

Research on promoting the development and innovation of cultural industry in colleges and universities based on art management

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Abstract: With the rapid development of economy and the continuous improvement of scientific and technological level, people's lifestyle has also undergone certain changes, and the development of cultural industry has shown a vigorous trend and become one of China's important industries. Art management is one of the important production factors in the development of cultural industry. With the vigorous development of global culture and art, China's traditional art management obviously lags behind and can not meet the needs of the development of the times. Therefore, it is very important to strengthen the innovation of art management and ensure the sustainable development of cultural industry. Art management is a new discipline in China. In the process of continuous change of cultural system and mechanism, it is closely related to the development and innovation of art management in colleges and universities to cultivate management talents to meet the needs of China's cultural industry development. This paper mainly analyzes the role of art management in promoting the development and innovation of cultural industry in colleges and universities, and introduces the specific significance of art management in the development of cultural industry in colleges and universities, hoping to play some reference roles for related industries.

1. Introduction

Art management is an important driving force for the development of cultural industry. It plays an important guiding role in building a benign development cycle of cultural industry and realizing the iterative upgrading of cultural industry in Colleges and universities. With the continuous improvement of China's national economic level, the cultural industry has entered a period of prosperity and development, but the problems brought by its rapid development, such as unstable industrial system and weak ability to deal with market risks, hinder the development of the cultural industry. To achieve better development, we also need to strengthen the management of culture and art. Strengthening art management in the development is the key to the innovation of cultural industry. Art management is not only conducive to improving the production efficiency of cultural industry producers, but also the appreciation level of cultural industry consumers. As the incubator of cultural industry management professionals, it is particularly important for colleges and universities to strengthen the construction of professional courses. At the same time, universities play a leading role in cultural guidance, cultural inheritance and cultural development. In the cultural era, it is necessary for colleges and universities to attach importance to and enhance the links of art management, so as to promote the rapid development of China's cultural industry.

Art management is a new subject in China, and it involves a wide range of fields, including art and management, history and literature, economy and society and so on. For the cultivation of art management talents, first of all, we should focus on the major colleges and universities across the country. Facing the needs of the market, we should strengthen the innovation of art management in Colleges and universities, pay attention to students' artistic literacy, and also pay attention to the cultivation of students' artistic skills. Creativity is not only the essence of cultural industry, but also the most critical factor in the development of cultural industry. At the present stage, although the cultural industry in colleges and universities in China is developing rapidly, its level of development is still low, which can't effectively meet people's spiritual needs. Besides, there is no specific market system for the cultural industry in our universities, so there will be some problems

in the specific development process. Strengthening the management of the cultural industry is of great significance to the development of the cultural industry. Therefore, we should pay more attention to the cultural industry, promote the sustainable development of cultural industry in colleges and universities, and ensure that cultural industry management can further promote the development of cultural industry in colleges and universities in China.

2. The importance of art management innovation in the development of cultural industry in Colleges and Universities

Art management is mainly based on modern management concepts, and on the basis of comprehensive understanding of art features, it implements management activities for art activities according to the demand of cultural market. Cultural industry is an important part of China's economic development, which is of great significance to China's economic development and can promote China's material, cultural and spiritual development. Under the market economy environment, in order to meet people's growing cultural needs, the cultural industry is becoming more and more prosperous, and the demand for art management talents in college cultural participation is also increasing day by day, especially for high-level talents from cultural industry management. At present, the shortage of cultural industry management talents has become the biggest bottleneck restricting the development of China's cultural industry. China urgently needs to strengthen the cultivation of talents in the cultural industry. Colleges and universities undertake the task of cultivating professional talents, but how to cultivate art management talents is to establish a systematic and effective discipline system for colleges and universities. Colleges and universities are duty bound to become a strong talent training base for the development of China's cultural industry.

