

Thoughts on improving the efficiency of ethnic music teaching in colleges and universities in the Internet era

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ABSTRACT

With the rapid development of Chinas economy and society, peoples awareness and demand for inheriting excellent traditional culture are growing steadily. As an important platform for spreading and cultivating national culture, ethnic music education in universities bears a noble social responsibility in the new era. It must keep up with the times, continuously improve teaching quality and efficiency, to better meet the urgent needs of all sectors of society for the inheritance and innovation of ethnic music. The advent of the Internet age has injected new vitality into ethnic music teaching in universities. By leveraging diverse online media resources, universities can optimize teaching content, reform teaching methods, and expand channels for cultural dissemination, thereby enhancing the overall efficiency and quality of ethnic music education. This paper starts from the impact of Internet media on ethnic music teaching in universities, delves into the necessity of improving teaching efficiency, and proposes specific optimization strategies for aspects such as teaching content, teaching methods, and cultural dissemination.

KEYWORDS

Internet era; media; ethnic music in colleges and universities; teaching efficiency; thinking

Currently, Chinas higher education sector is at a critical juncture for comprehensive revitalization and development. As an essential component of university teaching systems, ethnic music education bears the significant mission of inheriting national culture and nurturing artistic talent. However, compared to the rapidly evolving society, ethnic music instruction faces numerous issues such as outdated content, monotonous teaching methods, and limited cultural dissemination. In the context of the new era, it is imperative to leverage the advantages of internet media to promote innovative development in university ethnic music education. Only by keeping pace with the times, continuously meeting societal needs, cultivating versatile talents, and advancing teaching reforms can university ethnic music education better fulfill its role and contribute to the inheritance and development of Chinas excellent traditional culture.

1 The influence of Internet media on ethnic music teaching in colleges and universities

1.1 Rich teaching resources

In the Internet era, various music videos, audio files, and graphic materials have emerged, enriching the content resources for ethnic music education in universities. From performances on ancient ethnic instruments and appreciation of folk songs and ballads to explorations into the history of ethnic music, internet media can provide firsthand, lively, and engaging materials. Teachers can leverage these resources to expand classroom content, enhancing students interest and participation.

1.2 Diversified teaching methods

Traditional ethnic music education often confines itself to classroom lectures and practical operations, lacking flexibility and interactivity. The widespread use of internet media has endowed teaching with new forms. Teachers can leverage short videos and live streaming to create lively and engaging learning environments; students can also actively explore and interact through mobile apps and online courses. This "online + offline" integrated teaching model significantly enhances learning outcomes.

1.3 Extensive cultural dissemination

Ethnic music, as a carrier of our countrys fine traditional culture, is crucial for its dissemination and popularization. The involvement of internet media has made the spread of ethnic music culture even more extensive and profound. Through self-media and live streaming platforms, universities can effectively promote ethnic music works to all sectors of society, attracting more attention and recognition from people.

At the same time, methods such as teacher-student interaction and school-local cooperation can also enhance the influence of ethnic music culture in society.

2 Analysis of the necessity of improving the teaching efficiency of national music in colleges and universities in the Internet era

2.1 Meeting social needs

As Chinas economy and society rapidly develop, the demand for recognizing and inheriting excellent traditional culture is growing. As an important platform for spreading and cultivating national culture, ethnic music education in universities must keep up with the times, continuously improving teaching quality and efficiency to better meet societal needs.

2.2 Cultivate compound talents

In todays society, the demand for talents has shifted from single artistic skills to comprehensive qualities. College ethnic music teaching should focus on cultivating students innovative thinking, cross-border integration ability, sense of social responsibility, etc., in order to cultivate more compound talents who can adapt to the needs of social development.

2.3 Promoting teaching reform

The traditional teaching mode of national music has been difficult to meet the requirements of the new era, and it is urgent to carry out comprehensive teaching reform. How to use Internet media resources to optimize teaching content and innovate teaching methods is an important issue that every university must seriously think about and solve.

3 Strategies for improving the efficiency of ethnic music teaching in colleges and universities in the Internet era

3.1 Build an online curriculum system for ethnic music

Universities, as the main battleground for ethnic music education, can fully utilize MOOCs, micro-lectures, and other online course platforms to develop a series of distinctive online courses on ethnic music. This not only provides more flexible and diverse learning channels for students on campus but also expands the reach of ethnic music education. In course development, teachers should focus on explaining theoretical knowledge, demonstrating instrument performance, and interpreting related cultural contexts, among other diversified teaching methods, aiming to enhance the overall experience of learners.

