Research on the Strategy of Promoting Innovation in Art Education Management in Colleges and Universities Through Self-Media Platforms

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Abstract

Art education is an important part of China's socialist education system. It can improve students' aesthetic literacy, stimulate their innovative potential, open up their thinking patterns, and enrich their emotional expressions, which plays an important role in improving students' comprehensive quality. With the rapid development of network information technology, the relationship between self-media platforms and the management of art education in colleges and universities is becoming increasingly close. This paper aims to explore the innovative strategies of self-media platforms to promote the management of art education in colleges and universities, and to promote the innovative reform of art education management in colleges and universities.

Keywords: self-media platform, art education, management innovation

1. Introduction

Art education is an important content and way for colleges and universities to implement aesthetic education. The current traditional art education methods in colleges and universities can no longer meet the learning needs of students and are in urgent need of innovation and improvement. With the continuous development of information technology, various self-media platforms such as Weibo, WeChat public accounts, and Douyin have gradually occupied an important position in people's daily lives. Colleges and universities are also constantly trying to use self-media platforms to better carry out art education. How to fully combine self-media platforms with college art education and improve the management model has become a top priority.

2. The Necessity of Implementing Art Education Management in Colleges and Universities

In recent years, although the country has attached increasing importance to art education, there are still many problems in art education in colleges and universities in China, such as lack of incentive system, insufficient training program, and lack of relevant teaching staff, which have affected the implementation effect of art education. Therefore, strengthening the management of art education has become the key to ensuring the quality of art education in colleges and universities. Through the process management of art education, we can ensure that various art education activities in colleges and universities are carried out in an orderly manner, make full use of various teaching resources, optimize the teaching process, stimulate students' artistic creativity, and improve their artistic literacy, thereby improving the quality of art education. In the context of the new era, new challenges have also been raised to art education in colleges and universities. Colleges and universities should strive to get rid of the traditional education model dominated by preaching, emphasize the main position of

students, adhere to the fundamental task of establishing morality and cultivating people, and effectively improve the quality of art education. Therefore, we should actively promote the reform and innovation of art education management methods in colleges and universities, strive to infiltrate self-media platforms into the process of art education, let art education in colleges and universities glow with new vitality, let students' artistic creativity be fully released through art education, improve students' aesthetic literacy, guide students to form correct values, encourage students to pursue beautiful things, and promote the comprehensive development of students' comprehensive quality.

3. The Feasibility of Using Self-Media Platforms to Promote Innovation in Art Education Management in Colleges and Universities

In the context of the new era, promoting innovation in the management of art education in colleges and universities is the top priority for improving the quality of art education. We should increase the importance of art education management in colleges and universities, rely on information technology platforms, organically combine self-media with art education management in colleges and universities, give full play to the management synergy of art education in colleges and universities, and explore innovative paths for art education management in colleges and universities on this basis, so as to effectively improve the quality of art education in colleges and universities. The feasibility of self-media platforms to promote innovation in art education management in colleges and universities is mainly reflected in the following aspects:

3.1 Providing Rich Teaching Resources

Relying on the development of Internet information technology, self-media platforms can gather resources from multiple parties in a short period of time. When teachers carry out art education, they can obtain rich and diverse high-quality art education resources on self-media platforms as a powerful supplement to teaching materials; teachers and students can share their own artistic works and thoughts on self-media platforms, learn the creative concepts and experiences of well-known artists, and enable students to acquire more comprehensive art knowledge.

3.2 Innovating Art Education Methods

The traditional art education method based on classroom teaching is difficult to arouse students' interest in learning at this stage. The development of self-media platforms has provided more possibilities for better art education. Colleges and universities can use self-media platforms to adopt live teaching, short video teaching and other novel and lively forms to carry out art education, enhance the interactivity and fun of teaching and learning, and better meet the personalized needs of different student groups and cultivate students' artistic literacy.

3.3 Assisting the Dissemination of Campus Culture

Self-media platforms have broken the limitations of traditional media channels and provided diversified channels for the dissemination of campus culture. They use a combination of text, pictures, videos and other forms of expression to showcase the unique campus culture, enhance the sense of participation and interactive enthusiasm of teachers and students, and enable campus culture to be more conveniently and widely delivered to teachers and students, thereby stimulating the enthusiasm of teachers and students to participate in campus cultural construction. They can also allow students who have graduated and left the campus to keep an eye on the development and changes of their alma mater through various self-media platforms, thereby enhancing the sense of honor of graduates.

