Study on the Training Mode of Grassroots Cultural Cadres from the Perspective of U-Learning Theory

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Abstract: Under the background of realizing the Chinese dream of the great rejuvenation of the Chinese nation, we should apply U-learning theory to the training and education of grassroots cultural cadres, actively explore the effective path and mode of training and education, and further give full play to the role of grassroots cultural cadres training and improve the training effect. The training base for grassroots cultural cadres in Chongqing integrates U-learning theory into daily training, disseminates the social, historical and cultural knowledge of Chongqing in the process of training and education for grassroots cultural cadres, and carries out vivid education of patriotism, ideology, morality and aesthetic taste.

1. Introduction

1.1 Source and Development of U-Learning Theory

U-learning concept is originated from "ubiquitous computing", and is put forward by Mark. weiser from America after reviewing computer and network applications. Japanese government firstly formulated U-Japan, to "build the ubiquitous network society that can be connected by any object or any person whenever and wherever possible based on ICT", followed by Korean government, which formulated "U-Korea" since 2004. Wherein, "U" stands for Ubiquitous---connecting all people and objects; Universal--mind contact of people; User-oriented--integrated with users' opinions; Unique--motivating personality and vitality. Mobile ELDITAD project in Europe is aimed to develop a mobile version of online language learning system, so that the contents of digital learning platform can provide a ubiquitous mode to mobile users. "Research on informal learning, mobile learning and extensive learning" was regarded as the theme for the 6th Annual Conference and academic seminar of the Chinese Educational Technology Association in Higher Education in 2009. Digital learning, mobile learning and lifelong learning is the important approach and specific expression of U-learning.

1.2 Concept and Characteristics of U-Learning Theory.

U-Learning refers to communicating whenever possible and learning wherever possible. It provides information technologies to everyone, so that they can study with any tool whenever and wherever possible, i.e., 4A (Anyone, Anytime, Anywhere, and Anydevice). U-learning is featured of ubiquity, interactivity and situationality. Study is accompanied with ubiquity, and its demand and services can be found everywhere. Learners can obtain various embedded and non-embedded learning supports constantly and seamlessly whenever and wherever possible. Interactivity: The learners can discuss and communicate with other learners synchronously or asynchronously, to realize information interaction and learning interaction; Bring learning behavior from the campus to the entire society, and from the real life to wireless intelligent space. Stationarity refers to integrating the internet into the daily life of people, in which the learners won't realize its existence, rather than putting people in the cyber world. Learners can experience the true learning environment, and change the learning process seamlessly. Learners won't even know about the existence of learning environment.

2. Combination of U-Learning Theory with Grassroots Cultural Cadres Training

2.1 Innovation of Theoretical Mode for Training

Build a learning society, create a learning organization, and establish lifelong learning concept. In the era of cultural and tourism integration, the setting of training courses will focus on characteristic culture and tourism resource digging, the in-depth integration of cultural and tourism, gradually study exquisite courses, and perfect expert database of relevant fields; Combine training with scientific research, organize scientific research group of the department, carry out training mode and practice research, and improve the theoretical level of training. Convert from extensive form to refined form, reinforce process management, and ensure training quality; Training education adopts the regulation separated from management, build macro-plan project guidance, carry out the combination of school enterprises, introduce conference and training companies for participation, and improve the enthusiasm to organize social training.

2.2 Innovation of Training Cultivation Mode

Constantly convert from single and concentrated training mode towards the mode of time share and subsection as well as school and local combination, and improve the pertinence and validity of all training works. Firstly, it is intensive training+ practical post training. 50 students of relevant majors, or workers of traditional handicraft art and relevant cultural creative industry in Chongqing received 30-day training and learning exchange in the intangible cultural heritage (ceramic craft) training class. This training class is of rich contents, diversified teaching modes, and flexible communication of students. Except for intensive teaching, it has especially increased about 20-day practical post training. Based on the actual and training base of the working post, students in the training class carried out field exchange and study at Rongchangtao Practical Training Base, to promote and inherit the intangible cultural heritage of the state, "Rongchangtao", largely reinforce the practicalness of contents in the training class, and promote the training effect. This project has carried out powerful explorations on innovating long-term training mode. Meanwhile, it is also an innovation approach adopted by the school to carry forward and inherit intangible cultural heritage of the state and perform social service functions. Secondly, it is the group class+ tutor system. In the training class of group literary and artistic creation (dancing), the new training mode was promoted, and group class, tutor topic homework were also added on the basis of the fixed mode of "special lecture+ field teaching", to give full play to the subjective initiative of students, enrich vision to the largest extend and mobilize the enthusiasm to participate in training. Except for that, Chongqing training base has adhered to implement "Spirits of the 19th National Congress and Characteristic Socialism Thoughts of Xi Jinping in the New Era" topic in the training, and also derived "Hongyan Link Themed Collection", "Telling Great Stories about Party Members" and other series of themed party day activities. During the 70th Anniversary of the founding of the state, dancing backbone members gave full play to their professional advantages, displayed great stories about party members by "music, poems, reciting and performance" through regarding groups as the unit, in respect of "telling great stories about party members", and this has become the highlighted link of the training.

