

Research on the Training Mode of Film and Television Media Talents in the Context of the Integration of Industry and Education

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Abstract

The rapid development of a new generation of information technology such as big data, Internet of Things, and artificial intelligence has driven the transformation and upgrading of the global film and television media industry, and has continuously put forward more and more updated requirements for its practitioners. Taking the integration of industry and education as the background, this paper studies the training mode of film and television media talents in colleges and universities, and puts forward relevant suggestions to provide reference for the cultivation of high-quality professional talents in the film and television media industry.

Key words: Integration of industry and education; Film and television media; Talents training

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Under the background of global informatization, communication technology has rapidly evolved and reshaped people's communication methods. The development of network information technology and the prosperity of new media have stimulated the transformation and upgrading of the film and television media industry. In recent years, as an important engine

for the development of new quality productivity, the "artificial intelligence +" of media has greatly improved the efficiency of content production, bringing unprecedented development opportunities to the media industry, which has put forward higher technical and capability requirements for practitioners in the film and television media industry. In order to adapt to the change of market demand for talents, the training mode of film and television media talents in colleges and universities must be combined with the reality, maintain innovative development and keep pace with the times.

The integration of industry and education is of great significance to scientifically adjust the education model and promote the healthy development of talent training. On the basis of strengthening the connection between industry and education, the integration of industry and education can deepen the cooperation between schools and enterprises and talent training in response to social needs, which can build a good model for the coordinated development of college education and teaching, local economy and industry. It can adjust the school's education and teaching system and professional curriculum setting according to the actual needs of society, and meet the market demand for talents, strengthen the quality of talent training, open up a road for colleges and universities to run schools with characteristics and cultivate talents with characteristics, and further realize the scientific and sustainable development of colleges and universities.

Therefore, this paper takes the training mode of film and television media talents under the background of the integration of industry and education community as the object of study, and classifies it into group running school and industrial park. It analyzes the implementation status, finds out the causes behind it, and puts forward the following suggestions based on the conclusions, in order to provide certain references for the training of film and television media talents and the development of colleges and universities.

1. CURRENT SITUATION AND PRACTICAL RESULTS

1.1 Status Quo and Effectiveness of Group School Running

Focusing on the current training and development of film and television media talents in universities, it is not difficult to find that the group education mode under the background of the integration of production and education is mainly participated by universities, groups and some enterprises. Among them, the group investment is the main source of funding for the school-running mode, colleges and groups occupy the main position in the talent training mode, and the government provides relatively insufficient support in terms of capital, land, facilities and equipment. To ensure the smooth implementation of the school-running mode of the Group, the university has established a series of management and incentive mechanism, and set up majors in line with the enterprise group, relying on the support of the group. The university has hired industry experts and highly skilled talents to teach students, and provided more opportunities for teacher training and student internship. In order to support the integration of production and education, the group has provided a series of policy guarantees, provided pre-job training practices with professional guidance for college teachers and students, assisted colleges and universities to carry out practical assessment close to the reality, and closely cooperated with colleges and universities to build plans for the integration of production and education and collaborative education (Yang, 2022).

Under the background of the integration of production and education, in the training of film and television media talents in group education, universities and groups have formed a benign development model of interdependence. The group has a large number of professional talents with high-level skills, and provides the school with high-quality guidance and training that keeps up with the market development; With the support of the group, the school has fully upgraded the hardware and software of talent training, providing more practical opportunities. Driven by the common goal of professional construction, the group and the school have shown a trend of integration and symbiosis, and have made great contributions to the training of high-quality applied talents in the film and television media industry.

1.2 Status Quo and Effectiveness of the Industrial Park

Industrial Park is an important carrier for colleges and universities to promote the integration of industry and education. It is jointly built by colleges and universities and the government, enterprises and industries. Therefore, it can get all-round support from the government and society in many aspects such as land funds, equipment

and facilities. Relying on industrial parks, colleges and universities can hire part-time teachers through industry enterprises to help cultivate talents, and can send front-line teachers to enterprises for vocational training. Enterprises invest a lot of human resources in teacher and student training, and provide a large number of professional equipment for colleges and universities (Tian and Peng, 2020). Schools and enterprises cooperate to jointly develop talent training programs for film and television media, and carry out all-round and in-depth cooperation for building practice bases and creating platforms for the integration of production and education.

It is not difficult to find through the investigation of the current talent training status of industrial parks that industrial parks have become the cradle of talents for enterprises and the training base for colleges and universities, and have become the connection and link of benign interaction between schools and enterprises, playing an important role in coordinating education, industry, technology and human resources in the region. Through industrial parks enterprises create a practice environment that fits the market for colleges and universities, and promote the development of innovation and entrepreneurship education. With the support of the industrial park, the school has the opportunity to participate in large-scale projects and deeply explore the frontline of the industry, and the practical teaching has been strengthened, and the training level of innovative and entrepreneurial talents has been improved (Liu and Wei, 2023).

