

The Realistic Logic of the Adjustment of Undergraduate Art Majors in Colleges and Universities in China

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Abstract: Based on the archival filing and approval results of the establishment of undergraduate majors in colleges and universities in 2018 published by the ministry of education in China, this paper constructs the data statistics on the addition and cancellation of undergraduate art majors in 2018, and analyzes the realistic logic of the adjustment of art undergraduate majors in colleges and universities, and combined with other relevant data. The adjustment of undergraduate art major in colleges and universities was large. The addition and cancellation of a major is not only guided by the fit of market economy and social needs, but also closely related to the subjective factors of colleges and universities. To realize the optimization of undergraduate art majors in colleges and universities, it is necessary for the competent department of education to work with colleges and universities to make overall planning, and establish a dynamic adjustment mechanism according to the needs of social development.

Major is the basic unit of talent training, and also an important index to measure the teaching quality of a university. In 2012, the Ministry of education revised and formed the catalogue of undergraduate majors of ordinary universities (2012) and the regulations on the management of undergraduate majors setting in ordinary universities, stipulating that major adjustment shall be subject to the filing and approval system. Major adjustment involves the addition and cancellation, as well as the adjustment of degree granting categories or years of study. Colleges and universities through professional adjustment to achieve the optimal allocation of school resources, promote discipline construction, improve the quality of personnel training and school influence. In 2011, the discipline of art was officially established, which is composed of 5 professional first-class disciplines and 33 specialties. Since art science has become an independent discipline, its professional adjustment has been surging.

1. Question Raising

Since the 21st century, the Ministry of education has taken many measures to construct the macro-control mechanism of the discipline and specialty in Colleges and universities, expand the autonomy of the discipline and specialty setting in Colleges and universities, and urge colleges and universities to form the professional management mechanism of self-development and self adjustment that actively adapts to the needs of social change. In 2017, the Ministry of education and other five departments jointly issued several opinions on deepening the reform of simplifying administration, delegating power, releasing management and optimizing service in the field of higher education, which changed the major approved by the original competent department of education into the independent setting of colleges and universities, and reported to the Ministry of education for the record. Professional development is a dynamic process of change, so it is necessary to guide it artificially, but if we don't follow the law of development, it will cause endless harm. Does the addition and withdrawal of Art Majors in Colleges and universities start from the

actual demand of national economic and social development for talents? Is there any arbitrariness in the process of adding and canceling art majors? Is the mechanism of self-development and self adjustment of major setting in Colleges and universities perfect? This paper discusses the logic behind the addition and withdrawal of Art Majors in Colleges and universities, traces the evolution of the major under the art disciplines, and provides a decision-making suggestion for art colleges and universities to increase the quality of the major, withdraw the water injection major, and create a first-class major.

2. Data Analysis on the Adjustment of Art Majors in Colleges and Universities

2.1. Based on the Statistics of the Number of Newly Registered Art Undergraduate Majors in 2018

In March 2019, the Ministry of Education issued the notice on the filing and approval results of 2018 undergraduate major setting in Colleges and universities, take the statistics of the number of newly added art undergraduate majors in 2018. It should be noted that the list provided for filing and approval does not include universities in Hong Kong, Macao and Taiwan.

2.1.1. Statistics of the number of newly registered art undergraduate majors in 2018

In 2018, among the newly added art undergraduate majors in general colleges and universities, 175 schools new 212 undergraduate majors are involved, including 88 schools new 97 majors in public colleges and 87 schools new 115 majors in private colleges and universities. In addition, it should be noted that in 2018, there were 2542 newly registered undergraduate majors in Colleges and universities across the country, involving 1831 colleges and universities; in 2018, there were a wide range of new art undergraduate majors in Colleges and universities, only Hainan and Tibet were not newly added, and other places were involved, among which 11 colleges and universities in Hebei Province added 20 undergraduate majors, the most in all places.

