

The Initial Construction of the Characteristic Professional Group Based on the Public Welfare Cultural Innovation Ip Research from the Perspective of Cross-Border Integration

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Keywords: Cross-Border Integration, Public Welfare Creation, Ip Research and Development, Featured Professional Groups, Initial Construction

Abstract: with the Development of Modern Information Technology, All Industries Have Begun to Connect to the Internet, and the Cross-Border Integration Has Gradually Emerged and Developed Rapidly. through Cross-Border Integration, the Industry and Other Industries Can Realize the Intercommunication and Sharing of Resources and Technologies, and Promote the Industry to Achieve Innovative Development and Effectively Improve the Overall Economic Benefits. However, the Current Public Welfare Talents Required by the Society Are in Short Supply and Cannot Meet the Needs of Sustainable Development of the Industry. to This End, Based on the Related Theories of Cross-Border Integration, This Paper Discusses the Basic Status Quo of Ip r&d of Public Welfare, and Then Proposes the Initial Construction Strategy of Special Professional Groups Based on the Research and Development of Public Welfare Cultural Ip.

1. Introduction

1.1 Literature Review

At Present, Many Scholars Have Made Some Research on Cross-Border Integration. Li Fengliang and Zong Zupan Believe That Cross-Border Integration is the Most Important Feature and Development Trend of the Current Cultural Industry, and Analyzes the Form Performance of Cross-Border Integration. Finally, It Points out the Innovative Development Path of the Cultural Industry (Li and Zong, 2015). Based on the Development Dilemma of the Traditional Craft Industry, Mei Yi Mainly Explores the Integration Path between the Internet and the Traditional Craft Industry from the Perspective of Cross-Border Integration (Mei, 2016). Some Scholars Have Explored the Content Related to Wenchuang Ip. Dong Wei and Fu Wei Analyzed the Application of Wenchuang Ip Brand and Pointed out the Factors That Chinese Design Needs to Consider When Entering the Wenchuang Market (Dong and Fu, 2018). Tu Junyi and Lu Shaoyang Analyzed the Upgrade Performance and Characteristics of the Ip Concept, and Pointed out That the Upgrade of the Ip Concept in the New Cultural Era Will Convey Positive Values and Focus on Incorporating National Cultural Connotations (Tu and Lu, 2019). Some Scholars Have Also Studied the Featured Professional Groups and Formed a Documentary Foundation of a Certain Scale. Li Hong Studied the Construction of Power Management Professional Groups According to the Demand Characteristics of Management Professionals in the Power Industry (Li, 2012). Lei Jiuxiang Pointed out That the Connotation Construction Project of Higher Vocational Colleges Based on Characteristic Professional Groups is More Systematic and Complex, and Needs to Start from the Orientation of Running Schools, Professional Curriculum System, Teaching Resources, Talent Training Mode and Training Base (Lei, 2016). However, At Present, Only Feng Shengyi Takes the Qinghai-Tibet Green Station Public Welfare Cultural Creation Ip as an Example, and Conducts in-Depth Research on the Construction of the Characteristic Professional Group from the Perspective of the Integration of Non-Profit Organizations, Governments, Enterprises and Design Institutions (Feng, 2019). Based on This, This Paper is Based on the Predecessor's Research Foundation, and Deeply Explores the Initial Construction of the Special Professional Group of

Public Welfare Wenchuang IP r&d under the Background of Cross-Border Integration, in Order to Supplement the Literature Base of Related Fields.

1.2 Purposes of Research

In recent years, the continuous development of Internet information technology has led to the development of technologies such as big data, artificial intelligence and the Internet of Things. In this context, the traditional industry began to dock the Internet and modern emerging technologies, and gradually expand to other industries. The mutual integration and penetration between industries not only blurs the boundaries of the industry, but also extends and reorganizes the industrial value chain, which has spawned various types of new services and businesses, effectively promoting the rapid development of the economy. Under the gradual catalysis of high technology, cultural and creative industries with high added value, integration and radiation have begun to integrate with traditional industries, and promote the steady and rapid growth of regional economy while driving the transformation and upgrading of traditional industries (Zhou, 2012). . However, at present, the cross-border integration of Chinese industries is still at the initial stage of development, and there are still many problems and potential risks. In addition, the differences in development models and development methods between enterprises, as well as the impact of regional segmentation, make it difficult for cultural and creative industries to create creativity. fully use. To this end, universities should focus on building distinctive professional groups, cultivating more targeted talents for the society, and effectively promoting the sustainable growth of the regional economy.

2. Cross-Border Fusion Theory

Cross-border integration means that two or more different industries cross the original domain boundaries and integrate with each other to share resources and cooperate with each other. Cross-border integration makes the cross-interaction of each fusion party more and more active by blurring the boundaries between industry and region, thus creating a new development space and promoting the innovation and development of the original market. With the development of a new round of technological revolution, cross-border integration began to manifest itself as the integration of traditional industries and information technology. Under this background, all industries began to innovate and develop, and promote the depth and breadth of industrial development (Ping, 2019). And with the promotion of the Internet +, the traditional industry cooperation mode and format further innovated.

