

Thoughts on the Connotative Development of Music Art Management

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Abstract: Our country Major music (art) colleges have set up art management majors. However, at present, the development speed of art management majors in domestic music colleges is relatively slow, which cannot meet the needs of society for high-level art management talents. Therefore, it is very necessary to develop a connotation-oriented development strategy. From the perspective of music art management, this paper sorts out the constituent factors of the "connotative" development of music art management, analyzes some problems existing in the current music art management, and explores the countermeasures of "connotative" development, so as to prove the "connotative" development. It is of great significance. I hope it can provide reference for the "connotative" development of music art management in China.

Keywords: "Connotation" development; Tactics; Music art management.

1. Introduction:

Intention Standards Development is a sign of the maturity of higher education, and the "connotation" development is a major problem facing music management in colleges and universities. Therefore, it is a very valuable topic to study the "connotative" development strategy of music education in colleges and universities. In response to this current situation, the author is on the development of "connotative" music art management. CloseThink.

2. Analysis of Problems in Music Art Management

(One) The subject positioning of music art management is unknown

At present, there are many problems in the management of music art in colleges and universities in China. One of the main reasons is that there is no clear subject orientation. In recent years, with the prosperity of China's cultural industry, music and art management has also developed rapidly, and the market demand for cultural and art management professionals is also increasing. However, at present, the domestic art management major is still in its infancy, and the lack of clear subject positioning has caused problems such as too broad training objects and lack of pertinence in the market, which has brought great difficulties to the employment of students. In addition, contemporary art activities continue to develop towards "cross-border" and "comprehensive", and the contradictions that match the needs of the market are becoming more and more prominent, and there is an urgent need to make a clear positioning of the nature of their disciplines.

(Two) The curriculum of music art management is unreasonable.

There are many problems in the professional setting of "Music Art Management". Judging from the current situation, there are still some unsystematic aspects of the curriculum of music art management. The proportion of the curriculum of music art management is relatively small, which cannot well reflect the core professional ability of music art management, nor can it well solve the relationship between art and

management. The current music art The course setting of art management is unreasonable, and there is no special training program for music art management professionals. The internal logical relationship of each course is relatively chaotic, resulting in the imperfect knowledge system of music art management.

(Three) The management method of music art management is backward

The lag of music art management methods in colleges and universities. At present, the management of music art in China is lagging behind. First, some schools have some problems in the enrollment work, such as "wide entry and wide exit". Due to the limited number of people taking the college entrance examination every year, and with the continuous expansion of universities, some universities even lower their admission standards to achieve their goals. Secondly, there are some problems in the current music art management in China, such as lack of market awareness, strong commercial color, short-term concept, etc., which have had a certain impact on the development of the profession.

(Four) Weakening of talent training in music art management

At present, there are still many problems in the teaching content, teaching methods and training programs of music art management majors in colleges and universities in China. The course that used to take only one lesson to complete is now divided into two or three. NodeClass, or even twoNodeAbove the class, this increases the burden on teachers:StudentWe spend a lot of time practicing in the piano room and internship places every day. However, due to the expansion of enrollment, there is a lack of venues and teachers.Lead to itsNo course.LawCarry it out.

3. The "Connotative" Development Strategy of Music Art Management

(I) Clearly position the music art management major

At present, in order to realize the "connotative" development of higher education, it is necessary to correctly position the connotation of higher education. In order to give better play to their own characteristics and advantages in similar colleges and universities across the country, the music

art management major has been clearly positioned, so that students can clearly understand that they can engage in advertising directors, agents, enterprise managers, professional managers and other jobs after graduation. Under the premise of clarifying the professional positioning of music art management, how to be market-oriented and establish self-BodyFeatures, take a different path of development. In theory, by inviting domestic and foreign (including domestic) experts, introducing new textbooks (Chinese and foreign languages, especially foreign textbooks), carrying out bilingual teaching, selecting teachers to study abroad, and strengthening academic research on this major based on systematic art management theory. Practical teaching is an important part of art management majors with strong practicality. In terms of professional internship, we should pay attention to combining theory with practice, and use real-life performance projects and industrial resources to establish an internship base. At the same time, through social practice, they can deepen their understanding of the knowledge they have learned, understand the market, and broaden their thinking, which can create conditions for them to enter the society and work after graduation.

(II) Reasonable establishment of music art management courses

In the process of "connotation" development, it is of great practical significance to set up the music art management major scientifically. For the setting of the music art management course, it is necessary to refer to the syllabus and teaching plans of other colleges, clarify the internal logic of each major, improve the curriculum system, focus on the integrity of knowledge, and establish an integrated course system of art and management, so that students can better understand more music. Art. Specifically, it is necessary to appropriately increase the proportion of music art majors in teaching and improve students' understanding of music art. At the same time, it is necessary to strengthen the teaching content of several core professional courses such as Art Management, Art Marketing, Project Planning and Operation. In addition, it should also be related to the main courses and art practice of the center. Course, "Principles and Practice of Art Management" is an extension of Art Management and the pilot course of Art Management Practice, while Consumer Behavior is part of the existing Marketing course.

(Three) Optimize the management mode of music art in time

Optimizing the music management model of colleges and universities in a timely manner is the key to the "connotative" development of music education in colleges and universities. The music art management work in colleges and universities should change the business model, and strive to build a high-quality art management professional team with "fine management" and "art-oriented". In the period of connotation development, to do this, we must first solve two fundamental problems: First, Ensure Select first-class students. Second, we must ensure that there are good teachers in order to truly cultivate good talents. The former needs Improve the enrollment system of colleges and universities, The latter needs Strengthen the construction of teachers. In order to promote the "connotative" development of music and art work in colleges and universities, colleges and universities should strictly check the enrollment process, strictly follow

the enrollment requirements, formulate an enrollment plan in light of the actual situation of the school, and actively promote the "connotative" development of music and art work. To strengthen the construction of teachers majoring in music art management, it is necessary to create more opportunities for training, further study and visits, improve their professional quality, and promote the modernization of their teaching.

(Four) Increase the training of music art management talents

In the process of "connotative" development, the training of music art managers cannot be ignored. From the perspective of the development of the music management discipline, its professional training has reached a certain scale. Now it has basically formed two independent disciplines, "art management" and "music theory", which together constitute the development direction of the art management major. "Music theory" is a discipline with musicology as the core, and "art management" is a comprehensive management theory and a comprehensive art management course. In the period of "connotation" development, we need to further strengthen the relationship between music and art management disciplines, increase investment in venues, equipment and teachers, introduce or retain professional talents with higher education and high professional titles, and increase the training of music art management talents. The cooperation between multiple departments inside and outside the school enables students to intuitively understand a lot of practical knowledge from social practice, which is very helpful for cultivating music art management talents.

4. Three, Conclusion

"Connotation" development is a systematic and systematic engineering, a long-term and complex process. In the development process of music art management, it is necessary to define the music art management major, set it up scientifically, optimize it in time, and cultivate music art management talents. At the same time, in view of some problems in the current music art management, we will actively explore how to improve the development path of music art management, so as to improve the management level of music art management and realize the new momentum of "connotative" development, so as to promote the sustainable development of the national music art management.

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