

# Research on Interactive Teaching Mode of University Culture and Art Industry Teaching under the Environment of "Internet+"

**Diandian Lei**

*Art and Communication of Quanzhou Vocational and Technical University, Quanzhou, 362268, China*

**Abstract:** Under the background of "Internet+", the education industry should discuss the innovation of teaching mode according to the professional nature of the subject. Pay attention to strengthening the internet awareness of teaching staff and effectively apply internet technology in carrying out cultural and artistic teaching activities. The educational model proposed by "Internet+" is more novel. Compared with the traditional exam-oriented education, this new educational model is more open and emphasizes students' learning initiative. "Internet+" teaching mode has been implemented in many universities, and culture and art teaching, as a comprehensive subject, is more suitable for teaching with "Internet+" teaching mode. This paper mainly explores the interactive teaching mode of university culture and art industry teaching under the environment of "Internet+". In order to cultivate high-quality, applied and practical professionals who meet the needs of the current integration and development of the Internet and cultural industries.

**Keywords:** "Internet+"; Culture and art; Interactive teaching

## 1. Introduction

In recent years, China has continued to promote the construction of a strong socialist culture, implemented the fundamental task of educating people by virtue, and adhered to the combination of moral, intellectual, physical, aesthetic and labor education. The combination of industry and education is an effective way to train talents in vocational education, but under the background of different regions, different industrial structures and different levels of economic development, the content, form and mechanism of cooperation in talent training will undergo important changes [1]. Therefore, when cultivating talents in art design, universities should put the application ability of talents in the first place, but at present, many universities in China lack a clear training orientation for art design talents teaching. In recent years, information technology has widely entered the field of modern education, and intelligent information technology represented by digital, multimedia and Internet is profoundly changing our educational form and concept [2]. Under the background of "Internet+", the education industry should discuss the innovation of teaching mode according to the professional nature of the subject. Pay attention to strengthening the internet awareness of teaching staff and effectively apply internet technology in carrying out cultural and artistic teaching activities.

## 2. The influence of "Internet+" on university culture and art education

Under the background of the development of the new era, Internet technology has greatly influenced the cultural and artistic education curriculum. The single digital media classroom can not meet the learning needs, and the content of art teaching is limited to teaching materials, so it is necessary to optimize the content of design teaching based on the characteristics of the times [3-4]. During the development of "Internet+" platform, a variety of learning software and systems have gradually emerged, and students can choose their learning methods reasonably during their study. "Internet+" platform can realize the sharing of teaching resources, eliminate the privatization of learning resources, and establish a complete art resource library. Therefore, "Internet+" has comprehensively promoted the development of curriculum informatization, and constantly established an art resource library.

Under the new situation, educational ideas are more fair and open, educational resources are richer and more novel, and educational forms are more free and diverse. These new trends are valuable wealth

brought to mankind by informationization. With the development of economy, society and discipline education, the discipline of art design education has made great progress. The development of "Internet+" has brought great impact to the traditional education mode of culture and art. Traditional digital media classroom can no longer meet the needs of students' learning and teachers' teaching, and students need more in-depth learning resources [5]. The joining of the Internet has brought more teaching resources to the major of environmental culture and art design in universities, broken through the geographical restrictions, enabled the teaching resources to be shared, accelerated the construction of the art resource database and curriculum informatization, and provided impetus for the teaching innovation of the major of environmental culture and art design.

### **3. An analysis of the problems existing in university culture and art education**

#### ***3.1. The educational model is outdated***

Some universities in China set up college majors with strong pertinence and trained a large number of graduates, but the employment orientation of graduates after graduation is not clear, and the training objectives of schools are not clear, which deviates from the general policy of the state on university art design to some extent. For example, the students majoring in culture and art design are very similar to those majoring in pure art, which leads to the students majoring in culture and art design not being well trained in professional skills and not having enough curriculum arrangements in professional courses. We must improve students' practical ability and technical level by creating necessary material conditions and using basic teaching practice means, focusing on professional skills training.

