

The Dilemma and Countermeasures of Literature Education in Higher Vocational Colleges in the Pan Media Era

Fuzhen Liu

Wuhan Polytechnic, Wuhan 430074, Hubei, China.

Abstract: From an objective point of view, literature is also a human science, literature has a vital impact on life, and there is a close relationship between them. Literature can cultivate students' humanistic spirit to a great extent, and help shape students' healthy personality and correct values. However, the advent of the pan media era has upset such a balance. The excessive transparency of information and the adverse effects caused by various social information have led most students to ignore the importance of the cultivation of literary spirit and quality, and blindly believe that only technology is the core of learning. Under the influence of many factors, the literature education of higher vocational colleges in China meets the dilemma in the era of pan media. In order to improve this phenomenon, this paper mainly analyzes the existing difficulties and puts forward the corresponding solutions.

Keywords: Pan Media Era; Higher Vocational Colleges; Literature Education

In the process of education for many years, how to cultivate all-round excellent talents has been the content that the teaching workers have been exploring all their lives. At present, the fine division of arts and science disciplines enables students to choose different types of students to achieve targeted learning and understanding of knowledge, but also makes the students' knowledge narrow. In the process of really entering the society to work, the fine division of arts and science disciplines makes the selection of different types of students achieve targeted learning and understanding of knowledge, and presents the defects one by one. In essence, literature is directly related to life, which plays an irreplaceable role in the formation of students' personality and values. However, with the advent of the pan media era, in the process of fast-paced information update, traditional Chinese literature has been gradually marginalized, and even lost and abandoned.

1. The predicament of literature education in vocational colleges in the era of pan media

1.1 Under the influence of multi culture, traditional culture is gradually dispelled

With the continuous development and progress of information technology, the Internet, film and television, mobile media in the new era have gradually occupied all corners of the society. Campus is no exception. Even some of the information dissemination, students have become the main group. However, the network information in the new media era covers a wide range of information. In the information that students are exposed to, there will inevitably be some negative information. At present, some experts believe that the 21st century is in the era of pan media. The emergence of pan media era has greatly changed the students' learning style and lifestyle. In addition, under the influence of commodity economy, the value of social culture in China is gradually showing a diversified state. In such a development environment, some traditional culture is gradually replaced by new culture, and the long-term past will cause the extinction of traditional culture in China, What is

Copyright© 2021 Fuzhen Liu

doi: 10.18686/ahe.v5i3.3444

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

more, under the influence of market economy, the culture has gradually become commercialized, which makes the spread and inheritance of culture have the characteristics of commodities. In essence, it is also the process of literary acceptance gradually becoming the process of literature consumption. Based on this, under such development environment, due to the influence of the era of pan media, some of the contents of the traditional culture in our country are distorted or over interpreted, which has a serious negative impact on the students as a whole.

1.2 Students lack interest in literature education

According to the long-term teaching practice survey, the current level of Chinese classroom teaching in higher vocational colleges is still in the stage of junior high school teaching, most students are in the position of passive acceptance of knowledge, cannot do the initiative to explore and research the content of knowledge, at the same time, this is the original literature with rich emotions is gradually disintegrated by the culture of the times. If such a state of cultural communication is maintained for a long time, the teaching of human nature in higher vocational Chinese teaching will be negatively affected to a great extent, and even there will be serious phenomena such as lack in the process of development.

In the process of rapid development of the times, people's demand for culture is constantly changing. At present, people's demand for culture tends to be more practical. Most people think that the importance and value of skills are far higher than the value created by humanities. Under the influence of such social environment, most college students think that skills have become the proof of themselves under the main ways and means of value, in order to master more skills, college students choose to participate in various skills training and skills examination, but some students do not understand the role and value of their skills, just blindly study and test, ignoring the cultivation of their comprehensive quality and ability.

