

Problems and Suggestions in the Cultivation of Higher Education of Cultural and Creative Talents in China

Hui Wang, Shuaize Gao

Nanjing University of Media and Communication, Nanjing 210000, China

Abstract: Nowadays, the competition between countries is no longer only economic and military competition, but more cultural competition. However, compared with Western developed countries, China's cultural and creative education started late, and there are many defects in the talent training model, resulting in a serious shortage of relevant talents. To this end, colleges and universities should change their attitude and increase their attention to the cultivation of cultural and creative talents. This paper mainly describes the current situation of the cultivation of cultural and creative talents in China, discusses the existing problems, and expresses some personal views and views on the handling of problems, in order to provide reference for educators.

Keywords: Cultural and creative talents; Higher education; Training work; Issue; Suggestion

Introduction

For cultural creativity, it mainly refers to the transformation of some ineffable abstract culture into concrete and economically valuable "knowledge". In these years, the development of China's knowledge economy has become more and more stable, which has increased the overall popularity of the cultural and creative industry, and also increased the demand for related talents. In order to solve this problem, major universities should pay more attention, strengthen talent training, effectively grasp the problem, and take timely measures to deal with it.

1. The current situation of the cultivation of cultural and creative talents in China

In the mid-20th century, Western developed countries began to implement a knowledge-based economy, encouraging institutions of higher learning to strengthen the cultivation of cultural and creative talents. It was not until the end of the 20th century that China gradually recognized the value of the knowledge economy, and many schools in coastal areas began to establish art colleges to cultivate relevant talents. However, due to the influence of shallow social awareness and limited teachers, the development of the entire industry is extremely slow. It is only after entering the 21st century that this problem has gradually improved, society has slowly changed its attitude towards cultural creativity, and the number of colleges offering cultural and creative majors has increased.

2. The existing problems in the cultivation of cultural and creative talents in China

2.1 The society's lack of understanding of the cultivation of cultural and creative talents

Nowadays, China's cultural and creative industry is in its infancy, and all sectors of society lack correct understanding of relevant educational work and industry development, and there are often misunderstandings, thinking that this is just a kind of partial industry, and students in related majors have no development prospects, resulting in cultural and creative majors being snubbed. Even for well-known art schools in China, the number of students enrolled in cultural and creative majors is very limited every year. For example, the art management department of Tianjin Conservatory of Music has only 267 students enrolled in three years; The School of Visual Arts of Hong Kong Invasion University, with a three-year enrollment of only 321; The

School of Design of East China Normal University has a three-year enrollment of only 480. Obviously, compared with other popular mainstream majors, the enrollment is much smaller, and it is simply unable to meet the basic needs of the current market. In addition, the actual enrollment of art academies in the mainland is much smaller than that in Taiwan and related regions, which is the result of differences in regional social philosophy.

2.2 The cultivation of cultural and creative talents is divorced from reality

The main purpose of cultivating cultural and creative talents in colleges and universities is the future development of the industry. However, in terms of teaching content, there is a clear disconnect between the actual needs of society. This problem is fully demonstrated in terms of talent development. In the entrepreneurial colleges of colleges and universities, there are very few teachers with theoretical knowledge and practical experience, and it is difficult to meet the needs of daily teaching work. In addition, colleges and universities are easily restricted by various conditions in the process of running schools, making it difficult to cultivate the talents most needed by society. At present, the market has the highest demand for innovative talents, but most schools always focus on technical majors, resulting in many students with excellent ability levels, but always lack good ideas, many adapt to the needs of work^[1].

2.3 Teachers in colleges and universities are limited

When cultural and creative enterprises select talents, they pay great attention to whether the talents themselves have excellent cultural literacy. However, from the current situation of talent training, most colleges and universities do not recognize the urgency of this problem, and do not provide guidance to students in humanistic accomplishment during daily teaching. The main reason for this problem is that there are very few excellent teachers who meet professional standards. Except for a small number of long-established art schools with strong faculty, many short-established institutions are still in a situation of insufficient faculty. Teaching in this way will naturally lead to limited development of students' practical ability. Students simply have a solid knowledge base, but do not know how to apply it.

3. Suggestions on Handling the Problem of Cultivating Cultural and Creative Talents in China

3.1 Improve the higher art education system

Over the years, society's awareness of cultural and creative products has deepened, and it has become a kind of art industry. However, the cognition of most people is almost concentrated in advertising design, indicating that the scope of cognition is relatively narrow and simply stays in small subjects. In addition, colleges and universities usually focus on art students when enrolling, resulting in limited social impact of majors. To this end, the current reform work should start with recruitment, from simple art students to ordinary graduates. Moreover, when publicizing, it can move closer to the entrepreneurial industry, so as to effectively expand the scope of social cognition.

First, with reference to the policy requirements of the new era, actively implement the training model of college connection, increase the number of colleges and majors, and promote the enrollment of ordinary graduates.

The second is to strengthen cooperation between art education and other industries, such as marketing majors, so that students can participate in business design, exercise their personal level, and strengthen their own ability and literacy^[2].

Third, promote the rationality of the structure of higher art education and improve the effectiveness of educational work. For example, an art and design event can be held every year to encourage students to participate and exercise their abilities. At the same time, at the end of the semester, students can also be arranged to enter the surrounding art and design institutions to carry out internships, understand the daily operation of the institutions, enrich their experience, and lay a good foundation for normal employment in the future.

3.2 Transform the credit evaluation mechanism

There is a clear difference between the cultivation of cultural and creative talents and the cultivation of professional talents, and the cultivation of cultural and creative talents needs to pay attention to innovation and practice, and only by providing them with a large number of opportunities to practice can the level of talents be effectively improved. To this end, the school's cultural and creative majors should change the original credit evaluation mechanism, increase the proportion of practical scores, at least 40%, and encourage students to actively participate in practical practice activities. For example, students can be arranged to participate in art and creative competitions in the city and province, and if they win awards, they can be given appropriate extra points. In addition, students can be encouraged to set up a dedicated art creative team within the school to

participate in the bidding of various art projects in the network.

3.3 Build a diverse teaching team

After several years of development, China's cultural and creative industry has made certain achievements, and its social recognition has also improved. Some established colleges with a long history have formed an excellent team of teachers with solid basic knowledge and rich practical experience, so as to stand at the forefront of talent cultivation. However, many colleges with limited time still have limited in-house faculty. Therefore, building diverse teams is also an important goal of the school. Specifically, there are three ways to start.

First, the college needs to encourage teachers to participate in military training in their posts, and by allowing them to participate in art and design practice, they can continuously improve their hands-on ability, enrich their personal experience, and at the same time understand the current development of culture and creativity, so as to better provide teaching services for students.

Second, for some outstanding young teachers, the college can let them observe and learn from other well-known colleges and universities to understand the teaching mode and teaching methods of excellent teachers in the industry, so as to expand their own cognition and master more teaching skills, so as to effectively invest in future teaching work.

Third, the college can try to hire outstanding creative talents from the society as part-time teachers. This not only injects new blood and vitality into the entire teaching team, but also provides more innovative teaching services for students^[3].

4. Concluding remarks

To sum up, the demand for cultural and creative talents in our country is getting higher and higher. Therefore, colleges and universities should pay more attention, change the original teaching mode, effectively carry out talent training by adopting a more targeted way, continuously improve the comprehensive level of talents, provide assistance for the development of their capabilities, and then promote the continuous progress of the entire industry.

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