#### ***3.2. Fuzzy orientation of training objectives***

There are three categories of artistic design talents in China, namely, applied talents, management talents and decision-making talents. These three categories of talents are comparable in ability, but in the current development situation of our country, enterprises are more inclined to applied talents [6]. The wide-caliber, all-round and compound training goal setting has great attraction and broad employment destination, but due to the extensiveness of disciplines and the limited academic system, it is often difficult to carry out professional practical teaching in the practical teaching activities of multiple courses at the same time, and many practical links are often omitted or dabbled, so that the ideal practical teaching effect cannot be obtained.

#### ***3.3. Lack of practical links***

The idea of "industry-oriented, employment-oriented, quality-based, and ability-oriented" is taken as the training idea of university culture and art education reform. The knowledge, ability and quality requirements of different talents are determined according to job groups, and professional courses are set up and teaching plans are formulated accordingly. Art design itself is a highly practical major, but at present, art design majors in some universities can hardly be linked with practice, students don't understand the actual needs of enterprises, graduates can't adapt to the actual business quickly after graduation, and the talents educated by universities become semi-finished products that can't meet the needs of social development [7]. At present, the school lacks the platform and mechanism of combining industry with teaching, so that students' valuable labor can be transformed, thus improving their practical skills and practical ability.

### **4. The construction of interactive teaching mode of university culture and art industry teaching under the environment of "Internet+"**

#### ***4.1. Build a practical teaching system of "Internet+industrial education integration and interaction"***

Under the background of "Internet+" era, enterprises need more diversified and cross-border compound talents who can highly integrate cutting-edge technologies and professional skills such as Internet, cloud computing, big data and artificial intelligence. Using the "Internet+" thinking, we should share the resources of both schools and enterprises, find the combination of interests of both sides, maximize the enthusiasm of cooperation between the two sides, promote vocational colleges and enterprises to jointly formulate talent training programs, jointly optimize the curriculum system structure, and jointly build a productive training base [8]. The practical teaching system of "Integration

and Interaction of Industry and Education in "Internet+" is shown in Figure 1:

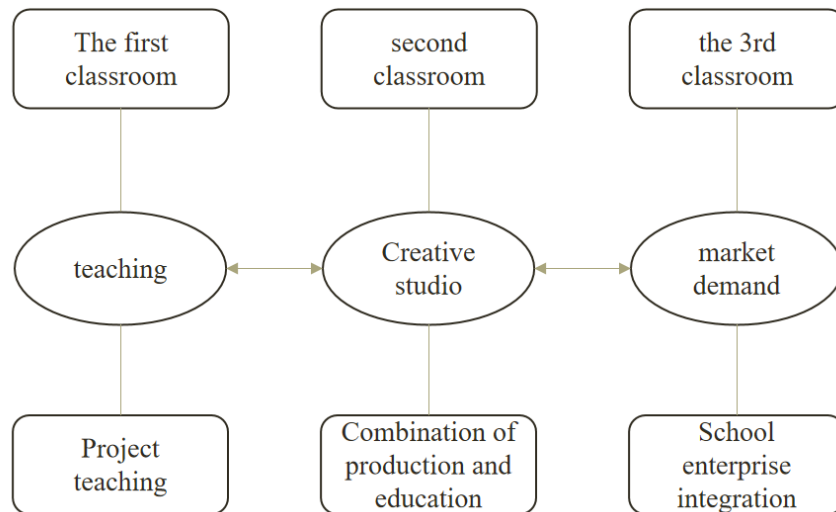


Figure 1: Practical teaching system of "Internet+ industrial teaching integration and interaction"

The information-based teaching platform based on "Internet+" can transmit the videos of teachers' classes to enterprises in real time for employees' training, realize resource sharing, and promote the collaborative innovation and development between schools and enterprises. Enterprises will send back the related problems in talent training to universities in real time through the information sharing platform, and universities will continue to improve them in the teaching process to realize the whole process of talent training.

The network platform is mainly based on graphic images and video materials, which is vivid and suitable for students' self-study. Students and the network can form a mutual learning relationship, which will not be affected by teachers' personal factors, and can also make maximum use of their independent self-study ability to find problems and propose solutions.

