

The Thinking of Cultivating Original "We Media" Platforms to Help the Interdisciplinary Talents of Traditional Handshows

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Abstract—traditional handicraft is not only a kind of culture, but also represents the style of a nation. This paper is a reflection on the cultivation of professional talents who can not only master original we media production, communication and operation, but also have a deep understanding of traditional technology. From the development present situation of traditional crafts in China, since the original media platform to help traditional crafts heritage original since the media development, cultivating talents for the ideas and measures, compound talents facing problems and the train of thought, through the practice research to build a compound talent cultivation system and other aspects are discussed.

Keywords—original we media, Traditional handicrafts, Interdisciplinary talents

I. INTRODUCTION

Due to the complexity of traditional handicraft, low economic benefit and no one to follow up, some skills are lost. In response, the outline of the 13th five-year plan for national economic and social development of the People's Republic of China proposes to "strengthen the protection and inheritance of intangible cultural heritage and revitalize traditional handicrafts". For carrying out the strategic deployment of the CPC central committee and the state council, the ministry of culture, the ministry of industry and information technology, ministry of finance formulated the "traditional Chinese handicraft revitalization plan", which proposed to broaden the traditional handicraft product promotion, display, sales channels, to encourage business website set up online sales platform, with relevant professional web site to help promote traditional arts and crafts products.

According to the statistical report on the development of China's Internet network, as of December 2014, the number of Chinese netizens reached 649 million, among which, the number of mobile phone netizens reached 557 million and the Internet penetration rate reached 47.9 percent. With the help of cloud computing, big data facilities and application software services, user equipment represented by intelligent terminals is becoming an important source of big data collection and an important interface provided by services.

II. DEVELOPMENT STATUS OF TRADITIONAL HANDICRAFTS IN CHINA

Traditional handicraft is not only a kind of culture, but also represents the style of a nation. Traditional handicraft in China is a typical representative of the eastern handicraft culture system. It represents and reflects the civilization degree of the whole Chinese nation in every period of history, and demonstrates the wisdom and level of the people. China used to be the country with the most developed handicraft in the world. From tang dynasty to the end of qing dynasty, China was the largest exporter of handicrafts in the world. However, with the high development of industrialization, the increasing pressure of people's survival and the accelerating pace of life, many traditional handicraft industries are facing difficulties in their protection due to small circulation, loss of inheritors and single consumption group, let alone the inheritance and development.

The cultural value of traditional handicraft has not been understood, absorbed and disseminated by the public. Commercial value is not valued, invested and developed by enterprises. The increasing cost of raw materials for traditional handicraft, long processing cycle, high labor cost and poor marketing, especially the low economic benefit, have affected the survival and living of traditional handicraft makers. To a large extent, these problems directly lead to the lack of successor of traditional handicraft.

If these practical and urgent problems cannot be solved, the inheritance and development of traditional handicraft will only become an empty slogan and cannot be truly implemented.

III. HOW DOES THE ORIGINAL "WE MEDIA" PLATFORM FACILITATE THE INHERITANCE AND DEVELOPMENT OF TRADITIONAL HANDICRAFTS

"Internet + traditional handicraft", such a collocation method not only conforms to the cross-border theory in the Internet thinking, but also is the only way for the transformation and upgrading of traditional handicraft industry. However, it is still necessary to make joint efforts on how to make traditional handicrafts develop innovatively and achieve greater economic benefits while maintaining their original taste and flavor. Practitioners should perfect the fine production of handicrafts in the spirit of "craftsman" and carry forward and innovate handicrafts. The government and followers provide the practitioners with ideas and operational modes, build platforms through original we media, and create a better environment for innovation and

development.

"We media", also known as "citizen media", refers to a way and instant communication method in which ordinary citizens or organizations can access the network in any way at any time and any place, connect with the global knowledge system through modern digital technology, and provide and share their real views, news and information. The methods of "we media" promotion include forwarding and original creation. Original "we media" is the source of the materials that are disseminated and need to be made up.

