

On the Advantage Function of Artistic Quality Artistic Literacy to Improve Vocational Competitiveness

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Abstract: In the training of professional talents, it is necessary to pay attention to the growth of professional ability and enhance the professional competitiveness of talents. In order to meet the application demand of the society for art and related professional talents and enhance their professional competitiveness, it is necessary to pay attention to the cultivation of artistic quality Artistic Literacy. Combined with the reality of employment activities, students with higher artistic quality Artistic Literacy can obtain broader employment space and higher quality employment opportunities. Therefore, it is necessary to correctly understand the advantage role of artistic quality Artistic Literacy in improving professional competitiveness and choose reasonable strategies for cultivating artistic quality Artistic Literacy. Based on this, this paper discusses, in order to help students better development, so as to improve professional competitiveness.

Keywords: Artistic quality Artistic Literacy; Vocational competitiveness; Advantage

The survey of students' employment status shows that the majority of students say that the learning of art knowledge and art practice during their education have played a positive role in job hunting and career development. Under the premise of good personal artistic quality Artistic Literacy, some students engage in art-related careers after graduation. In the stage of employment and job hunting, many enterprises and units have clear requirements for students' artistic quality Artistic Literacy, and students with high artistic quality Artistic Literacy can gain the favor of enterprises. At the same time, in the vocational participation after employment, students' artistic quality Artistic Literacy can also have a positive impact on their career development. Therefore, it is necessary to pay attention to the cultivation of artistic quality Artistic Literacy and the relationship between artistic quality Artistic Literacy and career development.

1. Analysis of the advantage effect of artistic quality Artistic Literacy on improving vocational competitiveness

1.1 Adapt to the needs of social development of art and culture

In the development of social art and culture, the comprehensiveness and subdivision of all kinds of art and culture research and practice work have been enhanced. There is no contradiction between the two, which means that talents in professional work and related work not only need to have profound professional art knowledge accumulation, but also need to have a broad vision of art and culture. In the process of improving the artistic quality Artistic Literacy of talents, artistic knowledge and artistic vision are important training contents. Therefore, from the overall level, the cultivation of artistic quality Artistic Literacy can help cultivate objects, more effectively adapt to the needs of the development of art and culture in the current society, and make positive contributions to the development of art and culture. Specifically, under the influence of economic globalization, the development of culture also presents a trend of globalization. Enterprises and institutions have increased requirements for talents' comprehensive artistic ability, and new professional talents can meet such requirements. Under the influence of the Internet information communication mode, various information communication activities at present have high requirements for the artistic quality Artistic Literacy of talents, and good artistic quality Artistic Literacy can also adapt to such requirements.

1.2 Enrich the types of personnel training

In traditional vocational personnel training activities, influenced by clear training objectives, social employment requirements, school system and other factors, emphasis is placed on students' construction of professional knowledge system and mastery of professional practical skills during study. Even in the art vocational education activities, the comprehensive artistic quality Artistic Literacy of students is relatively low attention. Improving students' artistic quality Artistic Literacy can enrich the training types of professional talents and expand the scope of employment participation of professional talents.

1.3 Improve the comprehensive quality of talents

In the personal growth of students, good artistic quality Artistic Literacy can play a positive role. First of all, artistic quality Artistic Literacy can help students maintain a good state of personal life and study, and pay attention to various artistic aesthetic elements in life and study. In the process of paying attention to the aesthetics of life art, students can get a relaxed and pleasant experience, so as to maintain a sense of relaxation and confidence in life. Paying attention to the artistic aesthetic elements in learning can help students experience the interest of learning content, so as to enhance the enthusiasm of learning and obtain better learning results. Secondly, artistic quality Artistic Literacy can play a positive role in students' practical participation, so that students can show stronger comprehensive quality. For example, students can better participate in all kinds of creative or innovative work, apply positive personal attitude and relevant art knowledge and experience, adopt innovative thinking mode to deal with all kinds of problems encountered in work, and show better social adaptability and job migration ability advantage ^[1].

