

Analysis of the Role of the Development of Folk Music Culture in the Cultivation of Professional Talents

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Abstract: China's folk music culture has a history of nearly 100 years, and it plays an extremely important role in the Cultivation of music professionals. Based on the above background, this paper proposes an analysis of the role of the development of folk music culture in the training of professional talents. Firstly, the paper expounds the importance of the development of folk music culture in the cultivation of professional talents, and then introduces the role of the development of folk music culture in the cultivation of professional talents in detail. It is mainly divided into five aspects: Folk music culture is the catalyst for the cultivation of professional talents in colleges and universities; Folk music culture is helpful to the cultivation of applied professionals in colleges and universities; Folk music culture is conducive to strengthening the deep integration of talent cultivation between schools and enterprises; Folk music culture can complement the structure of music professional knowledge; Folk music culture development is conducive to improving the quality of professional personnel.

Keywords: Folk music culture; Profession; The cultivation of talents; Development

1. Introduction

Nowadays, colleges and universities are oriented towards employment and aim at the cultivation of applied talents. They are constantly reforming education, focusing on the construction of professional curriculum systems such as professional education and literacy education. Colleges and universities have organically combined student work with teaching work, established an integrated system of employment, entrepreneurship and practice, and is committed to cultivating applied talents. In recent years, colleges and universities have actively responded to President Xi Jinping's important thinking and cultivated applied talents for social and economic development based on serving the society. However, the teaching experience of music major in Colleges and universities is relatively small, and music major needs further development. The development of folk music culture has played an important role in the training of professional talents in colleges and universities. This paper mainly analyzes the role of folk music culture in cultivating professional talents[1].

2. The Importance of the Development of Folk Music Culture in the Cultivation of Professional Talents

2.1. The development of folk music culture is consistent with the research content of the cultivation of professional talents

The content of music major studied in colleges and universities includes music theory, various music forms, etc. Folk music culture is also mainly researching music theory and various music forms. It can be seen from the above description that the development of folk music culture is consistent with the research content of the cultivation of professional talents of music majors in colleges and universities. Therefore, the folk music culture is also an important part of the music professional teaching in colleges and universities, and also the content of the structure of the music professional discipline [2].

2.2. The development of folk music culture is conducive to the cultivation of talents in colleges and universities

Music is the cradle of the development of music. Only by continuously cultivating professional talents, can music develop vigorously in colleges and universities. With the continuous development of society, music is also in constant development, transformation, upgrading, and the demand for professionals is also constantly increasing[3]. Therefore, it is necessary to add folk music culture to the teaching of music majors in colleges and universities so as to make it a necessary basis for students majoring in music, which is conducive to the cultivation of music professionals and the development of students.

2.3. The development of folk music culture helps colleges and universities to play their functions

The folk music culture in China is profound, and its development has a long history. However, with the deepening of reform and opening up, foreign pop music has had a major impact on Chinese folk music, and people's understanding of folk music culture has become less and less. Foreign music has become popular in China, such as American music and British music. Students and teachers in domestic universities have more knowledge and likes of foreign music than their own folk music. This is a situation that is not conducive to the development of folk music culture in China. President Xi Jinping once said that "Of the nation, of the world". Therefore, the teaching of music majors in colleges and universities should be based on folk music culture and actively promote the folk music culture in China.

3. The Role of the Development of Folk Music Culture on the Cultivation of Professional Talents

3.1. Folk music culture is the catalyst for the training of professional talents in colleges and universities

There are many kinds of folk music in our country. Because there are 56 nationalities in our country, each nationality has its own unique music. For example, the Yi people are good at singing and dancing, and there are many forms of music of the Yi people, including traditional dance steps and tunes. The tunes include door tunes, eating and drinking tunes, climbing tunes, greeting tunes, etc. Dance has left foot dance, Luosheng dance, inspiration dance and so on. The instruments include horse cloth, chord, bronze drum, chime bell, etc. There are also folk songs and musical instruments in various regions in the Yi nationality.

Colleges and universities have an unshirkable responsibility to protect folk music culture. The music majors of colleges and universities should actively learn folk music culture and do their best for the dissemination and inheritance of folk music culture[4]. In response to the inheritance and development of folk music culture, universities and local governments should make specific measures, such as the establishment of folk music culture research institutes, folk music culture exchange officials, and non-material cultural heritage centers of folk music culture. Universities can cooperate with corresponding institutions, such as folk music culture centers, performing arts companies, etc., which can provide more practice bases for students majoring in music, and enhance school-enterprise cooperation and increase students' social experience. This will help to form a good school situation.

Folk music culture should be introduced into the teaching of music majors in colleges and universities. Many folk music cultures in China are listed as intangible cultural heritage. Introducing these intangible cultural heritage

into the campus can not only enrich students' campus life, but also enrich the teaching content of music specialty greatly. At the same time, it can also increase students' understanding of folk music culture. Music majors in colleges and universities can take advantage of their own advantages, such as venues, students, teachers, to make folk music cultures appear in colleges and universities, bring new learning content to students of music majors, and accelerate the training of professional talents.

