

Discussion and Practice on the Teaching Reform of Advertising Specialty Based on Collaborative and Innovative Thinking

Yun Peng, Lin Zhan

Wuhan Institute of Technology, Wuhan, China

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Abstract: The demand for talents in advertising industry and the adjustment of specialties in local colleges and universities have prompted the teaching reform in advertising specialty. Since 2013, the teaching reform of advertising specialty centered on "collaborative innovation" thinking has started in Wuhan Institute of Technology, which is based on consolidating the basic ability, developing the comprehensive quality, strengthening the practical ability and improving the social service ability. A well-structured training system for advertising talents with practical courses as the main line, theoretical courses as the link, as well as new science, new technologies and regional characteristics as the framework has been established. The teaching reform has achieved remarkable results, and the quality of talent training has been improved remarkably.

1. Introduction

With the rapid development of social and economic construction and the increasing material and cultural needs of the people, the advertising industry is also developing rapidly, which has directly driven the progress of the advertising specialty. However, advertising is still a young subject in China's higher education system. It has only been more than 30 years since the advertising specialty was firstly set up in China. The graduates that have been trained cannot meet the demand for talents brought by the rapid development of the industry either in quality or in quantity. At the same time, the development of new technologies, the change of consumers, the trend of the internationalization of education, as well as the policy orientation of the State, all put forward new requirements on the teaching contents, teaching ideas and talent training system of advertising specialty.

2. Problems in Talent Training of Advertising Specialty at Present

Advertising is a discipline that studies the history, theory, strategy, production and management of advertising activities. At present, nearly 400 colleges and universities in China have set up the advertising specialty [1]. There is also hidden crisis for the fast-growing and expanding advertising specialty. In 2018, the Ministry of Education adjusted the specialties for the undergraduates of common colleges and universities and cancelled 416 specialties for the undergraduates, of which 6 colleges and universities cancelled the advertising specialty. On the one hand, this reflects the inappropriateness between the advertising specialty and the development of the college and university where it is located. On the other hand, it also reflects the problems in talent training of advertising specialty at present. The problems are mainly reflected in the following three aspects:

In the past, the traditional teaching methods, which used to focus on teaching and textbooks, have not been able to meet the new requirements of the current media changes and social changes for advertising talents. Since the beginning of its establishment, advertising specialty has been based on practice, paid attention to the training of practical ability. Therefore, in the course setting, there are usually such courses as Advertising Copywriting, Advertising Photography for the purpose of training the practical ability, but the teaching method is relatively rigid and the teaching contents are also lagging behind the current changes in the advertising industry. Thence, the reform of advertising specialty needs to be combined with regional economic development, meet the requirements of industry, industry and enterprises, and be market-oriented and flexible in running schools.

In the aspect of ability training, they only attach importance to the learning of technology but neglect the teaching of advertising theory. Advertising specialty emphasizes technology learning, skill training and software application, but neglects the cognition and penetration of the whole advertising process. It partially emphasizes the practical operation but neglects the artistry of advertising, purely focuses on the market but neglects the scientific development of advertising. This kind of teaching thoughts eager for quick success and instant benefits misleads students into thinking that they can do a good job in the advertising industry if they learn a software well, and that they can find a job if they master a technology. In fact, the development of the advertising industry is no longer an individual combat. Its operation has increasingly emphasized collaboration and teamwork. Advertising design, advertising copywriting and advertising planning permeate each other and run through the whole process of advertising.

Due to some special reasons, the quality of talent training in advertising specialty in local colleges and universities has declined obviously. At present, many local colleges and universities in China have set up advertising specialty after the expansion of university enrollment in 1999. The "short, fair and fast" specialty setting has resulted in the teaching quality not being guaranteed. Under the pressure of rapid development of advertising industry, their professional operation planning, faculty strength, teaching quality monitoring, management means and supporting laboratory can't keep pace with the evolution of industry, resulting in the quality decline of talent training and the uneven quality of graduates.

The emergence of these problems has prompted the teaching reform of advertising specialty. Since 2013, the advertising specialty of Wuhan Institute of Technology has been keeping pace with the times to adhere to the national policy and carried out a series of researches on teaching reform in combination with the characteristics of the specialty based on the orientation of high-level teaching and research-oriented universities and the of the "two types and two modernizations" talent training model and reform direction with "three practices and one creation" as the core. The core is to incorporate collaborative and innovative thinking into the teaching.

