



The Development of Advertising Education to the New Liberal Arts under the Background of Internet Technology

Mei Dong ¹, Qinxue Li ²

¹School of Literature and Journalism, Shandong University of Technology, Zibo
255000, China

²School of Foreign Languages, Shandong University, Jinan 250000, China

Abstract: In the era of the flourishing development of the Internet and information technology, digital and intelligent operation applications have brought great influence and changes to traditional advertising and advertising education. With the continuous deepening of reforms in the field of higher education, the concept of "new liberal arts" has been proposed and has become a direct driving force to promote the transformation of liberal arts majors in the new era. How does advertising education implement the spirit of the new liberal arts reforms, and connect with the goals and tasks during the transition period, what needs to be done is to grasp the concept in time, explore and innovate continuously in the start-up construction, and cultivate the advertising talents needed in the new era.

Keywords: Internet Technology, Advertising Education, New Liberal Arts.

1. Introduction

The earliest appearance of the concept of "new liberal arts" was seen in the article "Designing a Model for the New Liberal Arts" published by the Dean of Hiram College in the United States. Incorporate new technologies into the humanities and social disciplines talent training program to provide students with interdisciplinary knowledge and skills learning. [1] For advertising education, the development of digital and intelligent technology has brought deep and structural influences and changes to traditional advertising operations, and has brought unprecedented impacts and many intellectual and technical problems and challenges to traditional advertising education. How can the profession adjust and keep up with the changes in the face of disruptive changes in the industry under the impact of the new technology wave? The new liberal arts reform should be used as an opportunity to carefully analyze the new development situation of the industry, to face up to the shortcomings of traditional

education, to update the education concept in time and to continue to explore and innovate. The proposal of the construction goal of new liberal arts will make advertising education truly embark on the road of thinking, inquiry and transformation.

2. The transformation of advertising education to a new liberal arts under the influence of Internet information technology

The environment of today's advertising is very different from that of the traditional advertising. E-commerce live broadcasts, short videos, games, search engines, cloud services, social marketing, smart homes, intelligent monitoring and other new things or new forms are emerging in an endless stream. These new carriers have brought newer channels and more possibilities. With the addition of new technologies such as mobile interaction, big data, AI, algorithm advertising, supercomputing and 5G, new advertising formats such as in-vehicle mobile advertising, outdoor interactive advertising, digital advertising, computing advertising, and smart advertising are formed. While the advertising industry is changing, Advertising Education should be changed accordingly. What kind of advertising is needed in the new media and technology environment? What kind of talents need to be cultivated? What kind of new knowledge does advertising education need to impart? How to adjust and reconstruct the subject in theory and methodology? In the specific transformation and construction of advertising education to a new liberal arts, a series of issues have been raised. The author believes that the following points are worthy of serious consideration.

2.1 Advertisement creation must change while the thought and action must keep up. The knowledge and skill system of modern advertising requires not only planning, creativity, and copywriting, but also the capabilities to analyze and apply in digital technology including the survey statistics, consumer analysis, and computational advertising. It also requires photography, painting, aesthetics, editing, media selection, and integration. In addition, the comprehensive knowledge of advertising discourse, expression methods, media contact, platform selection, contact timing, frequency cycle, etc. under the new media environment is also necessary. Whether the advertising intent, precise reach of the audience, stunning shock, deep persuasion, or the completion of the final marketing promotion goal, modern advertising are inseparable from the complex media environment, with rich creative forms to reach the audience accurately contact and achieve a powerful impact, so that the information to be conveyed by the advertisement can break through the dense information forest and stand out in the dazzling and complicated communication environment.

2.2 In the age of data computing, liberal arts must incorporate technology
Stephen White, who first published the "New Liberal Arts" pamphlet, believes that "if you ignore mathematics and computer language, liberal arts education will no longer be complete." Samuel Goldberg also pointed out in the "Sloan Foundation's New Liberal Arts Project" report: "The Sloan Foundation's New Liberal Arts Project aims to encourage quantitative reasoning and technology to be placed at the center of university curricula.[2] Modern quality Educational graduates should be familiar with the technological world they live in, and have experience and adaptability in the application of quantitative methods, mathematics and computer models, and technical thinking models in a wide range of fields." For Advertising, in the era of vigorous development of intelligent and digital technology, the traditional advertising formats have undergone tremendous changes and consumer media contact forms and information acquisition methods are also different from the past. After AI writing, big data, and algorithm functions are added to the advertising operation, the advertising industry, including its own content production and creation, has a huge difference from the original in a series of links such as media selection and scheduling, operation management, industry standards, and effectiveness evaluation. All this indicates the arrival of the era of reengineering the communication process and reforming the talent training model of the advertising industry. Advertising, like other liberal arts majors, is stepping into discipline adjustment and innovation, using information technology to transform traditional liberal arts advertising, and borrowing the support of science and technology to achieve a new stage of breakthrough progress in traditional advertising. The integration of technology is the inevitable choice for the operation of the advertising industry and advertising education.

