

On the Problems and Countermeasures of the Educational Function of University Museums

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Abstract—This paper studies how to make university museums give full play to the educational function of colleges and universities. This paper takes the Metrology Museum of China Jiliang University as an example, studies the current situation and development direction of a number of Chinese university museums, and concludes that: the first is to determine the clear concept of building a museum, the second is to combine the professional characteristics and strengthen the professional advantages of museum, the third is to create a personalized brand, and finally achieve multi-directional cooperation, so that the university museum can give full play to educational function.

Keywords—University; Museum; Professional characteristics of education

I. INTRODUCTION

In November 2017, “the 14th China University Museum Symposium” and “the 3rd China University Museum Curator Forum” were opened in Communication University of China. It is particularly emphasized that the advantage of university museum lies in that it is deeply rooted in the fertile soil of university culture. It is an important symbol of the profound academic and cultural accumulation of the university, and also a smart cradle for the cohesion of the university spirit [1]. Cultural education has always been the era proposition of university museums. As the core place of morality education, university museums should become the central embodiment of the socialist core values [2]. At present, more than 300 universities have set up museums in China. How to give full play to the cultural education functions of university museums is a problem worthy of in-depth discussion [3].

II. RESEARCH ON CULTURAL EDUCATION MODE OF UNIVERSITY MUSEUMS

A. Museum collection exhibition work

Exhibition is the most common and important mode of education in university museums. Through space art, the exhibits are presented to visitors in an aesthetic form. Taking the Metrology Museum of China Jiliang University as an example, the Metrology Museum is divided into two exhibition areas - the ancient exhibition area and the modern exhibition area. In the ancient exhibition hall, the exhibits are presented one by one with the development sequence of

historical time line, and the scenes are reproduced in every block. This gives visitors a sense of crossing while visiting the museum. As the instructor walks among the exhibits in the museum, each piece of exhibits with a sense of age is easily associated with the way of life and production of people in ancient times, with a strong sense of substitution. Different from the yellow tune of the ancient museum, the modern museum has chosen the blue tone, which has a sense of science and technology. It has made a lot of effort in color. In addition to retaining the advantages of traditional exhibition halls, the Metrology Museum has added many scientific and technological interaction devices, such as metrology idiom interactive touch screen, weighting scale conversion device of the ancient dynasties, etc.. This adds a lot of fun to the original single exhibition form, and makes the process for visitors to understand the metrology culture simple and direct.

B. Cultural characteristic activities of the museum

According to their respective professional characteristics, university museums promote various characteristic cultural activities by exploring the cultural connotation of the collection resources, and promote the realization of the educational function by carrying forward excellent traditional culture [4]. Taking the Metrology Museum as an example, no matter it is ancient metrology or modern metrology; "metrology" has always been a practical subject. Characterized by practicality and interactivity, and based on stories and characters, compared with other majors, metrology museums are easier to organize characteristic cultural activities, such as "knowing the ruler by hand" and "timing by water drop", etc. In the game experience, participants no longer use the usual modern equipment, but calculate the time, weigh the weight and so on like ancient people. This enables participants to have a deeper understanding of ancient econometric culture through personal experience, and also have a deeper understanding of modern metrological technology while admiring the wisdom of ancient Metrologists. And the characteristic cultural activities of the museum also get twofold results with half the effort.

C. The combination of museum and academic disciplines

University museums have systematic academic background, and students can enrich their knowledge system from various angles by observing objects and reading literature. As a specialty University, "metrology" is an eternal topic of the teachers of China Jiliang University. Engineering, science, law, literature, art and other majors will combine part of the teaching content with the metrology culture. In March 2018, teachers and students of industrial design in the School of Arts and Communication of the university moved the class to the Metrology Museum. By listening to the explanation of the museum teachers, studying the collection and consulting the literature, the students of School of Arts and Communication integrated the metrology culture into the package design course. The big assignment of the course was about "metrology" culture, and a series of interesting and profound products of metrology culture were designed.

