

Research on Strategies for Enhancing the Artistic Creativity of University Students Majoring in Radio and Television Scriptwriting and Directing

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Abstract: The teaching purpose of the major of Radio and Television Scriptwriting and Directing is to train practical and interdisciplinary talents for the country and society who will engage in radio and television program related work in the future. Most radio and television programs are highly artistic and innovative. Therefore, college students majoring in Radio and Television Scriptwriting and Directing need to have strong artistic creativity, so as to meet the needs of the radio and television market for directing talents. This paper explains the necessity of cultivating students' artistic creativity in the teaching of Radio and Television Scriptwriting and Directing. Pointing out some problems existing in the teaching of Radio and Television Scriptwriting and Directing, This paper analyzes and probes into how to cultivate college students' artistic creative ability in Radio and Television Scriptwriting and Directing.

Keywords: Radio and Television Scriptwriting and Directing; College students' artistic creativity; Cultivation strategy

At present, the radio and television industry has achieved great development, and the audience has put forward higher quality requirements for the radio and television programs, hoping to broaden their vision or gain artistic enjoyment when watching the radio and television programs. Based on this, the quality of the radio and television programs is getting higher and higher, and the radio and television practitioners have put forward higher requirements. Radio and Television Scriptwriting and Directing reduce the responsibility of cultivating practical, composite and innovative talents for employers and enterprises. Radio and Television Scriptwriting and Directing teachers should consciously cultivate college students' artistic creativity in teaching so as to enhance their professional quality and professional competitiveness. In teaching, teachers can provide students with rich materials and create opportunities for students to practice and create, so as to effectively cultivate students' artistic creativity.

1. The necessity of cultivating students' artistic creativity in Radio and Television Scriptwriting and Directing

1.1 Promote the development of students' professional quality

Radio and Television Scriptwriting and Directing is responsible for training composite and practical Radio and Television Scriptwriting and directing for employers and enterprises Directing the responsibilities of talents, therefore, in the teaching process, students should constantly cultivate and strengthen Radio and Television Scriptwriting and Directing professional quality. Radio and Television Scriptwriting and Directing professional qualities include radio and television program planning ability, program creation ability, program production ability and other qualities, all of which are related to art and creation. Therefore, artistic creativity is one of the key professional qualities for Radio and Television Scriptwriting and Directing majors. Training students' artistic creative ability in Radio and Television Scriptwriting and Directing professional teaching can effectively promote the improvement and development of students' professional qualities such as radio and television program planning ability, program creation ability and program production ability. Thus, training students' artistic creation ability in Radio and Television Scriptwriting and Directing professional teaching is conducive to improving students' artistic quality and artistic innovation and creation ability, which can effectively promote the

improvement of students' comprehensive professional quality.^[1]

1.2 Enhance students' career competitiveness

Radio and Television Scriptwriting and Directing students are most likely to be engaged in radio and television directing, program planning, program editing and production after graduation, all of which contain rich artistic elements. Therefore, College students majoring in Radio and Television Scriptwriting and Directing should have good artistic quality; At the same time, Radio and Television programs have high requirements for innovation, and only innovative artistic elements can attract the audience's attention. Therefore, Radio and Television Scriptwriting and Directing practitioners need to have good artistic creation ability. Training students' artistic creative ability in Radio and Television Scriptwriting and Directing professional teaching can promote students to create higher values in their future work, thus enhancing their career competitiveness.

2. Some deficiencies in the current teaching of Radio and Television Scriptwriting and Directing

2.1 Some teachers do not pay attention to cultivating students' artistic creativity

At the present stage, some Radio and Television Scriptwriting and Directing teachers fail to fully realize the importance of training students' artistic creativity, and pay more attention to training students' ability of planning, producing and creating programs in the teaching process. However, they seldom infiltrate artistic creation elements into professional teaching, which leads to the problem of insufficient artistic creativity of Radio and Television Scriptwriting and Directing college students although they have strong professional ability. The lack of artistic creation ability of students will lead to their conformism and lack of innovation in the process of program planning and production, resulting in the lack of artistic elements, rich content and novel form of radio and television programs produced by them, and it is difficult to attract a wide range of eyes.

