

# Research on the Cultivation and Development of Creative Talents in Colleges and Universities

Yang Shi\*

Business College, Northwest University of Political Science and Law, Xi'an 710122, China

## Abstract

The rapid growth of the cultural and creative industry is a concrete manifestation of the transformation and development of the current social and economic growth mode. However, the current professional talent training mode centered on the traditional discipline classification in Chinese colleges and universities is not enough to meet the special needs of human resources in the cultural and creative industry. Therefore, it is very necessary to construct the university talent training mode that conforms to the development of cultural and creative industry.

## Keywords

Universities; Cultural Industry; Creative Talents; Cultivation and Development.

## 1. Basic Concepts and Problems of the Traditional Talent Training Mode in Universities

Institutions of higher learning have the main social scientific research and educational resources. The talents trained in colleges and universities generally have advantages in knowledge level, professional ability and innovative thinking. In recent years, China's higher education has sent a large number of talents to China's socialist modernization construction, but the contradiction between its training concept that has not been changed for many years and the changing special demand for human resources is becoming increasingly prominent.

### 1.1. The Training Mode Centered on Professional Knowledge can not Meet the Needs of Society

The traditional college training mode has been based on the basis of professional knowledge as the central classification of the department, professional setting, and then set up the training plan. For example, a comprehensive university, there are generally schools of literature, philosophy school, school of science, chemistry school and so on. This is especially true of the setting of majors, such as mathematics, applied mathematics, physics and other majors in the school of science. These are typical of building expertise centered on the classification of expertise. In this training model, students learn more about professional knowledge than professional ability.

In terms of discipline construction and curriculum setting, the traditional college training mode is too detailed, the professional caliber is relatively narrow, and the knowledge structure is single. What is paid attention to is the cultivation of talents in a single subject field, and the trained students have a poor ability to adapt to new things and new roles, which cannot meet the needs of the society for compound talents in the new period. This training mode in a certain period of time in the construction of various undertakings in China to cultivate a large number of talents. But in the current period, its disadvantages are being increasingly reflected.

## 1.2. Single Teaching Method, Lack of Professional Ability Practice and Social Practice

Universities is not only a place for students to learn scientific and cultural knowledge, but also a broad stage for them to cultivate their comprehensive ability, show their talents and tap their own potential. The traditional education mode of domestic universities often only pays attention to the teaching of students' theoretical knowledge, and ignores the cultivation of their practical ability.

On the one hand, the mechanism of domestic universities to cultivate students' practical ability is not perfect. The existing talent training mode in colleges and universities attaches great importance to the theoretical education of students, but the practical ability training is far from reaching the needs of today's social development. The practical opportunities available to students in universities mainly include participating in the student union, community activities, work-study programs, course experiments, social practice, etc. These ways seem very sufficient, but in fact, not a perfect practical ability training system is formed.

On the other hand, there are too few off-school internship opportunities available for students. In the face of the increasingly severe employment environment, many college students choose to contact the society as soon as possible, looking for internship opportunities. Now a lot of units of choose and employ persons require applicants to have certain work experience, practical work as soon as possible, more capital for some job hunting. However, it is not easy for college students to find suitable internship opportunities. China's internship mechanism for college students is not perfect, and the government, universities and enterprises can provide effective internship positions for students are limited.

## 1.3. The Training Mode is Single, Ignoring the Cultivation of Students' Innovation Ability

Innovation ability reflects a person's ability to think creatively and discover new things and new theories. It refers to the ability to create new ideas and new ideas and new methods in production and life practice by using existing knowledge and theories. Innovation ability is the spiritual source of the progress of a country and a nation, as well as the core force of enterprise and individual development.

It plays a very important role in cultivating the innovation ability of college students: 1. With the rapid development of science and technology in the world today, the competitiveness of individuals and enterprises will be more and more reflected in their innovation ability. Second, the future trend of economic and social development determines the importance of colleges and universities for the cultivation of college students' innovation ability. Economic and social development has gradually changed from resource-intensive to human resource-intensive and even intensive scientific and technological forces, and the requirements for people's innovation ability are increasingly improved. Third, the country's medium-and long-term development goals determine the importance of youth's innovation ability. In accordance with China's development goals and plans for economic and social construction, China will catch up with or surpass most developed countries in the world around 2050 and make a big leap forward in both material and spiritual progress. The realization of this development goal greatly requires the innovative spirit of the nation and the broad majority of the people.

However, the traditional training mode of higher education in China has a relatively weak effect on cultivating students' innovation ability. Under the highly centralized school-running system of "national centralized plan and direct government management", the unified training goals of colleges and universities have also gave birth to almost consistent training opportunities, and further formed a unified evaluation standard and training mode. Under this training mode, it is easy for students to produce the phenomenon of "one thousand people", and focuses on the students' low creativity and lack of innovation ability.