Social service is one of the important missions of colleges and universities. The opening of university museums to the public is an important means for colleges and universities to realize social service and give full play to the educational function. By holding various forms of exhibition, university museums train people with independent personality, aesthetic consciousness and social sense of responsibility, and encourage more people besides teachers and students to cultivate cultural character and scientific spirit. In addition to the daily reception work, the Metrology Museum of China Jiliang University has become a contact unit with 4 primary and secondary schools in Xiasha region, allowing local students to understand the metrology culture from an early age. In addition, after contacting Xiasha Management Committee, it has been incorporated into Xiasha electronic sightseeing map together with 5 other university museums in Xiasha High Education Park.

III. PROBLEMS OF THE EDUCATIONAL FUNCTION OF UNIVERSITY MUSEUMS

A. The lack of talent and funds in museums

At the present stage, university museums are non-mainstream institutions in the university structure. They are generally positioned as subsidiary units of the schools. They are not teaching entities, nor scientific research department. The resources available are very limited, which leads to the lack of full-time museum staff and the lack of funds in university museums. The specific performance is: first, the school does not attach importance to the provision of the professional staff, some university museums do not have special staffing and administrators are seconded from other departments; second, in the financial aspect, the school invested capital in a lump sum, the later maintenance and operation investment were limited, and the talent team training and construction funds were even less. The educational function of university museums cannot be realized without the synergistic function of internal and external structure, and the realization of external function is related to their internal orientation in the institutions of higher learning. The career of university museum is originally a long and arduous task, rather than a one-off project. It needs the planned long-term

investment of personnel energy and resources, both of which are indispensable.

B. Single museum collection

Because most of the university museums are professional museums, the exhibits are displayed around the specific specialties, which can easily lead to single content of the exhibits. In addition, the collection of exhibits of university museums is very difficult, which will involve the issue of the ownership of exhibits, the problem of funds and the identification of cultural relics. Therefore, as a university museum of an ordinary university, it is very difficult to present the exhibition mode with rich contents and strong appreciation. Nowadays, with the continuous progress of the times and the continuous development of science and technology, a large number of high-tech optoelectronic and 5D technologies have been applied to some university museums. However, it is worth thinking how to make good use of high-tech technology to improve the display level of museums instead of blindly pursuing the form, and to achieve educational effect. This is also a new problem arising from the modernization of museums. As far as Metrology Museum is concerned, "metrology" is divided into ancient metrology and modern metrology. The ancient metrology includes metrology and time metrology, and modern metrology includes ten major physical quantities. Metrology refers to the activities of realizing unity of units and accurate and reliable metrology value, which is a necessary condition for the contemporary economic development and the basis of informatization. Popularly speaking, "metrology" is knowledge and culture that "cannot be seen or touched", but it is everywhere at the same time. How to express such spiritual meaning to the visitors in a comparatively popular and easy-to-understand way in the metrology museum and make the metrology knowledge and culture externalized to the visual transmission of the museum needs to be studied by museum staff and space designers.

C. The museum lacks effective publicity

Museums are physical sites for collecting, storing, displaying and studying natural and human cultural heritage, and education organizations classifying objects with scientific, historical or artistic value and providing the public with knowledge, education and appreciation. That is to say, the ultimate beneficiaries of museums should be the public [5]. In general, university museums have distinctive academic characteristics and strong professionalism. Except the professionals in this field and the teachers and students of related majors, it is very difficult for teachers and students of other majors and the public to understand the academic university museum because of the lack of relevant professional background. And most of the university museums are subordinate to colleges and universities, the public welfare nature is strong, and they will not spend too much energy on the public propaganda. This leads to the lack of cognition of teachers and students and the public of academic knowledge that are to be carried forward by university museums, which is contrary to the original intention of building university museums. It is the duty of the museum staff to promote the publicity of the university museum of a professional discipline

to the public and let the university museum give full play to its attribute of benefiting the public.

