

## Research on the Model of Production, Learning and Research Training for Film and Television Art Applied Talents

Wenhao Wang<sup>1</sup>, Xin Huang<sup>2</sup>

<sup>1</sup>College of Humanities & Sciences of Northeast Normal University, Changchun, Jilin Province, China

<sup>2</sup>Jilin Normal University, Siping, Jilin Province, China

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**Abstract:** The film and television art profession is highly integrated and requires to students creativity and practical ability. Therefore, in the process of teaching, the model of production, study and research personnel training will be adopted. Especially in the contemporary era, the media has shown an explosive development trend. Therefore, the talent cultivation of film and television art should conform to the needs of the market and improve the quality of personnel training. Based on this, starting from the role of the production and research talents training mode in the college film and television art major, it first analyzes the problems existing in the production, to study and research of the film and television art majors in China's colleges and universities. Then it studies the development ideas of the production, education and research in the film and television art of Chinese universities, to provide a certain reference for the improvement of talents training in film and television art.

### 1. Introduction

Cooperative education of production, education and research is a kind of cooperative education based on quality education. It focuses on cultivating students' comprehensive quality, comprehensive application ability and employment competitiveness, making full use of schools, enterprises and research institutes. The educational environment and educational resources will give full play to their respective advantages in personnel training, and integrate the school education based on classroom teaching knowledge with the production and scientific research practices that directly acquire practical experience and practical ability [1].

The integration of industry, university and research is not a new concept. Friedrich Teman, the head of the engineering department at Stanford University and the dean of the School of Engineering, the father of Silicon Valley, created its earliest prototype in the 1950s. The Silicon Valley model, he first proposed that the academic community and the wealth community should form a partnership. The connotation of the integration of production, education and research usually has two dimensions of broad and narrow sense. The integration of industry, academia and research in a narrow sense usually refers to the substantive organic formation formed by enterprises, universities and research institutes in order to achieve the same goal. A new organization is independent of the three aspects of "production, learning and research" and integrates the functions of the three parties. Institutions; the "integration of production, education and research" in a broad dimension is more extensive in extension [1]. It refers to the virtual organizational model formed by industrial linkages. At present, a considerable number of science and engineering colleges in China have achieved remarkable results in the integration of production, education and research. However, in the field of film and television art, the process of integration of production, education and research has lagged behind.

### 2. The role of production, study and research personnel training mode in college film and television art major

In the 1980s, colleges and universities in China carried out the practice of collaborative teaching. They have accumulated rich experience so far, and they have proposed the 2011 plan to improve the innovation ability of college students. Especially for the film and television art major, the

comprehensiveness of the discipline is strong, and students need to coordinate various internal and external factors to comprehensively display the artistic characteristics. Therefore, the significance of production, education and research is self-evident, it can make students' works express more rich connotations, and effectively improve the quality of film and television art professional training. The cultivation of production, study and research talents in art majors is mainly the cooperation between universities and film and television departments [1]. On the one hand, the school uses the film and television department to provide students with a practical platform. On the other hand, the film and television department also uses college students to improve their own development. Mutual benefit and win-win measures. Students in colleges and universities of film and television art need to test their own learning through the practice platform, and at the same time accumulate experience in practice. In the mode of production, study and research, students can better understand the needs of the society and benefit the employment of students.

### **3. The dilemma of the integration of industry, education and research in film and TV art in colleges and universities**

Compared with the traditional liberal arts and sciences, the integration of production, education and research in film and television art is relatively lagging behind, which is determined by the characteristics of film and television art. In colleges and universities, the integration of production, education and research in the film and television art category is usually subject to the following three aspects:

#### **3.1 The coordination of interests between different subjects is difficult.**

The first problem brought about by the integration of industry, academia and research is that the enterprises, universities and research institutes are essentially independent institutions. Although they are united for a consistent goal, in the final analysis, the ultimate goal between different organizations is not it may be completely consistent - the ultimate goal of the company is to win market competition. The ultimate goal of the university is talent cultivation, and the ultimate goal of the research institute is to develop advanced concepts and technologies [2]. In the process of film and television creation, behind this "integration", there are hidden conflicts and entanglements in the interests of all parties.