4. Strategies of Using Self-Media Platforms to Promote Innovation in Art Education Management in Colleges and Universities

In order to better adapt to the needs of the development of the times and continuously improve the quality and level of art education in colleges and universities, we need to further think about how to make full use of self-media platforms to promote innovation in the management of art education in colleges and universities. Through innovation in management links, we can bring more development space to art education in colleges and universities, fully mobilize the creativity and enthusiasm of teachers and students in all links, optimize the allocation of art education resources, and guide students to continuously improve their professional skills, self-management ability, teamwork awareness, and innovative thinking, so as to improve the quality of art education in colleges and universities and drive the steady improvement of the quality of education in all links. How to use self-media platforms to promote innovation in the management of art education in colleges and universities can be considered from the following aspects:

4.1 Innovating the Teaching Content of Art Education

At present, colleges and universities generally have problems in art education, such as outdated teaching content, separation from students' actual lives, and boring and monotonous. This makes it difficult for students to deeply

understand and resonate with the teaching content, which is not conducive to the development and display of students' artistic creativity. Therefore, colleges and universities should increase their investment and attention to art education, fully realize the importance of art education to improving students' comprehensive quality, and offer art courses covering multiple fields and forms such as fine arts, dance, and music. Use self-media platforms to widely disseminate information on innovative art education courses; integrate art education into the teaching process of other subjects, and integrate art elements into courses such as history, science and technology, and humanities to broaden the implementation field of art education. Teachers should also learn to use new teaching tools and teaching methods to achieve innovation in art teaching content, such as using digital tools for art creation, integrating art with artificial intelligence, and art experimental courses, which can not only promote the richness and diversity of art courses, but also promote innovation in art teaching methods and teaching content.

4.2 Strengthening Exchanges Among University Teachers

The development of self-media platforms has provided a wide range of communication and learning platforms for teachers engaged in art education. Self-media platforms have broken the traditional time and space limitations. Teachers can share their art education achievements on self-media platforms in the form of pictures, videos, tweets, etc., and communicate with their peers at any time. For example, through a demonstration video of the achievements, the audience can be vividly and intuitively shown the way and results of their art education, and with the help of the unique speed and breadth of self-media, teachers can share their personal experience in art education and unique teaching methods, curriculum design ideas, etc., to promote the exchange and innovation of art education methods in the field of higher education, and improve the teaching level and the influence of educational achievements. College teachers can also use self-media platforms to find the points of convergence in the field of art education, share teaching resources, conduct academic discussions, exchange the latest trends in the development of related industries, adjust teaching content in a timely manner, and strive to achieve cooperation and progress.

4.3 Strengthening the Construction of Art Disciplines

In order to promote the effect of self-media platforms on improving the quality of art education, it is necessary to strengthen the importance of art teaching and continue to promote the construction of art disciplines, so as to continuously improve students' creativity, enhance their aesthetic literacy, enrich their spiritual world, and promote cultural inheritance and innovation. With the gradual rise of self-media platforms, teachers and students can create and share their own works and experiences about art on the platform to enrich art discipline resources; colleges and universities can use self-media platforms to open online art education-related courses, lectures, interviews with famous artists and other sections to share art knowledge, creative experience, art courses, etc., and encourage teachers to communicate with students on art discipline knowledge in the interactive area; from time to time, they can jointly organize art creation competitions and other activities with other art colleges or other professional institutions to stimulate students' enthusiasm for participation and creativity.

5. Conclusion

In summary, in the work of art education in colleges and universities, we should pay attention to the planning and design of each link, always adhere to the student-centered approach, and continuously promote the innovation of the management model of art education in colleges and universities. In the era of the continuous development of self-media platforms, we should follow the trend and make use of the characteristics of self-media platforms to continuously innovate the teaching content of art courses, promote exchanges between teachers, strengthen the construction of art disciplines, strive to stimulate students' enthusiasm and creativity, ensure the orderly progress of art education in colleges and universities, and effectively improve the quality of art education in colleges and universities.

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