

Applied University Music and Dance Major under the Perspective of Professional Evaluation Collaborative Innovation Bottlenecks and Countermeasures for Industry Industries--Taking Jiangxi h University as an Example

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Abstract: Since the New Century, Especially Since 2010, the Newly-Built Undergraduate Universities and Private Universities Have Been Transforming into Applied Universities. Combined with Relevant Data, through the Comprehensive Evaluation of Undergraduate Majors in 2018, It Can Be Found That There Are Many Problems in the Construction and Development of Musicology and Dance Majors in Applied Universities. for Example, the Late Start of the Major, the Poor Communication with Foreign Countries, the Setting of the Major Similar to That of Traditional Music and Dance Departments in Colleges and Universities, and the Lack of Effective Integration with the Neighboring Majors Have All Become Important Bottlenecks in the Collaborative Innovation Process of Music and Dance Majors in Application-Oriented Colleges and Universities with the Industry. According to the Relevant Experience of Jiangxi Institute of Science and Technology in Running Applied Schools, It is Believed That When Facing These Bottlenecks, the Music and Dance Major in Applied Universities Should Take Advantage of the Latecomer Advantage to Actively Connect with the Industry. Formulate the Stage Goals and Overall Goals That Are Suitable for the School's Orientation and Professional Foundation; the Three-in-One Implementation Path and Countermeasures of Cultivation, Construction, Management and Operation and Policy Support Are Adopted.

1. Introduction

Comprehensive evaluation of undergraduate majors is an important measure to evaluate, supervise and guarantee the construction of majors, an important measure to measure the professional services of colleges and universities for economic and social development, and an important component of the quality of higher education. Since 2014, our province has started the pilot work of professional evaluation in Nanchang University, Jiangxi Normal University, Jiangxi University of Finance and Economics and Jiangxi Agricultural University. From 2016 to 2018, 12-13 majors have been arranged each year to carry out professional comprehensive evaluation. Jiangxi Institute of Science and Technology, as a non-governmental undergraduate university, adheres to the concept of application-oriented education. In recent years, the construction and development of Jiangxi Institute of Science and Technology have received great attention from peers in and outside the province. From 2016 to 2018, our school will select some majors to participate in the comprehensive evaluation every year to compete with the established public universities in the province to test our school-running level and further promote the professional construction. Musicology and Dance major participated in the comprehensive professional evaluation in 2018. The results were satisfactory. Both majors ranked first in the province's private colleges and universities, with Dance ranked fifth in the province. A total of 8 colleges and universities in the province participated in the evaluation, which was at the middle level. Musicology is ranked 13th in the province, with 19 universities participating in the evaluation, ranking later in the middle reaches. A careful study of the final results shows that the musicology and dance majors of our school rank high in the applied universities and have certain advantages. For example, dance has surpassed

Jiujiang University, east china institute of technology, Shangrao Normal University and other universities, while musicology has surpassed Nanchang Institute of Engineering, Nanchang Aviation University, east china institute of technology and other universities.

The ultimate aim of carrying out comprehensive professional evaluation is not to decide between male and female, but to promote professional construction and reform. Through this comprehensive professional evaluation, we should adhere to the principle of classification and guidance, so that different types of colleges and universities can thrive in their fertile soil.

How can musicology and dance majors in application-oriented universities develop in a staggered way compared with established public universities in their professional construction and development? This is an important research topic. Since the new century, especially since 2010, both newly-built undergraduate colleges and private colleges are transforming into applied ones. How can the applied transformation of musicology and dance in these two types of colleges and universities be transformed? What did it turn into? It is very important. Based on the comprehensive evaluation of this major and the experience of Jiangxi Institute of Science and Technology in running applied schools, I think whether music and dance can realize the collaborative innovation with the industry is the key to the applied transformation of these two types of universities. The success or failure of music and dance major is directly related to the survival and development of these two types of universities. The major of music and dance in newly-established undergraduate colleges and private colleges will face many problems in the process of transformation. For example, how can the music and dance major and the industry effectively collaborate and innovate? And how to solve the problems encountered in the process of collaborative innovation with the industry? What specific measures have been taken? These are all prominent problems in the transformation of music and dance major in application-oriented universities. The following is an analysis of the representative problems, solutions and measures of music and dance majors facing collaborative innovation among industries.

