

Research on the "Five in One" Cultivation of Cultural Industry Talents with Double Chain Integration

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Abstract

In the process of the continuous development of China's cultural industry, in order to keep up with the development trend of the times and improve the level of talent training, this paper discusses the integrated development between the cultural industry chain and the talent training system. In order to meet the requirements of space, supply and demand, products, value and technology in the cultural industry chain, This paper puts forward the relevant contents that need to be improved in the aspects of training objectives, training mode and training. In order to realize the effective connection between the two and promote the integrated development between the cultural industry chain and the talent training system, this paper studies the construction of the five in one training system.

Keywords

Cultural industry; Talents; Double chain fusion; Five in one; Training mode.

1. Introduction

At present, China's cultural industry is making continuous progress, but there are still some defects that have not been eradicated. Moreover, due to the low innovation level and unbalanced development of the cultural industry, it is unable to really improve the overall quality and development efficiency of the cultural industry. It is thought that in order to improve these defects, the cultural industry must pay attention to the cultivation of talents, Because in the development process of cultural industry, what is indispensable is high-level and high-quality human resources. In this regard, in the process of talent training in the cultural industry in the field of higher education, we must improve the talent training system, optimize the overall talent training mode, training concept and training objectives, and build a five in one industrial talent training system in combination with the needs of industrial space, supply and demand, products, value and technology.

2. Clarify the Orientation of Talent Training According to the Layout of "Space Chain" of Cultural Industry

In the development of the cultural industry, we need to pay attention to the distribution of the spatial chain, because the overall cultural industry chain will be divided into certain regions and spaces for development, and if we want to truly realize the efficient development of the talent training system in the spatial field of the cultural industry, cultural enterprises and colleges and universities need to cooperate with each other to jointly build corresponding talent training institutions and bases. Moreover, in order to clarify the direction and objectives of talent training, it is necessary to clearly locate the talent training system, establish a perfect talent training scheme, and spatially distribute the industrial structure of educational resources, so as to meet the cultural characteristics of the region and carry out targeted talent training and education, This is conducive to promoting the effective development of the talent training

process in the established direction. In this process, government functional departments also need to give encouragement and support to coordinate the mutual cooperation between enterprises and cultural industry [1]. In addition, in order to improve the reasonable distribution of the spatial chain of the cultural industry and jointly establish a unified talent training institution and base, it is necessary to use scientific and reasonable talent training means to realize the purpose of resource sharing, so as to enable enterprises in the cultural industry to clarify the talent training concept and training mode, combined with the development needs of the industry and industry, Comprehensively build a diversified talent training model to promote the common development of both sides.

3. Adjust the Layout of Specialty Setting According to the Change and Development of "Supply Chain" of Cultural Industry

In the process of cultural industry development, we also need to pay attention to the consideration of the changes in the supply and demand chain, and focus on the analysis of the changes in demand and supply, so as to clearly reflect the overall supply and demand situation and have a clear understanding of the supply and demand chain. So as to make a more complete adjustment plan and make a reasonable layout. Among them, it is necessary to enrich the professional content of the cultural industry and add innovative majors, such as digital managers, e-athletes, UAV drivers, etc. these occupations can show the development process of the cultural industry. Moreover, in order to truly improve the development level of the cultural industry, it is necessary to focus on the analysis of the employment, market demand, work tasks and development prospects of the emerging innovative majors, so as to ensure that the transformed majors can meet the development needs of the market, so as to achieve a reasonable adjustment of the supply and demand chain of the cultural industry. In the cultural industry chain, animation, film and television will lead to horizontal and vertical industrial clusters in the cultural industry, and will also form vertically integrated industrial clusters according to professional changes. Due to different occupational types, the supply and demand chain of the cultural industry will change. At the same time, in order to realize the rational allocation of the supply and demand chain of the cultural industry, it is necessary to improve and optimize the overall professional system in combination with the development needs of the times and market development requirements, and analyze the current development trend of various industries, so that colleges and universities can master the latest development information at the first time and reasonably adjust the supply and demand chain of the cultural industry, Establish a more perfect professional system, so as to effectively promote the continuous progress of the cultural industry [2].

