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Advertising discipline in higher education

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Abstract

Advertising as an important discipline can indicate and explore new perspectives, sometimes renew old opinions, with the aim of both displaying, influencing and exploring contemporary society. Advertising can refract an audiences' response to moral life, aesthetic, consumerism and social changes, and can reflect current patterns through its creative methods. The present author's research proposal develops the concept of the higher education of creative advertising.

Keywords: Advertising, teaching method, culture, creative teaching.

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1. Introduction

The teaching reform of advertising design specialty in colleges and universities is the inevitable requirement of the development of the times and the advancement of the industry. Advertising, as a form of cultural and creative industries, is regarded as an effective means to increase the added value of goods. Excellent advertising design 'creativity' with specific cultural significance and market appeal can attract consumers' attention and show the good image of the enterprise brand. It is a competitive means of market expansion and sales. Therefore, the society and the market put forward higher requirements for the professional ability and comprehensive quality of advertising design talents. I try to put forward some suggestions for teaching reform on the orientation of cultivating creative talents in advertising design and the problems faced in curriculum design.

2. Current situation of advertising design teaching in colleges and universities in China

2.1. School-running model level

To be realistic, the subject of advertising in China began to be constructed on a blank sheet of paper. In June 1983, the Department of Journalism and Communication of Xiamen University set up the advertising specialty as the first one. From 1983 to 1992, this decade can be said to be the exploratory period for the development of advertising education in China. Only six universities in China have established advertising majors. From 1993 to now, it has been a period of rapid growth. By 2003, more than 210 universities have established advertising majors in China. The background types of advertising majors are based on different social needs and professional needs. Market demand, showing a diversified trend, advertising specialty in China has gradually formed three types of school-running modes: news communication, business and trade, and art design.

Advertising majors of Journalism and communication are mostly set up in comprehensive universities, such as Peking University, Fudan University and Xiamen University. There is such an evaluation in the industry that the students majoring in advertising in comprehensive universities are weak in practice and slow in practice at first, but they have good basic theoretical knowledge and sufficient stamina. Among them, there are positive evaluations, and at the same time, we can see the 'soft ribs' and defects of advertising education in comprehensive universities. Whether we can cultivate advertisement professionals with fast and reliable practical ability and solid and potential basic theoretical knowledge is a new subject for today's advertising higher education.

Business-oriented advertising major is mainly set up in financial and economic universities, business universities: such as Beijing University of Commerce and Industry, Nanjing University of Finance and Economics advertising major. Compared with the advertising speciality of the comprehensive university under the discipline of Journalism and communication, it was established a little later and paid more attention to strengthening the training characteristics of market-oriented advertising talents. Students majoring in commercial and trade advertising have keen market awareness, adaptability and quick start. The main problems faced by commercial and trade advertising speciality are: how to strengthen the teaching of basic theory under the condition of retaining professional characteristics and gradually form a more mature teaching system; art design advertising speciality is mainly set up in the Academy of Fine Arts, such as Tsinghua University Academy of Fine Arts, Guangzhou Academy of Fine Arts. This kind of advertising speciality mainly trains to advertise creative and advertising art design talents with strong pertinence, clear professional direction, strong executive ability and good artistic feeling of art design-oriented advertising students, which has become the primary source of advertising company advertising design and production talents. The main problems facing art design advertising speciality are: how to continuously absorb and update the latest theoretical knowledge of advertising industry while strengthening the training of students' necessary skills in advertising design and production, so as to ensure that students can adapt to the changing

market demand, modern technological innovation demand and rapid development demand of advertising industry.

2.2. Course setting and classroom teaching

As for advertising education in colleges and universities, the different orientations of disciplines and the current situation of existing platform resources will lead to the difference in training objectives. This difference has directly led to the different curriculum structure and teaching methods of various schools offering advertising design education. At the same time, the demand and requirement of advertisement design talents by China's advertising companies at the present stage urges the reform of advertising design education in colleges and universities along with the social practice, which will inevitably bring about advertisements. Design education brings about some phenomena of teaching which are eager for quick success and instant benefit.

In the creative teaching of advertisement design, we are also confronted with such confusion and embarrassment: most of the teachers in the subject of advertisement design are from school to school. Although they have some research and Exploration on the knowledge and curriculum of advertisement-related teaching, they are not working in the front-line after all. It is unavoidable that there are practical problems in advertisement activities—lack of necessary sensitivity and practical problem-solving ability. Although the teaching structure of our advertising design is complete, it lacks timeliness, and the homogeneity of teaching materials is serious. We cannot teach students by their aptitude and school. In order to effectively connect school teaching with social practice, it is necessary to adjust the structure of teaching staff, introduce and outreach, and establish a team of teachers with in-school teachers as the central part and outside-school advertising practitioners as the supplement, so as to make up for the lack of knowledge structure caused by the shortage of teachers' resources. At the same time, we should adjust the curriculum structure, increase the timeliness of advertising training courses and related market courses, to form a chain of related courses, so that students can correctly understand the position of advertising creativity in the whole advertising activities and the team spirit they should possess.