Many college students take we-media platform operation as the means to start their own business. They have a lot of practical experience, but they cannot choose high-quality and sustainable materials. However, traditional craft producers do not know about modern media and cannot make good use of this platform for promotion. The market needs talents who combine the two resources organically. At present, this kind of professional talent training, which can not only master original we-media production, communication and operation, but also deeply understand traditional technology, is basically a blank in domestic universities.

IV. THE TRAIN OF THOUGHT AND MEASURES OF ORIGINAL WE MEDIA COMPOSITE TALENT

Under the guidance of teachers, college students in related majors are trained to study with the theme of the promotion of traditional techniques, and use the we-media platform to make and promote the original production and operation of relevant materials. Cultivate innovative and entrepreneurial talents who attach great importance to cultural communication, are good at research and analysis, original materials, network promotion and communication, and business operation.

College teachers can use various platforms such as network and entity to change traditional closed teaching into open teaching oriented to project practice. To guide students to specific operation, is based on an actual case, choose a traditional craft makers, around the traditional arts and crafts features, production process, the producer for the promotion of brand promotion, so as the theme, related material production and the media platform promotion, in order to achieve a win-win situation: original from the makers of the media platform and traditional craft material provider to obtain economic benefits, and the traditional process and producer was effective to promote and develop.

By carrying out, adjusting and summarizing the actual operation process of specific examples on the network platform and offline, the actual experience of each link can be obtained, problems can be found and solved, ideas can be expanded, and students who participate in practice can be integrated with the society in advance through innovation and entrepreneurship in school.

The basic ideas and methods of training students are as follows:

1) the instructor guides the students to carry out case operation

With the studio as the carrier, the instructor should deliberately guide the students at the initial stage of practice, select appropriate traditional craft themes and relevant producers, and do a good job of communication and preparation in all aspects, so that the project can be carried out in a long term and smoothly.

2) through all-around experience, students can get rich practical experience

Through negotiation, communication, design and production, and user feedback during the project progress, the project team has been trained comprehensively, and the student team can get the organic blending between professional knowledge and social industry demand skills, so that they can get more practical experience while getting economic remuneration.

3) form a virtuous circle echelon training mode through the joint participation of high and low grades

The project is completed by senior and junior students, so as to form a virtuous cycle of echelon training mode, and enable students to conduct entrepreneurial practice activities in advance during school, which is conducive to the seamless connection of practical knowledge and skills with the social industry after graduation.

4) simulated the commercial operation process and managed the entrepreneurial team composed of experimental students

By simulating the commercial operation process, the project team enables students to participate in practical activities in a simulated business environment, which is conducive to the acquisition of entrepreneurial experience.

V. PROBLEMS FACED BY THE CULTIVATION OF INTERDISCIPLINARY TALENTS AND SOLUTIONS

In the process of cultivating complex talents of "we media", the following specific problems may be involved, which need to be considered in advance and the corresponding strategies should be well prepared:

1) whether it is possible to select appropriate traditional craft types and producers and, through communication and communication, can well meet the needs of various activities and provide materials during the study;

2) students participating in the practice can well complete the process of original material production, and solve technical problems such as text editing and material editing in the process of material acquisition and post-production;

3) in the promotion process of "we media" platform, whether the students participating in the practice can successfully solve the problems encountered in the promotion techniques and means involved and the management of maintenance in the later

stage;

4) management of student team members involves assignment of work tasks and implementation, cooperation and coordination among team members, and how to resolve conflicts;

5) how to solve the expenses involved in the research process;How to distribute the economic benefits reasonably.

