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Exploration and Practice of Social Service for Art Majors in Higher Vocational Colleges and Universities

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Abstract: Social service is an important measurement of the quality of higher vocational colleges and universities, and the social service of art majors should be based on the analysis of professional characteristics and regional advantages, find the entry point of social service, give full play to the characteristics and advantages of art majors, and achieve the best combination of both sides. In this paper, starting from the significance and advantages of art professional social service in higher vocational colleges and universities, we explore the high-quality development path of art professional social service from the aspects of planning service focus around the regional development needs, creating a good environment to build a service system, and enriching the content of the service to innovate the service mode.

Keywords: Higher Vocational Colleges and Universities; Art Majors; Social Services; Development Paths.

1. Introduction

With the development of social economy and the strengthening of the comprehensive national power, China's culture and art industry ushered in a period of rapid development, art education has also received more and more attention, and the status of the social development process is increasingly important. Restricted by the size of the school and running strength, higher vocational colleges and universities in the construction of disciplines, personnel training and other aspects of the undergraduate colleges and universities there is a certain gap, art majors are often in a lagging behind situation compared with other majors. The high-quality development of art majors in higher vocational colleges and universities should adhere to the basis of teaching and scientific research, and strive to seek breakthroughs in the field of social service, give full play to the advantages of social service of art majors, improve social service capacity, and drive the construction of professionalism and quality of teaching in the practice of social service to make a greater contribution to the economic and social development of the region.

2. Analysis of the Significance and Advantages and Disadvantages of Social Service of Art Majors

Higher vocational colleges and universities of art is an important base for the cultivation of art talents, art professional development should be organically integrated with the local economic and social development, and play the role of talent reserve and intellectual support. Social service can improve the school's contribution rate to regional industrial development and economic construction, and expand the influence of social and cultural construction, to give full play to the advantages of art majors in social service, improve the influence and competitiveness of art majors, and achieve the mutual benefit of art professional talent training and regional economic and social development.

2.1. The Significance of Art Professional Social Service

With the continuous development of China's social economy, the people's demand for culture and art is increasing, and new industries in the field of culture and art continue to emerge. The significance of art professional social service in higher vocational colleges and universities is mainly reflected in two aspects: on the one hand, social service is an important way to achieve the development of art professional characteristics of higher vocational colleges and universities, and social service work helps to achieve the talent cultivation goals of art professionals, helps the professional growth and overall development of higher vocational students, and also helps to improve the quality of higher vocational colleges and universities; on the other hand, social service is an important part of the service to the people and the community in higher vocational colleges and universities. On the other hand, social service is an important way for higher vocational colleges and universities to serve the people and the society, and carrying out social service work can help enrich the spiritual life of the general public, promote the transformation and upgrading of regional industries, drive the development of regional economy and promote the construction of a harmonious society.

Higher vocational colleges and universities take cultivating talents as the centre, and the cultivation of art professionals can not rely solely on teaching and research on campus, but also play a more nurturing effect of social service. Art comes from life, service to society is the essential attribute of the profession. Through social service activities, we can provide students with rich and diversified practice opportunities, cultivate students' service consciousness and team spirit, let students deeply understand the current social demand for culture, art and art talents, so as to guide students to clear growth direction and learning goals. In this process, higher vocational colleges and universities can also accurately grasp the needs of society, adjust the professional settings, accumulate experience in discipline construction, personnel training and other aspects, and find out the characteristics of the road of development suitable for our school.

Higher vocational colleges and universities to serve the

local development as their own responsibility, can not be limited to teaching and research within the school, but to strengthen the link between the school and the local community, deepen the school-enterprise cooperation, to achieve the deep integration of industry, academia and research. Social service work can build a bridge between the school and society, and play the role of intellectual support of higher vocational colleges and universities through social service. By carrying out the social service work of art majors, we can let the colourful art activities integrate into the life of the people, offer suggestions for the development of enterprises and institutions, industrial transformation and upgrading, and enhance the role of higher vocational colleges and universities in promoting the development of the regional economy.

2.2. Analysis of the Advantages of Art Professional Social Service

Social service of art majors in higher vocational colleges and universities that is subject to the constraints of the school's ability to run the school, but also by the level of cooperation between the school and the community. A good working environment is conducive to the development of social service work, if the internal work level of the school is low, the internal and external links are not close enough, it will also add to the difficulty of the development of social service work.