3. The Teaching Reform of Advertising Specialty Incorporating Collaborative and Innovative Thinking

"Collaborative innovation" refers to the innovative behavior of collaborating, complementing and cooperating with each other among the multi-subjects and multi-elements around the goal of innovation. Domestic economic progress and comprehensive deepening reform in society must rely on innovative behaviors, whether it is system innovation and content innovation, or science and technology innovation and media innovation, all of which must be fully integrated into the concept of "collaborative innovation"[2].

With the development of market economy and commodity economy, the market competition becomes more and more fierce, and the competition for consumers and increasing the market share become the key to the success of the enterprises. With the progress of science and technology, advertising methods have become increasingly scientific and modern. Using advertising to exploit markets and compete for consumers has become an important means for enterprises to develop markets and expand commodity sales [3]. Therefore, it is necessary to incorporate collaborative and innovative thinking into the teaching of advertising specialty, pay attention to the professional connotation, highlight the features of specialty, strengthen the certification of specialty, ensure the quality of professional talent training, and improve the ability of education in serving the economic and social development.

According to the guiding ideology of "thick professional foundation, wide teaching range, strong design ability, high comprehensive quality and emphasis on practical skills", the team of teachers in advertising specialty of Wuhan Institute of Technology responds to the strategy of building beautiful countryside in China and strives to create an innovative educational pattern of advertising + practice + new media + rural construction. In the course of teaching, the "four services" teaching concept of "serving for local development, serving for local governments, serving for local characteristics and serving for local enterprises" will be adhered to, and a well-structured training

system for advertising talents will be gradually built with curriculum design, professional investigation, folk custom collection and other series of practical courses as the main line, professional theoretical courses and professional practical courses as the link, as well as new science, new technologies and regional characteristics as the framework. Based on the existing curriculum system of advertising, the Phase IV project of teaching reform of advertising specialty is to be built with "content creativity and form creativity" as the core:

2.1 Consolidating the Foundation and Strengthening the Core Competence are the Foundation of Advertising Teaching Reform

The construction of an application-oriented curriculum system focuses on the basic theory teaching, broadens the students' knowledge scope, takes the main course of advertising as the core, and focuses on the courses of advertising planning, advertising copywriting, advertising design and advertising media to carry out professional enlightenment education and basic ability training. Advertising is an industry with multiple types of work and multi-link cooperation. The cultivation of advertising planning ability, advertising performance ability, advertising creativity ability, advertising copywriting ability, advertising activity coordination ability and other abilities is the basis for training the talents of advertising specialty. Professional training is based on the training of thinking and the operational needs. The width of basic knowledge and comprehensive knowledge and the depth of professional knowledge form a "T" structure in students' knowledge structure, which is conducive to the continuous learning for the students [4].

2.2 The Development of Comprehensive Quality is the Connotation Construction of the Teaching Reform of Advertising Specialty

The teaching reform of advertising specialty focuses on the construction of beautiful countryside, and carries out the training of practical ability and comprehensive quality such as folk custom collection, social investigation, and regional culture research. In the process of teaching, it carries out the reform of situational cognitive practice, advocates the reasonable collocation of "art + humanities", breaks down the professional barrier, strengthens the guidance of art theory and humanistic knowledge, and tries to achieve "dual integration": Firstly, it refers to the integration of the concept of "educating students in morality" in teaching, so that students can integrate into society and groups. Secondly, it refers to the integration of resources and culture. Advertising specialty integrates "field investigation" into relevant courses such as folk custom collection and social investigation which has changed the form of collection that used to be mainly based on painting to the collection of cultural elements and traditional arts and crafts. It also combines the results of collection with subsequent courses to make the significance of collection clearer.

