

## **Paths to Cultivate Management Talents in Cultural Industry**

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**Abstract:** This paper analyzes the necessity of talent cultivation in cultural industry from the perspective of cultural industry itself, policy, market demand and world development. Besides, it describes existing problems and corresponding cultivation paths.

### **1. Introduction**

Cultural industry, with bright development prospect, has invaluable development in the future. However, at present, there is a lack of management talents inside cultural industry. Therefore, this paper describes the necessity of talent cultivation and corresponding cultivation paths.

### **2. The Necessity of Cultivating Management Talents in Cultural Industry**

In terms of cultural industry itself, the cultivation of management talents is the basis and dynamics for its development, and an indispensable factor in its development. Currently, the development of cultural industry is relatively immature, however, it is undeniable that it has wide development prospect, even praised as the golden industry in the new era. Whereas, no matter how high people expect its future, and what degree it can grow to, undoubtedly, there are many deficiencies in the development. The most visualized manifestation is the shortage of management talents. In fact, not just cultural industry, for each industry in growth, if want to obtain great development, it has to continue to exist. Thus the support of management talents is indispensable. With sufficient supply of talents, the vitality of this industry can be guaranteed. Otherwise, lacking the force of talents, it cannot move forward, no matter how bright its future development is, how many policy the nation provides, and how much efforts the personnel make. Thus, it is necessary to cultivate management talents.

Starting from the perspective of policy, it is not difficult to see from various items of regulations issued in recent years, that the nation supports the growth of cultural industry. What's more, these policies and regulations all encourage its development and the cultivation of talents. Therefore, strengthening the training of management talents in this industry responds to the policy. In addition to direct incentive policies issued by the nation to promote the cultivation of talents, more importantly, in general policy guideline, the state also promotes the development of cultural industry. Under the correct leadership of Party and leaders, China has obtained great changes in economic aspect, which is inspiring. At the same time, with the deepening development, in addition to economic growth in general sense, China begins to pay attention to cultural soft power and the transformation in economy, which requires the support of talents. Therefore, the training of management talents in cultural industry is not just a response to multiple incentive policies, but a response to policy guidelines in general aspect to promote the economic transformation.

Based on the aspect of world, the development of cultural industry is a trend. There are different names to call this industry and various definitions and contents, however, its essential content is basically similar. At present, its development in European and American countries is superior to China. Therefore, in order to respond to the worldwide trend and not to lag behind the world, it is necessary for China to strengthen the cultivation of management talents.

### **3. Problems in Cultivating Management Talents**

#### **3.1 The imperfect cultivation system**

In current cultural industry, the subject of cultivation is mainly colleges and universities. Whereas, there are still certain problems in cultivation system, which are shown in three aspects. First of all, due to the short development history of cultural industry, the shortage of high-end talents and the nature of inter-discipline, the cultivation of management talents in cultural industry is not just the guidance in management, also instruction in culture targetedly. Traditionally, economic management and language culture are two different disciplines, with less cross points. In cultural industry, the cultivation of management talents not just involves these two subjects, also more subjects, which belong to different types traditionally. In this way, it means that it is essential to integrate these subjects, by virtue of sufficient teaching resources at the same time. However, at present, many colleges and universities lack teachers with comprehensive quality. What's worse, if effective communication about disciplines is absent between teachers, teaching will be more disordered, which is also one of the most visualized manifestations of imperfect management system.

Secondly, problems are also shown in the unreasonable curriculum setting. The unreasonableness is indicated in three circumstances. The first problem is the shortage of compatibility. The cultivation of management talents in cultural industry is inter-disciplinary, involving various courses, not limited by a certain traditional major, which means that it is necessary to combine different subjects in the setting of curriculum. Whereas, some colleges and universities fail to integrate all subjects, or limited by class hours, or impacted by the shortage of teachers. In this way, the personnel trained lack the knowledge in some aspects and ability. The second problem is the independent curriculum design. Specifically, when set the curriculum, colleges and universities integrate different subjects, however, they simply list those subjects, lacking the formation of relation and effective cooperation, so that each course is independent, or separated. And it is difficult for students to effectively integrate those subjects by their efforts, which is not conducive to the cultivation of talents. The last problem is the proportion of curriculum design. In the setting of courses, each course type cannot be equally distributed, paying too much attention to certain course and ignoring certain course. For instance, the cultivation of management ability is probably stressed excessively in curriculum setting, and there is a lack in the cultivation of artistic atmosphere and humanistic ability. In this way, the quality of talented cultivated is not comprehensive.

Thirdly, the imperfect management system is shown in specific cultivation methods. In current training institutions, colleges and universities, the training is theoretical, failing to meet the development reality of cultural industry. Talents trained in this way would have single thinking model and could not adapt to cultural industry rapidly.