#### **1.4. School Education is Disconnect with Social Needs**

In recent years, with the change of social and economic structure, China's economic development model and social life have undergone great changes. Social demand for human resources has also changed dramatically. However, the discipline setting and student training program in Chinese universities basically continue the model of the old economic era, and the change only stays on the transformation of the teaching mode. The training concept and training mode cannot be changed with the development of economy and society, and it is difficult for the trained talents to fully meet the needs of the society. This is particularly evident in some emerging industries, such as network management, animation design, game design, and cultural industry management. Institutions of higher learning can see the employment prospects of emerging industries, and thus purposefully set up some relevant majors. However, its training model can not be reformed according to the special needs of human resources in emerging industries. Finally, the "professional students" are not "professional".

Take the cultural and creative industry as an example, most of the employees in this field come from media, art and design, management and other majors. Most of the students trained in these majors in colleges and universities are only familiar with the relevant knowledge of their own major. After entering the field of cultural and creative industry, they can not really meet the talent needs of enterprises, but can not have better development.

## **2. Viable Strategy to Build the Talent Training Mode of Cultural and Creative Industries in Universities**

After a comprehensive analysis of the industrialization characteristics of the cultural and creative industry and its special demand for human resources, combined with the basic concept of the training of talents in college cultural and creative industries, the construction of the training mode can roughly put forward the following basic strategies.

### **2.1. Integration of Relevant Professional Resources in Universities to Cultivate Cultural and Creative Industry Departments**

In order to meet the needs of operation, management and marketing in various fields of cultural and creative industry, colleges and universities, for the training of cultural and creative industry talents, can make use of the school resources to set up some comprehensive cultural and creative industry related majors, so as to cultivate compound talents who meet the needs of cultural and creative industry. Cultural and creative industry involves many fields and industries. In order to make the cultivation of a certain pertinence, relevant research directions can be opened under the cultural and creative industry major, so as to strengthen the theoretical education in a certain field, so as to reflect the professionalism of education. In addition, relying on the existing educational resources, other categories of courses can also be added to complete the improvement of the teaching model with incremental development.

### **2.2. Improve the Teaching Mode and Evaluation Mechanism, and Strengthen Students' Creative Ability and Innovation Consciousness**

The development of the cultural and creative industry is based on the people's "creativity", which requires the employees to have a very strong creative ability and innovation consciousness. For the training of talents in cultural and creative industries, colleges and universities should teach students in accordance with their aptitude, and strengthen students' creative ability and innovation consciousness by building a more reasonable curriculum system, improving teaching methods and examination methods.

### **2.2.1. Respect Students 'Personality Development and Develop Students' Creative Thinking**

Each student has his own unique way of thinking and personality characteristics. Schools should treat every student as a subject of creative creativity rather than a container of knowledge. Personality differences of students should be paid attention to, teachers should teach students in accordance with their aptitude, pay attention to respect their personality development according to their different characteristics. If the management of the students is too rigid, and the knowledge indoctrination is too single, it will constantly kill the students' creativity and innovation spirit, which is fatal to the students in the related majors in the cultural and creative industry.

### **2.2.2. Enrich the Curriculum System and Open Special Innovative Courses**

Creative ability and innovative thinking come from solid professional basic knowledge and good thinking quality. It is not enough for students to only have professional knowledge. Some innovative courses should be set up to exercise students' innovative thinking quality. It can help students to analyze and find ways to exercise their creative thinking from the perspective of psychology, thinking science, or methodology. Specialized innovative courses will provide students with a richer curriculum system for majors related to the cultural and creative industry, and improve their knowledge structure and thinking structure.

### **2.3. Improve Students 'Practice and Practice Mechanism, and Improve Students' Industrialization Ability**

The realization of the commodity value of creative products needs to be completed through the development and promotion of their intellectual property rights. This puts forward higher requirements for the industrialization ability of cultural and creative industry practitioners. For the cultivation of cultural and creative industry talents, colleges and universities should improve students' industrial development ability to develop creative products by enriching teaching means, increasing practical courses, improving the internship mechanism and other means.

### **2.4. Expand the Construction of Cultural and Creative Industry Research Bases in Key Universities, and Develop Them into Industrial Leaders**

The cultural and creative industry research base of colleges and universities can well integrate resource advantages, expand educational channels, and provide students with more convenient learning conditions and richer rich research means, so that students can have the opportunity to improve their innovation ability and research ability in practice. Cultural industry research bases or creative colleges of Communication University of China, Tsinghua University, Peking University and other universities have basically taken shape and have a good development trend. Relying on the teachers and scientific research advantages of universities, this cultural and creative industry research base has contacted and cooperated with local cultural and creative enterprises, and has also made certain achievements in scientific research and training of students. Its successful experience should be followed by and learned from by many other key universities, so as to breed more cultural and creative industry research bases and lead the reform of the talent training mode in the cultural and creative industry in Chinese universities.

## **3. Summary**

Colleges and universities have innate resource advantages in the talent training of cultural and creative industry. However, the current professional talent training mode centered on the traditional discipline classification in Chinese colleges and universities is not enough to meet the special needs of human resources in the cultural and creative industry. Colleges and

universities attach great importance to the cultivation of students' creative ability and industrialization ability, and complete it through the reintegration of their superior educational resources, the cultivation of cultural and creative industry departments, the improvement of teaching methods and student evaluation mechanism, and the guarantee of faculty strength and resource investment.

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