

Research on the Innovation and Development Strategy of Vocational Education Management Mode under the New Media Background

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Abstract: With the development of modernization, the current management mode of vocational education is being impacted by the new media, which also puts new demands on the traditional backward teaching mode. At present, although there are some improvements in the management mode of vocational education, there are still some problems. Only by dealing with the problems correctly can we improve the management mode of vocational education in a new era. Innovation is a new requirement for higher vocational education in the new era. Vocational education should focus on improving connotation construction and opening up innovative measures in an all-round way. This paper expounds the influence of new media on vocational education management mode in detail, analyzes the existing problems in the current vocational education management mode, and on this basis, explores the innovation and development strategies of vocational education management mode under the background of new media.

1. Introduction

Vocational education is an important link for the country to implement the talent training strategy. Since the reform and opening up, China's vocational education has been flourishing, and it has provided strong talent support for the development of all walks of life [1]. With the continuous transformation of China's industrial structure, the continuous progress of science and technology, and the increasingly fierce competition for talents in the society, the shortcomings and weaknesses of China's vocational education have gradually emerged [2]. At present, although there are some improvements in the management mode of vocational education, there are still some problems. Only by dealing with the problems correctly can we improve the management mode of vocational education in a new era.

2. The influence of new media on the management mode of vocational education

With the development of modernization, the current management mode of vocational education is being impacted by the new media, which also puts new demands on the traditional backward teaching mode. Especially after the combination of new media and art design, new new media art design courses will be produced, and the application fields of new media art design will be more extensive. In the future, the demand for creative talents of new media art design in various fields will continue to increase. Under the background of new media, the management mode of vocational education is very important.

Under the background of new media, students can collect other educational information on their own on the basis of receiving classroom education, or independently complete the construction of follow-up knowledge framework on the basis of teachers' providing educational topics, and in this process, realize the growth of individualized thinking and analysis consciousness [3-4].

The derivation of the new media platform is accompanied by the infinite expansion of information, which is undoubtedly a conceptual impact with both advantages and disadvantages for college students whose ideological values have not yet solidified. Under the new media environment, university art design should keep up with the development of the times, so as to meet the requirements of new media art design in various fields. Only by constantly updating teaching

knowledge points, innovating new art teaching methods and means, and enriching one's own knowledge can we adapt to the art design course teaching in the new media environment.

3. Problems in the management mode of vocational education under the new media background

The vocational education management mode is different from the ordinary undergraduate management mode, and it has its own uniqueness and distinctiveness. Therefore, it is necessary to adhere to the dislocation principle, take employment as the orientation, and focus on market demand and enterprise development to form an open and multi-level vocational education management mode. However, some factors still restrict the innovation and innovation of vocational education management mode.

3.1. Uneven development of vocational education

Due to the difference between the rich and the poor in different regions, the fierce competition among industries and the imbalance of students among schools, there is a big gap between the skill level of college graduates, the social expectation and the actual needs of enterprises [5]. In addition, there are some practical problems, such as the lack of talent demand in some new industries and the imbalance of education quality among universities, which lead to the imbalance of vocational education in China, thus leading to a huge gap between the graduates of vocational colleges and the demand of social talents and the expectations of enterprises. With the promotion of internationalization and globalization, the society has a greater demand for professional and technical talents, which provides a broader development space and platform for vocational education talents. It is urgent to innovate the management mode of vocational education.

3.2. The concept of vocational education management is rigid

Compared with traditional media, the new media has a wider communication platform and a larger amount of information, which can greatly broaden the communication space and improve the communication efficiency. At present, China's vocational education management mode is rigid, and the fundamental problem of poor personnel training results lies in the fact that there is no fundamental change in ideological level [6].

There is a big difference between daily teaching and management, especially in the teaching content and teaching process, because the courses and specialties offered by itself are out of touch with reality, which leads to the stagnation of the training of applied technical talents. Therefore, this single backward practice teaching mode is not feasible under the new media background, and it is not conducive to the development of students' personality characteristics, and it will not help the future individual art design.

3.3. School-enterprise cooperation lacks institutional guarantee

The slogan of school-enterprise cooperation has been put forward for many years, but the cooperation results are uneven, lack of stability, and fail to form a unified, coordinated and conscious overall action. Enterprises are reluctant to train students with no practical experience for free, which leads to students not really participating in the front line of enterprise production. Moreover, school-enterprise cooperation lacks a complete mechanism system and institutional guarantee, and lacks the constraints of laws and regulations [7-8].

Many enterprises don't want vocational education students who have no social experience to enter their jobs because of their special jobs. Even many students can only do some jobs that have no technical content and can't get exercise after entering the internship in enterprises. Furthermore, some vocational schools lack scientific and perfect laws and regulations, which leads to various situations in the practice of vocational education students.