Compared to traditional classroom teaching models, online courses offer flexibility in time and space, allowing learners to study anytime and anywhere according to their own needs, which greatly enhances the convenience of learning. MOOCs and micro-lectures on online course platforms can bring more innovative possibilities to ethnic music education. Large-scale open online courses provided by MOOC platforms not only meet the learning needs of students within schools but also expand the influence of ethnic music education. Micro-lectures focus more on in-depth explanations of individual knowledge points, using concise video formats to help learners better grasp the basic skills of ethnic music. Combining these two modes can both satisfy learners needs for a comprehensive and systematic understanding of ethnic music knowledge and strengthen targeted training in key skills, thereby improving overall learning outcomes. For example, in the "Ethnic Instrument Performance" series, teachers can use MOOCs and micro-lectures to explain the origins, characteristics, and performance techniques of various ethnic instruments, complemented by live demonstration videos from renowned experts, enabling students to intuitively experience the charm of instrument performance while mastering theoretical knowledge. Or in the "Chinese Music Culture" series, besides organizing the music theory system, students can also watch experts provide in-depth interpretations of ethnic music from different regions Transforming educational materials to enrich the content allows learners to gain a comprehensive understanding of the cultural heritage while acquiring musical skills. In summary, utilizing internet media to improve methods of teaching ethnic music not only expands the reach of educational resources and meets the learning needs of diverse groups but also innovates teaching formats, enhances learning experiences, and ultimately achieves an overall improvement in the quality of ethnic music education, contributing to the inheritance and development of Chinas excellent traditional culture.

3.2 Innovating blended teaching mode

In the teaching of ethnic music, a blended learning model that combines traditional classroom instruction with online internet learning is an effective approach to educational reform. This model not only leverages the strengths of traditional classroom teaching, such as live demonstrations and interactive exchanges by teachers, but also takes advantage of the richness and convenience of internet resources to create a learning loop that includes pre-class preparation, in-class

exploration, and post-class reflection. Specifically, teachers can guide students to preview relevant knowledge through online platforms before class, stimulating their interest in learning; during class, teachers can use multimedia tools to vividly present the characteristics of ethnic music and organize discussions and interactions to deepen students' understanding; after class, students can continue to search for materials and engage in discussions online, reinforcing what they have learned.

In the blended learning model, students' learning process should include three key components: previewing, interaction, and reflection. First, students need to preview relevant knowledge through online platforms before class, understanding the basic characteristics of ethnic music to prepare for subsequent classroom learning. In class, teachers should encourage active participation in discussions and interactions, allowing students to express their understanding and viewpoints, thereby enhancing communication between teachers and students. After class, students can continue to look up information online, think about what they have learned in class, and engage in deeper exchanges with teachers or classmates to consolidate and expand their knowledge. This closed loop of previewing-interacting-reflection helps students actively participate in learning and deepen their understanding of ethnic music. Under the blended learning model, teachers also need to adopt various measures to enhance interaction with students. On one hand, teachers can use instant messaging tools like WeChat groups and QQ groups to promptly respond to questions raised by students and address difficulties they encounter during learning. On the other hand, teachers can encourage students to post or leave comments online, sharing their learning insights and engaging in discussions. Teachers can also participate in these interactions at appropriate times, providing guidance and suggestions. To further improve the effectiveness of ethnic music teaching, teachers can make full use of internet live streaming and video reviews to provide timely feedback on learning. For example, teachers can use live streaming to demonstrate the performance techniques of ethnic music in real time and answer students' questions; or after showcasing student work, they can record videos for comments, providing targeted improvement suggestions. This immediate feedback not only helps students quickly diagnose their own issues but also enhances interaction between teachers and students, promoting continuous improvement in teaching quality. In summary, applying internet media tools in ethnic music education to create a blended learning model that combines traditional classroom instruction with online learning can maximize the strengths of both methods. By carefully designing teaching scenarios that encourage active learning, guiding students to prepare before class, interact during class, and reflect afterward, and using live streaming and video reviews to promptly provide feedback on learning outcomes, it will continuously strengthen interaction between teachers and students. This will undoubtedly help improve the overall quality of ethnic music education and foster students' love and appreciation for ethnic music culture.

3.3 Enrich the teaching materials of ethnic music in colleges and universities

In today's internet age, the dissemination and acquisition of information have become more convenient and efficient. This has injected new vitality and impetus into the teaching of ethnic music in universities, contributing to the improvement of teaching quality and efficiency. University teachers should fully leverage the advantages of internet media resources, enrich teaching materials comprehensively, enhance students' learning experiences, and cultivate their deep understanding and appreciation of ethnic music.

