachers to display and communicate their professional skills, and to cultivate young teachers' double quality of “getting on the platform and on the stage”. At the same time, through a series of “combination of performance and learning, league and school integration, competition to promote teaching, competition to promote learning” and other ways, teaching and practice, products and market, inside and outside the school, their own advantages and external resources integration, accelerate the role transformation of teachers, improve the quality of teachers. Taizhou University insists on taking “front-line work experience in basic education” as a necessary condition for professional title evaluation, and provides teachers with financial assistance, workload reduction, time priority guarantee and salary support, so as to effectively improve the enthusiasm of teachers.

#### **4.4 From Shape Likeness to Spirit Likeness, Form and Spirit Are the Stages of Aesthetic Pursuit**

It is not only the aesthetic value of the specialty of local application-oriented colleges, but also the aesthetic pursuit of the specialty development level of music department, as well as the practice process and practice method of two kinds of unity of opposites in the specialty development. This requires that the construction of musicology major must take into account all factors, carry out sustainable development, cultivate advantages, expand space, focus on the key development, focus on the core development, focus on the application construction of curriculum and “domain” curriculum construction, focus on the integration and cooperation of production and education, focus on the construction of “double teacher”, and do a good job of “basic skills” like appearance to like spirit. To achieve the curriculum application construction vivid, “domain” curriculum construction is full of Taiwan bright, cooperative development in both ways, “double teacher quality” is full of drama, and gradually achieve the tenacious vitality, irreplaceable, unique characteristics and charm of the professional development of first-class local applied colleges and universities.

#### **4.5 Implementing the “Virtual” and “Real” Paths**

The realization path of specialty construction and development in local application-oriented colleges and universities is not the combination of virtuality and reality of artistic expression, but the combination of prosperity and failure in virtuality. This requires local application-oriented colleges and universities to be pragmatic, realistic and realistic in promoting the construction of application-oriented majors, carry forward the curriculum application reform and the construction of “regional” courses, carry forward the hard-core spirit of “dares to bite the hard nut and be the first in the world”, and emphasize the bottom-line thinking of specialty construction and the spiritual remolding of teachers and students. Full implementation of the new era of national

institutions of higher learning undergraduate education work conference spirit emphasized “the quality and effect of the talent training as a basic standard of all inspection work, lead teachers love, fall in love teaching, research teaching, teaching with great concentration, adhere to strengthen moral standards of the first standard for evaluating the quality of the teachers”. ”Promote the establishment of a quality culture of self-examination, self-discipline, self-examination and self-correction in colleges and universities, implement quality values into all links of education and teaching, and internalize quality requirements into the common pursuit of values and conscious behaviors of all teachers and students” [2].

## **5. Conclusion**

Local application-oriented colleges and universities must fully adapt to the new situation of local basic music education and cultural industry demand in the new era, and further solve the supply contradiction between applied course construction and “domain” course construction to meet the demand of local basic music education and cultural industry. Deepen the highlight and local education administrative departments of colleges and universities, secondary schools to establish “the trinity” collaborative training mechanism and “play in combination with, an integral whole, in order to promote teaching and to promote learning” mode of practice education, and the “double teacher quality” teachers construction, building and applied musicology in colleges and universities undergraduate talents training mode innovation place.

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