#### 4.2. Build a "mobile device+Internet" model

Network platforms and mobile devices have become people's daily necessities. Driven by the Internet, resource platforms and social media are developing faster and faster, which can meet the needs of different groups. Teachers can publish courseware and teaching videos through WeChat group to provide professional guidance for students' learning. In platform learning, students can share their learning achievements and experiences through the circle of friends, which not only enables students to complete various learning tasks, but also helps to promote interactive communication among students.

There are many and miscellaneous online teaching contents, and it is very troublesome to find teaching contents suitable for students of various majors and different foundations. Therefore, it is imperative to build an interactive platform for online teaching. Students can learn through the courseware in the platform, and teachers will upload the video tutorials combined with text courseware to the platform to meet the learning needs of different students. Teachers can also arrange homework on the platform, sum up the important and difficult points every day, and ask students to review the parts that need to be emphasized.

Interactive teaching mode establishes a new communication mode between teachers and students on the basis of traditional teaching mode. Besides asking questions, teachers can also use games to make the teaching content more interesting. For example, in the course of introduction to art design, there are a lot of nouns that are difficult to remember and understand [9]. The advantage of this teaching method is that it can enhance the interaction between students, convey the friendship between teachers and students and create a good classroom atmosphere. What teachers should pay attention to is that while interacting with students in the game, they should always pay attention to controlling classroom order and students' emotions, ensuring the effective implementation of teaching content and achieving teaching objectives.

#### 4.3. Build the model of "Internet+ industry college"

The obvious advantage of "Internet+" mode is that the network is developed, which brings great convenience to teaching, and the communication between teachers and students is no longer bound by time and space [10]. The education model proposed by "Internet+" is more innovative. Compared with the traditional exam oriented education, this new education model is more open and emphasizes students' learning initiative. At the same time, the "Internet+" teaching model is not limited by time and place, breaking the shackles of traditional teaching models. The model of "Internet+ industry college" is shown in Figure 2:

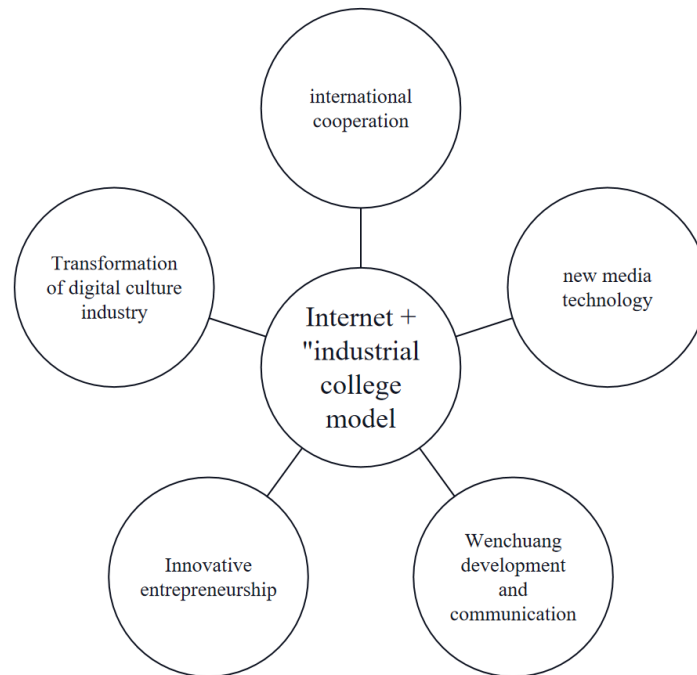


Figure 2: "Internet+ industry college" mode

The interaction between industry and university in university culture and art education has achieved certain results, but there are still some problems, such as the "one-headed fever" in universities, the inability to guarantee the right to speak and participate in enterprises for a long time, and the failure to achieve the expected cooperation goals. There is still a certain gap between the real "integration of industry and education". However, in terms of professional culture and art education, cultural and creative industry services and personnel training, schools show great differences. The interaction between industry and education widely exists in popular culture and art education, which deepens the classroom outward and effectively improves the quality of popular culture and art education.