2.3 Innovation of Training Communication Mode

Firstly, it is regional interconnection, and resource sharing. While taking active measures to expand training business, Chongqing Base has paid high attention to the communication and interaction of all brother bases, and cooperated with Shanghai, Sichuan, Hunan and other bases in organizing trainings, such as: Sichuan Liangshan Grassroots Cultural Cadres Training Class, Shanghai Community Culture Service Center Director Training Class and Hunan Shouyuan County Culture Bureau Director Training Class that were respectively held in 2018. By combining with characteristic resources in all cities and bases, we have realized industrial and intra-base resource sharing, expanded the horizons of students and promoted information exchange in all bases. Secondly, it is industrial interaction as well as culture and tourism integrated development. Based on Chongqing Bayu culture, cultural histories and other rich and diversified traditional cultural resource advantages,

"Young Sinologist Research Plan" was successfully implemented in Chongqing in May 2018 and lasted for a month. This project has not only opened a "window" for Chongqing, but also worked as a major component of Yangtze River culture, and also the important approach to cognize "two-point, and two-place" positioning as well as "two-high" development requirements in Chongqing, and transmitting Chinese historical culture and Chongqing culture to all places in the world. Realize the resource integration in the training region, and enrich industrial experience. Meanwhile, network platform, WeChat official account and other new media transmission means are utilized to realize self-media value, give full play to the effect of publicity, and realize the maximization of training effect.

3. Explorations on the Route of Grassroots Cultural Cadres Training from the Perspective of U-Learning Theory

Integrate U-learning theory into the grassroots cultural cadres training education, i.e., Anyone, Anytime, Anywhere, Anydevice for continuous study, and give full play to the function and effect of training education.

3.1 Control Anyone

As "management, regulation and service" separation mode is implemented in training organization, the personnel working at the training base will gradually change from management service-oriented teams to learning R&D team, and focus on the connotation construction and brand culture construction of Chongqing Training Base.

Firstly, it is to establish famous teacher and expert library. Chongqing Base has adhered to the working thought of "keeping a foothold in colleges, relying on the industry, focusing on colleges and recruiting talents" in the cultivation of teachers, and adopted the teacher selection mode combined with "base cultivation, industrial potential tapping, college integration and national supplementation", dug out a batch of teachers from the first-line teachers of cultural work, cultivated a batch of teachers among professional teachers in colleges, selected a batch of teachers from excellent cultural enterprises, hired a batch of college teachers as the new force, and built a teacher library with reasonable structure. Dig deep the teaching potential of current teachers, develop new topics, and maximize the using efficiency of teacher resources. Cultivate above 300 teachers for different courses covering public culture service, intangible cultural heritage, art, cultural relics, broadcasting, education, press and publications, etc. The team structure gradually develops towards multi-layer, wide field, and multi-categories, and supports the course teaching systems of all training projects.

Secondly, it is to establish service-oriented professional team. The training team should establish the concept of lifelong study, all-staff study, and full-process study, implement "trainer quality improvement plan", and arrange the training team to participate in "trainer retaining". Periodically invite teachers inside and outside of the school to carry out industrial training for management personnel of the training project, and the contents shall involve legal system security, civilized etiquette, financial knowledge, photography and video recording, mental health and other aspects, to improve the comprehensive quality and business capacity of the team as well as the cognition of the grassroots cultural team training, and build a high-qualified and professional training team. Meanwhile, Chongqing Training Base has also implemented "quality improvement plan for trainers", periodically invite teachers inside and outside of the school to carry out industrial training for management personnel of the training project, and the contents involve grassroots cultural team training and standardized procedures, legal system security, civilized etiquette, financial knowledge, photography and video recording, mental health and other aspects, to improve the comprehensive quality and business capacity of the team as well as the cognition of the grassroots cultural team training, and build a high-qualified and professional training team.