2.3 Break down barriers between majors, blending arts and sciences
What should the new liberal arts teach students? What kind of teaching goals and talent training goals should be achieved? Professor Zhou Zhiqiang of the Chinese Department of Nankai University believes: "To promote the development of new liberal arts, we must first break down professional barriers, including the barriers within the humanities and social sciences and between them and natural sciences." Said Cao Taisheng, deputy dean of the Institute of Education, Nanjing University: As far as domestic higher education is concerned, the construction of a new liberal arts is not only a reorganization of disciplines, the intersection of liberal arts and sciences, but also the integration of new technology prospects and technological trends into liberal arts training. It also requires the internal integration of the humanities to truly achieve no distinction between literature, history and philosophy; secondly, the humanities Connect with the social sciences, that is, the students of social sciences must have a good humanities education, and the students of the humanities must have a strong

understanding of the theoretical methods and concepts of the social sciences. Only when these three levels are combined, the construction of new liberal arts will be more meaningful. "[3] From some representative viewpoints of experts and scholars, we can get at least two enlightenments: The first is that, compared with traditional liberal arts, the new liberal arts emphasizes the learning of multidisciplinary knowledge and the cultivation of comprehensive ability and quality, in addition to emphasizing humanities and nature. In addition to the integration of science, it also pays attention to the integration of multiple disciplines of knowledge in the fields of literature, history and philosophy within the literature category, as well as the learning, understanding and application of methodological content such as the humanities and social science methods. The ultimate goal is to stimulate students' interdisciplinary thinking and cultivate students to master The comprehensive quality of knowledge and the ability to use multiple tools. Second, disciplinary integration is by no means a simple addition in form, nor does it mean that it is so broad as to have no margins, but is centered on the formation of a more complete professional knowledge structure as the core, and the training and promotion of professional talents' knowledge and capabilities as the starting point, and integrates selectively and with focus. The content includes not only the intersection of liberal arts and sciences, but also the breaking of the boundaries of various disciplines within the liberal arts, and the integration of various disciplines in the same discipline as well. As to how to integrate and how many aspects should be integrate, we must carefully study the design, repeated demonstrations, perseverance, scientific and reasonable coordination and construction of multidisciplinary knowledge.

3. Measures and Suggestions

In the process of implementing the "New Liberal Arts" construction goals and tasks, advertising education must re-position the profession around the talent training goals under the new situation, specifically adjust the talent training plan, add interdisciplinary courses, and establish a cross-professional knowledge structure that breaks disciplinary barriers , while paying attention to the reform and innovation of teaching models and methods.

3.1 Repositioning

The digital transformation of advertising education is the general trend. The first thing to do to transform is to reposition the goal of talent training. In the new media and technology environment, the advertising major should be close to the booming integrated media environment such as social media, big data, and artificial intelligence, and strive to cultivate systematic advertising theoretical knowledge and skills, and a broad cultural and scientific knowledge structure. Advertising planning and

copywriting are senior compound talents with professional focus, design and production, theoretical foundation, text quality and technical ability. In the era of digital marketing, the creation of advertising works must particularly highlight the cultural connotation of the times and the performance of technological creation, and jointly serve the promotion of the connotation and communication of advertising works, and create more excellent advertising works which can adapt to the new media communication situation and new era.

3.2 Restructure the curriculum system and update the teaching content

When professor Philip Kotler, the father of marketing management, talked about the 15th edition of Marketing Management in 2020, he said: In this era, a large number of classic advertising theories, definitions, business models, methodology, business, and industry standards need to be updated. Need to distinguish, which knowledge is still applicable, which knowledge is no longer applicable. [4] The meaning is to emphasize: the traditional professional knowledge structure should be adjusted, outdated and unnecessary knowledge should be removed, and the knowledge structure should be updated in time according to the changed situation. The author believes that in the formulation of talent training programs, the construction of curriculum systems, and the establishment of curriculum groups, we must be determined to delete some outdated and repetitive content, and timely add knowledge that is lacking in the development of disciplines in the new media and technological environment , such as computational advertising, big data, statistics, digital audio-visual and other short-board courses. In terms of specific methods, we must first make great efforts to reconsider and adjust the original traditional curriculum system. For example, the traditional curriculum hours can be reduced by means of intensive lectures and less lectures, so as to make room for certain credits and transfer necessary interdisciplinary courses. Go in, form a new curriculum group, and a new professional curriculum system. It can also enrich the flexibility of setting courses. For example, open more elective courses with less credit relevance. Compared with compulsory courses, elective courses do not account for credits alone. Setting up more elective courses can broaden the scope of courses and enrich students' choice of courses. Interest and breadth of knowledge also help to solve the problem of limited credit capacity. In addition, it is necessary to increase the intensity of practical teaching, to pay attention to both theory and practice. Furthermore, the construction of teaching materials and teaching content should be closely integrated with the actual production, the development of advanced technology should be tracked in a timely manner, new knowledge and new technical information should be flexibly supplemented, and the corresponding social practice ability of students should be enhanced .