The advantages of social service of art majors in higher vocational colleges and universities are mainly reflected in the school and professional characteristics. Higher vocational colleges and universities to cultivate application-oriented talents for the purpose, although in the scale and strength of school running behind the undergraduate colleges and universities, but more closely linked with the local community, industry-university-research co-operation is more in-depth, which creates a good condition for higher vocational colleges and universities to carry out social service work. At the same time, art majors have unique advantages in social service work, art majors have the natural attributes of social service, compared with other majors' art majors have more entry points for social service, social service content and methods are more varied, social influence is also greater, and can lead the development of social progress through the dissemination of advanced culture.

In addition to recognising the advantages of art majors in higher vocational colleges and universities in carrying out social service work, it is also necessary to pay attention to possible obstacles and actively seek effective solutions. Some schools do not pay enough attention to social service work, lack top-level design and scientific planning, and do not build an operational support environment for social service, which is not conducive to the orderly development of social service work. The social service consciousness and ability of many art teachers are not strong, and students are more utilitarian or passive, which leads to the content of social service being old-fashioned and in a single way, and it is difficult to achieve the desired results. In this regard, it is necessary to give full play to the advantages of social service of art majors in higher vocational colleges and universities as an orientation, to explore in-depth ways and strategies to solve the problems of social service work, and to provide all-round support for the high-quality development of social service work.

3. High-quality Development Path of Art Professional Social Service

The high-quality development of social service for art majors in higher vocational colleges and universities should fundamentally explore the advantages of art majors and strengthen the communication and cooperation between schools and society. Specifically, it is necessary to carry out scientific planning for social service work around the needs of regional development, create a favourable working environment around the needs of social service, give full play to the advantages of art majors through the innovation of social service content and form, and improve the level of social service work, so as to enhance the level of higher vocational colleges and universities and the social influence of higher vocational colleges and universities.

3.1. Planning Social Service of Art Majors

Expanding the social service space is a necessary way for the high-quality development of higher vocational colleges and universities to play a leading and supporting role in the regional innovation system. Therefore, to carry out social service work in higher vocational colleges and universities, schools are required to study the social demand, actively dock the regional development demand, determine the positioning of school running in combination with their own actual situation, and scientifically plan the direction and focus of social service.

On the one hand, higher vocational colleges and universities should adhere to the concept of serving the society and mutual benefit and win-win situation, make an in-depth analysis of the school's comprehensive strength, school running level, brand reputation, professional advantages, etc., reasonably adjust the disciplinary structure of art majors and the goal of educating people, set up integrated social service teams based on professional teachers and studios, and concentrate the school's financial resources to promote the professional development of social service work. On the other hand, higher vocational colleges and universities should strengthen the contact with the government, community, enterprises and institutions to build a social service cooperation platform, analyse the problems faced by the regional economic development and industrial structure upgrading, find out the point of convergence of the social service of art majors in the economic and social development of the region, and leverage on the influence of the school to gather the advantages of professions and talents to provide quality social services.

Higher vocational colleges and universities should be based on the advantages of art majors, around the regional development needs of scientific planning of social services in the field and space. For example, it can focus on the local education and training needs, carry out basic art, music and other aspects of education services; around the local cultural construction needs, carry out cultural planning-based non-heritage protection project declaration services; around the needs of urban and rural construction in the new era, carry out landscape design, cultural services and other aspects of cultural construction services; around the needs of the development of the local enterprises, carry out product design, corporate culture construction and other aspects of the Service work. Art professional social services should not only highlight the characteristics and advantages of the profession, but also rooted in local development, to provide quality

services for local cultural construction, economic development, industrial upgrading, in order to truly play the leading and promoting role of art professional social services.

3.2. Create a Favorable Environment for Social Service

Higher vocational colleges and universities art professional social service cannot be separated from the support and participation of teachers and students in schools, and the development of social service work relies on solid professional strength and smooth social cooperation. In order to promote the orderly development of social service work and enhance the level of art professional social service, it is necessary to unify the ideological understanding within the school and reach a deep consensus on social service work from top to bottom. On this basis, it is necessary to strengthen the construction of art majors around the demand for social service, open up the channels of cooperation and communication with the society, and improve the level of professional education by adjusting the major and curriculum, so as to enhance the social service level of art majors.