First, teachers should actively utilize internet media resources to widely absorb foundational knowledge of ethnic music. By searching various music and video websites, they can gather a large amount of high-quality music teaching materials, including explanations by experts on the historical origins, characteristics of schools, as well as the craftsmanship and performance methods of ethnic instruments. Learning these basics lays a solid foundation for students' professional development and prepares them well for subsequent specialized studies and practical activities. Teachers can also leverage the internet to collect and organize classic works of ethnic music for appreciation, allowing students to experience the charm of these works firsthand and fostering their love and interest in ethnic music. Second, teachers need to pay attention to new developments in contemporary ethnic music, stay attuned to the pulse of the times, and enhance students' awareness of the era. The internet provides various innovative forms of ethnic music creation, such as combining ethnic elements with pop music to produce creative fusion pieces. Teachers can search online for and collect these timely works, guiding students to analyze their innovations and explore the interactive relationship between ethnic music and the contemporary context. At the same time, they should also focus on the unique ways in which ethnic music is expressed through new media platforms, encouraging students to think about how ethnic music can innovate and evolve on new dissemination platforms. In addition, teachers should leverage internet resources to comprehensively enhance students' professional skills. Besides learning basic knowledge, the performance techniques of ethnic music are also key areas that students need to focus on mastering. By watching videos of renowned performers from various fields, students can intuitively learn the methods and techniques for playing ethnic instruments, and practice them accordingly. At the same time, teachers can use video conferencing platforms to invite famous ethnic musicians for online guidance, answering questions and providing professional advice. This not only helps rapidly improve students

skills but also enhances interaction between students and teachers, as well as with experts, fostering their professional competence. In summary, in the Internet era, higher education institutions must fully utilize online resources to continuously enrich teaching content, expand teaching formats, and improve teaching efficiency. Only by keeping pace with the times can teachers lead students to master the essence of ethnic music comprehensively, cultivating a group of outstanding musical talents who possess both theoretical knowledge and solid skills, contributing to the sustained prosperity of the ethnic music industry.

3.4 Pay attention to cross-border integration of ethnic music

In the Internet era, ethnic music is also showing new trends of cross-boundary integration. With the rapid development of information technology, ethnic music is achieving deep integration with popular music, film music, and other art forms. This cross-boundary integration not only enriches the forms of expression of ethnic music but also infuses it with new vitality. Ethnic music education in universities should keep pace with the times, adapt to this trend, and actively explore new teaching models and content to enhance the appeal and impact of ethnic music education.

Higher education in ethnic music should fully leverage the advantages of media in the internet age, appropriately incorporating elements from popular and film music. For instance, excellent pieces of popular music can be introduced into courses to analyze their commonalities with ethnic music, guiding students to appreciate the charm of ethnic music. Additionally, teaching methods can incorporate cinematic musical techniques, exploring the application of ethnic music in film scoring, allowing students to understand its significant role in modern artistic creation. Through such interdisciplinary integration, not only can students' understanding and love for ethnic music be enhanced, but it also helps foster innovative thinking. Besides absorbing elements from popular and film music, higher education in ethnic music should boldly explore deep integration with other art forms. For example, ethnic music can be combined with dance, drama, painting, and other arts to create cross-genre works rich in ethnic characteristics. Furthermore, new media technologies can be utilized to build a platform for the fusion of ethnic music and digital art, igniting students' creative passion. Through this interdisciplinary collaboration, not only can the artistic expression of ethnic music be expanded, but students' overall qualities can also be cultivated, nurturing more versatile talents for society. In summary, media in the internet age provides opportunities for higher education in ethnic music. Teaching has been infused with new vitality. Universities should adapt to the trends of the times, actively utilize media resources, absorb excellent elements from popular music and film music, explore the deep integration of ethnic music with other art forms, and genuinely improve the quality and efficiency of ethnic music education. Through this interdisciplinary teaching model, not only can students' understanding and love for ethnic music be enhanced, but it also helps cultivate their innovative thinking and comprehensive abilities, nurturing more versatile talents for society and contributing to the revitalization of ethnic music culture.

4 Conclusion

The arrival of the Internet era has injected new vitality into ethnic music education in universities. Universities should proactively adapt to the times, fully tap into the advantages of internet media, and comprehensively innovate in teaching content, methods, and cultural dissemination. Efforts must be made to enhance the overall efficiency and quality of ethnic music education. Only then can we better cultivate talents with both moral integrity and artistic excellence, promoting the creative transformation and innovative development of China's fine traditional culture.

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