"The Training of Internet Plus" under the Background of Innovative Entrepreneurial Talent Television Media

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Abstract. Innovation and entrepreneurship education is the focus of the current higher education reform. Deepening innovation and entrepreneurship education is a breakthrough for the reform of higher education and an important measure to promote higher and new levels of college students. The Internet has become an indispensable "member" in life. It is changing the transmission path and industry form of the film and television media, and it also has new requirements for the quality of film and television talents. In the Internet environment, the cultivation of film and television media talents should be based on the social development of profound changes in the concept of education, education content and teaching methods, optimize educational resources, reform teaching methods, attach importance to practical activities, improve service systems, and cultivate the needs of the Internet era Film and television media high-quality quality innovation and entrepreneurial talents.

Introduction

The "Internet +" action plan, which includes the Internet platform and information and communication technologies, integrates the Internet and various industries in the traditional industries to realize the transformation and optimization of the economic industrial structure, and injects new elements into the development of various industries new momentum. In order to develop the country, talent is fundamental, education is the foundation, and higher education in particular shoulders a sacred mission. How to cultivate high-quality and innovative talents is the focus of personnel training in colleges and universities today. The arrival of the "Internet Plus" era has brought about vast entrepreneurial space and job opportunities for computer practitioners. Therefore, in conjunction with the development needs of the "Internet+" industry, the cultivation of computer professional innovation and entrepreneurial talents focuses more on the technology between computers and other disciplines integration and use the Internet for promotion. From the topic of film and television content to the production and production methods, from the operation mode of the film and television industry to the management strategy, Internet factors are permeated everywhere. This article has conducted a comprehensive analysis of "Internet +" and film and television media, as well as innovation and entrepreneurship. What should we do? We also propose suggestions on how universities should do this, and hopefully they will help.

"Internet +" Changed the form of the Film and Television Media Industry, and Put Forward new Requirements for the Talents of Film and Television Talents.

Entrepreneurship education is not elite education, nor is it an emergency policy. Most of the disciplines and professions are born and evolved from the industrial revolution era. After entering the information age, the greatest characteristics are the high degree of uncertainty and huge amount of data. The essence of innovation and entrepreneurship education is to cultivate talents with the ability to adapt, respond to and innovate, which is to reshape the values of students.

Deep Internet Thinking Ability.

Innovation and entrepreneurship education must be closely integrated with the majors that are taught, so that students can be improved in their professional positions and create new jobs. In the computer professional talent training program, it is necessary to inject innovation and entrepreneurial content into each course, and also set up independent compulsory courses and elective courses for innovation and entrepreneurship training. Computer professional is more

professional and more scalable. It can be combined with various disciplines. In the early stage of curriculum construction, some disciplines with higher practicality are introduced into the teaching system, so as to realize and understand from practice. The purpose is to increase the autonomy of professional knowledge and the initiative of innovative learning. For example, the English learning methods and contents are summarized to form big data. It provide a better platform for better learning English for everyone to learn; or to complete an English word speech induction system, to do such a project needs to be programmed , database, webpage production, data investigation, image processing, object-oriented and other aspects of knowledge accumulation, students need to find which piece of content to find relevant professional knowledge, while doing projects, you can also learn how to use these professional Knowledge to solve specific problems, but also exercise innovative thinking and cooperation capabilities. After the completion of the project, the results can be used as graduation works, excellent graduation works can also be transformed into results, generate benefits, to achieve the purpose of entrepreneurship.

Innovative education has become a new concept of international education and is an important component of comprehensive quality education for college students at home and abroad. At present, China's higher education has entered the stage of popular development. The 17th National Party Congress put forward the development ideas of "raising the capacity for independent innovation, building an innovative country" and "promoting employment through entrepreneurship".

Good Innovation and Entrepreneurship.

At present, the domestic Internet film and television industry is once again in a period of vigorous development. The "Internet +" era has provided new platforms and opportunities for film and television business. Firstly, the financing channels for film and television under the Internet environment are broader. One is to pre-sale television and television copyrights to television stations or professional video sites for investment, and the other is to allow the majority of netizens to invest in film and television through "crowdfunding". Secondly, the Internet provides a low-threshold access platform for film and television communication. Some domestic professional video websites such as Youku and bilibili all provide users with video uploading capabilities. As long as they are excellent movie and television works, they may succeed. Thirdly, the Internet has expanded the scope and space of film and television products. On the one hand, "Internet +" has produced new video products such as comic variety videos, game videos, and micro-movies. On the other hand, the Internet has expanded the breadth of traditional films and television shows such as corporate videos and television commercials. Therefore, talents of film and television media in the "Internet+" era need not only profound professional knowledge and professional skills, but also a good ability for innovation and entrepreneurship. We should not only use professional knowledge to complete excellent film and television works, but also have a strong sense of market development, pioneering spirit and good entrepreneurial ability and excellent ability to respond. To a certain extent, the essence of entrepreneurship is innovation, and successful entrepreneurs must have an innovative spirit, which is particularly prominent in the era of "Internet+"—either the innovation of user experience or the innovation of product content and design, or is the business model of innovation.

