

Analyzing the Development Path of Student Art Troupe in Chinese Private Universities

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Abstract: Based on the perspective of "three full education", the student art troupe of Chinese private colleges and universities has always been in the strong foundation, highlighting the key points, and building norms to form an all-member, all-process, and all-round pattern of standing up for the sportsman. This paper analyses the dilemma of the development of student art troupes in Chinese private colleges and universities, and explores how the path of student art troupes' construction can be developed innovatively, which is beneficial to the branding development of art troupes in private colleges and universities.

Keywords: Three Full Education; Student Art Troupe; Branding; Innovation; Development Path.

1. Introduction

Chinese university student art troupe is an important carrier to implement the fundamental task of cultivating moral integrity and promoting quality education, and it is a mass student organisation that students carry out activities under the leadership of the party committee and the guidance of the Youth League Committee of the university according to the needs of their growth and achievement and combining their own interests and specialties. Under the mechanism of three-pronged education, college student art troupes are guided by Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, unite and cohesive with the majority of young students, adhere to the principle of unity of ideology, knowledge, artistry, and diversity, and actively carry out art troupes' activities with correct direction, healthiness, elegance and variety, to enrich the after-school life, to flourish the campus culture, and to promote the all-round development of young students. Comprehensive development of young students. At present, the development of student art troupes in private colleges and universities in China is in a dilemma, and how to innovate and develop the construction of student art troupes is a question worth our thinking.

2. Problems of Student Art Troupe in Chinese Private Colleges and Universities

The characteristics of China's private colleges and universities is to take the road of differentiated development, the implementation of the characteristics of the brand strategy, so that there is a difference from the public institutions. With the deepening reform of China's higher education system and quality education, the development and management of student art troupes are also evolving, and their scale, type, quantity and quality are steadily advancing. However, in terms of the current management of student art troupes in private colleges and universities, there are still a lot of problems, such as since the beginning of the 2021 association management documents require that associations are not allowed to collect membership fees in principle, the daily training funds for art troupes in private colleges and universities have become a yoke for the development of work. How to solve the problems that hinder the development of

student art groups and guide the benign development of student art groups in private colleges and universities is a challenging task.

2.1. Lack of School Policy and Financial Support

In recent years, a series of relevant policies have been introduced to develop the role of art education in colleges and universities, but a considerable part of the departments of private colleges and universities ignore the relevant policies, lack of correct understanding of the impact of art education work can bring, the deep-rooted traditional teaching concepts and the art troupe's own "loose" leading to the spirit of the relevant documents is difficult to implement into practice. The spirit of the relevant documents is difficult to be put into practice. As a result, in the process of the development of art groups, there is a lack of strong financial support, which makes it difficult for them to develop themselves and unable to organise more influential practical activities. The above problems, to a large extent, constrain the development of the art group, and even cause conflicts between the art group and the school.

2.2. Lack of Instructor's Guiding Role

Every student art troupe must have a mentor, most of the art troupe can find its business-related mentor, but there are a small number of art troupe casually find a mentor, the teacher is just a name, the business does not know, or even some of the head of the art troupe do not know the art troupe's mentor is who. There is also a lack of communication between the art troupe cadres and instructors, and a lack of regular reporting habits, the instructor's guidance and supervision is not strong enough, the management and guidance of the art troupe is limited to the concept of voluntary service.

2.3. Serious Cultural Disconnection Phenomenon of the Art Troupe

Students are enthusiastic about the activities of the Art Troupe, which must be enjoying some kind of self-worth realisation in the process of the activities. Especially freshmen, full of freshness to the new environment, want to integrate into campus life as soon as possible, join the same interests of the art troupe can enrich the life, expand the circle of friends, and at the same time, there is a kind of "newborn

calves are not afraid of tigers" spirit, as far as possible to show their own beauty. After the sophomore year, students with professional learning pressure, internship pressure, employment pressure increases, more courses and the expansion of the scope of other activities, the viscosity of the activities of the art group to reduce the number of people involved in the activities of the art group is decreasing, so most of the cultural construction of the art group only stays in the training of newcomers, the development of the art troupe can only stay in the constant repetition and groping for a way to carry out, but only the accumulation of the amount of qualitative leap, and even some of the folk groups have a "youngster spirit" to show their beauty as much as possible. Qualitative leap, and even some private colleges and universities do not pay attention to the cultural construction of the art troupe in charge of the art troupe, directly leading to the art troupe cultural fault phenomenon is serious, the development and progress of the art troupe stagnant, or even retrogression.

