

Analysis on the Innovative Strategy of National Music Teaching in Colleges From the Perspective of Visual Communication

XIAO Shengmin^{[a],*}

^[a]College of Music, China West Normal University, Nanchong, China.
*Corresponding author.

Received 7 August 2016; accepted 2 October 2016
Published online 26 December 2016

Abstract

National music is an extremely important part of college music teaching. Compared with pop music, national music itself has more abundant connotations and is more difficult to learn. In order to further increase the efficiency of national music efficiency, innovations were made in the teaching strategy based on the past teaching experience from the perspective of visual communication. Practice has proved that integrating visual language signs based on the traditional voice language signs has obvious effects in promotion and popularization of national music. Based on the combination of seeing and hearing, this paper analyzes its teaching mechanism and, meanwhile, proposes the innovative strategy of national music teaching in colleges, in the hope of facilitating the sound development of national music course in colleges.

Key words: Visual communication; National music; Teaching innovation

Xiao, S. M. (2016). Analysis on the Innovative Strategy of National Music Teaching in Colleges From the Perspective of Visual Communication. *Studies in Sociology of Science*, 7(6), 52-55. Available from: URL: <http://www.cscanada.net/index.php/sss/article/view/9058>
DOI: <http://dx.doi.org/10.3968/9058>

INTRODUCTION

National music was generated in folk, is rooted in the public, thrives with the development of human society and has become the treasure in our traditional culture by virtue of its unique charm. However, driven by global economic integration, all countries continuously

communicate deeply in culture, art and other aspects and there are some changes in people's ways of learning and appreciating music; besides, traditional national music has gradually stepped into the low point under the impact of pop music. Nevertheless, the new environment also brings new opportunities for national music teaching in colleges. The means of visual communication, which can further strengthen people's understanding and cognition of national music and can also expand the connotation of national music itself, has attracted high attention of experts and scholars concerned.

1. APPLICATION OF VISUAL COMMUNICATION IN NATIONAL MUSIC COMMUNICATION AND TEACHING

Musical art is not the simple application of musical instruments and sound but emotional sustenance and expression and also a spiritual activity generated during the continuous development of human society. As for the origin of music itself, creation, expression and communication of music are achieved through various sensory factors. However, according to the analysis on the traditional cognitive level of music, music seems to be an aesthetic art special for auditory experience. This understanding and cognition have largely led music teaching and development.

The progress in science and technology has driven the prosperity in visual industry. As an emerging cultural industry, visual industry mainly produces corresponding visual products and renders visual services. Driven by digital image, new media and computer graphics technology etc., the visual communication of music has gradually changed from theory into reality. For instance, in 2012, based on the idea of interpreting hearing with seeing, the Art Center of Chinese Academy of Sciences used the three-dimensional animation technology to create

and push out *Butterfly Lovers*, a huge dome-screen film, which was a comprehensive interpretation of Chinese traditional classical works. Through the expressive force of three-dimensional animation, the audience can fully arouse their visual and auditory organs to understand and perceive music works. Thus, this has opened a new door for music creation and appreciation.

Compared with other music forms, national music is undoubtedly closest to people's life and is a musical art with most human nature connotations. However, to fully understand the connotation of national music, the audience must have some basic music knowledge. For this reason, many young people have no time to tastes of national music. In addition, there is a strong contrast between the single mode of national music and the pop music's mode combining seeing with hearing, so the national music teaching in colleges gets in a dilemma for a time. In consideration of this situation, according to the analysis from the perspective of visual communication, we can add visual language signs into the traditional voice language signs to promote the development and innovation of national music teaching.

2. MECHANISM ANALYSIS OF COMBINATION OF SEEING AND HEARING IN NATIONAL MUSIC TEACHING

The traditional national music is the valuable fruit of Chinese history and culture, is not only a pure artistic form of expression and has bright characteristics. How to guarantee the teaching effective in college teaching? Based on the long-term teaching experience, an art can become really popular only after undergoing the process from sensibility to rationality and from theory to practice. At the sensitive stage, the audience must arouse their own sense organs to perceive and accept skills. As for national music, the audience needs to arouse their ears, eyes and heart. According to the analysis on the physiological characteristics of human, reception of external information is usually the joint action of multiple sense organs. Similarly, the communication of musical art is also the reaction made simultaneously by various sense organs. The relevant research shows that people's information absorption rate is only 11% in hearing and 83% in vision; as for the memory retention rate, the hearing is 10% and the vision is 20%. However, if seeing and hearing is combined together, the memory retention rate can reach 68%. Thus, to guarantee a good teaching effect, it is required to fully arouse multiple sense organs to realize the combination of seeing and hearing.