Under the background of the rapid development of China's cultural industry, cross-border integration has become the vane of innovation and development of the cultural industry. With the help of cross-border integration, the boundaries of the original solidification of the Chinese cultural industry will be broken and blurred. In this context, cultural enterprises can cooperate with other target industries and share the resources and advantages of both parties, so as to maximize profit and optimize profits. In general, cross-border integration is the development trend and innovation driving force of China's cultural industry. It is an important way for the sustainable development of all industries including the education industry. Only by following the trend of the times and constantly exploring, can we compete in the fierce market. Get better development opportunities.

3. The Status Quo of Public Welfare Cultural Innovation Ip Research and Development

IP is intellectual property, an intangible intellectual right, mainly including industrial property rights and works copyrights, such as trademarks, invention patents, industrial designs, and music, literature, painting, drama, and social sciences. At present, the IP we often hear about mainly refers to the copyright of works concentrated in the fields of literature, music, and drama. Wenchuang IP refers to cultural creative symbols and unique identifiers that are formed by the highly integrated connection of cultural and creative products, with self-contained flow, high recognition, and strong penetration. Specifically, Wenchuang IP has three main features, one is high recognition, the other is distinctive personality, fun and interesting, and the third is connotation, values, attitudes and

opinions. In addition, the content is good, there are traffic or fans, can be commercialized, market is the core of the IP.

According to relevant statistics, during 2011-2017, China's total entertainment output value increased from 188.8 billion yuan to 548.4 billion yuan, accounting for more than 20% of the domestic digital economy. Among them, China launched an IP boom in 2015, so it was called IP Year in 2015. In the meantime, with Wenchuang IP as the core, multi-dimensional content including literature, animation, film and television, video, e-sports and public welfare, began to reasonably create a new symbiotic Internet content, and promoted the Chinese public welfare creation. IP symbols are gradually moving towards the international arena. However, at present, the domestic public welfare Wenchuang IP R&D personnel are generally small, and it is difficult to meet the needs of innovation and development of society and industry. Therefore, as a breeding base for charitable intellectual IP personnel, colleges and universities need to continuously innovate and reform their educational models and teaching methods, and promote the digital transformation of traditional culture.

4. Initial Construction of Featured Professional Groups Based on Public Welfare Wenchuang IP R&D

The constant collision of multiculturalism has led to the continuous integration of special professional group construction with regional traditional culture and social public welfare resources. In this context, we can get rid of the “traditional culture + public welfare” education mode of homogenization talent training, and continue to expand into other fields such as Wenchuang, and begin to deep integration. In this process, colleges and universities rely on government policy guarantees and enterprise technical support, and hope to promote the rapid development of the public welfare cultural and creative industries through innovative creative design methods, and help traditional cultural heritage. Therefore, from the perspective of cross-border integration, colleges and universities should start from the two aspects of platform and content, and construct the initial characteristic professional group based on the research and development of public welfare Wenchuang IP. The specific construction strategy is as follows.

4.1 Establish a “Government + University + Enterprise + Nonprofit Organization” Model to Achieve Innovative Linkage Development

Colleges and universities should unite government, social enterprises and cultural and creative non-profit organizations, such as calligraphy associations and public welfare design institutions, to jointly establish a “government + university + enterprise + nonprofit organization” model, and share resources and technologies through four major themes to achieve the industry. Linkage development. Specifically, universities should cooperate with local governments to build an intellectual resource guarantee system. For example, the government provides the latest information on the status and trends of industrial development for the research and development of public welfare IP products, or the government provides cooperation projects for the integration of industry, education and research to provide better teaching resources for colleges and universities. Moreover, colleges and universities should cooperate with cultural and creative enterprises in the society to provide students with high-quality social practice conditions by means of advanced technology and resources. At the same time, universities and enterprises can jointly establish school-enterprise cooperation and degree projects, and open up marketing and marketing ideas, so that Wenchuang products can be truly transformed into commodities and bring industry profits. In addition, universities should unite with government, enterprises and non-profit organizations to jointly build a technical resource guarantee system, reduce the production cost of enterprise cultural and creative products, and realize the simultaneous development of cultural and creative products and university personnel training.

4.2 Promote the “Traditional Culture + Public Welfare” Model and Form a Practical Teaching System for the Cultivation of Characteristic Talents

In the process of cross-border cooperation with the public welfare cultural IP research and development organization, colleges and universities should take the training of high-quality talents as the primary goal, promote the “traditional culture + public welfare” model, and establish a practical teaching system for the cultivation of characteristic talents. On the one hand, colleges and universities should learn from cross-border integration ideas, promote cross-professional integration within the school, and achieve cross-professional talent training. For example, colleges and universities can integrate visual communication design, product design and animation production technology to form a professional group. Through the complementary advantages of professional teaching and teacher resources, the students' innovative thinking is brought into play and three professional innovations are integrated. Through the orderly cooperation of various professions, the entire learning and practice process of the public welfare cultural and creative products, including teaching and creation, planning and marketing, is completed to improve students' cooperation ability and innovation ability. On the other hand, when carrying out the training of design talents, colleges and universities should be oriented towards public welfare and cultivate students' green and environmentally friendly design concepts, thus creating a “public interest cultural and intellectual IP ecosystem”. When conducting talent training, teachers should show their students the green Wenchuang IP products, train high-quality design students, and promote the inheritance and innovation of public welfare and culture while promoting the development of the design industry.

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