The model of the college of cultural and creative industries in universities integrates global high-quality resources based on the industrial value chain and market demand, with the cultivation characteristics of "internationalization, interdisciplinary, and industrialization", and carries out full-time graduate training, including some Sino foreign cooperation projects, exchange projects, and non academic training projects. With cultural and creative industries as the guide, cultural and creative planning, online media and artistic creativity as the wings, and cultural and creative industry practice as the carrier, we will jointly promote discipline development and talent training through platform construction and project construction. This "industrial college model" embodies a complete integrated development system of industrial education, including decision-making management, funding input, co-construction of teachers, and co-construction of disciplines and project platforms.

## 5. Conclusions

The combination of industry and education is an effective way to train talents in vocational education, but under the background of different regions, different industrial structures and different levels of economic development, the content, form and mechanism of cooperation in talent training will undergo important changes. The development of "Internet+" has brought great impact to the traditional

education mode of culture and art. The traditional digital media classroom can no longer meet the needs of students' learning and teachers' teaching, and students need deeper learning resources. Interactive teaching mode establishes a new communication mode between teachers and students on the basis of traditional teaching mode. Besides asking questions, teachers can also use games to make the teaching content more interesting. In order to better cultivate the comprehensive ability of students majoring in cultural and artistic design, it is necessary to reform the interactive teaching of cultural and artistic industry teaching in universities, so as to ensure that students have enough professional knowledge and operational ability, achieve the best teaching effect and provide better talents for the society.

### Acknowledgements

This project is supported by Fujian Provincial Young and Middle-aged Teachers' Educational Research Program (Social Sciences) JAS21731.

### References

- [1] Yang Jie, Ying Limeng, Xie Jian. *On the tutorial system of enterprises in "Internet+"-accounting practice teaching reform under the background of integration of production and education* [J]. *Accounting Monthly (bottom)*, 2018(5):7.
- [2] Gao Xiyin, Zheng Ying. *Teaching reform practice of "product development and design" in the era of "Internet+"-taking Xibaipo souvenir development as an example* [J]. *Journal of Hebei Agricultural University (Agriculture and Forestry Education Edition)*, 2016, 18(002):82-84.
- [3] Yan Yan, Li Panpo. *Based on the reconstruction of classroom teaching mode, the research on the information development framework of "Internet+ Vocational Education"* [J]. *Education and Occupation*, 2018(4):6.
- [4] Wang Zhe. *Research on the Integration of Industry and Education in Colleges and Universities from the Perspective of Internet—Comment on the Integration of Industry Development and Higher Education from the Perspective of "Internet+"* [J]. *Journal of Yunnan University of Finance and Economics*, 2018(5):2.
- [5] Han Xu. *Exploration of interactive animation teaching mode under the background of "Internet+" tea culture* [J]. *Fujian Tea*, 2018(12):1.
- [6] Fan Yang, Wang Lili. *Research on College English Teaching Reform and Development under the Background of "Internet+" Era* [J]. *Heilongjiang Higher Education Research*, 2015(8):159-162.
- [7] Xiaowen Li, Ye Weijian, Zhang QiuHong. *Study on the index model of teacher-student interaction behavior under the "Internet+ teaching" environment* [J]. *Higher Engineering Education Research*, 2020(3):6.
- [8] Wang Lingyan, Liu Aimin, Zeng Long. *Research on the integration of production and education in vocational education under the transformation and upgrading of production and education-comment on "Internet+education: the change of teaching and learning"* [J]. *China Science and Technology Paper*, 2020, 15(8):1.
- [9] Zhong Binglin, Fang Fang. *Teaching reform under the background of "Internet+"* [J]. *Education and Occupation*, 2016(19):3.
- [10] Kong Yuan. *Innovation and Practice of Integration Mode of Industry and Education Based on Internet Thinking* [J]. *Vocational Education Forum*, 2015(8):4.