

# Innovation Strategy of Music Teaching in Colleges and Universities Based on the View of New Media

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**Abstract:** *Compared with traditional media technology, new media technology has many convenient features, such as diversification, visualization, fast transmission, and selectivity. In today's era dominated by Internet intelligent technology, new media technology has gradually integrated into our daily life and learning. It changes the quality of our life and learning, and becomes an indispensable part. In efficient music teaching, music, as an art discipline, is responsible for transmitting music and art knowledge and developing students' music and art literacy. No matter from the perspective of music knowledge or music teaching objectives in colleges and universities, new media technology has very far-reaching significance and value. In this teaching practice study, the author analyzed the value of new media technology to music teaching in colleges and universities, and explored the innovative strategies of music teaching in colleges and universities in the perspective of new media.*

**Keywords:** *New media; Colleges and universities; Music teaching*

## 1. Introduction

Music learning can effectively improve the comprehensive music literacy of college students, which is the basic work to implement comprehensive development education and cultivate talents encountered in society [1]. Now we have entered the era of information and intelligence, and new media technology has been integrated into every bit of our life. We can see all kinds of information spreading rapidly in our life and study, which makes the channels of human access to information more abundant, and the content of access to information more enriched and diversified. As a college music teacher, it is natural to think about how we can reform our music teaching with the help of the advantages of new media technology? For example, create a high-quality vocal music teaching environment, collect diverse music teaching materials, establish a platform for music, song and dance exchange, learning and display, enrich college students' music learning experience, and enhance students' interest in art and artistic aesthetic ability.

## 2. Analysis and research on the educational value of new media technology in college music teaching

College music teaching is not only to transmit basic college music knowledge and skills, but also to educate college students. College students are a growing individual. In addition to improving their knowledge, they also need to improve their personality and psychology in the music class. The introduction of new media technology in college music teaching can naturally achieve higher educational value for college students.

### 2.1. Expand the vision of college students

In the work of music teaching in colleges and universities, teachers are flexible in using a variety of new media technologies to display a variety of musical art works, and in various musical art works, students learn and communicate with each other, which is a very substantial and high-quality learning process. In the world, music has no national boundaries, and art is also shared. With the help of new media technology, music and art works can be integrated. Students can be exposed to songs and dances of different nationalities, styles and backgrounds from all over the world. Understand the differences in culture, customs and thoughts of people living in different regions, so as to achieve the goal of expanding the vision of college students.[2]

## ***2.2. Reduce the pressure of learning***

Contemporary college students are also faced with different academic pressures during their study in school, including the evaluation of excellence, scholarship and various other awards, etc. The college students who are close to graduation are also faced with the pressure of finding jobs [3]. Under the pressure of the school and the society, many students will have some minor psychological problems such as anxiety. Teachers or counselors need effective guidance and communication to ease the psychological pressure of students. But music teaching can relieve students' body and mind, reduce their physical and mental pressure, and bring positive influence and positive energy to students. Especially in the context of new media technology, teachers use new media technology to present students' favorite music works, beautiful and soft background music melodies in the classroom, which plays a positive role in reducing students' physical and mental pressure and reducing the occurrence of bad emotions on students.

## **3. Analysis of the transformation of new media technology to college music teaching**

After the introduction of new media technology in music teaching in colleges and universities, it has positive significance for the transformation of the whole music teaching work in colleges and universities, and has ushered in a new era for music teaching in colleges and universities [4]. Combined with the cognition of new media technology and the analysis and summary of music teaching experience in colleges and universities, the transformation of new media technology to music teaching in colleges and universities includes:

### ***3.1. Create a good teaching scene***

We know that in the traditional music teaching in colleges and universities, most of the time, music teaching is carried out in the classroom. The main body is students. Teachers complete music teaching with some simple words, pictures and other information resources. However, the background, artistic conception and even playing environment involved in music works still need new media technology to create. So with the new media technology, teachers will undoubtedly be given a modern music class, and the teaching environment has been greatly improved, which can present the background of music works, the characteristics of characters, the situation of life and other materials to students intuitively and effectively.