Even in the process of investigation, it is found that college Chinese is no longer one of the main courses for some colleges or majors, it is just an ordinary public elective course, and there are no strict assessment requirements and standards after the first stage of course learning, and even some schools will cut off the course of college Chinese. As far as the current situation of Chinese teaching is concerned, if the current situation cannot be improved and optimized for a long time, it will lead to the lack of humanistic spirit in our society, and even the gradual decline of the aesthetic and self-cultivation level of the public, which has a more serious negative impact on the revival of traditional culture in our country.

2. Countermeasures for the dilemma of literature education in higher vocational colleges in the pan media era

2.1 Integrating resources and adopting various ways to teach literature

In the learning process of higher vocational education, for non literature majors, although Chinese course is the main way for students to acquire literature knowledge, it is definitely not the only way. Based on this, in order to make up for the defects of literature education, most educational colleges choose to open a number of related professional courses for students to choose. For example, in recent years, one of the most common ways to make up is to invite literary experts to give lectures.

Opening lectures is the most direct and effective way for the current situation of literature teaching resources lack and teachers are weak. The opening of a large number of literature education lectures has gradually formed a sustainable development model. The lecturers employed are all professionals with a certain reputation. The lecture content is humorous and meets the needs and expectations of contemporary college students. In order to achieve the ideal speech effect, in the selection of lecture content, we must ensure the consistency of all lecture content. In addition, we should make full use of the celebrity effect to attract students' attention to the lecture and make the lecture play its maximum value and significance. From an objective point of view, inviting experts to the school for speech teaching is also a main way to eliminate the defects of teachers. At the same time, it can also make full use of resources.

In addition to inviting celebrities to attend lectures, in the new era of rapid development of Internet technology, literature education can also be carried out through WeChat official account, official website or other ways. Compared with traditional teaching methods, this mode is simpler and more convenient, and students are easy to understand and accept.

2.2 Updating the educational concept to shorten the distance between literature education and students

To improve the level and quality of literature education in the university stage, we must update the existing university education concept, so as to provide a guarantee for the reform of the teaching system. In order to achieve the ideal teaching effect, first of all, we should update the teaching materials of literature education course. In order to stimulate students' interest in learning, we can choose the hot topics of the current era. Generally, the selection of literature teaching materials in the university stage mainly focuses on four aspects. Firstly, the hot spots of the times, such as the most common rereading classics, Han Han's hot articles and essays etc. Secondly, there are some controversial literary contents in the current academic circle, through which true knowledge can be obtained. Thirdly, the most common literary works in the new era are network literature and mobile literature, which can stimulate students' interest in learning. Fourthly, there are traditional classic literary works in China, such as Lu Xun, Mao Dun, etc. To a large extent, it can stimulate students' desire for knowledge and passion for discussion, which is conducive to improving students' comprehensive ability and professional quality.

It is necessary to optimize the way of literature education. The traditional indoctrination teaching method can no longer meet the needs of the development of the current era. Based on this, it is necessary to change the traditional way, adopt the autonomous learning method, and take the students as the leaders in the teaching process, so as to spontaneously carry out the research and learning of related literature content. For the university stage, the importance of literature education is very important. In addition, as a teacher, the interpretation of literary works cannot be absolute.

3. Conclusion

In a word, the essence of literature education is not only to realize the freedom of thought, but also to shape people's spiritual quality and human nature. Literature education is also equivalent to a kind of spiritual media. In this way, students can percept and feel literature. In terms of the current situation of Chinese education in higher vocational colleges in the pan media era, there are still many problems that need to be solved. To make further improvement, we cannot make literature education disappear in the development of the times.

References

1. Yu Z, Zhu Q. Research on the dilemma and countermeasures of literature education in higher vocational colleges in the pan media era. *Administrative Science Forum* 2012; 26(005): 174-176.
2. Lu L. On the development and strategy of literature education in higher vocational colleges. *Women's Daily: Fashion Edition* 2020; 000(003): 1.
3. Fu Y. Analysis of the dilemma and development of literature education in higher vocational colleges. *Intelligence* 2019; 000(028): 100.