

Strategies and Measures for Cultivation of Art Management Talents

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Abstract: with the efforts of the academia, the subject of art management in China has gained rapid development. Cultivation of art management talents in China has followed a direction characterized by diversity, multi-skills and multi-perspectives. To follow the trend of scientific development and meet the demand of reality, cultivation of art management talents has combined theories of art management and art practice and strengthened cultivation of management expertise of different art subjects. Especially against the backdrop of scientific innovation and media integration, it is also necessary to foster the art management talents' sense of science and media literacy.

1. Introduction

In universities in China, art management is a nascent subject, the main system of which is still at a stage of integration and development. Art management talents is in urgent demand, so it is urgent to speed up cultivation of all-round talents who are versed in both art and management.

2. Urgency of cultivation of art management talents

2.1. To promote development of China's art industry

President Xi Jinping has pointed out in the government work report on the 19th national people's congress that China's main conflict is the conflict between people's increasing demand for a better life with unbalanced and insufficient development. Transformation and healthy development of China's art sector needs to rely on holistic promotion of the cultural and art industry. Institution-like art organizations in China have the function of aesthetic education and shaping of ideology of the government, so they need to fulfill the mission and responsibility of "cultivating the cultural root and shaping the soul". This leads to increasing demand for art management talents, and many organizations including museums, cultural galleries, theaters, cultural management departments and cultural NGOs are in urgent demand of art management talents. In the development of urban culture, shaping of art atmosphere and urban cultural brands all rely on art management talents to improve the aesthetic level of the whole city. In the rise of rural culture, lack of art management talents has become a reason for low-level development of cultural programs.

2.2. To promote sustainable development of the art industry

Currently, consumption upgrading has become a dominating trend in civil consumption, so the national commission of development and reform has cooperated with relevant departments and issued "to promote stable growth of consumption by optimizing the supply system and formulate plans to develop a strong domestic market (2019)", aiming to satisfy people's aspiration for a better life. Consumption will continue to drive China's economic development, and meanwhile, innovation of art has become a supporting point of the whole cultural industry chain. The government has successively launched a series of policies to promote art education to foster art management talents. In this context, whether it is for corporate management in institutions, enterprises engaged in the entertainment industry, the television and film industry, the artwork market, cultural trade and investment, cultural museums, cultural tourism, exhibitions, and advertising all need professional and high-quality talents versed in the art market and able to adapt to the market economy, such as event planners, operators, agents, marketers and investors. Currently, art exchange has more and more value in the fast-developing age, and cultivation of excellent art management talents can speed up development of culture of Chinese characteristics.

3. Necessary qualities for art management talents

The subject of art management is highly integrated and cross-disciplinary. Covering many subjects including humanities, art, statistics and economics, art management is an interdisciplinary realm featured by strong combination of theories and practice. It is rooted in the subject art, supported by modern management ideas and management theories, and based on the need of the cultural market. It is closely connected with other subjects including art appreciation, economics, marketing, psychology and statistics. Following the education ideas of integrated education and potential all-round development, and through a series of related subjects like art production, art marketing, art agency, intellectual property, cultural norms, public relations and advertising, art management talents should learn the underlying law and characteristics of different types of art in an well-rounded way. It will cultivate the students' sense of innovation and entrepreneurship, adapt to community culture, corporate culture, media culture and campus culture, to allow the students to take part in art event planning and operation, to apply theories to practice to improve their hands-on skills so that they can lay a solid theoretical and practical foundation for art market development and operation.

Art management talents should also be equipped with high sense of ethics and legal awareness. "Cultivating the cultural root and shaping the soul" is the joint mission of talents and organizations engaged in art management. To cultivate a positive ideology and improve moral standards is extremely important. Art management talents should identify their social responsibilities, devote themselves to art and cultural undertakings, and follow the development direction of socialist and advanced culture. In the meantime, in the modern environment of market economy, they should have legal awareness, learn laws about art, and ensure all art activities are on the track. They should also protect art achievements and protect the basic rights of artists.

Art management professionals are expected to have high standards of artistic literacy and master professional art skills according to the characteristics of the university. One salient characteristic of art management talents is the talent's understanding level of art. Before admitted to the university, art management talents should have certain performance skills, basic art literacy and art appreciation capacity to allow the students master relevant skills and management theories quickly in future art management studies. From the perspective of actual situations, art management students in universities in China generally do not have enough basic art literacy, which will influence their future development. One basic quality required for admission of art management students in China is the basic art literacy, and universities should cultivate the students' professional skills in music, dancing, fine art and visual arts according to the university's characteristics and advantages. They should also build a scientific system of management and appraisal according to assessment indicators, ensure future studies of the students, and increase the educational quality of the talents.

Art management talents should also develop unique sense of innovation and creative skills. "In the modern world, art management is not simple and routine operations of art activities, but creative operations of art activities". ① art managers' creativity and innovative skills are key to establishing a brand. An art manager must love art and know well the special laws and features of art. In the modern society, art creators no longer follow the old creation routines, but make innovation of existing artworks and realize secondary creation to give the second life to artworks. Thus, excellent art management talents must have a sense of innovation all the time. Innovation not only increases the art value of artworks, but improves their corresponding market value.

Art management talents should have good media literacy. Art management involves innovation, spreading and consumption of art. When a great deal of capital enters the art industry, art managers play a role to strike a balance between art and business. It is of great significance to study the role that art management talents' media literacy and information processing skills play in meeting the public demand of art, art consumption and propagation, innovation and output. Currently, promotion and marketing of art programs are carried out in the context of media integration, and art managers must have the ability to promote media promotion strategies and news event planning.