2. Strategies to develop artistic quality Artistic Literacy and improve professional competitiveness

2.1 Expand the scope of art quality Artistic Literacy education according to vocational requirements

In the training of professional talents, it is necessary to attach importance to art education in general education and provide professional art education guidance in combination with students' major or career development goals. First of all, it is necessary to increase the content related to art education in general education, so as to guide students to know, understand and experience more art categories. For example, art festivals with different themes can be held on campus to create a good art learning atmosphere and promote the improvement of students' artistic quality Artistic Literacy within a specific time range. Specifically, various exhibitions, competitions and lectures related to the theme can be held in the Art Festival to play an effective role in art publicity. In order to avoid the superficial content of general education, relevant courses can be carried out in school electives to guide students who are interested in a certain art theme and art category to establish a systematic cognition. Secondly, art education combined with students' majors and career development goals is more targeted. Professional teachers need to excavate artistic elements in professional learning, and promote the improvement of students' artistic quality Artistic Literacy through art themed courses and students' independent research and learning ^[2].

2.2 Guide students to actively participate in art practice

Some students have a limited foundation for art learning. After entering vocational education, they have no special interest in art learning, so it is difficult for them to take the initiative to participate in various art practice activities, and their experience of art fun will be blocked. Therefore, it is necessary to attach importance to students' participation in art practice and provide more opportunities for students' participation. First of all, under the circumstance that students' artistic practice ability is relatively limited, it is necessary to improve students' basic practical ability through some practical training. Professional teachers and students with high artistic level organize all kinds of campus art club activities. The overall atmosphere of art club activities is relaxed, students can learn art knowledge and skills in the club, and participate in related art research and discussion. In order to strengthen the accumulation of experience, the instructor may organize students to participate in various kinds of art performances and art competitions in the community. Secondly, it is necessary to pay attention to the exchange of art practice among students in different regions and between schools. Through the mode of cross-school communication and cross-regional communication, it helps to broaden students' horizons and enhance their participation in art practice. For example, this can be achieved by means of Internet tools, such as campus art activities held by a professional art platform.

2.3 Implement the reform of the professional education system

In the reform of the professional education system, we should pay more attention to the cultivation of artistic quality Artistic Literacy and carry out effective reform from the following three aspects. First of all, we should pay attention to the career development needs of talents, combined with the actual employment needs of enterprises and institutions, determine the artistic quality Artistic

Literacy training objectives of middle school students of different majors. If necessary, new majors can be set up or curriculum structure can be changed to meet the needs of improving artistic quality Artistic Literacy. Secondly, in the reform of the system, attention should be paid to the degree of participation of students. Credit system and course selection system can be used to give students more freedom and broad space for art learning. For example, the integrated model of course selection system and credit system is implemented. Students are advised to choose relevant courses according to their interests in art learning and career development, and they can meet the learning requirements by obtaining credits normally. In addition, in the reform of professional education system, it is necessary to pay attention to the reform of employment guidance activities. Through phased employment guidance, students can be guided to think about their career development at different stages, select specific development goals, and improve their professional quality and artistic quality Artistic Literacy according to the requirements of the goals ^[3-5].

3. Concluding

The cultivation of artistic quality Artistic Literacy can make professional talents gain artistic and cultural advantages and improve their professional competitiveness. From the perspective of the whole society, the improvement of artistic quality Artistic Literacy can help professional talents adapt to the development needs of art and culture in the current society, and expand the space for professional activities of talents. From the point of view of the implementation of talent training activities, the cultivation of artistic quality Artistic Literacy is helpful to enrich the training types of talents, but also can improve the comprehensive quality of talents. Therefore, it is necessary to adopt reasonable education optimization strategy. First of all, the scope of art quality education can be expanded according to vocational requirements. Secondly, it is necessary to guide students to actively participate in art practice and gain more practical experience. In addition, it is necessary to carry out the reform of professional education system around the goal of cultivating artistic quality Artistic Literacy.

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