4. Optimize the Teaching of Professional Courses According to the Sequence of "Product Chain" Links of Cultural Industry

The product chain of cultural industry is mainly composed of multiple links, including production links, cultural communication links and development links, which also leads to different enterprises and cultural product chains. If you want to realize the integrated development between cultural industry and talent training system, you must improve the talent training system accordingly, We must combine the links and sequence of the cultural industry product chain, improve the training mode and training concept of the curriculum, have clear educational objectives, train the ability of professional talents, improve the comprehensive quality of talents, and provide high-quality human resources for the development of the cultural industry. In addition, we also need to cultivate the management level of talents in the process of product production and product flow, enable professionals to learn the ability required for the production from high-end products to low-end products, and master the mode of

production from simple products to complex products. So as to comprehensively improve the professional ability of professionals [3]. In addition, for the curriculum education model, we need to use diversified training channels to train professionals, and we also need to formulate reasonable curriculum standards according to the standards stipulated by the national vocational qualification, so as to enable professionals to adapt to the vocational content and vocational objectives of new occupations and new posts, so as to train high-level talents. At the same time, in the course training process, we also need to enrich the course training content according to the task requirements of production work, so that professionals can be familiar with and master the corresponding theoretical knowledge of cultural industry development. In order to improve students' practical ability, we need to set up a special practical training process to enable students to operate in combination with theoretical knowledge, This can not only cultivate students' solid theoretical foundation, but also effectively improve students' practical ability. In order to formally reflect students' learning situation, it is also necessary to establish a perfect performance appraisal system to assess and evaluate students' comprehensive ability and comprehensive quality, which can effectively improve students' comprehensive level.

5. Cultivate the Core Competence of Talents In Combination with the Composition of the "Value Chain" of the Cultural Industry

In the process of the development of the cultural industry, we also need to focus on improving the composition of the value chain, because in the process of the development of the cultural industry, value is the driving force of the development of the industrial chain, and the creation of value needs the ability of talent innovation, which can inject fresh vitality into the development of the cultural industry. Therefore, in the talent training system, we must improve the links of innovative education. By setting up corresponding innovative education courses, students can understand the knowledge of cultural innovation, so as to improve their innovation level. In addition, through innovative curriculum education mode, students can enrich their educational knowledge of different industries and expand their knowledge field, To provide theoretical support for students' innovation, we can also carry out creative works exhibition, mobilize students' innovation enthusiasm, and enable students to improve their innovation ability through theoretical learning through personalized training mode, so as to produce unique creative products. In addition, in order to mobilize students' learning enthusiasm, it is also necessary to establish a teacher's assessment and evaluation system, broaden the scope of students' creation and enable students to create freely, so as to give full play to students' internal personalized potential and improve the level of innovation.

6. Pay Close Attention to the Development Frontier of the "Technology Chain" of the Cultural Industry and Improve the Practice and Training Teaching

For the development of the technology chain of the cultural industry, we must attach great importance to the application of technology, because the development of technology is very important in the process of product development. It is the decisive factor that can improve the development quality and efficiency of the overall cultural industry. Therefore, in the process of improving the talent training system, we must closely combine the development requirements of technology, Reasonably optimize and expand the talent training program. First of all, in order to create a more appropriate learning environment for students' learning, it is necessary to introduce relevant technical equipment in the teaching process, so that students can understand the application methods and skills of technical equipment. By sharing equipment,

students can not only learn efficiently, but also alleviate the pressure of equipment purchase cost. Secondly, for the development process of technology chain in the development of cultural industry, it is also necessary to make a reasonable plan for the distribution of courses, clarify the training concept and training objectives of technology chain, and formulate a series, gradient and task-based curriculum education model, so that students can learn orderly and standardized according to curriculum standards and master the operation mode of technology, In addition, it is also necessary to carry out practical operation training courses of technical equipment, so that students can carry out actual technical equipment operation according to the assigned course tasks, so as to comprehensively improve students' technical application level [4].

7. Epilogue

This paper studies the integrated development of cultural industry chain and talent training system. In the research process, there are still some aspects that have not been fully considered. In order to make the five in one development mode more and more mature, it is necessary to adopt an efficient research method in the future research to further explore the development of the cultural industry chain.

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