Art itself is a sound art. However, with the development of image and digital technology, its communication changes from the sound into the

combination of seeing and hearing, which can more grasp the audience's psychology. For instance, the prevailing MTV in the current pop music is actually the typical representative of the combination of seeing and hearing. As a matter of fact, compared with pop music, the performance of national music is generally given with the help of some special musical instruments and costumes, which themselves are the best interpretations of "national" and also the unique advantages of national music.

When one perceives the external world, seeing and hearing are the most important means. The music art that we come into touch with is actually only one of numerous sounds. However, after being selected and filtered by audio-visual media, such a sound has formed a virtual world with a special dimension. Relevant experts have pointed out that the visual sense and the auditory sense are the only two cognitive senses. Because of this, when understanding and perceiving the world, we should rely on the visual sense, auditory sense or both of them. Through the comparison of the two, visual signs are more adaptable and can fully attract the audience in a shorter time in modern society. As for college students, they prefer new things and are very curious, so it is easier for them to accept the mode of visual communication to acquire more relevant information. From this perspective, introducing the mode of combination of seeing and hearing in national music teaching in colleges can inevitably reach a better effect.

According to the analysis from the communication and teaching of national music, their practical effects are affected by technologies and means. For instance, adding some excellent lamplight and sound effects into national music can not only guarantee its basic connotation but also add some fashion elements of pop music in national music. The so-called "national style" is generated accordingly. In recent years, with rapid development of internet technology has accelerated the speed of information spreading and has also broken the limit of communication range. Musical works is globally shared through the network so we can download the latest music in any corner around the world through only one piece of terminal equipment with the internet. This has also laid a good foundation for musical communication and popularization. On this background, as long as national music is excellent enough to attract audience, it can break through the existing geographical limitation and obtain a broader development space.

Musical works always spread in the forms such as poem, dance and drawing. On the current background of continuous development of information technology, three-dimensional animation has been applied increasingly widely with its more precise motion capture and more real scene reappearance, and also has made the artistic quality and realistic property of music visualization to reach a brand new height. For instance, computer software can be used to make the effect animation of musical instrument

playing for some latest visual music works; besides, a real 3D virtual music scene can be constructed through image processing to realize the perfect integration of sound, picture and image and give brand new visual and auditory aesthetic feelings to the audience. According to the mechanism analysis of national music teaching in colleges, it is clear that the application of visual communication expands the communication means of national music, enriches its teaching content, meanwhile, further enhances the effect of national music teaching, and can better help college students to appreciate national music and to enhance their aesthetic taste.

3. INNOVATIVE STRATEGIES OF NATIONAL MUSIC TEACHING IN COLLEGES

As for college music teachers, they should continuously improve their cognition of national music, love and better understand national music, objectively treat the development of national music, and explore the new strategy of national music teaching from the perspective of visual communication.

3.1 Clearly Determine the Innovative Direction

Based on the reality, it can be found that not only there are various problems in the development of national music and national music is usually neglected by educators under the influence of western music teaching model and the impact of pop music. In such an environment, students can neither understand the rich connotation of national music nor learn the artistic beauty of national music, so it is undoubtedly impossible to guarantee a satisfactory teaching effect. Meanwhile, when carrying out national music teaching, some colleges overemphasize the stimulation of visual organ and reduce the emphasis on auditory organ, affecting its effect. Besides, under the influence of all-dimensional sensory stimuli caused by multimedia, students cannot effectively understand the original charm contained in national music and this also affects the teaching level of national music. Therefore, it is required to control the direction of reform and innovation and realize that propelling the combination of seeing and hearing is mainly to strengthen students' understanding and control of national music, expand the transmission and appreciation channels of traditional national music and improve college students' aesthetic taste.