In 2018, the number of newly registered art undergraduate majors in Colleges and universities accounted for 8.34% of the newly registered undergraduate majors, matching its status as one of the 13 disciplines; in 2018, the newly registered art undergraduate majors in Colleges and universities accounted for half of the total in public colleges and private colleges. In recent years, some private colleges have changed from junior college level to undergraduate level. Due to the high fees of art students, low scores of cultural admission and sufficient students, it is a major reason for private colleges to expand their art majors.

2.1.2 Ranking of newly registered art undergraduate majors in 2018

Table 1 shows the ranking of the newly added undergraduate art majors in 2018. In 2018, the most newly added undergraduate art majors in universities are 26 universities involved in digital media art. In the same year, only one university canceled the major, with the highest current popularity of digital media art. The major of product design fluctuated the most, and 10 universities added product design, but 11 universities canceled the major.

Table. 1 Ranking of newly registered art undergraduate majors in 2018

Major	Digital media art	Art Management	Calligraphy	Broadcasting and hosting art	Radio and television director	product design
Newly added	26	13	11	10	10	10
Revoke	1			1	2	11
Total	25	13	10	9	8	-1

In 2018, the ranking order of newly registered undergraduate art majors shows that the development direction of art science has shifted from pure art to application. In the valley of art and design, the development of digital media art is in the trend of blowout. The new subject direction

represented by experience design, interactive design and information design shows strong vitality, which has a great impact on the traditional design based on appearance. With the cross development of art and management as well as Literature, art management, broadcasting and hosting art, radio and television editing and directing appear. The increase of calligraphy shows the recovery of traditional culture, while the increase and cancellation of product design can offset each other.

2.1.3 Ranking of Newly Approved Undergraduate Art Majors in 2018

In 2018, 20 new undergraduate art majors were approved, including aviation service art and management, music therapy, pop music, etc., among which 11 universities added aviation service art and management. In 2018, the newly approved undergraduate art majors in Colleges and universities showed the self adjustment of the development of art disciplines. The emergence of some emerging majors is undoubtedly to meet the needs of national economic transformation and social development. The increase of aviation service art and management shows the shortage of talents in aviation service industry.

2.2 Statistics on the Cancellation of the List of Arts Undergraduate Majors in Colleges and Universities from 2012 to 2018

Table 2 shows the statistics of 2012-2018 universities canceling the list of art undergraduate majors. In the past seven years of 2012-2018, 39 garment and fashion design majors have been canceled, followed by 23 product designs. In the past seven years of 2012-2018, the University canceled 14 garment design and engineering majors, with great efforts.

Table. 2 Statistics of 2012-2018 universities canceling the list of Art Majors

Year	2012-2015	2016	2017	2018	Total
Clothing and fashion design	11	8	3	17	39
Product design	2	4	6	11	23
Clothing design and Engineering	8		2	4	14
Animation	2	3	2	3	10
Dance performance	8				8
Fine Arts	6				6

As a new art major opened in the 1980s, the initial core goal of fashion design is to cultivate fashion design talents. As a traditional manufacturing industry, clothing enterprises have a demand to improve the premium space of clothing products through design, but the market provides few positions for clothing design talents, and more need clothing production and sales personnel. With the expansion of clothing art major, colleges and universities have trained a large number of graduates who can draw clothes but can't make clothes, which leads to the embarrassment of unemployment as soon as students graduate. In addition, the requirements for running a school for clothing art majors are also higher than those for other arts majors. First, it requires mechanical equipment. Second, it involves teaching teams in three major sectors: clothing technology, clothing sales and clothing design. If colleges and universities fail to meet the requirements of teaching hardware and teachers, they also take the initiative to cancel the major of clothing and clothing design; the original clothing design and engineering can be issued with a degree in engineering or art, and after the major adjustment, clothing design and engineering will be placed under the engineering category, and some colleges and universities are forced to give up the major of clothing design and engineering; in recent years, the adjustment range of new and canceled product design in Colleges and Universities The degree is quite large. It is related to the integration and separation of "art" and "work" in the setting of students' majors.