Talents Training Strategy of Creative Entrepreneurial Media in the Background of "Internet Plus"

Innovative and entrepreneurial talents are composite talents with initiative consciousness, risk-taking spirit, entrepreneurial thinking, innovation and entrepreneurship, independent working ability, and technical, social and managerial skills. Its connotation and periphery are not equal to the simple addition of innovative talents and entrepreneurial talents, but are compounded practical talents cultivated on the basis of innovation and entrepreneurship. Creative and entrepreneurial talents for film and television communication should generally have relatively profound theoretical levels in film and television, artistic accomplishment, ability to create film and television scriptwriting, film and television planning, shooting, choreography, lighting, voiceover, and production capabilities, as well as a keen sense of art and artistic inspiration, skillful choreographer,

good professional accomplishment and professional ethics. we can coordinate and unite the collective members to complete all aspects of film and television works, have strong market development awareness and ability. Once the time is ripe, you can create a film and television production company or film and television culture enterprises, to achieve entrepreneurial desires. In short, innovative and enterprising film and television talents should focus on training and education in artistic practice and market development.

For students majoring in computer science, their specialty-specific characteristics such as strong professionalism, strong operability, creativity, scalability and strong linkage, and rapid updating have put forward higher requirements on teaching methods. Traditional teaching method pays more attention to the dominant position of teachers in teaching. The students learn what they teach and the students' attention to the main role in learning is insufficient. Students' creative and creative abilities cannot be fully mobilized. Even after many years, they still show The rigid learning methods, lack of innovative passion and innovative ability, poor competitiveness, narrow knowledge and single skills require education to introduce new teaching methods in theoretical teaching and practical teaching. Secondly, through the publicity bulletin, cultural wall, campus radio, microblog on campus, and WeChat public platform, the Internet promotes innovation and entrepreneurship, disseminates knowledge of Internet innovation and entrepreneurship, and creates an environment conducive to innovation and entrepreneurship. Thirdly, it must also be able to urge students to do effective measures for the Internet's innovation and entrepreneurial activities, such as fostering students' behavioral culture through the establishment of campus clubs like photography and microfilming. Form a set of effective guarantee system and education environment from the aspects of system, material and place, and guide and inspire students' innovation and entrepreneurial behavior.

Introducing Internet-related knowledge and cultivating innovative thinking Cultivating film and television media students' Internet thinking and innovation capabilities can start from the following aspects. First of all, according to the influence of the Internet on the film and television industry, we should sort out and summarize the Internet thinking skills that film and TV students should have. Based on this, we should design the corresponding knowledge system and teaching content. On the whole, Internet thinking ability includes three categories: user thinking ability, product thinking ability, and market thinking ability. Teachers should update educational concepts, take the initiative to contact and understand the Internet, and organize corresponding knowledge and content accordingly; Secondly, choose the right one. Teaching modes and methods. Some successful internet entrepreneurial cases can be used for case-based teaching, heuristic, discussion, and participatory teaching can be conducted to cultivate students' Internet thinking, critical thinking, and creative thinking. Thirdly, the cultivation of Internet thinking and innovation should be carried out in all aspects of personnel training including professional education, so that students can form a good Internet thinking ability in a subtle manner.

How to Cultivate Innovative Entrepreneurial Film and Television Talents through Experimental Teaching

Implement open-style film and television experimental teaching, cultivate students' comprehensive quality and innovation and entrepreneurship skills during the experiment process.

The so-called open film and television experimental teaching is aimed at the traditional closed experimental teaching. Its core is to liberate students from the closed learning environment and provide them with a learning environment that can give full play to the independence and creativity and more adequate. At the time of the experiment, teachers were only responsible for guiding work. Through open management, students have greater freedom in selecting training time and training programs, which will help students to increase their interest in learning and initiative in learning. They can also increase students' opportunities to use film and television equipment and improve the rate of using equipment. Through open video experiment teaching, students can learn during the experiment, study during the learning process, innovate in the research process, and practice real

skills for post-graduation employment and entrepreneurship.

Cultivate students' innovative ability and entrepreneurial ability through project-driven experimental teaching

In view of the problems in the current film and television experimental teaching, most colleges and universities are trying to explore the solution, project-driven experimental teaching has become an important issue. Project-driven experimental teaching is a multi-step, step-by-step teaching activity conducted by teachers and students through the joint implementation of a complete task under certain premise. The purpose is to combine the theory of curriculum teaching with the practice of experimental teaching to motivate students' interest in learning. This not only enables students to learn certain knowledge, but also develops students' practical ability.

The project-driven experimental teaching model conforms to the construction of the film and television based on the specific conditions of the film and television profession, allowing students to fully demonstrate their talents and individuality in the cooperation bases of these schools and enterprises. In order to create a path for the sustainable development of school-industry cooperation and social and market-oriented creation of film and television productions, students are encouraged to learn and display progressively, and students, schools, and enterprises must be rationalized.

Summary

The arrival of the "Internet Plus" era has injected new vitality into the film and television cultural industry and added new elements. This is both an opportunity and a challenge for the cultivation of professional talents for film and television in the universities. Colleges and universities should take the initiative to adapt, update educational concepts, optimize educational resources, reform teaching methods, attach importance to practical activities, improve service systems, link various disciplines, allow students to implement a framework and network of knowledge systems, and implement internet thinking and innovation capabilities. In the professional teaching of film and television media, we will fully integrate innovation and entrepreneurship education into the process of talent cultivation, improve students' innovation ability and entrepreneurial performance, and open a new era of "mass entrepreneurship and innovation".

The era is developing and science and technology are improving. We must keep up with the pace of the times and move forward step by step. The film and television culture industry has a new blood and body. We must seize the opportunity to actively meet the challenges, actively cooperate with the school's education program, and various activities to improve self-ability and self-cultivation.

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