2.4. Imperfect Management System

There are still many problems in the management system of art troupes in private colleges and universities, and the self-management, self-education and self-development mode of students shows a strong "arbitrariness". The main manifestations are: first, the management system is not perfect, there are phenomena such as multi-departmental command to give tasks, resulting in the work of the art troupe is unfocused and repetitive. Secondly, the operation of the mechanism is chaotic, the future development direction is not clear, the lack of correct understanding and analysis of their own conditions and development environment, there is the phenomenon of blindly borrowing the successful development experience of other outstanding associations. Thirdly, the powers and responsibilities of each department in the Art Troupe are not clear, and there is a phenomenon of mutual shirking of responsibilities when encountering problems. In addition, in the recruitment process every year, the person in charge of the Art Troupe focuses on "quantity" rather than "quality", and takes the number of members as an important criterion to measure the influence of the society, which leads to the phenomenon of "grabbing members". "They basically do not consider whether the members meet their own development needs, whether they are consistent with the overall values of the troupe and other basic issues, and set a "low threshold" for interviews, assessments and other mechanisms, thus lowering the overall level of the troupe, leading to a high degree of mobility of the members, and students can decide to quit the troupe unilaterally at any time or any place they like. Students can unilaterally decide to quit the troupe at anytime and anywhere.

3. Art Troupe Branding and Development Strategies

The construction of art group branding in the development of the school occupies a very important role and significance, colorful art group activities make the campus full of vitality, is the most reflective of a college student's spirit, is the most attractive to the outside world's eyeballs of the flash point. Campus art group activities gather a series of ideological, intellectual, artistic and diverse content, in order to meet the interests of students, display personality, cultivate interest, develop potential at the same time, but also enriches the

learning life of students. In particular, singing and dancing art groups are most likely to excel, such as the staging of dance drama, opera, drama and other Chinese outstanding traditional cultural activities, which have become the backbone of promoting campus culture construction and activating students' cultural life. Therefore, the branding of student art troupes in private colleges and universities is particularly important, and it is worth exploring how to establish a brand effect in private colleges and universities.

3.1. Enhance the Strength of the Art Troupe and Build Branding Effect

In the branding construction and development of the association, first of all, we should reconstruct the construction concept of the art troupe in charge of the troupe, cultivate the concept of branding ideas, innovate their cognition, start from the initial heart of the construction of the association, the cultural concept of the association as well as the characteristics of the association to comprehensively display and promote, and lay the foundation for the construction of branding; second, there should be a clear development goal, so as to formulate and implement the corresponding management measures to ensure the stable operation of the association. The third point is to cohesion society members, do a good job in the four-year growth programme for members of the society, so that members of the society to find like-minded allies, to find their own value in the field of the society; the fourth point is to recognize the importance of the society's culture and spirit of the construction of the characteristics and connotations of the construction of the characteristics of the society's concept of the culture of the inheritance, the society will have a sense of the brand; the fifth point is to be adept at the use of both inside and outside the school platforms Create social activities that both meet the needs of students and reflect social values, show the talents of the society, get the recognition of the audience, and then enhance the influence of the society's branding construction.

3.2. Strengthen the Support for the Branding Construction of Art Groups

In the process of branding construction of student art groups, the relevant departments of the school should pay great attention and affirmation. Each art group has its own unique significance, but in the construction of support, most of the private colleges and universities just hold a holistic development attitude towards the free development of art groups. Private colleges and universities should face up to the overall development status of art troupes with branding effect, and reasonably support the art troupes. One is the need to provide the necessary venues, for example, for the dance group to provide the necessary training places, for the singing group to provide the necessary sound props equipment, to protect the basic training conditions of the art group, and to promote the art group can have a better direction of development; Secondly, the need to provide the necessary financial support, the branding of the art group and the development of the art group can not be separated from the stable source of funding, with the financial security, so that the art group has a more powerful With the financial guarantee, the art troupe will have a stronger reserve force and bring more diversified cultural contents to the overall atmosphere of campus culture.