Smooth social industry demand, the development of this subject is to cultivate students in the form of team cooperation, by selectively some insight into the development of traditional crafts, homemade related material, to carry out the original since the media operation, to improve students' interest in the traditional process, improve the practice ability of original since the media platform operation, promote the teaching work, improve the quality of teaching. It is mainly shown in the following aspects:

1) discover and solve problems through the cultivation of students' practical ability, and adjust teaching ideas according to the feedback of problems;

2) the project team members get inspiration in the process of guiding students to practice, so as to improve the teaching quality

3) through the practical research of this subject, improve and perfect the talent training program, and build a practical teaching system featuring innovation and entrepreneurship.

4) through the practice of this subject, this paper explores the gap between professional teaching and social needs in colleges and universities, promotes teachers to understand the cutting-edge knowledge of the industry, and is conducive to the update of classroom teaching content.

VI. ESTABLISH THE TRAINING SYSTEM OF INTERDISCIPLINARY TALENTS THROUGH PRACTICAL RESEARCH

University teachers through the concrete examples in the real operation process, network platform and offline training compound talents in the practice of entrepreneurship research, finally determine science talents training target, with creative and innovative as the basic connotation, course teaching and practice activities as the main carrier, an independent, complete creative entrepreneurial talent training system, improve and perfect the talent training scheme, building features innovative and entrepreneurial practice teaching system.At the same time, relevant theoretical and practical results are obtained to provide reference for colleges and universities with similar ideas, as well as case reference for talent cultivation to achieve the following goals:

1) select some specific traditional crafts and producers to carry out operation and promotion of original we media platforms and exercise their actual practice ability;

2) through the accumulation of experience, make use of the experience and skills mastered by the team with tacit cooperation to move towards social needs, conduct commercial targeted design and creation through customization or order acceptance, and conduct entrepreneurial practice;

3) complete the project through senior and junior students, so as to form a virtuous cycle of echelon training mode, and enable students to conduct entrepreneurial practice activities in advance during school, which is conducive to the seamless connection of practical knowledge and skills with the social industry after graduation.

In the process of carrying out the practice research, according to each student's own ability and interest, assist them to select the appropriate post target and carry out targeted learning and practice, guide students to grasp the market needs, and connect with the society in advance through innovation and entrepreneurship in school.

University teachers through teaching platform, train the inter-disciplinary talent of media operation innovation entrepreneurship practice research, finally determine science talents training target, with creative and innovative as the basic connotation, course teaching and practice activities as the main carrier, an independent, complete art creative entrepreneurial talent cultivation system, relying on entrepreneurial small and medium-sized enterprises in the province, improve and perfect the talent training scheme, building features innovative and entrepreneurial practice teaching system.

VII. CONCLUSION

At present, China's Internet industry has a considerable scale and permeates into all walks of life.Make use of the characteristic of Internet to do traditional industry, can have explosive growth.The traditional handicraft industry is still in a very backward situation in terms of information and ideas, which makes the survival and inheritance of many practitioners in a worrying situation, and many skills have no successor. This needs to change.

The advocacy of "Internet + traditional handicraft" and national "craftsman spirit" provides a good opportunity.The promotion and operation of the traditional handicraft industry by using the Internet through original we media have two sides. Although it is widely spread and influential, it is easy for people to get lost in the drive of short-term interests.Therefore, it is the original intention of "touching the net" to grasp the scale of "touching the net", maintain the true nature of traditional handicraft and the essence of national culture, and let more people know the original beauty of traditional crafts.

Through the integration of various resources in the research process, a platform is built for the traditional handicraft

industry and a good environment for innovation and development is created. The research results will provide innovative development ideas and operational models for traditional handicraft practitioners. Propagating and displaying the cultural heritage and technological value of traditional handicrafts to promote excellent craftsmen from behind the scenes to the front; Promote excellent handicrafts to face the market flow, and generate economic and social value; It enables traditional handicraft artistes and handicrafts to cross the offline regional restrictions, board the Internet express for the whole country and even the whole world, to quickly spread and display, and promote the smooth marketing of excellent traditional handicrafts across regions.

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