4. Problems in art management cultivation in China

4.1. Lack of systematic training curriculum

Development of the times leads to tectonic changes in the demand for art management talents. However, analysis of art talent education activities in universities in China reveals many problems. For instance, the curriculum has not been updated and improved timely, and as a result, the talents from universities are detached from the society and unable to adapt to the society, which influences the educational quality of the talents and impairs sustainable development of the art management subject. This does not match the conditions for art management talent education in China, so the universities should combine industrial practice with education, and learn about the professional skills that future talents are expected to be equipped with; otherwise, mere lecturing of theories is unlikely to improve art management talents' professional skills and all-round qualities. Professional art management courses should strengthen practice-oriented education; lack of practice-oriented teaching content will deprive the students of the opportunity to grasp practical skills. Moreover, universities in China have different focuses on art management courses. Some focus on theatre management, and some divide art management into fine art and music education. All should take art management as the core in education and research, and universities should build a suitable curriculum, or it may deviate from the direction of developing the art management subject.

4.2. Lack of knowledge of the subject of art management

Art management, as an emerging subject, plays a crucial role in China's cultural development and exchanges. Nevertheless, due to differences in the education level, parents and students do not have enough knowledge about this subject, and just have a vague idea of the demand and requirements for art management students on the job market. Without thorough understanding of the training goals and content, it will be difficult to carry out art management talent training activities. Currently, many universities have no clear understanding of the subject of art management, which leads students to confusion and disorientation, and impedes their development. Therefore, it is necessary to deepen surveys of the art industry, identify the training goals according to the universities' characteristics, and help the students find their career directions and build the socialist value. It is also important to reform the current training mode, improve the talent training mechanism and enhance the training quality.

4.3. Lack of high-caliber teachers

As universities expand admissions, the balance between the art teachers and students is broken. The teacher/student ratio grows larger and teachers usually do not have in-depth understanding of the teaching content. These problems will undermine efforts to improve teaching quality. Thus, to build a professional team of teachers in art management not only requires optimizing the knowledge structure, but upgrading the college and educational background level. It is difficult to attract first-class teaching talents, and teachers of high educational background and professional titles take up only a small proportion. In consequence, it will be hard to promote the development of the subject of art management.

5. Training channels of art management talents

5.1. To increase research on art management talent training

To increase attention to training of art management talents in universities and the society is the premise to develop a scientific training model for art management talents. First, the public should know more about and pay more attention to art management, knowledge education and utilization of art. To this end, it is necessary to organize scientific promotion campaigns, identify the value and direction of art management talent training to enhance the public understanding of this subject and provide a facilitating environment for its development. It is also important to optimize the growth environment, allow art management talents to know their value and show recognition for the subject

of art management, so that the students will be more active learners. ②

5.2 To establish a project-style talent management model

Project-style talent management which has been widely used in different industries can improve quality and allocation efficiency of talents so that talent resources can be made full use of to improve the industry's management level. The project-style management model is applicable to training of art management talents as it can speed up cultivation of necessary qualities of the talents and improve their all-round qualities. In China, art management training in universities do not provide practice-oriented training and real-world work experience, so many art management students lack practical management skills and hence find difficulties in employment and career development. Therefore, it is feasible to make use of the project-style management model to improve their art management ability and increase their hands-on skills while solidifying their groundwork of theoretical knowledge. To build a project-style art management talent training model will improve the teachers' ability to impart knowledge and hands-on skills, but also hone the students' art management capacity through case studies and hence achieve the goal of combining theories with practice in talent training. ③

5.3. To improve the students' art appreciation

Solid theoretical groundwork and art literacy is the foundation for training of art management talents. When training art management talents, universities should increase the proportion of art appreciation courses to allow the students to learn art criticism and appreciation methods, study more comprehensive art theories, understand the range and branches of art management so as to improve their ability of art creation and analysis. Art management students should keep extending their professional knowledge, absorb excellent culture from abroad and build a system of professional theories, optimize their learning methods and ideologies. They should also pay attention to their comprehensive quality training, improve their art appreciation ability from the angle of art innovation, and increase their sensitivity to art, so that they can better protect art and culture, give full play to the social and economic value of art and culture, and promote sustainable development of the subject of art management. Universities should establish correct educational philosophy according to social demand, increase their research ability, extend the educational channels in a creative manner, make the best of advantages in brand and reputation of the art management subject, design actuality-oriented specialty courses and practice courses, encourage the students' subjectivity and increase the students' initiative to learn.

5.4. To improve the students' media literacy

Media literacy includes the sender literacy and receiver literacy. Media integration also leads to integration of these two roles. With the rise of we-media, each media user can be both an information sender and an information receiver. In a broad sense, every member in the modern society is a media civilian. Therefore, media literacy of art managers will play a guiding role in shaping of "art" in social life. Against the backdrop of development of digital media technology and media integration, art management talents should have an all-round skillset for media planning, news event planning and information processing in order to fulfill the work in art creation, art market development and marketing as well as art agency. This requires in-depth understanding of media and the ability to integrate different media resources including newspapers, the Internet, radio, television, mobile television and mobile phones. By socialized operating measures, they need to guide public attention and public opinions, and reach the goal of building a good consumption culture. Through training in media planning, they can develop a whole-media thinking mode, make efficient judgement of news topics, and design multi-media measure for coverage. The intrinsic value and guiding value will play an instrumental role for healthy development of the art market.

6. Conclusion

To conclude, training of art management talents plays a crucial role in increasing China's soft power and boost economic development. This study discusses the basic quality and necessity for training of

art management talents, points out the problems in the current art management talent training mode and proposes targeted solutions in hopes of improving the all-round quality of art management talents in China and boost development of the field of art management.

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