#### **3.2 The lack of uniform cultivation standard**

In addition to imperfect cultivation system, cultural industry also lacks unified cultivation standard, which is mainly shown in three aspects. The first manifestation is the disorder or non-uniform discipline positioning. It is known that talent cultivation in cultural industry is inter-disciplinary. Due to this characteristics, there is difference in its specific positioning in institutions, which causes the disorder positioning, not conducive to the talent cultivation in cultural industry. Secondly, there are many subjects of cultivating talents in cultural industry, including cultural industry itself, normal colleges and universities, and various training institutions in the society. The subject is still normal colleges and universities, however, other cultivation channels cannot be ignored. The cultivation from multiple subjects also leads to disordered standard, because definitions and requirements are different in different regions and different subjects, which inevitably causes different levels of cultivation. Various institutions design curriculum setting according to their opinions and practical simulation, which also causes the disordered standard. Finally, because of its imperfect development, there is not a detailed quality requirement for talents

inside this industry. And there is difference in internal rules when conduct cultural industry, which leads to difficulties in the cultivation direction and disorder in cultivation standard and the talent cultivation.

### **3.3 The shortage of collaborative cultivation ability**

The shortage of collaborative cultivation ability is mainly reflected in three perspectives. The first thing is the shortage of resources utilization. In fact, for talent cultivation in cultural industry, many resources are available for utilization, such as policy support from the nation, practical assistance from enterprises, the development of Internet media and entertainment industry and so on. However, the cultivation fails to fully utilize these resources. The second aspect is the lacking collaboration between subject units, such as colleges and enterprises, management behaviors of enterprises and social demand. As a matter of fact, for any one subject, the ultimate goal of talent cultivation is the same, not separated. Whereas, there is a shortage of cooperation. The third aspect is specific cultivation methods, or the cultivation of collaborative ability. In cultural industry, a qualified management person must be equipped with collaborative ability. However, for current education, there is a lack of education in this aspect.

## **4. Paths to Cultivate Management Talents**

### **4.1 To perfect cultivation system**

It is necessary to start from four aspects to perfect cultivation system. First of all, it is required to improve teacher resources and find teachers with comprehensive quality who can integrate all subjects. If really lacked, it is necessary for teachers of different majors to conduct effective communication and find common points in curriculum to promote the teaching quality. Secondly, curriculum setting shall be improved, by integrating knowledge of each subject required by talents in cultural industry, by coordinating different disciplines which cannot be completely separated and finding out relations to organically coordinate subjects and form a systematical and sound curriculum system, and by avoiding the excessive proportion of curriculum system to take students' acceptance and realistic teaching into account. Thirdly, cultivation methods also need to be improved by avoiding excessive stress in theoretical teaching and attach importance to practical demand of cultural industry. Finally, it is also required to improve teaching materials, which demands joint efforts from the personnel inside the industry to improve existing teaching materials and form more perfect teaching materials. It is also notable that it is essential to update the teaching materials and integrate the realistic circumstances of cultural industry to be truly combined together.

### **4.2 To establish a cultivation standard**

In order to establish a cultivation standard, firstly, discipline positioning shall be coordinated. Impacted by its nature, discipline positioning is still disorder. Thus, it is necessary to adjust it to form a uniform standard, by creating a new subject or integrating subjects based on original subjects, to lay a foundation for standard in industry. Secondly, it is required to coordinate various subjects involving talent cultivation to form uniform teaching methods, not separately. In fact, this is feasible, because the final talent cultivation goal of enterprise, curriculum institution in the society or normal colleges and universities is basically same, that is serve realistic cultural industry. Therefore, it is necessary to form effective communication to form uniform cultivation standard. Finally, it can be improved by enterprises' development. With a short development history, however, it will gradually form an industrial system with the passage of time and a cultivation standard, with a clearer requirement for the quality of talents.

### **4.3 To strengthen collaborative cultivation**

Firstly, various types of resources shall be fully utilized. The better resources are utilized, the better the cultivation effect will be. Specific available resources involved are described previously. Whereas, in specific utilization, talent cultivation shall consider the realistic circumstance. Secondly, cooperation between subject units shall be strengthened to build an effective collaborative platform

between colleges and enterprises. For example, college students can be arranged to visit and study in enterprises to have a better understanding of cultural industry. In short, the cooperation between subjects can be consolidated by various methods. With the communication between various subjects, the collaborative cultivation can be truly achieved. Finally, cultivation methods can be improved. It is necessary to stress the training of collaborative ability in curriculum setting and daily talent education.

## **5. Conclusion**

At present, the development of cultural industry is still in initial stage, however, it is believed that with the improvement of talent cultivation methods and continuous supply of talents of management and all aspects, cultural industry will achieve breakthroughs and move forward to promote China's economic transformation and improve China's comprehensive national strength.

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