2.3 Statistics of High Frequency Red Card Undergraduate Majors in 2012-2019

Table 3 shows the statistics of high-frequency red card undergraduate majors in 2012-2019, according to the employment report of Chinese college students (employment Blue Book) published

by Mycos in 2012-2019. Mycos is a Chinese higher education management data and consulting company founded in 2006, whose employment has a wide range of social influence. The red card major defined by Mycos refers to the major with large unemployment and low employment rate, salary and employment satisfaction. The top 10 red card majors listed in Table 4 rank first in law, followed by fine arts, and music performance and animation.

Table. 3 Statistics of high frequency undergraduate red card majors in 2012-2019

Major	2012	2013	2014	2015	2016	2017	2018	2019	Red card rate
law									87.5%
Fine Arts									75.0%
Bioengineering									62.5%
Biotechnology									62.5%
Musical Performance									50.0%
Bioscience and Engineering									37.5%
Animation									37.5%
Physical education									37.5%
History									37.5%
Chemistry									37.5%

Fine arts and music performance are included in the red card major, which is closely related to the narrow employment channel. The emerging animation is also listed in the red card major, which is closely related to the low matching rate between the market demand and the ability of animation students. In addition, in October 2018, the Ministry of Education announced 15 undergraduate majors with low employment rate in the past two years, including six art majors, namely, radio and television director, broadcasting and hosting art, animation, performance, art design and music performance. The continuous popularity of art in college entrance examination, the popularity of Art Majors' enrollment and the low employment rate are particularly likely to cause discussion on the Internet.

3. The Logic of the Adjustment of Art Majors in Colleges and Universities

3.1. Highlight Discipline Characteristics and Strive for First-class Specialty

At present, in the process of striving for the first-class major, there are signs of over correction. Due to the normalization of discipline evaluation and ranking by the competent department of education, colleges and universities no longer pursue large and comprehensive disciplines, but grasp the advantages and form differentiated development of characteristic disciplines. However, the existing subject evaluation in China is mainly based on quantitative indicators such as school running resources and scientific research performance, which is easy to be narrowed into subject ranking [3]. In my investigation, I learned that the reason why a "double first-class" University canceled the clothing performance major was not that the employment of students in the major was not good, nor that the quality of running a school was declining, but that the professional teachers lacked the corresponding scientific research results, the titles of teachers were not going up all the time, and the lack of performance materials led to their lagging in the provincial discipline evaluation. A provincial university vigorously develops the arts and crafts specialty. Because the core lacquer art supporting the arts and crafts specialty of the university has its own characteristics, the lacquer works created by teachers and students have won many awards in the province. However, with the creation of pure art lacquer painting as a career, students are faced with the dilemma of having to change careers after graduation due to the restrictions of employment and creation conditions. According to the first-class professional evaluation index, the scientific

research ability of teachers and students should be taken as the core element, and the first-class professional in this form should not be discussed.

3.2. Highlight Interdisciplinary and Keep Pace with the Times

Modern science presents a highly differentiated and comprehensive trend. Some major scientific discoveries are often found in some cross basins. Based on this background, interdisciplinary major shows strong vitality. Art requires the ability of human quality in aesthetics and philosophy, which belongs to the category of Arts. In addition, each major of art should have the skills of painting, sculpture, vocal music and tools, and have the requirements of engineering technology. It is easy to understand that art is the combination of "technology" and "art", "Literature" and "theory", which is different from literature, engineering and other disciplines. Traditional art includes traditional Chinese painting, oil painting, printmaking, sculpture, arts and crafts, music, dance, film and so on, with the above characteristics. In the field of design, the combination of science and technology and art design is more and more close. The cross training of "art" and "work" for design talents in the new era can not only confer the degree of art, but also confer the degree of engineering. From the perspective of subject attribute, design science can be a first-class subject across five categories: art, education, literature, engineering and management. The social influence of popular art such as film, TV art and pop music is increasing day by day, and their position and role in the whole art family are increasingly consolidated and promoted, and the art appears a more comprehensive trend. Some new art categories combine with mature social science, management and teaching to form new branches, such as art anthropology, art management and art education.