### ***3.2. Create online teaching work***

In the past, online teaching was rarely used in music teaching in colleges and universities, but after the epidemic and other factors in recent years, online teaching began to become an important way of education and teaching. In online teaching, it is necessary to complete various teaching activities such as knowledge, situation, communication and interaction, knowledge sharing, which cannot be completed by common single information technology.[5] So at this time, the emergence of new media teaching technology undoubtedly provides teachers and students with a variety of online learning channels and methods, such as live classroom teaching, micro-class teaching and Muke teaching. These new media teaching forms have broken through the limitations of traditional teaching, let teachers and students participate in various teaching activities online, let online learning gradually integrate into teachers' daily teaching work, and changed the form of music teaching in colleges and universities.

### ***3.3. Change students' understanding of music disciplines***

In the teaching work of music subjects in colleges and universities, college students have a lot of misunderstandings about music subjects in the past. Especially for non-music majors, they take their own professional courses as the mainstay, and sometimes subconsciously think that music courses are simply learning a few songs and playing a few musical instruments and that's it. However, in the college music teaching mode under the background of informationization, teachers can present unique music classes to students, such as online music art performances, various famous Chinese and foreign music stage plays, online live music learning and so on. This model can combine music and students' lives, so that music can only be changed from a subject to an integral part of life and entertainment. With the help of information media such as the Internet, students can learn music anytime and anywhere. This model can make students love music and art, thus changing the traditional thinking that students only classify music as a subject.

#### 4. Research and analysis of college music teaching practice based on the new media perspective

##### 4.1. Enrich music teaching material resources

The first function that new media technology can play in music teaching in colleges and universities is to enrich the material resources of music teaching in colleges and universities. In the context of new media technology, it is necessary to carry out music teaching in colleges and universities for all students in the class. Teachers must pay high attention to the individual differences of each student, combine the learning characteristics of different students, selectively collect different teaching resources and nutrients to carry out teaching work, and provide guidance and learning assistance to students. Secondly, teachers should integrate the resources collected by the new media technology reasonably and effectively, and analyze the teaching resources scientifically and effectively. For example, teachers can collect different music videos from microblogs and music websites, search official account for research and analysis of music teaching in colleges and universities, and classify various resources into music theory knowledge resources, music background resources in different times, and music art aesthetic evaluation resources.

In different links of the classroom, these resources are presented to students in appropriate ways to achieve different teaching effects. For example, when analyzing the artistic conception of songs, teachers can present the music theory knowledge resources collected through new media technology, guide students to analyze tunes, beats and lyrics, and gradually conceive the artistic conception of songs in their minds. Or some students are interested in music works of singing and dancing. In order to reflect the personalized characteristics of classroom teaching and meet the learning needs of different levels in the class, teachers can use new media technology to display dance videos of singing and dancing, or present dance accompaniment, dance background music, and even with the help of new media technology, add different features to encourage students to show their talents on the stage. With the help of new media technology, the integration and collection of music teaching resources in colleges and universities is no longer a difficult problem, but how to flexibly apply the teaching resources collected by new media technology to teachers is a problem that every teacher needs to think about, and is also the focus of music teaching work in new media colleges and universities.

##### 4.2. Build a relaxed and pleasant music teaching atmosphere in colleges and universities



Figure 1: The artistic conception showed in the song "Jasmine Flower".

As an art discipline teaching work, the construction of atmosphere is very important. The art discipline should reflect the harmonious, positive and interesting characteristics in the classroom, rather than the dull and lifeless atmosphere. There are many ways to create the atmosphere in the new media technology. College music teachers can try to use the new media technology to optimize the classroom teaching environment and improve the music teaching atmosphere. For example, vocal music singing learning is the process of students' appreciation, recognition and understanding of works, and also requires students to achieve the basic ability of secondary creation. In the learning process of vocal music singing, students must deeply integrate into the artistic conception of the song works, communicate with the author emotionally, and produce spiritual resonance, so that artistic emotion can be better stimulated, and achieve the effective integration of song learning and emotional expression. Therefore, in the construction of music teaching atmosphere in colleges and universities under the new media technology, teachers can start with the creation of the artistic conception of songs. For example: The two songs "Jasmine Flower" and "Nanniwan" are the national music of our country. The folk customs revealed in

the songs are very strong, showing the artistic conception and characteristics of the national style. In the classroom, teachers can use information technology to show the artistic conception of these two songs (Figure 1), such as: the hardworking people show flowers in the process of transforming and building Nanniwan, or show beautiful jasmine flowers, unique regional characteristics and national style, etc. At this time, students are more easily integrated into the artistic conception, more easily immersed in the study of music works, so as to achieve the goal of improving the classroom learning atmosphere.