2. Bottleneck Analysis of Collaborative Innovation of Music and Dance Major for Industry

2.1 The Specialty Started Late and Its Overall Strength Was Weak.

The history of running schools in transition to application-oriented universities is generally shorter, especially in non-governmental universities, and the running time of music and dance major is shorter. Taking Jiangxi Institute of Science and Technology, Nanchang Institute of Technology, Nanchang Institute of Technology and Jiangxi Institute of Applied Science and Technology (formerly Jiangxi City College) as examples, the Music and Dance Institute of Jiangxi Institute of Science and Technology was established in 2003, the Musicology Major under the Art Institute of Nanchang Institute of Technology was established in 2009, the Music Institute of Humanities and Arts Institute of Nanchang Institute of Technology was established in 2005, and the Music Department of Jiangxi Institute of Applied Science and Technology was established in 2009. The history of running music and dance major in these universities is generally around 10 to 15 years. Its major construction started relatively late. The teachers are mainly young teachers under 35 years old. Their professional titles are generally low. The teacher structure needs to be optimized and perfected. Music and dance departments in application-oriented universities basically belong to two or three types of teaching departments designated by the Ministry of Education. Compared with music and dance majors in established public universities, the overall strength and competitiveness of this type of schools are relatively weak.

2.2 Poor Foreign Exchange and Weak Resources

Due to the short history of running schools and the weak overall strength and competitiveness of the major, the music departments of application-oriented universities generally have less communication with the music and dance departments of well-known universities both inside and outside the province, and the communication and cooperation with the music and dance departments of universities and industry associations inside and outside the province are still in the

initial stage. Take the Music and Dance Institute of Jiangxi University of Science and Technology as an example. From September 2010 to August 2015, the average frequency of teaching, competition or academic exchange activities with music and dance departments and industry associations inside and outside the province was 2 to 3 times in five years, and high-level foreign exchange activities were even less. The major of music and dance should also increase the awareness of going out voluntarily and fully integrate and utilize the limited resources of music and dance industry associations in its external communication with music and dance departments and industry associations in colleges and universities inside and outside the province.

2.3 Major Setting is Basically Similar to That of Traditional Music and Dance Departments in Colleges and Universities

The professional settings of music and dance departments in application-oriented universities basically follow and copy the professional settings of music and dance departments in traditional universities. Such as musicology, dance, music performance, dance performance, music education, etc. Taking Jiangxi Institute of Science and Technology, Nanchang Institute of Engineering and Nanchang Institute of Technology as examples, the School of Music and Dance of Jiangxi Institute of Science and Technology has five specialties, namely musicology, dance, music performance, dance performance and musicology air crew. The College of Humanities and Arts of Nanchang Institute of Technology has majors in musicology, radio and television, etc. The Music Institute of Nanchang Institute of Technology has four specialties: musicology, music performance, dance performance and air crew. The specialties offered by the above three universities all follow and copy the specialties offered by the music and dance departments of traditional universities, lacking innovation and effective integration, and failing to set specialties according to the overall orientation of the schools.

2.4 Lack of Effective Integration with Other Specialties

The major of music and dance in application-oriented universities has basically followed the self-sufficient state of the major of music and dance in traditional universities and lacks effective integration with other majors. The major of music and dance in application-oriented universities has accumulated certain strength and corresponding competitiveness unlike the major of music and dance in traditional universities due to its late start and generally weak professional strength and competitiveness. Therefore, the music and dance majors in application-oriented universities and traditional universities should implement differentiated competition, and realize the strategies of mutual integration and overall packaging among the majors. Only in this way can they occupy a place in the future professional development, instead of being in the professional development trend of chasing behind forever. For example, music performance and travel major, music performance and dance performance, musicology and fine arts, musicology and marketing, musicology and environmental art design, musicology and literature, musicology and clothing design, etc. Only when the music and dance major merges with other majors and packs them together can it achieve differentiated development with the music and dance major in the universities.