Unify ideological understanding. Higher vocational colleges and universities should straighten out the relationship between talent training and social service, recognising that high-level talent training needs to better serve the community, and better social service also depends on high-level talent training. Must emancipate the mind, the social service as a carrier of talent training, social service to guide and drive the training of talent, talent training services and feedback to society. Art professional social service work should be distinguished from enterprises and other institutions, reflecting the characteristics of schools and professions, and establish the central position of talent training. To this end, it is necessary to establish the concept of running a school to serve the community, to change the views of teachers and students on social service work, to serve the community as the ultimate goal of talent training, the ability to serve the community as an important indicator of the assessment of teachers and students, and to vigorously cultivate the "dual-teacher" teachers, and to rectify the attitude of students of art majors. Teachers of art majors generally have a solid theoretical foundation but weak practical ability, participate in fewer social art practices, and lack the ability to organise and carry out social services. In this regard, it is necessary to provide art teachers with platforms and opportunities for social art practice, so that teachers can go deep into the first line of work to exercise and learn, and turn their solid theoretical knowledge into strong practical ability, so that teachers can not only closely combine theory and practice in teaching, but also be able to play a leading role in social service work. Art students generally have favourable family conditions, personality advocate freedom and other characteristics, it is difficult to consider other people or collective factors in learning and life, do things more utilitarian, do not want to be constrained and restricted. In this regard, it is necessary to strengthen the ideological and political education of art students, guide students to correctly view the relationship between the individual and the collective, realize that individual value should be embodied in the service of the collective, enhance the students' sense of responsibility and sense of collective honour, cultivate the students' interpersonal skills, so that students in the process of the practice of social service to obtain comprehensive growth. On the basis of the unification of ideological understanding, set up a special social service department and establish a social service system with the studio as the core. Art majors should make great efforts to build art studios, form a social service support system led by teachers and participated by all students, and establish a sound management mechanism for social service, incorporate social service into the assessment system, introduce a bidding system for social service projects, adjust the salary and welfare of social service work, and provide all-around support for the development of social service work in the areas of organisation, talents, system and resources.

Strengthening professional construction. The professional construction of art is the foundation for improving the level of social service, and it is necessary to optimise the professional curriculum and adjust the professional teaching mode according to the demand of the society for the cultivation of art talents. In the process of social development, social and cultural needs and industrial structure are in the process of dynamic change, which requires higher vocational colleges and universities to strengthen the contact with the government, enterprises and institutions, in-depth understanding of the actual needs of the community, and timely changes in demand reflected in the professional construction. Schools should build a platform for cooperation with the community, establish open communication channels, identify breakthroughs in cooperation, and achieve in-depth cooperation and mutual benefit and win-win. For example, it can carry out in-depth cooperation with art studios with local characteristics, contact the local traditional art and culture to open relevant courses, and join forces to build art practice bases, which can effectively enhance the social service capacity. In terms of teaching mode, the proportion of practical teaching should be appropriately increased, not only to increase the number of hours and credits of on-campus practical training, job internships, skills competition week and other courses, but also to actively carry out art practice activities such as welcome parties and art festivals, focusing on the cultivation of art students' art practice ability, and laying a good foundation for the development of social service work.

3.3. Innovative Social Service Content and Form

Higher vocational colleges and universities have high-quality educational resources and a strong talent pool, and they should constantly push forward in social service work, enrich the content of social service work and innovate the form of social service work in order to expand the influence of social service work and maximise the promotion of social development.

It can create an art education platform to provide lifelong art education for the society. Higher vocational colleges and universities can provide high-quality art teaching resources for the community to share, such as providing free high-quality music and art courses to make it convenient for primary and secondary school students and community people to sign up for learning through the Internet according to their own needs or to come to the school to listen to courses or lectures within a specified period of time. Taking into account the space and talent constraints of mass cultural activities, vacant concert halls, theatres and art galleries can be made available free of charge for mass cultural activities, and professional teachers can be arranged to provide training and guidance for grass-roots mass cultural activities, so as to

provide good services for mass cultural activities.

According to the artistic needs of the people, professional teachers of art can also be organised to carry out social service activities in music, art, sculpture, etc., and weekend concerts can be organised, so that practical artistic activities can reach out to primary and secondary schools, communities and enterprises. Through research on the artistic needs of the people, we will create works of art that reflect the voices of the people and promote traditional culture. Through the investigation of the cultural construction needs of the government, enterprises and institutions, we provide artistic services through product design, production of promotional videos, etc. For example, we cooperate with local tourism enterprises to create theatre performance projects, and arrange for teachers and students to participate in the whole process of writing, directing, rehearsing and performing the plays.

4. Conclusion

The social service of art majors in higher vocational colleges and universities should focus on service effectiveness and mutual benefit and win-win situation, enhance the level of talent cultivation through social service work, and improve the influence on local economy, culture and other fields. Enhancing social service capacity is a long way to go, which requires higher vocational colleges and universities to scientifically plan their service focus around social needs, create a good working environment by unifying ideological understanding and strengthening professional construction, and develop unique social service content by combining professional and local characteristics, so that they can make their due contribution to the development of the society, thus realising the sustainable development of higher vocational colleges and universities.

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