Because the art management major has been in China for just over ten years, the discipline construction is weak. In today's era of rapid development of cultural industry, it is necessary to reorient the cultivation of art management professionals. The implementation of art management can supervise cultural products, standardize cultural industries and promote the better development of cultural industries. Colleges and universities need to pay attention to the management of art, which can promote the rapid development of cultural industry. Cultural industries stimulated by many factors may also have development deviations. At present, we vigorously advocate knowledge economy, pay attention to the combination of talent construction and talent training in colleges and universities, and strengthen the innovation of art management to promote the sound development of cultural industry in colleges and universities. There is still a lot of room for the development of China's cultural industry. The cultivation of art management talents also needs our continuous exploration and efforts. At the same time, the cultivation of talents in Colleges and universities should also meet the market demand and cultivate more compound talents who understand both art appreciation and management, marketing and capital operation, so as to promote the great development and prosperity of our socialist culture. Therefore, we should correctly recognize the necessity of art management for the development of cultural industry, based on the cultivation of cultural industry management talents in Colleges and universities in the new era, and optimize art management in a direction and purpose, so as to promote the sustainable development of cultural industry.

3. The artistic management function of industrial development

3.1. It is conducive to promoting the development of professionals in the cultural industry.

In order to realize the innovation of cultural industry, colleges and universities should deal with the relationship between buildings and masters, utility and practicality, extension and connotation, especially pay attention to the construction of connotation. Colleges and universities should use their main energy and limited funds to encourage cultural industry management talents, improve the academic environment and teachers' wages, further improve the innovation incentive mechanism

and strengthen the construction of innovation and entrepreneurship teachers. To strengthen art management and promote the development of social spiritual civilization, it is necessary to train professional talents, which are also the professional talents needed for the development of cultural industry. With the development of the Internet age, art management has been endowed with new connotations. Everything is constantly improved in the process of development. For art management learners, the construction of discipline theory system is the first step to learn clearly, and it also has certain guiding significance for practice. Cultural industry innovation in colleges and universities should not only respect academics, respect teachers, be fair and open, win through innovation and other factors that encourage and support people to carry out educational innovation, but also provide convenience, create opportunities, tolerate innovation failures and other factors for reformers and innovators. By using art management, all cultural and artistic talents can give full play to their own advantages, such as local TV stations holding projects suitable for local characteristics. This can not only improve people's love for their hometown, but also enrich people's amateur cultural life. While learning culture and art, they can also cultivate their own cultural sentiments, better meet the needs of talents in the field of art management, and better meet the requirements of national cultural strategy development, thus promoting the development of cultural industry. Therefore, art management optimizes the structure of professionals by establishing relevant responsibility mechanism and performance evaluation, and constantly improves the quality and level of professionals, thus providing power for the development of cultural industry.

3.2. Conducive to the role of the market

The market is not only the mirror of the development of cultural industry, but also the yardstick that can best reflect the development achievements of cultural industry. The development of cultural industry is very important to the development of national economy. In the face of the exchange and integration between different cultures, cultural industry has become an important factor to measure the country's comprehensive strength, which provides an unprecedented opportunity for the development of art management talents. Verifying the effect of art management through market regulation and demand satisfaction is an important way to promote the development of cultural industry. Pay attention to the combination of art management talent training and cultural market. For the development of cultural industry, we need professional cultural management talents. Art management can improve the communication validity of art production organizations. In the process of implementing art management, first of all, various new media forms should be used to strengthen the promotion of culture and art, stimulate the public's desire for art consumption, expand the supply of culture and art fields, enhance the consumption capacity of culture and art in colleges and universities, and promote the development of cultural industry. At the same time, the cultural industry in colleges and universities needs to continuously expand its own scale, analyze the art management in combination with the market situation, respect the cultural differences, clarify the advantages and disadvantages of development, and activate the market vitality more effectively. To enhance economic strength and market competitiveness, we should further expand foreign markets if conditions permit, so as to improve the international market competitiveness of the cultural industry and promote the rapid development of the overall cultural industry. Therefore, through art management, it can effectively strengthen the regulation of the operation order of the cultural industry market and enhance the stability of the cultural industry market.