3.2 Control Anytime

Under the lead of macro policy by the Ministry of Culture and Tourism of the People's Republic of

China, establish Cadre Human Resources Office and Public Cultural Service Office of Chongqing Cultural and Tourism Development Committee to provide macro-guidance to the training management and business work of the base respectively. Chongqing training base has formed normalized training implementation procedures, scientific training evaluation system, sound training course system and personalized service assurance system. Besides, it has also successively formulated a total of 12 training regulations, and compiled Training Assignment and the Letter of Project Implementation for each training class, including the details to arrange training project, post instructions for training implementation, teacher lectures evaluation sheet, field teaching point evaluation sheet, training material submission and classification. The training team is requested to define its training responsibilities, and implement training in strict accordance with training procedures. Chongqing Base always adheres to Student Satisfaction Questionnaire, the Feedback Sheet of Logistics Service Opinions, and other post-training evaluation questionnaires. The grassroots cultural team performance evaluation system (third party evaluation of Fudan University) will evaluate the management personnel and teachers of each training class as well as the base, normalize training performance monitoring and effect evaluation, and promote the increase in project quality. Carry out teacher evaluation, course evaluation as well as the evaluation and investigation of practical training points, summarize problems as per the evaluation result, and lead to make breakthroughs.

3.3 Control Anywhere

Chongqing Training Base has formed systematic and scientific course systems specific to different themes based on several years of experience in organizing class training. Rely on Chongqing anti-Japanese war culture, Hongyan revolution culture, united front culture and other rich and diversified red culture resources, to carry out the field teaching of traditional revolutionary education, develop the characteristic course of general education for cadres, i.e., the Power of Faith, reinforce party education, and improve the sense of mission for socialism of the cultural team. Rely on the qualified public cultural service system construction resources in Chongqing, create public culture training projects. The training base has regarded series of original public cultural innovation cases as the core course of the training class, including the system construction of Chongqing Cultural Center and its branch, the creation of digital spaces in the Cultural Center, and Public Culture IOT Service, to promote the constant innovation of training project in public culture field. Rely on Bashu historical and cultural resources, expand cultural industry, intangible cultural relics, culture and tourism integration and other courses and field teaching resources. Create "down-to-earth, guidance-centered and practical" cultural art training projects oriented to the group. The training base regards "the cultural talent support plan assignment and cultivation in three districts" as the platform, promotes to implement special training projects and course systems, including "choreography", "show host" and "essay writing and performance", the training design that integrates teaching, interaction, participation, and practice types, and ensure that all training can gain obvious effect. The cultivation of teachers is implemented to ensure the teaching support for cadre talent training and cultivation.

3.4 Control Anydevice

The education form of training work can be found everywhere Integrate digital resources in colleges, libraries, and museums, and open them to trainers. Adopt all-dimensional 3D scanning technologies and splitting technologies to display traditional knowledge, cultural relics and museology knowledge as well as emerging scientific knowledge to trainers, in respect of cultural and art knowledge, to improve interests of training objects. The training base can build multi-media libraries, and save corresponding texts, images, cartoons, and audios, etc. in the library, adopt illustrated mode to train certain objects, and ensure to know about the newest leading knowledge of objects in the first time. Multi-media technologies, 3D technologies, sound and light equipment technologies are applied to display traditional cultural art knowledge in all dimensions, supplemented by images, photos, sound and other auxiliary introduction approaches. Besides, it has also displayed local characteristic cultures comprehensively, and even adopted the mode of restoring historical

scenarios to display the development of historical culture in local. Such as glass-free 3D "Yangtze Gorges Hydro-junction Project", "Old Chongqing Old Map MR", "Old Gate" cartoons, intelligent navigation APP and video, which were favored by training objects.

4. Conclusion

To sum up, by combing U-learning theory with grassroots cultural cadres training work, it can innovate the training mode of grassroots cultural cadres, further expand the training radiation effect, broaden the training field, realize the training objective of multi-layer, wide field, and broad coverage, and form the new training pattern" oriented to the global" that "is based in Chongqing, radiates the west and serves the whole country".

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