3.2. Folk music culture contributes to the cultivation of applied professionals in colleges and universities

The key to reviewing the teaching of music majors in colleges and universities is the training of their talents. The auditing level of music major teaching in colleges and universities is mainly divided into "five degrees", which are the effect of talent cultivation and the degree to which the goal is achieved, the adaptability of talent cultivation and social development, the guarantee of teaching quality, the effectiveness of teaching quality, and the satisfaction of employers to students. The "five degrees" includes the whole process of students in the university, but how to study in colleges and universities is mainly reflected in the degree of satisfaction of the society and the company after the students graduate.

Colleges and universities should add folk music culture in the process of cultivating music talents, in order to increase the content of music professional teaching structure, adapt the cultivated talents to the development of society, meet the needs of society, and enable the music talents cultivated by colleges and universities to serve the society, development and social construction[5].

In addition, the addition of folk music culture to the teaching of music majors in colleges and universities is also conducive to improving the service functions of the society. Colleges and universities can take advantage of their own venues to provide a platform for the inheritance and development of folk music culture. On the contrary, folk music culture can also promote the improvement of the school-running level of colleges and universities, enhance the overall image of schools, and expand schools' influence on society.

3.3. Folk music culture is conducive to strengthening the deep integration of talent cultivation between schools and enterprises

By combining folk music culture with talent training, colleges and universities integrate the basic music of folk music culture into the teaching of music majors in colleges and universities, establish a practice base for school-enterprise cooperation, and share teaching resources with other universities to realize mutual employment of teachers. Professional teachers should constantly strengthen their professional knowledge and pro-

professional culture, and also build a good campus environment for students to enjoy and live happily.

The integration of folk music culture is conducive to the study and cultivation of all-round knowledge of students majoring in music. It can also increase the enthusiasm of students to study and realize the goal of training talents by both schools and enterprises.

In the process of cultivating music talents in colleges and universities, it is necessary to let students truly understand the essence of folk music culture and the spirit, especially the music theory, by creating a good music learning atmosphere or adopting direct contact with folk music culture, which enables students to truly understand and learn the knowledge of folk music culture, and the importance of folk music culture to students majoring in music, thus increasing the interest and motivation of college students to learn folk music culture.

3.4. Folk music culture can complement the structure of music professional knowledge

On the one hand, as musicologists say, Chinese folk music culture must be “prophets and then go”; on the other hand, it is also a cultural form that includes music theory, dance and various musical instruments. Nowadays, in order to respond to President Xi Jinping’s proposal to develop talents that adapt to society, colleges and universities are now not only focusing on the teaching of students’ basic knowledge, but also educating them on applied skills and communication. China’s folk music culture has a long history. After interacting with other countries’ music, it is now more conducive to the cultivation of talents, which plays a vital role in cultivating applied talents in colleges and universities [6].

At present, the development of colleges and universities in China is very rapid, and the teaching of music majors is undergoing continuous reform and improvement. However, they all focus on knowledge cultivation, neglect the role of folk music culture, and do not change the way talents are cultivated accordingly. Colleges and universities only include folk music culture in the field of literature, and only provide a rough introduction to the development history of folk music culture. Generally speaking, students have no substantial gains after learning. By changing the design of music courses in colleges and universities, folk music culture is set as a compulsory course, so that students must seriously study folk music culture. In this way, the application of folk music culture to the training system of music professionals will not only improve the teaching system of music professionals, improve the knowledge structure of music professionals, enrich the knowledge structure of students, but also enable students to develop their professional knowledge and skills in an all-round way, which is quite beneficial to the training of professional talents.

3.5. Folk music culture development is conducive to improving the quality of professional personnel

Chinese folk music culture has a history of nearly one hundred years, such as satisfying music culture, Yi music culture and so on. It is an important part of human life activities. In the quality education of college students, schools pay more attention to the ideological and moral quality education, but not enough attention to the humanistic quality education. Most of students carry out the humanistic quality education through elective courses. It is difficult to meet the requirements and goals of professional training. In view of the folk music culture, we should inherit and carry forward it on the principle of “removing its dross and extracting its essence”, and according to the different times, add the characteristics of the times to the folk music culture, so as to adapt it to the development of the times. This has played a positive role in the cultivation of the humanistic quality of the music majors, so as to enhance the influence of the development of folk music culture on the training of professional talents.

4. Conclusion

The paper expounds the importance of the development of folk music culture in the cultivation of professional talents, and then introduces the role of the development of folk music culture in the cultivation of professional talents in detail. It is mainly divided into five aspects: Folk music culture is the catalyst for the cultivation of professional talents in Colleges and universities; Folk music culture is helpful to the cultivation of applied professionals in colleges and universities; Folk music culture is conducive to strengthening the deep integration of talent cultivation between schools and enterprises; Folk music culture can complement the structure of music professional knowledge; Folk music culture development is conducive to improving the quality of professional personnel. I hope this paper will be helpful for future research.

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