2.5 No Discrimination Can Be Implemented between Industries

The society still has certain prejudice and preconceptions about running music and dance major in application-oriented universities. It is generally believed that there is still a big gap in the educational strength and professional competitiveness between the music and dance major in application-oriented universities and the music and dance major in traditional universities. Through more than ten years of construction and development, the music and dance major in application-oriented universities has made full use of its later advantages. By vigorously introducing high-level music and dance professionals, strengthening the construction of teachers, professional construction, improving the quality of students, and taking advantage of favorable policy advantages, some corresponding measures have been taken. Its professional running strength and professional competitiveness are gradually shrinking or even catching up with those of the music and dance major in traditional universities. Moreover, the professional competitiveness of application-oriented

universities has been greatly improved by implementing measures such as staggered development, lane change and overtaking. Although the educational strength and professional competitiveness of music and dance major in application-oriented universities have been greatly improved, there are still some difficulties in collaborative innovation and communication and cooperation with the music and dance industry, which cannot be treated indiscriminately like traditional music and dance departments in universities.

3. Ideas and Countermeasures to Break through the Bottleneck of Collaborative Innovation of Music and Dance Major for Industry

3.1 Make Use of the Advantage of Latecomer to Actively Connect with the Industry

First, internally, we should make use of the advantages of backwardness, concentrate resources, give full play to the institutional and institutional advantages of application-oriented colleges and universities, actively mobilize the advantageous resources of all parties in schools, and focus on breakthroughs. Through the opportunity of professional construction, strengthen the construction of professional connotation, and vigorously enhance the comprehensive strength of music and dance major.

Second, on the opposite side of the world, we should strengthen the thinking of going out voluntarily, fully display our professional characteristics and advantages, and especially highlight the training strategy and thinking of applied music and dance talents. It also makes use of the institutional advantages and other latecomer advantages of application-oriented colleges and universities compared with other traditional colleges and departments of music and dance.

Taking the college of music and dance of Jiangxi institute of science and technology, an application-oriented undergraduate university, as an example, the five-year master plan for music and dance major has been drawn up based on the cooperation between music and dance major and industry.

The objectives of the phase include: first, in terms of teaching practice bases and artistic creation bases, 18 are expected by the end of 2019, 21 by the end of 2020 and 25 by the end of 2021. Second, in terms of industry association docking and collaborative innovation, by the end of 2020 it will basically realize seamless docking with China Dancers Association and jointly carry out professional personnel training and incubation of stage exquisite works. At the end of 2021, it basically realized seamless connection with China Chorus Association and jointly carried out cooperative cooperation in professional talent training and choral art practice. Third, in terms of cooperation with universities, by 2020, it will realize seamless docking and cooperation with a university outside the province with strong comprehensive strength in music and dance major, and jointly train practical and applied composite music and dance professionals.

The overall objectives include: first, to expand the existing 13 teaching practice bases and artistic creation bases to about 25, and the 25 teaching practice bases and artistic creation bases will provide teaching practice and artistic practice for about 70% of the college's students. Second, by 2020, it will realize seamless connection with a comprehensive university with strong music and dance major outside the province, jointly train practical and applied professionals and jointly carry out scientific research. Third, by 2021, it will basically realize the docking and collaborative innovation with the China Dancers Association and the China Chorus Association, and basically achieve the goal of jointly training professional talents, jointly carrying out artistic practice and scientific research with the national professional trade associations.