2. DIFFICULTIES AND SHORTCOMINGS

There is no uniform and fixed standard in terms of training objectives and training results for the talent training mode integrating production and education. Starting from the current development situation of the integration of production and education in colleges and universities, this paper focuses on analyzing the four elements of university investment, industry and enterprise support and government support, and takes this as a breakthrough to analyze the shortcomings of the two modes of group running a school and industrial park.

2.1 Input from Colleges and Universities

Through questionnaire survey and related interviews, it is found that the investment in film and television media talent training under the mode of integration of production and education is relatively insufficient. The funds of group school running and Industrial Park mainly come from the group and tuition, and the fund channel is single and relatively insufficient; Although the talent training mode of integration of production and education has shown obvious advantages, teaching practice shows that full-time teachers lack practical ability while part-time teachers are weak in teaching ability, and the double-

qualified teachers still need to be further strengthened (He, 2024). In addition, in the process of training college film and television media talents under the background of the integration of production and education, there is still a lot of room for progress in the introduction of high-level talents, the optimization of personnel system, and the improvement of scientific research and creation system.

2.2 Industry Enterprise Support

No matter in the school running by a group or in the industrial park talent training mode, the group has played an irreplaceable role, established close cooperation with colleges and universities, and provided comprehensive help for talent training. However, the survey results show that the formulation of teaching plans, the development and adjustment of teaching materials, student examination and assessment are still dominated by universities, and the participation of the group is not deep enough, and the cooperation between schools and enterprises is only superficial. Some enterprises have invested a lot in the training of college film and television media talents, but failed to obtain matching economic benefits, resulting in a lack of impetus for school-enterprise cooperation. From the perspective of industry enterprises, there are still many problems to be solved in the training mode of integration of production and education.

2.3 Government Support

Both school running by a group and industrial park need support from the government. Judging from the current development of the film and media talent training mode integrating industry and education, government support is mostly concentrated on land funds, equipment and facilities, and relatively weak in terms of policies and management systems. Some local governments have imperfect supporting policies for group education, lack policy support for the film and television media industry, and lack unified and standardized settlement and management assessment standards for enterprises in the industrial park. Problems such as imperfect policies and unspecific management system hinder the operation of group schools and industrial parks, and make the integration of industry and education fail to achieve maximum results.

3. COUNTERMEASURES AND SUGGESTIONS

3.1 School

First, schools should increase their investment in the integration of industry and education. The major of film and television media has certain requirements on hardware and software equipment, so its talent training requires relatively high investment. High-tech equipment and advanced training bases are all necessary components

of a good teaching environment. Schools should strive for more investment in the integration of production and education based on the actual situation, and adjust the fund structure to strive for more investment in the integration of production and education (Wu Aijia, 2023). In addition, highlighting the scale and characteristics of the integration of industry and education can help schools attract attention and investment from high-quality enterprises, and pay attention to and meet the scale and characteristic needs of enterprises. On-demand development is also what schools should do in the process of promoting the integration of industry and education.

Secondly, schools should constantly strengthen the construction of teachers. The significance of the construction of the teaching staff to the training of college talents is no more than that. Affected by the professional characteristics, the training of film and television media talents has certain particularity, and the corresponding teacher construction needs to be targeted. Colleges and universities should actively introduce well-known experts into the teaching field to ensure that teaching and practice are linked to the development of the same industry; It is necessary to give full play to the advantages of the group in running schools and industrial parks, encourage front-line teachers to receive training and improve their practical ability, improve the incentive policy of double-qualified teachers' talent cultivation, and improve teachers' skills in an all-round way. It is necessary to break the bad tradition of introducing talents only based on academic qualifications, integrate professional ability and teaching quality into the assessment system, and provide more opportunities for teachers who lack academic qualifications but are excellent and experienced. It is necessary to focus on cultivating double-qualified talents with excellent theoretical teaching ability and practical teaching level, make up for the shortcomings of front-line teachers' weak practical ability, difficulties in introducing industry teachers, and insufficient teaching ability of part-time industry teachers, and use policies and institutional means to guide and encourage teachers to grow in the direction of double-qualified.

Thirdly, schools need to adjust and reform the personnel system according to their own conditions. It is necessary to optimize talent introduction measures, formulate recruitment standards according to the needs of schools and enterprises, and communicate and cooperate with the government to ensure that high-level talents can receive appropriate treatment. It is necessary to improve the evaluation and promotion system of professional titles to arouse the enthusiasm of teachers in teaching and scientific research; The ratio of front-line teachers and administrative staff can be adjusted by referring to the number of teachers and students in each specialty of film and media discipline, so as to achieve a balance between the two and ensure the healthy structure of human

resources in the integration of production and education. With reference to the performance appraisal standards of other universities of the same kind, we will improve the salary system of teachers and staff around the principle of more work and more pay, and attract more outstanding talents for the integrated development of production and education.