2.3 "Going out", "Bringing in" and Strengthening Practical Ability and Innovation Ability are the Expansion and Extension of the Teaching Reform of Advertising Specialty

Since 2014, it has been proposed that professional teachers shall lead the students of advertising specialty to "go out". "Going out" refers to professionally inspect the reform of teaching practice. Through nearly two weeks of concentrated visits to well-known professional companies in the industry and close face-to-face communication with senior executives and elite talents, students have not only broadened their horizons and learned the latest professional information, but also established clear and intuitive career ideals and realized situational cognitive teaching. In the teaching process, combined with the characteristics and requirements of advertising specialty, visits to enterprises, internal interviews and exchange lectures are set up. During the visits and investigation, the students inspected the operation process of enterprises and media, interacted with the senior management of the company, understood the development of the industry and professional needs from the forefront, intuitively understood the great changes brought about by the media integration to the advertising specialty, and improved their innovative and practical ability.

2.4 Improving the Ability of Social Service and Achieving Social Value are the Ultimate Goals for the Teaching Reform of Advertising Specialty

Advertising specialty originates from the needs of social practice, and must be tested by social practice and continuously developed in social practice [5]. In the teaching reform of advertising specialty, it is proposed that the training of advertising talents must be combined with social participation, strengthen the connection with the market and society, uphold the "four services" teaching concept of "serving for local development, serving for local governments, serving for local characteristics and serving for local enterprises" in the teaching process, and carry out subject research based on graduation design and graduation thesis to promote the improvement of social service ability.

4. Practice and Effectiveness of the Teaching Reform of Advertising Specialty

The reform of advertising specialty in Wuhan Institute of Technology started in 2013 has organized and implemented diversified comprehensive practice of talent training, and initially formed a talent training system that is indigenized and internationalized, and the characteristics of running a professional school that is closely combined with the needs of social and economic development and the students' learning. Remarkable results have been achieved and several key teaching and research projects at provincial and school levels have been completed: Research on the Training Modes for Innovative and Practical Advertising Talents in the Media Convergence Era (2014), Construction and Research on Multi-disciplinary Guidance System Design Course (2014), Research on Teaching Reform of Advertising Copywriting Course in the Context of Social Communication (2015), and Reform and Practice of Folk Custom Collection Course for Art Design Major Based on Flipped Classroom Concept (2016). In 2017 and 2018, the research reports on folk custom collection completed by students in the reform of folk custom collection curriculum, such as Research on Inheritance and Exploration of Xilankapu of Tujia Ethnic Minority in Baifushi, Enshi, On the Inheritance Crisis and Response of Needlecraft in Contemporary Society-Taking the Inheritance of Xilankapu of Tujia Ethnic Minority as an Example and Research on Promotion of Museum's Social Education Function in Colleges and Universities, were successively published in domestic journals and won the third prize for outstanding scientific research achievements of Hubei university students in 2018. The student's field investigation report Recasting the Mother's Artistic Value Driven by Mass Innovation -A Study on the Modern Transformation of Xilankapu of Tujia Ethnic Minority in Northwest Hubei won the third prize in the 13th "Challenge Cup" extracurricular academic science works competition of Wuhan Institute of Technology.

In recent years of teaching reform, students of advertising specialty have paid more attention to social issues, their ability to provide social services has been significantly strengthened, and their employment platforms have gradually improved. In recent years of teaching reform, students of advertising specialty have paid more attention to social issues, their ability to provide social services has been significantly strengthened, and their employment platforms have gradually improved. Beijing BlueFocus (4A), Gansu TV Station, Guangdong Advertising Company (4A), Sina (Shanxi), Guangzhou Blue Creative Consultant (4A), Jinjiu, Wuhan TV Station, Shenzhen Tobacco, Orange-SH Media and other well-known enterprises, institutions, media and advertising companies have employed more and more students year by year. The brand of advertising specialty in the School of Art and Design of Wuhan Institute of Technology has been highlighted in the industry.

5. Conclusion

"Innovation is an inexhaustible motive force for national prosperity", and it is also an internal driving force for the reform of advertising specialty. In the concept of innovation, it must realize the connotation of collaborative innovation. Not only the connotation of the specialty itself should be innovated, but also the specialty construction should be open. Talents with innovative thinking are more favored by enterprises, and specialties with innovative thinking are more favored by society. The reform of advertising specialty in Wuhan Institute of Technology achieves the deep integration and seamless connection of educational strength and resources through the collaboration

mechanism, breaks down the barriers and limitations among disciplines, platforms and carriers, and provides reference and ideas for professional construction and teaching reform in local colleges and universities.

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