Research on ideological and political connotation of digital media education under the background of new liberal arts

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Abstract. To imminently better the ability of college education to favor social and economic development, professional building of digital media major is exposed to upcoming opportunities and challenges, amid the newly unveiled new liberal arts construction. Featuring interdisciplinary integration, digital media major should take timely actions to transform the requirements for talent training, adjust the professional orientation to adapt to the times, and set new goals. Taking the digital media technology and digital media art majors of Shandong Xiehe University as examples, this paper dissects the correlation between the new liberal arts and digital media majors, deficiencies of ideological and political construction of digital media majors, and the ideological and political education and teaching of digital media majors in the new context, thereby providing reference for the construction of digital media majors.

1 Quotation

Digital media major, a comprehensive discipline, follows engineering, art, literature, mathematics, psychology and other subjects. Its traditional teaching, self-evidently, stuck to the conventional teaching approach, that is, solving problems in virtue of information gathered from the corresponding subject, resulting in the weak intersection of multiple disciplines. Construction of new liberal arts significantly charts course for the advancement of educational circles in China. Essential are challenges of interdisciplinarity and inheritance and innovation to the development of digital media majors.

2 New liberal arts and digital media major

Digital media major earns its peculiarity from its openness and inclusiveness of multiple disciplines and an inseparable relations with aesthetics and ideological education. It has ushered in disciplinary-breaking application scenarios towards the orientation of professional integration. For instance, "Luban" artificial intelligence design platform by

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Alibaba Cloud is able to study and output design works through artificial intelligence algorithm learning and training, and is even capable of generating 8,000 posters per second through deep learning. Baidu AI Open Platform gives birth to virtual anchor video production platform, visual positioning and enhancement SDK, etc., making use of AI, AR and VR technologies. Stepping out of the sole application in the cross-integration of disciplines, digital media now lies in solving practical issues of other disciplines. Inexorable is the cross-disciplines, inheritance and innovation by digital media in the context of the new liberal arts. In this regard, ideological and political education is obliged to cover new industry technology and invests efforts in improve students' aesthetic literacy and cultural accomplishment, and educate applied talents that in line with the demands of modern talent training, in addition to classic components of political identity, patriotism, and moral cultivation.

3 Deficiencies of ideological and political construction of digital media education and teaching

Digital media, an emerging major since the early 21st century, has ushered in rapid development as the state backed the animation industry. Animation major, closely related to the digital media major, however, is on the list of national red warning major for its large amount of unemployment and continue-to-fall employment. Once digital media technology and digital media art fail to learn its lesson, these two will also face the embarrassing situation of a large shortage of talents, and mismatching cultivation.

The major now is in face of varying shortcoming, among which, ideological and political construction of education and teaching demand prompt solution. "Hardware" construction consumers relatively longer time to put it over and faces difficulty of examination and approval; while efforts invested in the enhancement of "software" earns quick improvement of teaching quality and wide applicability. The following problems were located from the perspective of ideological and political connotation construction of education and teaching:

3.1 Professional training mismatches industrial demands

In a general way, talent training in colleges and universities should serve industrial development, be forward-looking, and industrial progress. Digital media major centers on film and television animation, game production and other orientations, adopting usual teaching approaches. A case in point is that the course of "Animation Motion Law" holds on to the alike teaching method of five and ten years ago. Specifically, it usually adopts flash or traditional animation paper for action drawing, and adds inbetween for learning, ground on theoretical teaching, without learning about new technologies and methods such as artificial intelligence frame supplementation. Such a blank has kept students away from cutting-edge technology, adapting to requirements of industrial development, and conforming to the development trend of intelligent media, other than accessing to basic knowledge.

3.2 Poor ideological and political standard

Ideological and political construction must be comprehensively promoted in all colleges and universities and disciplines, required by "Guidelines for Ideological and Political Construction of Curriculum in Colleges and Universities" by the Ministry of Education on May 28, 2020. It stressed that we must practice the fundamental task of establishing moral

integrity in cultivation and pursue education for all-round development, and integrate value shaping, knowledge imparting and ability training. It is a taboo indiscriminately imitating the mature teaching modes and approaches. On the contrary, the ideological and political courses of digital media major should make the best of advantages of professional cross-integration and integrate with the ideological and political connotation, referring to basis of professional characteristics and background of new liberal arts.

Teachers are frequently visited by questions such as what is the connotation and are elements of ideological and political construction, how to build it, in the course of ideological and political construction, resulting in deficiencies of lack of standards, poorly-organized thinking and disappointing construction outcomes.

3.3 Poor regional characteristics

Huge is the scale of education for digital media majors. Both comprehensive, art, and media colleges have set up related majors. However, the homogeneity of professional construction is severe, sharing the alike professional construction plans and talent training models.

In the new era of the new liberal arts, nothing short of carrying on its characteristics and referring to the development of local characteristics enables the construction of digital media majors to maintain the core competitiveness, enrich the ideological and political awareness of college students, and stimulate their enthusiasm to learn the splendid traditional Chinese culture.