3.2 Adopt the Trinity Implementation Path of Cultivation, Construction, Management and Operation, and Policy Support

(1) To cultivate and build professional groups

The collaborative innovation path between music and dance major and industry industry can be based on the basic idea of “demand first, coordination first, talent first, system first”, seize the key, highlight the key, and speed up the cultivation and construction process. It will focus on the

direction of innovative music and dance research, establish a collaborative innovation management operation mechanism with other universities and industry associations inside and outside the province, gather innovative resources and elements inside and outside the school, and focus on the construction and creation of artistic professional groups. Actively connect with cultural tourism professional groups, create a good environment for innovation and cultural atmosphere, gradually build a new platform for collaborative innovation, and form a long-term mechanism conducive to fostering collaborative innovation.

(2) Management and operation to optimize professional talents

According to the actual situation of the overall goal and the stage goal, the president or the president is responsible for the system. The academic committee and management committee of the college shall be established to be responsible for the decision-making system of major issues of the college. Hire famous experts in music and dance outside school to set up a college advisory committee, which is responsible for mastering academic direction, guiding personnel training, participating in personnel selection, and promoting cooperation between domestic and foreign professional associations, etc. The implementation of major cooperation projects in music and dance major and the recruitment of influential talents in the industry shall follow the basic principles determined by the academic Committee and the management Committee of the college. The management department of the school or college should fully integrate various advantageous resources, provide support for the achievement of the established goal of collaborative innovation between music and dance major and industry industry in terms of human, financial and material resources, and give certain preference in terms of relevant policies and resource allocation.

(3) Policy support and system guarantee

The college can give sufficient policy support and guarantee to participate in the relevant work of collaborative innovation of professional associations related to music and dance subject approved and recognized by the school or college. In terms of personnel employment, income distribution, evaluation system, internal management, personnel training, and domestic cooperation and exchange, corresponding reforms and improvements can be made according to the actual situation. We will give preferential and key support to the allocation of resources related to the plan of outstanding talents, public sending abroad to study, exchange and further study.

3.3 Create an Innovation Platform, Gather High-Level Talents, and Promote Cooperation with Industries

(1) Strive to create an innovation platform to ensure the sustainable development of collaborative innovation for industry. The college level should fully combine the development orientation and existing advantages of music and dance major in promoting collaborative innovation between industries and industries, cooperate with existing teaching practice bases, artistic practice creation bases, and colleges and universities inside and outside the province, face the whole province and even the whole country, cultivate composite practical music and dance talents, and serve the needs of local social and cultural development.

(2) Gather high-level talents to promote better and faster development of collaborative innovation in industry. Take the Music and Dance Institute of Jiangxi University of Science and Technology as an example. It began to implement and promote the “High-level Talent Plan” in 2013. Over the past five years, it has introduced 9 technical returned talents from overseas. It is estimated that it will take another 3 to 5 years to import 3 music and dance professionals with doctoral degrees and increase the investment in talent introduction. Innovating the talent management system, adopting a combination of full-time introduction and flexible introduction, introducing leading talents in music and dance major, and promoting the platform construction of collaborative innovation in music and dance industry through the joining of high-end talents.

(3) Effectively promote cooperation and realize coordinated innovation and multi-channel and multi-mode development of industries. In order to meet the needs of economic, social and cultural development, we should take the initiative to carry out substantial cooperative innovation cooperation through open channels and various forms with key local cultural enterprises and

institutions, schools of all levels and types, and establish cooperative innovation alliance mechanism through various channels. Relying on the Innovation Alliance, senior students majoring in music and dance are organized to directly participate in high-level music and dance practice projects and carry out grassroots and related voluntary service activities under art, so that students can get more artistic practice and exercise, more contact with frontline cultural enterprises, institutions and schools, and realize the demand of serving social and cultural development in artistic practice activities.

Taking the Music and Dance College of Jiangxi University of Science and Technology as an example, in the past three years, its focus on collaborative innovation has been mainly in three directions, namely, collaborative innovation between the college and cultural enterprises and institutions, collaborative innovation between the college and music and dance departments of other universities in the province, and collaborative innovation between specialties and specialties.