2.2 Insufficient practical curriculum

Radio and Television Scriptwriting and Directing is a highly practical major. Students must experience more, think more, practice more and improve more in the learning process. Only in practice can we gain more professional knowledge and skills, accumulate more professional materials, form more creative inspiration, and create more high-quality professional works. However, judging from the actual situation, in the teaching of Radio and Television Scriptwriting and Directing in some universities, there exists the problem of too many theoretical courses and not enough practical courses, which leads to the lack of opportunities for students to practice and create innovations. Teachers should pay full attention to and take effective measures to solve this problem.^[2]

3. How to cultivate college students' artistic creativity in Radio and Television Scriptwriting and Directing teaching

3.1 Cultivate students' attitude towards artistic creation

As the saying goes, "attitude determines everything", college students' learning attitude determines whether they are willing to actively explore and innovate in the study of professional courses. Therefore, If professional teachers of Radio and Television Scriptwriting and Directing want to better cultivate students' artistic creation ability, they should first cultivate students' good artistic creation attitude. To achieve this goal, teachers should make students understand the value and significance of artistic creation. In the course of teaching, teachers can use multimedia equipment to show students classic program works of Radio and Television Scriptwriting and Directing industry. Guide students to analyze and explore the structure of the program works, the artistic and logical elements contained in the program works, the innovative ideas embodied in the program works, and the impact of the program works on the society at that time. In the process of analysis and exploration, students can understand that innovation and creation are the driving force and vitality of radio and TV programs, and realize that artistic creation is a way of expression and communication. Strengthening artistic creation can develop their own unique personality and creativity, strengthen their own aesthetic perception and aesthetic creativity, and enhance their own observation and imagination. At the same time, artistic creation can also fully express their own emotions, reduce their physical and mental pressure, and promote their physical and mental health. In this way, students can deeply feel the value of artistic creation in the process of analyzing the classic works of radio and television programs, and generate the motivation of artistic creation at the same time. Their artistic attitude is more positive, and they can actively participate in the artistic creation activities of TV and television programs.^[3]

3.2 Cultivate students' artistic creative inspiration

Radio and Television Scriptwriting and Directing teachers, in addition to cultivating students' good attitude towards artistic

creation in the teaching process, also need to cultivate students' artistic creative inspiration. Only with artistic creative inspiration can students generate artistic creative motivation. Only in order to create a strong artistic and creative radio and television program works. Students' artistic creation inspiration is actually generated on the basis of rich artistic learning experience and rich artistic creation experience. Therefore, teachers need to provide students with a large number of classic radio and television programs, principles and skills of radio and television program creation, and diversified artistic works in the teaching process for students to study and discuss and imitate creation. Only after students have reached a certain amount of learning can they bring forth new ideas and create new artistic inspiration. For example, teachers can teach students the skills of shooting, program production and program editing in classroom teaching, so that students can get creative inspiration from professional skills. Teachers can use their spare time to lead students to repeatedly study and discuss classic radio and TV programs at home and abroad, such as "Classical Chanting and Spreading", "The Forbidden City", "Horizon", "Seeing Letters Like Times" and so on, and draw inspiration from the programs. Teachers can guide students to imitate and create their own favorite radio and television programs, encourage students to generate new inspiration in the imitation process, and create new program works from new inspiration; In addition, art comes from life, and teachers need to encourage and guide students to observe and analyze events in life and get creative inspiration from real life events.

3.3 Provide students with opportunities to create art

Piaget's constructivism theory holds that human ability is constructed and perfected through continuous learning and practical experience. If Radio and Television Scriptwriting and Directing teachers want to cultivate students' artistic creativity, It is necessary to provide students with opportunities for artistic creation on the basis of optimizing students' artistic creation, cultivating students' artistic creation inspiration and improving students' artistic creation skills. Only through the test of practice can students understand their shortcomings in the creation process of radio and television programs, and then carry out targeted learning and practice according to their shortcomings. So as to continuously improve their own professional production quality of radio and television programs, and constantly improve their own artistic quality and artistic creativity.

Radio and Television Scriptwriting and Directing major is responsible for delivering practical, composite and innovative Radio and Television Scriptwriting and directing to the society Directing talent's responsibility, artistic creativity is Radio and Television Scriptwriting and Directing talent must have the quality, therefore, Teachers can strengthen the artistic creation ability of college students by optimizing their artistic creation attitude, cultivating their artistic creation inspiration, and providing them with practical creation opportunities for radio and TV programs.

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