4 Ideological and political connotation measures of digital media major education and teaching in the context of new liberal arts——Taking Shandong Xiehe University as an example

Digital media technology major by Shandong Xiehe University embraced its first group of students in 2017, and enrolled for the digital media art major opened with approval in 2020. Efforts invested in outputting Shandong curriculum ideological and political demonstration course of "Design Foundation", thus to favor Shandong Province's first-class curriculum construction, and application for the first-class undergraduate majors. These majors now face diverse challenges in terms of follow-up construction, as technology keeps advancing. Under such circumstances, this paper explores and practices the ideological and political connotation construction of digital media majors in the context of the new liberal arts, and attempts to provide certain reference for the future construction of digital media majors.

Ideological and political construction measures for the education and teaching of digital media technology and digital media art majors by Shandong Xiehe University:

4.1 Professional research

Progress should be made to fully survey the training programs and curriculum systems of digital media majors at home and abroad, value the multi-disciplinary cross-disciplinary and ideological and political connotation construction of digital media majors, thus to output feasible reference for the construction of digital media majors and talent training models and courses in the contact of new liberal arts. In the meantime, orientation of professional construction should be adjusted accordingly according to analysis of industrial status quo and portrait of talents required by the industry. It should introduce emerging industry technology to the classroom, so that students can learn about and contact the industry and understand the needs through learning and practice.

4.2 Co-construction of interdisciplinary projects for the digital media major

As the digital media technology and digital media art majors are opened by the School of Computer Science, Shandong Xiehe University attempts to integrate them with the computer majors.

Students should be encouraged to attend innovation and entrepreneurship competitions, flexibly apply theoretical knowledge for independent research and professional project construction, combining with professional knowledge of engineering, medicine, psychology, art and other disciplines. In innovation and entrepreneurship competitions at all levels, students in digital media and those in artificial intelligence, network engineering, software engineering, medical imaging and other majors should team up to gather professional knowledge, improve project content, improve project quality, and integrate technology into art to realize the professional integration of interdisciplinary fields. Furthermore, it should put forth effort to arouse students' interest in independent learning and practical ability, offer innovative practice platforms, and flexibly apply theoretical to serve and give back to the society targeting public demands.

In the 7th Internet + Innovation and Entrepreneurship Competition in 2021, students majoring in digital media technology and digital media art won one national bronze award, two provincial gold awards, and multiple provincial silver awards.

4.3 Compilation of ideological and political textbook

Basing five basic elements of political identity, patriotism, moral cultivation, cultural literacy and legal sense, Shandong Xiehe University comes up with the corresponding specific ideological and political elements combining with professional characteristics, and effectively integrates them into digital media courses, and compiled "Digital Media Art Course Ideological and Political Teaching Guide", "Digital Media Technology Course Ideological and Political Teaching Guide". Each major compiles the course ideological and political teaching guide on the basis of 8-10 professional core courses. Each course focuses on the basic situation of the course, the ideological and political goals, course content and ideological and political elements, the implementation path, and the assessment and evaluation methods respectively. It refines and summarizes the ideological and political elements in chapters, and covers specific cases and supporting points perfectly serve the course teaching through lively activities. In addition, it should list the ideological and political learning into the assessment and evaluation system to escort the education effect. Compilation of ideological and political textbooks is not to formulate standards to limit thinking, but providing faculties with powerful standards of ideological and political elements, broaden their thinking, and provide valuable reference for the corresponding construction.

Furthermore, new technologies and products in the media art industry should be mentioned in the professional construction to guide students to experience and understand new trends, and provide benign guidance on start-ups.

4.4 Integrate Qilu culture into lesson preparation

Qilu culture contains Yimeng red culture, Mount Tai traditional culture, Yellow River traditional culture, etc. Such introduction guides students to learn about Qilu culture during the study. In terms of project practice, students integrate local characteristics to learn and make. Meanwhile, it suggests encouraging students to start from the surroundings, learn and think independently, and introducing project-based teaching to stimulate students'

learning enthusiasm and innovative consciousness, in accordance with traditional culture and professional knowledge.

For instance, it is recommended to introduce construction of Dai Temple into the "3D Modeling Course", and cover local promotional video in the "Image Design" course under the guidance of the Marxist aesthetic theory, so as to combine local distinctive culture with course construction to be part of the construction of ideological and political connotation, and improve the aesthetic appreciation of college students and their understanding of traditional Chinese culture.

5 Conclusion

Ideological and political construction of digital media education and teaching, in the new era of new liberal arts, should introduce students to learn the cutting-edge industry knowledge and skills, keep them up with the latest industry trends; guide them to take the initiative to combine professional knowledge with other professional fields to realize the cross-disciplines; prepare standards for curriculum ideology and politics, and provide reference for teachers' ideological and political connotation construction; and integrate education and teaching to enhance students' artistic literacy and patriotism, uniting local culture.

It is believed that development of the ideological and political construction of digital media education and teaching will enable the cultivation of applied talents that meet the development demands of the modern digital media industry, and boost the better integration and development of digital media technology and art in China.

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