3.2 Improve the Teaching System

Based on the development situation of national music teaching, college music teachers should pay attention to the new development trend, timely change their teaching concept, improve the existing teaching system and carry out innovative teaching activities from multiple perspectives such as goal setting, content selection,

course arrangement, construction of teaching materials and method optimization. For instance, teachers can build the theories concerning musical instruments, vocal music and music as well as the practical education system with national characteristics based on the characteristics of national music so as to lay a good foundation for the smooth implementation of teaching activities. In teaching, teachers should pay attention to students' life experience, make their teaching highly close to real life and fully show the development of times and people's real needs in teaching activities. Based on the teaching mode combining both seeing and hearing, teachers may introduce innovative teaching activities. For instance, teachers can organize a singing contest where national music is used as a special theme so that more people can participate and thus can promote the communication and prosperity of traditional national culture. In addition, it is required to properly choose national music works and ensure that such works can fully reflect the national culture, the characteristics of the times and regional characteristics and can express emotion exquisitely. Then, such works can also be processed into excellent teaching materials in combination with modern information technology. Video teaching can also be introduced into classroom teaching. Then, students' visual and auditory organs can be aroused fully and a good teaching effect can be guaranteed through the application of multimedia courseware and teachers' explanation.

3.3 Build a Practice Platform

In consideration of the objective needs of teaching mode combining seeing with hearing and visual teaching, colleges should increase the corresponding fund investment, actively introduce advance technologies and facilities and set up a practical teaching platform. If the condition allows, it is required to independently build the laboratories for three-dimensional animation and stereoscopic images so as to provide good basic support for the smooth implementation of teaching activities. Besides, the "graph-computing system" and "projection-screen display system" can be constructed to realize the close combination of sound and image of music works and create scenes similar to reality or simulate real scenes; in this way, students can obtain the immersive interactive experience and become more interested in national music. When setting up the practical teaching platform, teachers should pay attention to the characteristics of national music, collect and integrate various resources, give full play to their potential, reasonably utilize all sorts of facilities and resources, and thus guarantee the smooth implementation of teaching combining seeing and hearing.

3.4 Improve the Teaching Faculty

The construction of teaching staff is the foundation and major driving force of national music and also the objective requirement in visual music teaching.

Due to the brand new teaching mode and teaching method, the teaching staff is faced with exceptionally austere challenges so their overall quality must be improved ceaselessly in order to better adapt to the new requirements of teaching work. From the perspective of colleges, colleges should emphasize the construction of teaching staff, periodically train and educate music teachers, improve teachers' understanding and perception of national music, raise teachers' professional level and promote the smooth implementation of teaching innovation. For instance, colleges can hire some national music masters to give lectures or seminars, impart knowledge about national music to teachers and discuss the new methods for national music teaching with teachers; besides, colleges can also strengthen the mutual exchanges with other colleges, learn and imitate successful experience, attract more professional teachers and expand the scale of teaching staff. As for teachers, they should establish the concept of lifelong learning, improve their cultural quality, learn modern teaching software and application techniques for educational technology, always keep a good mental state in teaching, more actively devote themselves to the teaching of national music course, attract students' attention via the multimedia teaching courseware, explanations with emotions and intuitive performance and thus guarantee a good teaching effect.

3.5 Make Innovations in the Development Environment

It should be realized that the innovative development of national music teaching in colleges is based on the social and cultural environment and is affected by the big environment, so it is extremely significant for the development of national music teaching to create a favorable development environment. National music not only is a musical subject but also manifests traditional national culture. Above all, national music teaching is the inheritance of culture, which needs the joint efforts of colleges, government and the whole society. It is required to ensure that media, enterprises, social and cultural organizations etc. all participate in innovative activities of

national music teaching, promote the mutual combination of national music, enterprise culture and tourism etc., form the multidimensional exhibition of sound, lighting effect and image through the combination of seeing and hearing, and create a favorable big environment for the development and innovation of national music so that students can be edified with national music at any time.

CONCLUSION

All in all, in the current new development environment, people's aesthetic demand for music art has some new changes, to a certain extent, affect the spread of music and education. Visual communication is a special form of dissemination of national music, breaking the traditional music spread dependent auditory sensory simple restrictions, together with sound language and visual language symbols, to better attract the audience, stimulate their interest in ethnic music. For colleges and universities, it should be based on the actual situation, and actively explore the innovation strategy of national music plus blood, and promote the continuous improvement of teaching level.

REFERENCES

- Chen, M. H. (2014). The use of national dance in the original musical drama of China. *Journal of Beijing Dance Academy*, (06), 21-22
- Ding, X. D. (2005). Tan Dun in return—and Li Xian, Liang Maochun professor Tan Tandun's multimedia landscape music "map". *People's Music*, (03), 81-82.
- Lei, G. R. (2014). On the innovation of national music teaching in colleges and universities from the perspective of visual communication. *National Education Research*, (06), 74-76
- Wang, L. (2011). A theoretical thinking on the definition of the related concepts of music image and its essential characteristics. *Music art (Journal of Shanghai Conservatory of Music)*, (04), 53-54.