3.3 Strengthen teachers, innovate teaching methods, and broaden school resources
In view of the common unfamiliar technical knowledge, lack of technical teaching ability, and insufficient practical teaching experience among liberal arts teachers, we must continuously strengthen the construction of the teaching staff. On the one hand, teachers are encouraged to participate in practice exercises in advertising companies, media, enterprises, and related units and departments through further education or corporate practice, so as to improve teachers' practical cognition and teaching ability; on the other hand, to break the school's internal discipline management boundaries and promote cross-school, cross-subject, and cross-professional high-quality teachers are shared. At the same time, strengthen cooperation with enterprises in running schools, establish a "production, learning, and research" collaborative education mechanism, and hire project or industry leaders as part-time teachers to form a linkage between industry, education and research. In addition, we must continue to explore the school-enterprise integration model, find new forms of talent training and collaboration, actively build teaching practice bases with partner units, and sign long-term comprehensive cooperation agreements with high-quality advertising companies and excellent enterprises. What's more, pay attention to the subjective initiative of students, guide students to obtain social practice opportunities in multiple forms and fields through various channels, online and offline platforms, meet industry needs, keep up with industry trends, and extensively learn new knowledge and acquire new skills.

4. Noteworthy issues

The New Liberal Arts is in the initial stage of full launch and gradual development. Many scholars and experts have their own opinions on the understanding, development direction, specific implementation, and completion goals of the New Liberal Arts Education. But their views are not completely the same. There are also many possibilities for the concrete construction and completion of new arts The author believes that no matter how it is changed, no matter how it is built, the construction of new liberal arts will not and should not obscure the nature of the discipline, and it is impossible for the liberal arts to be indifferent. The integration of arts and sciences advocated by the new liberal arts is not simply adding arts and sciences, nor is it weakening the arts, but according to the changed industry and social development environment, the curriculum system should be adjusted in a timely manner, and multidisciplinary skills can be used to enhance professional strength. Students' knowledge structure is more complete and their professional skills are more comprehensive. Based on the characteristics of talent training, students' comprehensive knowledge and social adaptability will be further improved. For

advertising education, in terms of talent training goals and specifications, it should follow the development law of advertising in the new era and the law of talent growth, cultivate a systematic mastery of advertising theory knowledge, digital communication technology, innovative thinking, technical operation capabilities, and familiarity with digital advertising , Full-link marketing and intelligent operation, advertising talents with international vision and profound cultural heritage. Secondly, advertising further improves the knowledge structure system through cross-disciplinary integration, and advocates that students should fully grasp the whole chain of subject knowledge based on their characteristics, interests, and expertise. Students should learn from a broad knowledge system. We must also highlight the strengths of a skill. After all, the division of labor in society is becoming more and more detailed. In the face of comprehensive social realities, teamwork is more necessary in actual work, and the work process is also a model of mutual cooperation and cooperation.

5. Summary

The impact of the development of Internet technology on various industries is gradually deepening and the new liberal arts reform orientation is the general trend. Advertising education faces great challenges and pressures. It is also an opportunity to break through the bottleneck and usher in innovation and development. The majority of advertising educators, driven by the impact of the technological wave and the policy of deepening the reform of higher education, should not only be confused, confused and passive, but should take the initiative to adapt to the new business model brought by the development of new Internet technologies, actively change the thinking of education and teaching , update the knowledge structure, make up for shortcomings, follow the development trend of the times, and promote the scientific and positive progress of advertising education in the new era.

Acknowledgements

This paper was financially supported by the Shandong Province Art Science Key Project of 2018 (The Traditional Culture and Advertising Industry Development Research belonging to "Traditional Culture and Economic and Social Development" Special Project), CZ201810042.

References

- [1] Lori Varlotta, "Designing a Model for the New Liberal Arts", *Liberal Education*, 104 . 4(2018) , p.44-5.
- [2] Kuiying Zhao, "New Liberal Arts", "Super Subject" and "Community"—Research and Education Oriented to Solve the Complex Problems of the Life World[J], *Nanjing Social Sciences*, July 15, 2020, p.131
- [3] Zhikang Wang , New liberal arts: a feast of subject integration[N], "Science Times"[J], May 8, 2019.

- [4] Mingyi Gu, "Heavy Digitalization"-Advertising Reform and Theoretical Innovation, <https://mp.weixin.qq.com>, August 11, 2020.