2.3. Personnel training level

At the present stage, advertising design education in colleges and universities should face not only the pressure of survival of disciplines still in the stage of entrepreneurship but also the pressure of scientific research and teaching to construct new disciplines system, as well as the pressure of personnel training to meet the needs of society. At present, the advertisement education model of colleges and universities catering to the market demand is, to some extent, the completion of technical vocational education. Besides, under the influence of advertising design education in colleges and universities, there are also problems in students' understanding: first, students are eager to make quick progress in professional learning. It does not pay attention to the learning methods based on theory, and neglects the theoretical study and thinking in the superficial form of advertising design; secondly, it lacks team spirit. This is also a common problem for many employing units to reflect graduates. Students are accustomed to taking the individual as the centre, emphasising personality, but it is challenging to be subordinate and cooperate with others to complete tasks. If we blindly advocate such an educational model, advertising design speciality in colleges and universities can only follow the development of the industry to seek a way to survive, and also talk about how to construct the discipline system and establish the authority and guiding position of the discipline in the development of the industry.

3. The future construction model of advertising design education in colleges and universities to adapt to and promote the development of advertising design in China

Advertising design, as an applied subject, has developed rapidly with the active support of the government and all sectors of society. Twenty years of advertising education in China has trained and transported a large number of outstanding talents for the advertising industry. However, applied talents are not equal to skill training. The aim of advertising education in colleges and universities should be to cultivate and deliver a large number of sophisticated and innovative talents who are familiar with Chinese traditional culture and have keen insight into modern social consumption fashion, as well as understand international marketing, advertising planning creativity and media mix operation. New senior advertising professionals while focusing on training students' comprehensive perspective, subversive thinking, self-learning and innovative ability.

3.1. Construct a diversified and leapfrog development model of advertising design speciality in colleges and universities to form scale and characteristics

Advertising is an applied subject. In the course of its development, it absorbs the economy. Achievements in science, sociology, psychology, journalism, literature, art, including natural sciences, have resulted in science that can promote social and economic development. It has excellent inclusiveness and openness to other disciplines and social life. These characteristics require that we must change our educational concepts and cultivate advertisement design talents with an open mind and an open educational model. Advertising design majors can also be offered in comprehensive universities, economic and trade universities, even political and legal universities, foreign language universities and standard universities, and the academic advantages of their universities can be grafted onto this major. Because of their cross-disciplinary background advantages, students in these schools have other professional knowledge besides advertising. With the accumulation of knowledge in disciplines, a new model of undergraduate teaching characteristics can be gradually developed: the personnel training system of 'wide, specialised and intersecting' (full calibre, strong speciality and overlapping) and the framework of 'multi-specification, multi-channel and modular' personnel training. This model can draw lessons from the British university advertising education model: advertising professional names are seldom a single 'advertisement' and have combined their strengths or in order to emphasise the integration between schools to indicate the direction, such as 'advertising and marketing management', 'enterprise and advertising', 'management and advertising', 'advertising and public relations'. Department, Advertising and Promotion Management, Advertising and Marketing Communication, Interactive Media Advertising Design, Advertising and Human Resources Management, Advertising and Brand Management and so on.

3.2. Constructing the teaching and practice model of advertising design major in colleges and universities

Advertising Design Majors in colleges and universities adopt the teaching method of combining tutoring courses, major courses and special reports. Many students are attending big classes, usually in the auditorium or classroom. Students are required to listen carefully and take notes. The report is made by one or more speakers and a group of students. Students are prepared in advance to give lectures to arouse discussion. There are fewer tutors, usually with four or five students. In addition to attending lectures, lectures and tutorials, students spend much time reading, searching for information, doing projects and writing papers. On the premise of doing an excellent job in professional teaching, we should also strengthen professional practice, which is usually arranged between the second and third academic years. The practice units include advertising companies, research companies, media and marketing departments. Each college should have an appropriate internship office to help students provide a list of internship companies, notes so that students do not need to spend too much time looking for internship units.

3.3. Constructing the integration mode of production, teaching and research of advertising design speciality in colleges and universities, giving full play to the advantages of applied disciplines and integrating resources

In order to keep the theory forward-looking and foreseeable, advertising design speciality in colleges and universities must combine theoretical research with advertising practice. While undertaking academic research tasks, it should also be an independent business entity. In this way, it can not only solve the problem of shortage of funds for running schools for advertising design speciality but also improve its performance. The teaching environment can also combine advertising practice with theoretical research to creatively develop advertising theory in line with China's national conditions. Project management plays an essential role in the integration of production, learning and research. On the one hand, it cannot divert teachers' energy too much; on the other hand, it can also combine teaching, scientific research and management organically.

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