3.3. Equipped with Professional Instructors

If the art troupe wants to make a breakthrough and achieve something, the key lies in the teachers, and it is necessary to give full play to the enthusiasm, initiative and creativity of the teachers. On the one hand, the art troupe instructors must have excellent business skills, high professionalism, but also have a noble personality, to the students' hearts and minds to plant the seeds of truth, goodness and beauty. As the college art troupe involves more professional, the content is more extensive, private colleges and universities want to better develop the brand of the art troupe, they should invite professional teachers to explain professional knowledge, provide comprehensive business guidance, so that students can fill their own knowledge in their favourite art troupe, to promote the art troupe has passion, vitality, more healthy and orderly development, and through some events platform for the show! On the other hand, private colleges and universities have to fully support the development of art troupes. On the other hand, private colleges and universities should fully affirm the influence of art troupe instructors in the development of the art troupe, and establish a sound mechanism for reviewing and rewarding art troupe instructors to stimulate the motivation of the art troupe instructors, so that the instructors will have enough motivation to participate in the activities of the art troupe.

3.4. Strengthen the Innovative Development of Art Troupe Branding Construction

The integration of innovative thinking is the key to the branding construction of art troupes, and it also has a very far-reaching impact on the overall construction of campus culture. Although some art troupes have cultivated a sense of innovation under the requirements of the times, they do not have the best content in the end due to the insufficiency of innovation ability. If you want to improve the development of the art troupe, you should continue to carry out the integration of innovative thinking, combined with the private university's own cultural content for the display of special activities, and the diversity of the form of activities into the actual content, in this way to implement the innovative content.

4. Private Colleges and Universities under the Perspective of China's "Three Full Education" Should Pay More Attention to the Mechanism of Student Art Troupe Education, and Strengthen the Function of Art Troupe Education.

As an important carrier of campus culture in colleges and universities, college students' art groups play an increasingly important role in the accumulation of knowledge, skill enhancement, ability shaping and ideological and moral cultivation of students. Private colleges and universities can take advantage of the schooling characteristics that students are more active and positive when they are engaged in art group activities to strengthen the nurturing function of art groups.

4.1. Cultivate Culturally Confident Art Group Members

The student art group is an organisation for students to

communicate, learn and improve independently, and it is also the main platform for students' self-management and self-education. Students join the Art Troupe, in the development of their own hobbies at the same time, but also open up their horizons, increase knowledge, cultivate personal sentiment, so that their skills have been refined, and in the continuous display of the community and others at the same time, to obtain a strong sense of self-identity, enhance self-confidence, in order to cultivate a sound personality to lay the foundation.

4.2. Cultivate Students' Political Quality

The current student art troupe is under the guidance of the party organisations at all levels to carry out various activities, in the process of activities to subtle way to enhance the political quality of students, the formation of a good public opinion and atmosphere, the cultivation of talent plays a certain role in driving the work, and at the same time to guide the students to participate in the self, independent thinking, and automatic completion, to fully mobilise the student's self-driven force, to achieve self-education purposes. Shape students' positive and healthy mental outlook, give full play to students' maximum potential, and promote a more prosperous campus culture.

4.3. Cultivate Students' Social Practice Ability and Lay a Solid Foundation for the Future Workplace

Many units in society believe that today's university graduates only read books, lack of textbooks outside the study of various abilities, book knowledge is difficult to apply to practice, often resulting in a disconnect between theory and practice. And the college student art troupe just for them to build such a platform into the "small society", through the participation in the art troupe, participate in activities, acting in the project, exercise the students' working ability, social skills, adaptability, innovation and self-management ability, shorten the gap between the school and the needs of the community for the students to go to work in the future. laying a solid foundation.

5. Conclusion

The development path of the student art troupe in Chinese private universities is long and far away. Only by clarifying its importance, facing up to the existing problems and adopting effective countermeasures can the schools really realise the branding construction of the art troupe.

References

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