In the setting up of new interdisciplinary subjects, there is also the phenomenon of blindly following the trend. Some colleges and universities have set up a large number of "popular" art majors, such as digital media art, broadcasting and hosting art, art and science and technology, with the lack of teachers and teaching guarantee conditions. After the digital media art major was approved in 2016, the enrollment of this major was very hot in 2017. There were more than 200 students in five classes a year. The leaders of this college had to turn the original teachers of visual art to digital media art. After enjoying the sweetness of the school, there are two majors in the 2017 annual report: Broadcasting preparation and hosting art, radio and television editing and directing. In 2018, the media art college was established with the two newly reported majors plus digital media art. Its development speed is amazing, but its running quality is questionable.

3.3. Eliminate "Zombie" Specialty and Strengthen Market Orientation

In 2011, art disciplines were independent, and all disciplines of art were improved and developed unprecedentedly. Art majors are almost set up in comprehensive, engineering and normal universities. In 2012, more than 1000 undergraduate colleges and universities across the country set up art majors. In 2013, more than 1 million people took part in the national art examination. In 2014, universities increased the cultural score of art candidates. In 2015, the number of people taking the national art examination declined, about 710 000. In 2016, the number of people participating in the national art examination rebounded to over 1 million again. In 2017-2019, no less than 1 million people participated in the national art examination every year, accounting for more than 10% of the total number of national college entrance examination. In the past five years, the admission rate of art majors has exceeded 50%. In the traditional impression, the college entrance examination "sound, body and beauty" belongs to the small three. Today, the art science mainly composed of "sound and beauty" has become a veritable discipline. If the category of art talents training is implemented to "artists", it is obviously unrealistic. From recent years, the difficulty in employment of painting and performance graduates has shown that the market for training "artists" has become saturated. Specialty setting and adjustment should be based on the national economic and social development and the actual demand for talents, which is one of the core contents of undergraduate teaching quality and Teaching Reform. To speed up the adjustment and layout of disciplines and specialties, and to train talents of modern industrial applied art industry under the guidance of market, should become the consensus of colleges and universities. To add an art undergraduate major, we should not take it for granted, blindly pursue the trend, or set up a major for people

(teachers). Instead, we need to make a comprehensive consideration and scientific demonstration from the overall layout of art undergraduate major in Colleges and universities across the country, as well as the industry and industry's acceptance of the major

The setting and adjustment of art undergraduate majors should eliminate zombie majors and strengthen market orientation. In recent years, the College of art and design of a local undergraduate university has not been fully enrolled in art major, so it is necessary to mobilize design students to transfer to art. At the same time, the Academy evolved from the original Academy of fine arts, and the teachers of fine arts are in a saturated state. The teaching Dean divides the students of art major into small classes of oil painting, traditional Chinese painting, printmaking and sculpture, which still cannot meet the basic class hours of the teachers of art, but needs to be solved by undertaking the public courses of the whole school. Some zombie majors set up for people are not uncommon in public universities.

4. Summary

At present, the project of undergraduate teaching quality and teaching reform is being carried out in Colleges and universities. The major setting, major layout adjustment and major certification are determined as important construction contents. It is required to set up and adjust the major from the perspective of national economic and social development and the actual demand for talents. This paper analyzes the structural problems existing in the results of examination and approval and filing of Art Majors in Colleges and universities in 2018, and puts forward the optimization and adjustment mechanism of professional structure. In addition to the normal "metabolism" of major due to the change of social development, the addition and withdrawal of major in Colleges and universities cannot be "established or withdrawn this year". The adjustment of Art Majors in Colleges and universities needs the intervention of many factors. When colleges and universities give full play to their professional initiative, they should not blindly follow the first-class professional evaluation indicators, not catch up with the fashionable and avant-garde cross majors, but should pay close attention to the construction of professional connotation, market-oriented, and put the interests of students first. The competent department of education should not be free to set up majors in Colleges and universities. It should be alert to the repetitive setting of Art Majors in Colleges and universities, do a good job in the forward-looking prediction of majors, put forward suggestions on the evaluation and review of major setting, and give full play to the macro-control ability of overall planning. Colleges and universities and education authorities should work together to form a dynamic and normalized professional adjustment mechanism, adapt to the development of the times, eliminate the "zombie" major, and add dynamic major.

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