4. Effective measure of art management to promote that development of cultural industry in colleges and university

Strengthen differentiated management. The differences and imbalances in the development of cultural industry make the development forms of culture and art in different regions and nationalities have diversified characteristics. The common development, collision and integration of folk culture and foreign culture, popular culture and elegant art play a certain role in promoting the development of regional and national characteristic culture. In the art management work of the new era, relevant personnel should avoid painting the ground as a prison and imprison the vision of

construction and development, but should further emancipate the mind, broaden the vision and base the art management work on the actual needs of the construction and development of cultural industry in Colleges and universities. Strengthen the construction of art campus environment in Colleges and universities and promote the construction of campus cultural industry. The of artistic environment is an important part of the harmonious campus cultural industry environment. At the same time, our country can make use of the experience of art management in western countries, give full play to the guiding value of culture, and provide favorable conditions for building a benign cultural industry development system. In addition, art management can be integrated with other forms of art education. Throughout the international community, both developed and developing countries pay great attention to the cultivation of talents in cultural industries.

Strengthen synergy with the government. In the process of cultural and artistic creation and industrial development, we should strengthen our vigilance against all kinds of bad cultural thoughts and the possible constraints of the market on the development of cultural industry, and adhere to the leading position of the party and the government in ideology. Colleges and universities in China should cultivate art management talents with strong innovation ability and high management level. As shown in Figure 1, colleges and universities should promote the reform of talent training mode by updating the concept of talent training, innovating the talent training mode, strengthening the construction of teaching staff and campus culture. The development of the times has created the endless new requirements of the public for cultural participation, and constantly spurred the innovative development of art management. Therefore, art management is bound to face a broader management field. Relevant managers should strengthen art management, not only in the development of traditional cultural industries, but also in the integration and development of various industries, so as to make the integration and development of industries present a richer aesthetic expression, broaden the time and space of industrial development, and promote the all-round development of cultural industries.

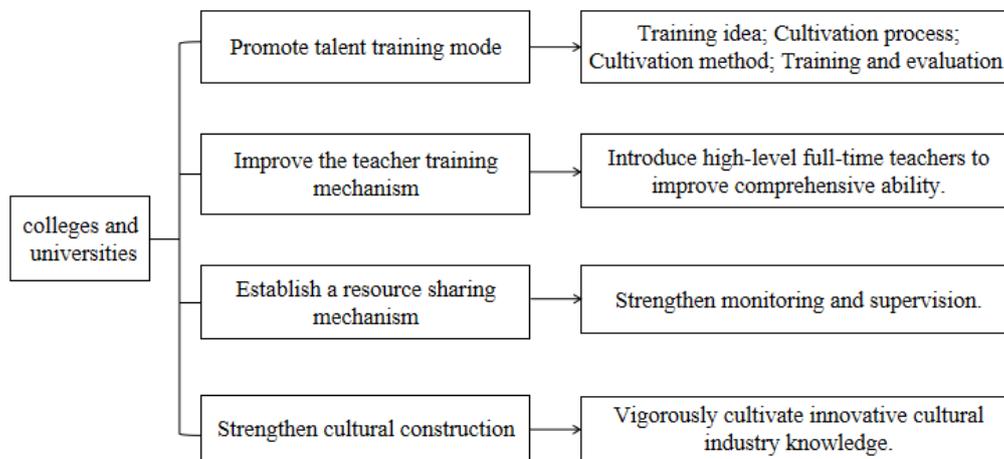


Figure 1 Promoting the cultivation of cultural industry management talents in Colleges and Universities

5. Conclusions

Culture and art management is an important basic guarantee to promote the healthy development of cultural industry. Therefore, in order to improve the cognition of art management and promote the development of cultural industry in Colleges and universities, all management institutions and colleges need to increase management investment, especially pay attention to the strength and level of art management, clarify the corresponding talent training standards, and promote the enrichment and development of cultural industry. Secondly, strengthening art management can promote the environmental construction of cultural industry in Colleges and universities, enrich campus cultural industry, promote the innovative and all-round development of cultural industry in Colleges and universities, and establish a good art management mechanism, which is conducive to the

construction of cultural industry in Colleges and universities. Therefore, the relevant departments of colleges and universities should strengthen the supervision and guidance of the cultural industry, adopt an effective art management mode, and improve and perfect the objective management system of the cultural industry suitable for the market economy, so as to improve the art management level, provide favorable conditions for realizing the development of the cultural industry, and further promote the development of the cultural industry.

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