#### **3.2 The high investment and high risk of film and television creation are not conducive to the participation of colleges and universities.**

Film and television creation is a high-input, high-return, high-risk artistic creation activity. This mode of operation is somewhat contradictory to the teaching of colleges and universities in the traditional sense. On the one hand, colleges and universities should not invest too much in market behaviors accompanied by huge risks; on the other hand, the faculty members of colleges and universities usually only have high-quality artistic creation talents, but the market talents who are familiar with film and television operations are generally lacking [2]. This also makes colleges and universities have many concerns when working with first-line film and television companies. From the standpoint of film and television creators, the integration of production, education and research with colleges and universities has contradictions that are difficult to alleviate at the operational level - the contradiction between the uncertainty of film and television creation and the standardized teaching order in colleges and universities.

#### **3.3 The contradiction between the uncertainty of film and television creation and the standardized teaching order in colleges and universities.**

The standardized teaching system of colleges and universities determines the training mode of students. Despite the fact that in recent years, the teaching curriculum of colleges and universities has been improving the proportion of courses such as "experimental classes" and "practical courses" [3]. However, the coherence and uncertainty of film and television creation make it impossible to integrate well with a certain course. Therefore, even if some colleges and universities have the opportunity to cooperate with the first-line enterprises of film and television creation, students have to

face the embarrassment of “learning classes” once they participate in “internships”.

For teachers, the assessment and evaluation mechanism of colleges and universities is also not conducive to guiding teachers to the integrated teaching of production, education and research. The assessment indicators of colleges and universities are mainly focused on the consideration of scientific research data. These indicators have little to do with the integration of production, education and research.

#### **4. The status quo of production, teaching and research cultivation of Chinese film and television art majors**

Combined with the specific situation of film and television art majors in Chinese universities, the problems in the training of production, study and research personnel are mainly reflected as follows.

##### **4.1 Collaborative training between universities and film and television departments is inefficient.**

At present, the collaborative training of colleges and universities in China is mainly based on short-term cooperation, and it is impossible to achieve effective resource pooling, so there is a lack of vitality in talent training. The advantage of production, education and research is to use the platform of modern information technology to communicate with the main body of innovation and cultivate innovative ability through diversified exchanges. However, the current collaborative training between universities and film and television departments has become more and more formal, and has not established a resource production and research mechanism, which not only affects the quality of production, education and research, but also affects the overall operation of the film industry [3].

##### **4.2 The joint mechanism between universities has not yet been formed.**

Colleges and universities bear the responsibility of cultivating talents for the motherland. Universities should not be competitive. However, colleges and universities do not recognize this problem. The cooperation system for sharing scientific and technological achievements is not well established. Some technology transfer still exists [4]. Larger obstacles. In particular, the regulatory mechanism is not perfect, and there is less cooperation and exchange between universities. This aspect has affected the overall improvement of the teaching team, and on the other hand has caused the waste of scientific and technological resources. In essence, this is the inaccuracy of the university's own positioning, and the lack of a joint mechanism of production, education and research. In the process of collaborative training, the lack of cooperation between resources and talents, such as the lower level of cooperation, has greatly reduced the effectiveness of the training of production, education and research personnel.

##### **4.3 The synergy between Chinese universities and foreign countries is very limited.**

The cultivation of production, study and research personnel has broken the geographical restrictions and maximized the use of resources. This is also the key to the quality assurance of its personnel training. However, from the current situation in China, due to the influence of social system and culture, the cooperation between Chinese universities and foreign universities is very limited, and cooperation with foreign film and television bases is less, mostly academic visits and personnel exchanges. To the synergy talent training should have the effect [5]. At present, the process of globalization is accelerating, and there is still a certain gap between China and Western developed countries in film and television art. If we cannot carry out in-depth training of industry, university and research talents in the world, it may further expand the relationship between Chinese universities and foreign universities.