In order to highlight the free and democratic characteristics of the music classroom atmosphere, teachers can use new media platforms such as Weibo, WeChat or TikTok to understand students' preferences for music, and students' understanding of music art performance. Combining the lives and interests of contemporary college students, teachers can choose popular music that students like to intersperse in the classroom on new media. Or with the help of the new media technology platform, students can put forward suggestions on music teaching in colleges and universities, jointly maintain and improve the quality of music teaching in colleges and universities. With the cooperation of the new media technology, students and teachers form a whole teaching, and establish a democratic and harmonious learning atmosphere.[6]

#### ***4.3. Expand the display channels of music culture***

Under the guidance of new media technology, music teaching in colleges and universities has become richer and more diversified. Every music teacher can establish his own unique music teaching mode under the new media technology, and then form a unique music teaching culture system through the communication and cooperation between teachers and teachers. For example, the school uses new media technology to launch music and art competitions, and displays students' music and art works on Weibo or various short video platforms. The students of the whole school can enter the short video platform, search their favorite works for likes, comments and votes, and select campus music stars. With the help of new media technology, students' music works and talents can also go out of the campus and reach the public. For example, Weibo is a social platform for the global public, and TikTok and Kwai can also promote the latest video resources for the masses. Students' music works and music talents go to the society and the public, not to gain traffic, but to show the unique side of music teaching in colleges and universities, to show the positive and vigorous spirit of contemporary college students, and is also an important step to form the culture of campus music teaching. Secondly, with regard to the understanding of music culture, we can also analyze from the connotation of music. The historical development process of each country and nation is different, so the music works of each nation will also show different cultural differences.[7] One of the most important tasks of music teaching in colleges and universities is to guide students to understand music culture. Therefore, in the process of teaching, teachers can use new media technology to present the cultural and historical background of music to students, and display cultural characteristics in different forms to make up for the separation of music and culture in traditional teaching.

#### ***4.4. Break through the limitations of traditional teaching and establish a harmonious teacher-student relationship***

In the traditional music classroom teaching in colleges and universities, it can be found in the teaching work carried out by some colleges and universities that the relationship between teachers and students is not very harmonious and harmonious. Sometimes we can feel that the relationship between teachers and students in the classroom is just the relationship between knowledge transmitters and knowledge receivers. As the main front of art teaching, music classroom should reflect the beauty of art in the classroom and carry out music art communication. Therefore, teachers can try to use new media technology to break the stereotyped and single teacher-student relationship in traditional college music teaching. Contemporary college students basically come into contact with the Internet every day. Whether it is a mobile phone or a computer and other information media tools, it can be used as a means for college students to understand the world and express themselves through the Internet. Teachers should learn the use of Internet technology and various music APP software, and properly introduce them into college music classroom teaching. Teachers can use music APP software to share and exchange music knowledge with students and show their musical talents. For example: "Sing Bar" is a well-known music APP software. In the classroom, teachers can share a song they sang in the "Sing Bar" software with students. In class, let the students evaluate whether there are any problems in the tune, melody or rhythm of the song proposed by the teacher, and what details need to be improved. Teachers can focus on the teaching task objectives and use the music APP software that students are familiar with to carry out teaching work. In this way, students' enthusiasm for classroom participation has also increased a lot, and

they are more willing to interact with teachers, and the learning atmosphere of music classrooms has been instantly improved.

Live broadcasting is also a trend in the development of new media, and music live broadcasting is also very common. In class, teachers can discuss with students on new media live broadcast issues such as "how to become a qualified music anchor", "how to increase the traffic of music anchors through legal and compliant methods". These questions are not only in line with the development of the times, but also pay attention to the inner values and psychological tendencies of students, which have certain educational significance for students. In college music classroom teaching, teachers can use new media technology to introduce topics that students are interested in and that are in line with the healthy growth of contemporary college students, which plays an important role in establishing a harmonious teacher-student relationship and creating a harmonious learning atmosphere.

## 5. Conclusion

College music teaching is a very important art teaching work, which plays a positive role in developing contemporary college students' artistic quality and cultivating college students' ideological and moral character and sentiment. At the same time, in the era of new media technology, teachers should actively study the new media technology, learn the guiding significance and educational value of new media for college music teaching, and analyze the innovative research ideas of college music teaching under the new media technology from the aspects of teaching resources, teaching atmosphere and music culture.

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