

# Analysis of the Difficulties and Outlets of Art Management Research from the Perspective of Art Theory

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## Abstract

With the development of the times. China began to attach importance to art as an independent discipline, so the positioning of art theory has become a common topic. In the field of art, art management has its own uniqueness. In the process of implementation, there are many problems. Therefore, it is necessary to understand the current situation of art discipline management in China and put forward solutions, which will help guide the development of art management discipline and provide a good reference scheme.

## Keywords

Art Theory; Art Management; Dilemma; Outlet.

## 1. Introduction

However, with the continuous reform of education in China, quality education has become the theme of today's education. Therefore, art education has also attracted attention. The subject orientation of art theory is one of the main topics in art education at present. In the field of art, the discipline of art management is very unique, which belongs to both art and management. In the specific implementation process, there are still many problems, so it is difficult to form an effective strategy in the process of cultivating art management talents. From the perspective of art theory, this paper discusses the problems existing in management and analyzes them, so as to provide reference for modern art management.

## 2. The Current Situation of the Discipline Setting and Management of Art Theory

Art theory belongs to the management category of art discipline. The purpose of art management is to study art theory, understand the development history of art, and make some comments. After art management is set as an independent discipline, some scholars think that art theory should be studied from the aspects of art judgment, art theory and art creation. From the current research process, we find that in the research process, the research objectives are not clear, and the directivity is poor compared with other art disciplines. Therefore, it is necessary to comprehensively consider the discipline characteristics of art management, not only pay attention to the traditional art theory, but also pay attention to the individuality of art itself. When setting up courses in colleges and universities, we should not only pay attention to theoretical research, but also pay attention to content research.

## 3. The Problems Existing in the Discipline of Art Management Research

(1) The subject ownership of art management research

In the process of research, the management of art books is brought into the scope of cultural co-ordination, which has a certain public welfare nature. In the professional catalogue, although the concept of cultural and artistic undertaking management is also put forward, there is no

special cultural management. There is no higher-level two disciplines, so there are still problems in its attribution. In the process of studying art management, the education department takes public management as a first-class discipline, so how to treat art management courses in art schools is one of the difficult problems faced at present. Art management is an important form of art managers and a major measure in management, which belongs to art jurisdiction. The essence of art management lies in finding and understanding problems. At present, some scholars disapprove of this division system, and think that art management belongs to management and applies management to art system. Art management not only has the attribute of art, but also manages it for the sake of art, and its content is mainly aimed at the related elements in art. However, it needs to be managed, which belongs to the management discipline. This dilemma leads to the difficulty in determining the ownership of its discipline. In the process of management, it is inconclusive to use art-related methods and management-related methods. It is necessary to integrate relevant measures in the teaching process to improve the efficiency of art management. From the perspective of art, we pay more attention to art itself, while ignoring the related elements of management. Let art management carry out practically, and make progress in art through management.

#### (2) The object of study

When discussing the concept of art management, we need to make clear the research object. In the process of research, what contents are included and worth studying is a problem that needs to be considered. On the basis of these contents, this paper puts forward new solutions and forms research methods covering ideas. For some scholars, in the process of research, they think that artistic activities or art itself belong to research activities. Therefore, the research focuses on the art field. And think that art management rules and activities also belong to the category of management, and think that art organizations and activities should also be included in it. Through the above summary, we can find that in the process of management, we can't think of art management unilaterally. If we take art management activities as the object, we will find that the whole research process is very abstract and it is difficult to form an independent research method.

In the process of dividing art into independent disciplines and cultivating art, there are also many problems that cannot be solved in a short time. Because art enrollment is very broad, students' qualities are different. Sometimes students' own ability is lacking, so after turning art into an independent discipline, rethinking and reconfiguring the teaching system can adapt to today's students' development. In the process of research object and subject attribution, the management focuses on talents and needs theory as the basis. We should constantly optimize the selection of students, curriculum and teaching content. At present, art management teachers in most colleges and universities come from other disciplines, and there are many majors in literature and history and philosophy. Teachers' backgrounds are very complicated and different from each other. Art management is very practical and theoretical, so it has higher requirements for people. In the process of cultivation, we should start from the following aspects. The first is the issue of dignity. For students, the requirements are more outstanding and have a more interdisciplinary background. Second, in the process of curriculum setting, it is necessary to further explore, make the curriculum further integrated, and form a perfect teaching system in teaching. The third is to provide optimal allocation of educational resources. After upgrading art, the teaching requirements are higher and more support is given.

## 4. The Strategy of Art Management Research

#### (1) The essence of art management research

Art management takes art as the starting point and also takes art as the falling point. In the whole process, art should be regarded as one of the important branches of management. For

researchers, they should not pay all their attention to art itself, but take a longer-term view. Within the scope of art, through exploration, a positive way is formed. In the process of research, find the essence of the problem. From the perspective of art production, let art management penetrate into the process of art production and apply it effectively. By understanding the internal laws of art management, we can find stronger external constraints. Especially when it comes to related moral issues, avoid ideological influence. You can't live in class. Although we use management-related theories, we should also understand that art has its own uniqueness, and we can't bring a set of management methods into the process of art management.

### (2) The task of art management research

The study of art management lies in describing its subject and individual, so as to discover the essence and law of art management. At present, the theoretical research on art management is still relatively short, which is mainly reflected in the artistic conception. It is necessary to play an artistic role, standardize the artistic communication channels and form an optimized market and specialty. To some extent, talents can improve the overall efficiency and have the same thinking. In the context of modern culture, art industry management and cultural industry management are different from each other. Although they all emphasize economic attributes, they will be different, mainly reflected in social effects. When describing cultural theory management and cultural management, we should start from the policy aspect, form a strict analysis, and deeply analyze the art management mode. In the process of art management, do a good job of analysis, understand its theoretical framework and do a good job of internal work. Especially at the present stage, there are many research directions of art management. For example, some disciplines of art management history are biased towards science, and some disciplines of art communication are biased towards characteristics. Therefore, it is necessary to comprehensively sort out and understand the art management system. It is worth mentioning that the current art management proficiency is lacking, and the connotation of art management is insufficient. After upgrading art to an independent discipline, it faces new difficulties. Art management is an interdisciplinary subject, which pays more attention to management process and makes sociology as the condition of discipline expansion, which is conducive to all-round development and avoids uncontrolled discipline expansion.

### (3) The talent training strategy

In the process of cultivating talents, we should pay attention to the choice of talents. First, improve the entry threshold of art disciplines. The first point is to form the consciousness of the discipline. For the research object, richer training is conducive to the formation of more scientific discipline construction, thesis selection and so on. The second is to increase investment in teachers, form good students and avoid the lack of students' quality.

## 5. Conclusion

With the development of the times, China's cultural industry has begun to flourish. At present, many colleges and universities have begun to attach importance to cultural development and art disciplines, and set up art management. However, in the process of art management, the time is short and the foundation is weak, which makes it difficult to match with social development. Therefore, it is necessary to understand the convergence point between art management and the development of the times, highlight the artistry and management function of art management, cultivate high-quality interdisciplinary talents, enhance students' comprehensive ability, meet the actual needs of the country, and make the art industry prosper and develop. Through the role of talents, lay the foundation for the whole industry, and avoid the decline of the level of the industry due to the lack of talents.

## References

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