## **5. Development thoughts of production, teaching and research cultivation in film and TV art**

### **5.1 The government guides the establishment of a training mechanism for production, study and research personnel.**

Due to the short development time, the system of production, education and research in China's film and television art is still not perfect. Most of the cooperation still stays at a relatively superficial level. Therefore, it is necessary to give full play to the role of the government and establish a cooperation system between universities and film and television units. At the same time, it is necessary to break the boundaries of the teaching staff between universities, so that excellent teachers can flow teaching, which is the key to improving the quality of personnel training. The internship equipment and film materials of film and television art in China's colleges and universities are not the same. The famous universities include Xi'an Music University, Wuhan Conservatory of Music, Beijing Film Academy, Communication University of China and Central Conservatory of Music. Different schools have their own areas of expertise. . Therefore, Chinese universities should cooperate closely with the government under the guidance of the government, invite famous teachers to explain the knowledge, and send students to the external school for study. Only in this way, that can effect production, education and research be maximized. The training of production, study and research personnel must break through the obstacles of thinking, establish a general view of talent cultivation, and abandon the traditional teaching thinking, to make full use of the film and television art resources [5]. In addition to the government, the associations related to film and television art can also play a role in the formation of a unified resource allocation within the industry, based on long-term development of the training of college film and television art professionals, edifying students in the social media environment, completing student synthesis, The quality is improved.

### **5.2 The training mode of production, study and research personnel with both internal and external considerations.**

The cultivation of production, study and research talents can be divided into internal production and research and external production and research. The internal refers to the improvement of the teaching system of the film and television art in colleges and universities, the reform of the teaching concept, the boundary between disciplines, and the breakthrough of internal production and research. For film and television art majors, planning, preparation, performance, filming, packaging, marketing, etc. are all important contents, and it is necessary to work together in multiple disciplines [6]. Therefore, it is necessary to carry out all-round resource allocation and build a platform for communication and sharing. This is the basis for the cultivation of talents. The external industry-university research and development is a collaborative talent training with other universities and film and television units. Based on this, it is possible to deepen the mechanism of cooperation and realize technology sharing within the industry, and it cannot be confined to China. It is better to cooperate with foreign countries and learn advanced. Technology and experience to bring talents to the international advanced level is the key to improving the quality of personnel training [6].

### **5.3 Leading innovation through mechanism reform.**

The cultivation of production, study and research talents in film and television art needs to be combined with the resources of universities, research institutes, government and film and television units [7]. The resources of coordination mainly include capital, infrastructure, technology, knowledge, information and policies, so we must build in the process of cooperation. Improve the system, unify resources, and manage efficiently. The traditional mechanism needs to carry out reforms, carry out innovative evaluations through scientific methods, and open international exchanges to create a better environment for the training of production, education and research personnel. Of course, the improvement of the mechanism requires a certain amount of time. This requires the university to constantly summarize the problems in the process of practice, and dare to try boldly. This is the key to realizing the cultivation of production, study and research talents in film and television art. The development mode of production, research and research personnel in China is still relatively short, so

many systems still have problems, and universities are still improving and perfecting in exploration [7]. Therefore, at this time, we must give full play to the role of the government in coordinating, using the model of both internal and external considerations to improve the training model of production, education and research personnel. At the same time, carry out the reform of the mechanism, to improve the quality of the production of academics and research talents in China's colleges and universities. In cooperation with foreign universities and foreign film and television units, colleges and universities must break through the traditional restrictions and actively communicate [6]. Through the integration with the international, the quality of talent training in colleges and universities film and television art has been significantly improved. At the same time, it also helps to improve the education system of colleges and universities, and promotes the development of China's film and television industry with high-quality talents.

## 6. Summary

The training model of industry, university and research personnel has a positive significance for the improvement of the university education system. It can integrate high-quality resources, let students enjoy the cutting-edge technology, and set up a practical platform, which enables students to better apply the theory to practice. This is especially true for the film and television art profession, because the profession is more comprehensive, and the resources required are complex, which has high requirements for students' comprehensive ability. Therefore, in the cultivation of production, study and research personnel, we must better allocate the teaching strength and teaching resources. However, from the current situation in China, the film and television art profession still has the problems of low synergy between universities and film and television departments, the formation of joint mechanisms between universities, and the limited cooperation between Chinese universities and foreign countries. This not only affects China's film and television. The cultivation of artistic talents is also not conducive to the long-term development of the film and television industry.

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