Finally, the school should constantly improve the scientific research system. Special departments should be arranged to take charge of scientific research and creation, guide the standardized development of scientific research by means of system adjustment and improvement, encourage teachers and students to carry out scientific research and creation, help promote the transformation of work results, and indirectly promote the deepening of the integration of production and education on this basis; In combination with the actual situation of the school, a special fund for scientific research is set up to give full play to the advantages of education and cooperate with industry enterprises to support the establishment of the school's independent academic brand, expand the visibility of the school and the enterprise with brand power, enhance the influence of both, and contribute to the development of the film and television media industry.

3.2 Enterprises

It is necessary for enterprises to strengthen their participation in the training of talents in the integration of production and education. In the short term, increasing participation will lead to an increase in enterprise costs. However, in the long run, the increase in investment in this aspect can not only play the role of talent reserve, but also enhance the social visibility of enterprises, enhance market competitiveness, and ultimately translate into greater economic benefits.

Enterprises should actively participate in every environment of talent training for film and television media, from professional planning, teaching program formulation to teacher training, student evaluation and assessment. Enterprises should not only strengthen investment in capital and equipment, but also formulate effective policy documents based on industry and market needs to ensure that enterprise needs are integrated into the process of talent training under the background of integration of industry and education. To ensure that the multi-subject cooperative education of the school-enterprise alliance can be implemented smoothly.

In the process of the integration of production and education, it is necessary for enterprises to change their ideas and strive for the dominant position. The cultivation and assessment of talents is not only the responsibility of universities, but also the responsibility of enterprises. Practice teaching is an indispensable part of cultivating high-quality applied talents. In contrast, enterprises have more say in how students perform in practice teaching.

Therefore, it is necessary for enterprises to occupy the main position, urge colleges and universities to improve the assessment system, and incorporate students' professional skills and professional comprehensive literacy into the assessment scope to ensure the supply and demand of talent training.

3.3 Government

The government plays an overall and coordinating role in the process of personnel training for the integration of industry and education, and is the key force to promote the development of the integration of industry and education. It is necessary to further improve the relevant policies of the integration of industry and education in colleges and universities on the basis of reproduction, and continuously strengthen the support in supporting policies (Chen and Cao, 2024).

First of all, the government needs to further standardize the fund investment mechanism, promote the diversification of social investment in the integration of industry and education through policy means, set up special funds to support the updating of teaching equipment and the training of teachers, and promote the communication among education, personnel, finance and other departments, integrate educational resources, and ensure the guarantee of the integration of industry and education to play a leading role in arranging academic tasks and research projects for colleges and universities, and to guide their academic development. Secondly, it is necessary for the government to use policy means to attract high-quality film and television talents and related enterprises to settle in so as to create a favorable environment for school-enterprise cooperation. From the perspective of top-level design, scientific policies should be formulated for the integration of production and education in colleges and universities, including teaching planning, teacher training, practice base construction and operation, evaluation and supervision, and so on, so as to improve the efficiency of school-enterprise cooperation in educating students. Thirdly, the enterprise can be appropriately provided with tax relief, financial subsidies and other support to reduce the cost of enterprises in the integration of industry and education, and improve the willingness of enterprises to participate in the integration of industry and education. At the same time, the government should set up special service Windows to help solve various problems in the process of integrating production and education and ensure that relevant policies are implemented. Fourthly, we need to solve the problem that the evaluation system of the integration of production and education is not uniform and the standards are not rigorous. To play a leading role in leading universities, enterprises and industry associations to establish evaluation institutions, to formulate a scientific evaluation system based on the social benefits of collaborative

education, the application effects of collaborative scientific research and the operational efficiency of the integration of production and education as standards, and to establish a sound supporting evaluation mechanism. Finally, it is necessary to strengthen the responsibility constraint mechanism, formulate the implementation rules of school-enterprise integration from the responsibility framework, clarify the responsibility standards and reward and punishment measures, and arrange institutions to supervise, on the one hand to ensure that the government supporting policies can be implemented in place, on the other hand to ensure that colleges and enterprises can make full use of resources and perform their duties.

Conclusion: Technological innovation and the resulting upgrading of the film and television media industry make it necessary to pay more attention to practical creation in the training of film and television media talents. The former talent training model dominated by universities and dominated by theoretical teaching can no longer meet the market demand, and the shortage of film and television media talents is serious. This paper discusses the cultivation of talents of film and television media in the context of the integration of industry and education. Based on the reality, this paper analyzes the results achieved by the integration of industry and education, analyzes the obstacles and shortcomings in it, and puts forward targeted suggestions on this basis, hoping to provide certain references for the cultivation of talents of film and television media industry and to provide some help for the innovation and progress of China's film and television media industry.

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