4. Innovation and development strategy of vocational education management mode under the new media background

4.1. Innovative teaching mode

New media technology is the product of the Internet age, and it has become an important means used by all educational classes in teaching and management [9]. The only way for education management is communication, so we can create more diverse communication channels with the help of new media technology, so as to achieve the goal of optimizing the quality of education management. With the help of various new media applications, such as WeChat, Weibo, etc., we can expand the information transmission channels of the education management platform. For example, we can publish the relevant notification information in the platform in the campus WeChat official account, improve the timeliness of information transmission, and complete the real-time analysis of management dynamics with higher efficiency.

In the course construction, vocational colleges should adhere to students' dominant position, make use of current students' fragmented learning habits, provide massive open online course and micro-courses, and actively cooperate with high-quality vocational education institutions at home and abroad to jointly open online courses, help students to carry out autonomous learning, and improve the utilization efficiency of online courses. Figure 1 shows the online and offline mixed teaching mode.

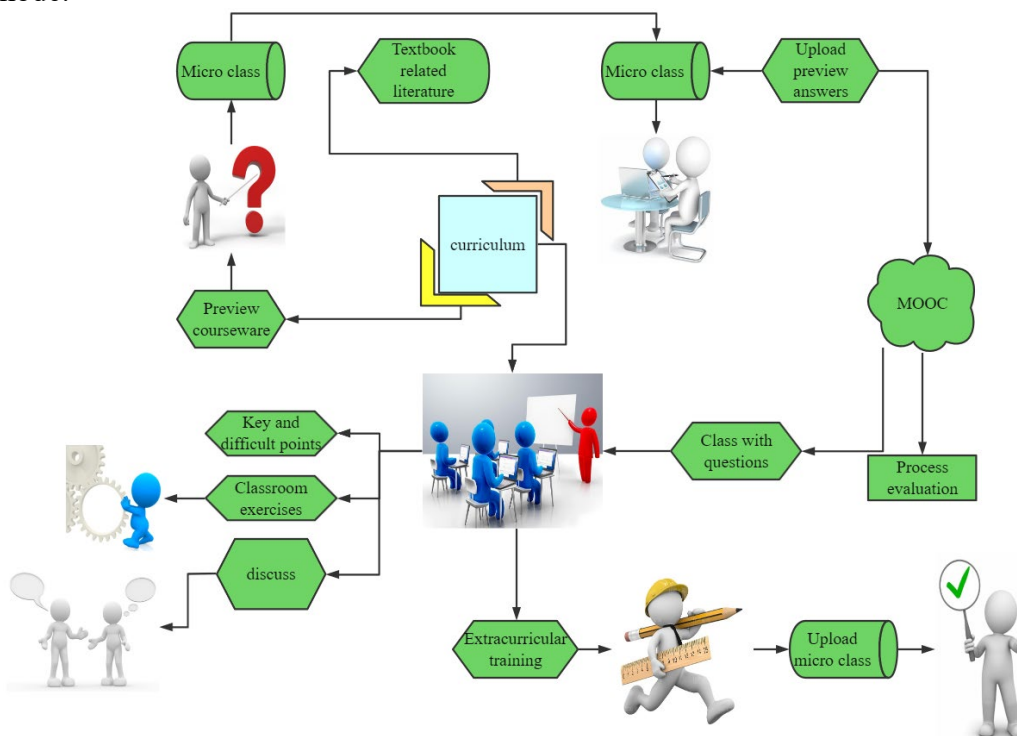


Figure 1 Online and offline mixed teaching mode

In order to improve the quality of students in schools, school education administrators must constantly improve their student management mode, further divide the school specialties, constantly optimize the school specialties and create characteristic specialties, so as to improve the quality of school professionals.

Schools should formulate various modes of personnel training, so that students from different disciplines and majors can have more say in the choice of professional classes, learning methods and learning styles, so as to continuously improve the teaching quality of schools.

4.2. Using new media to carry out practical teaching

From the perspective of vocational education, teaching is the content and educating people is the form of expression. Through training, vocational schools complete the training of quasi-professionals, and cultivate the quality of talents. Instead of evaluating the teaching effect by

themselves, they should test the teaching effect through society and enterprises. If the professional counterpart employment can't be well realized, this chain may break, and the consequences will be unimaginable. In order to stick to the link of employment, the process of teaching should not deviate from the direction and always point to employment.

Under the current new media background, there is also a very basic theoretical knowledge in the courses of college art design. If the traditional teaching mode is adopted, that is, the teacher explains hard on the podium, while the students do their own thing under the podium, and some even miss class, then even if the teacher speaks well, it will have no effect on the students [10]. Changing traditional homework exercises into micro-homework through new media is helpful for students to make changes, read together and comment on other people's art and design works, which is very useful for cultivating students' creativity.

High-tech training means such as dynamic simulation laboratory, handheld experimental facilities and network teaching system are built, and integrated into the teaching environment. By turning over the classroom, micro-classes, massive open online course and other advanced teaching means, students can have fun in the learning process and improve their hands-on and operation abilities. Set up an internship base, build a perfect management platform, adopt apprenticeship and order-based personnel training methods, explore a mixed ownership school-running mode, promote the integrated development of production, learning and research, and realize the sustainable advancement of vocational education.

