Discussion on the Cultivation Mode of Contemporary Art Talents in Universities Based on the Internet Technology in the New Era

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Abstract. At present, with the development of the economy and society, the demand for applied, compound and skilled talents is increasingly strong. In the higher education connotation development is advancing steadily, the "double first-class" construction is accelerating; the high-level university is accelerating the construction of today. This may be related to the lack of scientific orientation of the training program of art majors in universities in our province. Therefore, there is a distance between the cultivation program of art professionals in universities in our province and the development of social economy.

Keywords: New Era, Internet Technology, Universities, Art Talent Training

1. Introduction

With the deepening of the comprehensive reform and the development of regional economy, how to better meet the social demand for artistic talents in higher education has become a difficult problem for education managers at all levels. At the national education conference, general secretary, xi called for improving the management of higher education and opening a new chapter in the development of higher education. At present, research about art talent training is relatively abundant, but on the basis of research results, nearly five years more than hot focus on the art talent cultivation model, the arts talent training present situation, problems and the education system, etc., and puts forward the corresponding countermeasures on these questions and Suggestions[1]. There are few researches on the quality management of the cultivation of artistic talents in universities, and there is no convincing quality management model of the cultivation of artistic talents for reference.

2. Research status of quality management of art talent education in universities

The education quality is the core of higher education, based on our country's higher education quality
management of the comb, the scholars of domestic higher education quality management related research focus mainly focus on domestic higher education quality management system, higher education quality management method, comparison and higher education quality management regarding to the studies of foreign higher education quality management.

The current academic circles to the ordinary university art talent training quality management research, is a limited research is more focus on the arts talent cultivation model, and the arts talent cultivation problems, therefore, given the current art talent training quality management status in common universities in our province, the "arts talent training quality management" as the research object, itself is a kind of new research content. Through the use of education quality management and total quality management as the theoretical basis, the study of art talent training quality management, construct the ordinary university art talent training quality management system and its operation mechanism, the break through the original quality of talent cultivation in universities only the mode of talent training, the quality of the teaching reform of fragmentation research, to enhance the study art talent training quality management, pertinence and the effectiveness of the research conclusion of this thesis, timely response to the current average college art talent training quality management research does not reach the designated position of that dilemma[2-4].

3. Problems and causes of the quality management of arts talents training in universities

After decades of development, art majors in ordinary universities have cultivated a large number of urgently needed art talents for regional economic and social development. With the scale expands unceasingly, the ordinary university art talent training quality problem, through the section in the previous chapter on the current status of the ordinary university in our province the arts talent training quality assurance, to master the ordinary universities in our province from the arts talent training quality management problems, and to our province ordinary university art talent training quality management existence question has carried on the reason analysis.

3.1. There are drawbacks in administration

Under the current educational administrative management system in China, the administrative power always shows the absolute authority. In this mode of administrative management, the development of art specialty in universities is greatly restricted and weakened.

The connotation of art major has its particularity and its unique educational function. However, due to the volume expansion brought by the rapid development of art majors in Chinese universities, it is too late to adjust the rational allocation of educational resources in the development process, or even fail to fully follow the basic laws of art majors to guide the teaching, resulting in frequent problems.

At present, the main problems include unclear management objectives, low decision-making efficiency and weak execution. As a result, the phenomenon of replacing professional art management with administrative management often occurs.

For management of art teaching, it is only to arrange classes, adjust classes, organize and arrange courses, attend classes, register students' scores, keep school records, arrange examination invigilation, check classroom teaching, etc., and carry out the teaching plans and documents related to the school through uploading and distributing[5-6]. The general university has the universality to the management
goal of the art specialty, thus ignores the own characteristic of art teaching.

