

Exploration on the Transformation of Media Art Students from "System Management" to "Aesthetic Education Management"

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Abstract: With the rapid development of higher education in China, the number of college students majoring in media art is gradually increasing. The management of college students is related to the quality of talent training. Based on this, this paper discusses the problems existing in the traditional system management mode and the ways to change to "aesthetic education management" for reference.

Keywords: Media Art; System Management; Aesthetic Education Management; Change

Introduction

Building Morality and cultivating people is a requirement for education and teaching in Colleges and Universities under the background of quality education. Nowadays, major universities have set up media art majors such as film and television performance and broadcasting hosting, and the number of applicants continues to rise every year. Media art students in Colleges and universities have become a group that can not be ignored. Their self-awareness is very strong and personalized. The traditional management mode can not meet the teaching requirements. Therefore, it is necessary to actively explore the management mode of media art college students and realize the transformation from "system management" to "aesthetic education management".

1. Problems existing in the traditional "system management" mode

In all sectors of society, there are rules and systems that need to be followed. "System management" is the premise to ensure social stability and harmony. In the management of education and teaching in Colleges and universities, "system management" is also a necessary management means, which can standardize and restrict the words and deeds of all teachers and students. However, for media art students, because of the particularity of the discipline, the single "system management" is not targeted, too solidified and lack of humanistic care. Students are prone to rebellious psychology in management. They will be dissatisfied with the management system or managers, which will have an adverse impact on students' study and life^[1].

In university management, system is an indispensable yardstick to restrict and standardize students' behavior and correct students' attitude. Although, on the surface, system management can standardize the order of teachers' teaching work, students' learning activities and other aspects, and has a mandatory role in violations of rules and disciplines. However, due to the different nature of running schools and specialty settings in Colleges and universities, the "system management" needs to be supplemented by other management means to play a real restrictive role. Especially for media art college students, "system management" seems to lack some human feelings, so that they dare not communicate with others when facing problems, their thoughts will become blocked, and college students will have more or less ideological problems. In addition, "system management" is not flexible enough. Media art students often have to contact the media and go out to practice. It is impossible to attend classes and finish classes on time every day. Most of the time, they have to have a more flexible way to deal with it. Obviously, the "system management" can not meet this requirement^[2].

2. The transformation of media art students from "system management" to "aesthetic education management"

The way for media art students to change from "system management" to "aesthetic education management" is that educational managers lead students to observe, listen and make various works of art by themselves. In the activities, let the students understand some truth and consciously correct their bad habits. Since it is "aesthetic education management", its core is "aesthetic education". Aesthetic education has a wide range and is related to many disciplines. Its most prominent advantage is to guide students to discover and appreciate beauty, internalize it into a conscious behavior, release depressed emotions and eliminate inner haze^[3].

2.1 Fully adapt to personality development and guide is stronger than control

Media art college students have their own personality, "system management" belongs to the common management of equal treatment, while "aesthetic education management" pays more attention to personalized and differentiated services. On the surface, it seems that the principle of fairness is not reflected, but we should clearly realize that each student is an independent individual, and his personality characteristics, learning foundation and other aspects are different, so it is necessary to adopt appropriate management methods. Therefore, for the management of media art college students, we need to start with the characteristics of professional disciplines and adopt a practical and experiential management mode-aesthetic education management, so that students can have more time to independently shoot short videos and make TV programs. Managers can also integrate the shooting content and ideological and political education content to promote students to actively participate in time activities. In preparation, practice, analysis, exploration, understanding and other links, each student's personality can be highlighted. When carrying out aesthetic education activities, teachers should effectively guide students to experience activities, perceive the significance of activities, and turn passive ideological and political education into students' conscious behavior. For example, students majoring in photography can carry out artistic activities with different themes, and let each student record videos on topics such as family affection and friendship, share them in class, and realize the collision of ideas in practice and sharing, so as to ensure the effect of Aesthetic Education^[4].

2.2 Be able to meet the critical consciousness, and the discussion is stronger than arbitrariness

There are great differences between "aesthetic education management" and "system management", and the humanistic care of the former is more prominent. From the perspective of macro management in Colleges and universities, it can highlight the characteristics of democracy and harmony. From the perspective of practical management, we should integrate scientific guidance with flexible control. For media art college students, the solidified system regulations formulated by the school generally do not consciously accept them, prefer to choose critical consciousness, have more doubts and even protest. In the past, the solution of "system management" was to inform with actual regulations or use mandatory words, but the final result was to lead to students' rebellion. It increases the difficulty of management. "Aesthetic education management" firmly grasp the emotional sharp weapon, come out of the original forced mode, and let the media art students explore, think and take the initiative to understand through the observation and appreciation of specific art works through guidance and experience.

2.3 Effective use of new media technology, long-term and sustainable

University management is an important part of the education and teaching system. The focus of student management should be on the level of ideological guidance and control, which needs to be carried out continuously. Media art college students have to contact the Internet and media every day. They receive a lot of information, a wide range and receive more stimulation. In the cognition of many things, unless they have firm ideas, it is very easy to cause ideological changes. Therefore, it is necessary to implement "aesthetic education" for students. On the one hand, managers should scientifically guide and control students to goodness and beauty; On the other hand, according to the characteristics of the discipline, we should push students' videos and other works created by themselves through various media platforms such as wechat, and let them express their feelings and understand students' state of mind at any time. Once ideological problems are found, they can be guided in time^[5].

Conclusion

In short, with the continuous development of the media field, media art education has also developed, and the growing number of educators has increased the difficulty of management. Because of the particularity of the management of media art students, the traditional "system management" model can not meet the requirements of student management. Therefore, we should realize the transformation from "system management" to "aesthetic education management", respect students' personalized development, take cultivating students' ability to create beauty as a breakthrough, and efficiently realize students' management tasks.

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