First, the college and cultural enterprises and institutions collaborate in innovation. The cooperation with cultural enterprises and institutions mainly adopts the principle of concentrating professional advantages, actively adapting to the development of the industry and the market, and carries out all-round strategic cooperation with about 10 key cultural enterprises and institutions in Jiangxi Province. Through various ways and channels to collect and understand the relevant needs of cultural and unemployed units, regularly arrange relevant teachers or management personnel to specifically carry out substantive docking with cultural enterprises and institutions, formulate relevant cooperation frameworks and agreements, and jointly build a cooperation base. For example, the large-scale live performance of Wuyuan's "Hometown in Dreams", the first cooperation project between the college and Nanyou Cultural Media Company, has been seamlessly connected. This project not only enables students to get good professional training, but also is of great significance for improving the cooperative innovation and cooperation of music and dance major in the industry-oriented industry, and has certain demonstration effect. For example, Jiangxi Poyang Lake Culture and Art Company, Jiangxi Taihao Zhongsheng Records Company and Jiangxi Tiantian Culture and Art Company are good examples of cooperation. In the past two years, the college will send internship graduates to the above culture and art companies on a regular basis each year, with good results.

Second, the college and other art departments in other colleges and universities in the province collaborate in innovation. Actively promote the collaborative innovation work between the college, the music college of Jiangxi normal university and the music department of Nanchang normal university, and realize common innovation through cooperation through the complementation of the college's superior major and other universities' superior major. For example, the relevant cooperation between the college and the music department of Nanchang Normal University has been carried out. The choir of the "Voice of Blue Sky" of the college has carried out regular exchanges and reports with the choir of the music department of Nanchang Normal University and has achieved good cooperation results. In order to realize the implementation and sharing of relevant resources with the Music College of Jiangxi Normal University and the Music Department of Nanchang Normal University, the College organically integrates relevant resources to achieve the goal of collaborative innovation.

Third, professional and professional collaborative innovation. The dance major of the college has certain characteristics in the whole province, especially in recent years, its hardware facilities have been greatly improved, attracting a group of expert and characteristic professionals. For example, a new high-standard acoustic concert hall, a recording studio and a dance rehearsal hall have been built. This is an important driving force for the collaborative innovation of music and dance major in Jiangxi University of Science and Technology and dance major in other universities inside and outside the province. Another example is the "Red Straw Shoes", an excellent stage project created by the college's backbone in recent years, which has received high attention from all walks of life and peers. It has successively won the stage innovation project of the Ministry of Education and the special fund project for the prosperity of literature and art in Jiangxi Province. In order to further enhance the ability and level of collaborative innovation with the industry and to serve the

development needs of Jiangxi's cultural and artistic industry, the Music and Dance Academy will also build a collaborative innovation center of “music communication application and artistic guidance” in order to refine its professional characteristics and promote the development of the collaborative innovation ability between the music and dance major and the industry in depth.

3.4 Set Up Special Funds, Set Up Collaborative Innovation Working Group

(1) The establishment of special funds

From 2015 onwards, the college will set up a special fund for collaborative innovation in industry, focusing on supporting the application of music communication to the collaborative innovation platform for artistic guidance. For the advantages of entering the ranks of provincial construction, the college will increase its efforts in providing financial support. The college will also give corresponding financial support to the industry collaborative innovation platform fostered in the school. At the same time, rewards will be given to personnel who have made important contributions to collaborative innovation with industry.

(2) Establishing a Collaborative Innovation Working Group

To set up a collaborative innovation working group of the music and dance college for the industry, responsible for top-level design, macro layout, overall coordination, use of funds and other major issues of decision-making. At the same time, on the basis of the existing practice department, a working group on the off-campus teaching practice base and artistic practice creation base is set up to regularly check the problems existing in the off-campus practice base and solve the related problems. Responsible for coordinating the relevant departments of the school, researching and solving specific affairs in the process of achieving the established goals.

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