3.2. Insufficient investments in education

As for the problem of insufficient investment in art major in ordinary universities, compared with the old professional colleges and departments and national key universities, most of ordinary universities are schools supervised by the education bureau (industry), which play a major supporting role in the cultivation of art talents. Due to the existence of such a management system, too single investment channels have been formed, lacking the participation of society and individuals, the funds of art departments in universities are not guaranteed, and the investment in infrastructure is insufficient. In addition to maintaining normal teaching, other professional construction in universities is relatively lacking. Financial expenditure schedule of 2015-2018 running expenses of art department of a certain university in our province is shown as table 1.
Table 1. Financial expenditure schedule of 2015-2018 running expenses of art department of a certain university in our province

| Time     | 2015 | 2016 | 2017 | 2018 |
|----------|------|------|------|------|
| Funding for education | 60   | 56   | 59   | 88   |
| Funding for scientific research | 93   | 74   | 32   | 144  |
| Total    | 153  | 130  | 91   | 232  |

In addition, during the survey, only 11% of the students were very satisfied with the teaching conditions, 38.3% thought the current school's teaching facilities were very good, 42% thought the teaching conditions were good, 8.1% thought the teaching conditions were bad, and 0.6% thought the teaching conditions were very bad.

3.3. The quality management of students is not strict enough

Objectively speaking, although universities have undergone great changes in the external management system and recruitment and employment system, many of the reforms promoted by universities on the fundamental issue of student quality management are tinker with the original system instead of breaking out of the original old model and fundamentally shaking the original student selection system. For a long time, under the examination-oriented education mode, the art major has been in the position of "marginal subject" in universities for a long time. Both the degree of attention and the requirements for comprehensive quality of talents are greatly discounted compared with other majors; especially the level of basic cultural courses for examinees is very low.

Table 2. Employment status of art major in a university in our province in 2015

| Number | The name of the professional | enrollment | Number of graduates | Graduation rates | Degree conferment rate | For further study rate | The employment rate |
|--------|-----------------------------|------------|--------------------|------------------|-----------------------|-----------------------|---------------------|
| 1      | Environmental planning      | 111        | 67                 | 98.5%            | 97%                   | 6%                    | 82%                 |
| 2      | Garden design               | 71         | 60                 | 100%             | 100%                  | 3.3%                  | 93.3%               |
| 3      | painting                    | 48         | 51                 | 100%             | 100%                  | 6%                    | 70.59%              |
| Total  |                             | 3          | 230                | 99.4%            | 98.87%                | 5.1%                  | 81.92%              |

It can be seen from table 2 that the exam rate and employment rate of candidates majoring in art are relatively low, which is far from the quality requirements for the cultivation of art talents required by the current society. This indicates that the quality of students majoring in art is not high, and the quality of students majoring in art should be further improved to improve the quality of the cultivation of art talents.
3.4. The talent training program is not scientific enough

According to the research results, universities are not scientific enough in the training program of artistic talents, and in the training process of artistic talents, there is a phenomenon that "specialty" is more important than "broad" and "ability" is more important to different degrees.

The setting or landing point of the talent training program in each common university is basically application-oriented. Application-oriented talent training focuses on the application of professional knowledge and skills to the professional social practice, and the cultivation of proficiency in the basic knowledge and basic skills of social production or social activities. The core of application-oriented talents is practical teaching, which should focus on students' practical ability and should be reflected in the construction of teaching system. Compound talents should be reflected in the multi-functional aspect, and should meet the needs of senior specialized talents from the aspects of knowledge combination, ability combination, thinking combination, etc.

4. Conclusion

Professional characteristics are the essence of the development of art professional, only after the unique advantages, the formation of their own brand, in many ordinary universities in the art major in an invincible position. Therefore, the development of art majors should be individualized with different characteristics and charm. According to its own cultural heritage, academic tradition, discipline characteristics, regional and industrial characteristics, its own conditions of running schools and the current situation of local economic and social development, the individualized development path of this major should be formed.

However, in recent years, in the process of expanding scale of our country university, each college art department also sprang up, there is a goal of running a school and discipline structure convergence phenomenon, with the local economic and social development, the separation characteristic training not highlight, lack of personality, can lead to the development of the development level is not high, lack of power. However, the current economic development and market demand urgently require the specialty development of art, and the specialty is also the need for the connotative development of art departments in general universities[7]. Another feature is to base on their own reality, based on local needs, take the service of local development as the starting point of the school's own development, so that ordinary college art professionals become an important force to flourish local culture, promote local economic development and social progress.

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