IV. COUNTERMEASURES TO SOLVE THE PROBLEM OF EDUCATIONAL FUNCTION OF UNIVERSITY MUSEUMS

A. *Combining professional advantages to create a communication platform*

University museums should redefine the concept of running a museum. As the concentrated display site of the spiritual and cultural characters of universities, university museums integrate thoughts, knowledge, interest and service. It is an important support for the construction of university culture, an important entity to create a scientific and humanistic atmosphere, an important component of campus cultural environment, and an important carrier to realize cultural education [6]. University museum is not only an external business card of the university, but also should play its practical role, and its function of cultural education can be incorporated into the teaching system. University museum is a concept of visual space. Compared with ordinary classroom, it can emphasize more humanized characteristics. If it is included in the teaching system as an auxiliary teaching content, it can not only tamp the theoretical knowledge learned by the students in the classroom, but also imperceptibly let the students go to the museum to learn about ancient history, create new knowledge on the basis of inheritance and build a more solid professional knowledge structure. Taking the Metrology Museum as an example, the metrology history and culture, metrology and state governance, metrology and ideology, metrology and campus culture, metrology and construction of the party, research on metrology comparison between China and foreign countries; Set the special school course "history of metrology in China", to make the teaching characteristics of metrology museum the special advantages of the school, and form a platform for the exchange of metrology history and culture at home and abroad.

B. *Combining various modes of display*

As a multi-functional cultural complex, the museum is an important place to disseminate knowledge, promote scientific research, carry forward culture and cultivate spirit. Besides adhering to the academic height, the museum should pay attention to the experience of visitors in space design. A large number of university museums have difficulties in exhibit collection because of funds, which makes visitors feel monotonous after entering the exhibition hall. These defects can be made up by excavating the rich connotation of the exhibits. The museum should not only pay attention to the collection of exhibits, but also pay attention to the form of expression and the combination of static and dynamic, and creating a sense of space atmosphere through space design, music, video, scene reproduction and other popular and easy to understand forms of expression, which are rich in content and vivid in image, so as to enhance the participation and interaction of the visitors and make the visitors feel as if they were there. At the same time, in the process of design, we should learn the professional knowledge from the experts in the field and comprehend the spiritual connotation rather than

copying mechanically, and integrate high-tech sound and light technology and the rich connotation of the humanities effectively. The design of the museum, which not only makes the visitors interested in understanding the exhibits and their science and technology, but also conveys the inherent humanistic ideas and scientific spirit of the exhibits to the visitors imperceptibly, is worth affirming.

C. *Developing network publicity, combining the publicity inside and outside of the museum*

If university museums enter the public field of vision and make the public interested and aware of the cultural knowledge to be conveyed by the museum, it is necessary to carry out publicity and introduction work. Nowadays, with the arrival of the new media era, The publicity work of the university museum should not only rely on the website, but also make good use of the network to build its own website, put the exhibits and treasures online, introduce the characteristics of the museum and update the content in time; and also have its own professional features and carry out brand personalized operation and management. For example, on the opening day of the Metrology Museum, the "official account of Metrology Museum of China Jiliang University" was opened, which is a low-cost and flexible "Internet Museum". The official account of the museum pushes up stories related to collections of the museum at a weekly update rate, which not only supplements the missing text, pictures and video materials in the museum's field space, but also makes online publicity for people who are not familiar with the Metrology Museum. In addition, the official account also introduces the H5 interactive software, carries out fun question answering activities of metrology knowledge. Through simple and direct fun question answering activities, people can know what "metrology" is, what "ten metrologies" include and why we should pay attention to "metrology" through daily question answering. In addition to daily maintenance, the metrology Museum has also launched a number of cultural products, including copper rulers, canvas bags, metrology element notebooks with LOGOs and so on, and designed a lot of souvenirs which are full of metrology elements and full of beauty by actively cooperating with the teachers and students of the industrial design major of School of Art Communication of the university. In this way, the esoteric academic knowledge can be publicized in a simple, direct and interesting way, and can attract more public attention.

V. CONCLUSION

The author thinks that the construction of university museum is a long-term and complex systematic project. The development of university museums should take the initiative to focus on the construction of colleges and universities, actively serve talent training, scientific research, social service, cultural inheritance and other related work; strengthen communication with other university museums and jointly train the management talents of university museums; communicate with the social museums actively and learn its advanced management mode, excellent museum space design concept; strengthen ties with overseas first-class museums to expand horizons. The university professional museums have a

large gap with the social museums in all aspects. They should conduct extensive study with them, and conduct in-depth exchanges by means of borrowing collections from each other, holding themed exhibitions, and exchanging visits between staff. University museums should build the museum into a platform for educating people through various efforts and development and maximize their functions.

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