4.3. Create a characteristic curriculum system

Curriculum system is the carrier of talent training. At present, there are the same drawbacks in talent training in China's vocational education, and the key problem lies in the similarity of curriculum system. Schools should pay attention to cooperation with local enterprises, social organizations and educational institutions, develop various characteristic courses, or customize courses according to the special needs of enterprises to refine the training of professional talents. From the perspective of curriculum practice, the organic combination of theoretical courses and practical courses can be realized. The design idea of characteristic curriculum system is shown in Figure 2.

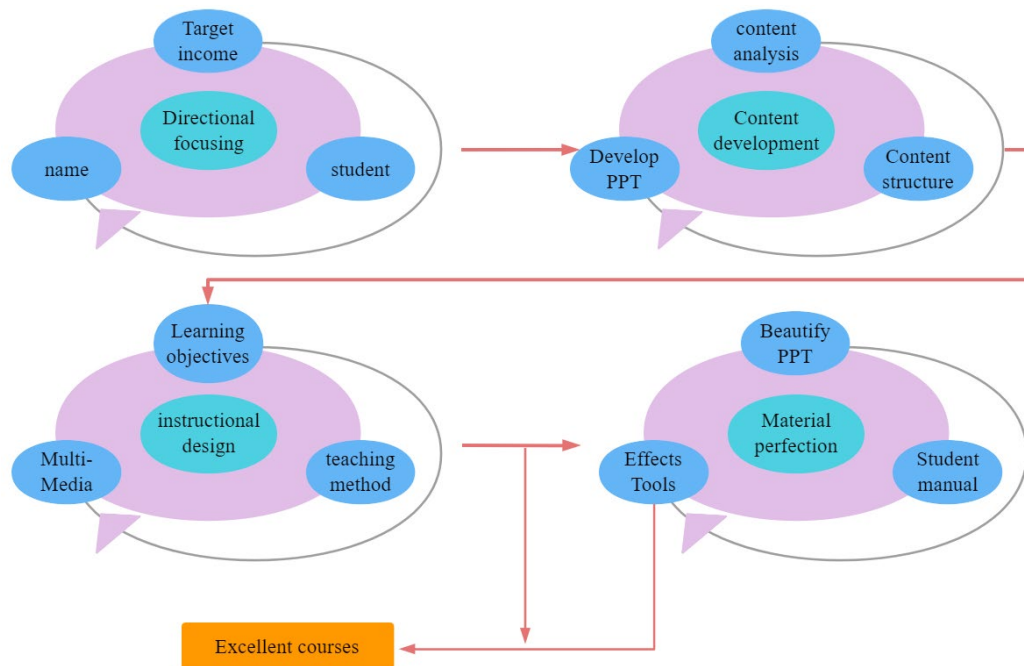


Figure 2 Thoughts on the design of characteristic curriculum system

Based on the diversified development of animation industry in the new media era, universities can set up different studios according to different majors, which will make the actual teaching more flexible, vivid and more real and useful. Under the background of new media, there will be many

emerging design majors, such as visual communication art, public art, environmental art, etc., which can open similar different studios.

At present, the traditional curriculum system of art design major in universities can't fully meet the requirements of the development of the times. In art design education, we should pay attention to individual development, change the previous curriculum system of art design education, set up art design courses according to the market demand, and pay attention to the cohesion and systematization between courses, instead of offering one thing or another, students will have no idea after learning.

4.4. Building the framework of vocational quality education with the help of new media

Vocational quality education can rely on the technicality and expansion of new media, which has its own unique characteristics of large capacity and various forms. Vocational quality education can realize a new platform of three-dimensional and networked "extreme experience". So as to better mobilize the enthusiasm of students and make the ideological and cultural construction of universities more acceptable to students. It can enhance the effectiveness of universities more quickly and effectively, and broaden the vision space of university ideological and cultural builders.

Quality-oriented education under the new media background should realize the overall planning of "online communication" and "offline education", and "virtual position" should go into "real classroom". Be good at the different purport of network groups and WeChat groups, make insightful remarks to establish prestige, discover and train a group of network activists and backbones to act as "opinion leaders" in time, strive to become the opinion leaders in the virtual space of vocational quality education, and control public opinion on hot topics of humanities in different periods.

The normal operation and development of the network humanities platform in universities objectively need to establish a set of scientific and reasonable organizational leadership and operation management mechanism, and form a set of strict management planning, organizational construction, financial support, technical support and other systems. Strengthen the top-level management design, do a good job in the construction of strong schools, make our vocational students' vocational quality education in line with international standards, and further promote the international development of schools.

5. Conclusions

Under the new media environment, university art design should keep up with the development of the times, so as to meet the requirements of new media art design in various fields. Only by constantly updating teaching knowledge points, innovating new art teaching methods and means, and enriching one's own knowledge can we adapt to the art design course teaching in the new media environment. In view of this, vocational education should grasp the new situation of China's current economic and social development, deeply analyze the new problems in its own development, persist in reform and innovation, and embark on a road of sustainable development.

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