

Research on the Construction of Sino-Russian Cultural and Artistic Innovation and Entrepreneurship Industry Platform of Heihe University, Heilongjiang

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ABSTRACT

Taking the construction of Sino-Russian cultural and artistic innovation and entrepreneurship industrial platform of Heihe University in Heilongjiang Province as an example, this paper expounds the important role of constructing art industrial platform in colleges and universities for the application-oriented talent training and the development of local cultural industry. Relying on geographical location advantages, Heihe University has formed the unique cultural deposits and interpersonal network of the frontier in the cultural and artistic exchanges with Russia. Against the background of "the Belt and Road Initiative" and "Longjiang Silk Road Economic Belt" strategic planning, Heihe University utilizes Russian high-quality educational resources to innovate the training model of Chinese and Russian artistic talents, build a Sino-Russian Cultural and Artistic Cooperation Industrial Park, better realize the sharing of educational, technological and cultural resources on both sides of the river, promote Sino-Russian art exchange, carry forward the cooperation and development of Sino-Russian cultural and artistic industries, and accelerate Sino-Russian regional economic and trade cooperation and Sino-Russian humane cooperation.

Keywords: Heihe University, China and Russia, culture and art, industry, platform

I. INTRODUCTION

In the context of "the Belt and Road Initiative" and "Longjiang Silk Road Economic Belt" strategic planning, under the guidance of the "Implementation Opinions on Deepening the Reform of Innovation and Entrepreneurship Education in Colleges and Universities", the construction of a Sino-Russian cultural and artistic innovation and entrepreneurial industry platform with the goal of cultivating high-

quality applied "innovative and entrepreneurial" talents and promoting Sino-Russian cultural and art industry cooperation in Heilongjiang universities is particularly important for the development of Sino-Russian regional economic and trade cooperation and Sino-Russian humane cooperation.

II. THE SIGNIFICANCE OF THE CONSTRUCTION OF A SINO-RUSSIAN CULTURAL AND ARTISTIC INNOVATION AND ENTREPRENEURSHIP INDUSTRY PLATFORM

The construction of a Sino-Russian cultural and artistic cooperation industrial park will help make full use of Russia's high-quality educational resources, innovate the training model of Sino-Russian artistic talents, promote Sino-Russian artistic exchanges, promote Sino-Russian cultural and artistic industry cooperation, and contribute to the establishment of a new platform integrating traditional Chinese art education and teaching, cultural communication, and art exhibition and sales. While stimulating students' interest in learning and improving the quality of talent training, it can also promote the spread of traditional Chinese culture to the outside world.

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2. Heilongjiang Province Art Science Planning Project in 2020 "Research on the Construction of Sino-Russian Cultural Artwork Innovation and Entrepreneurship Industry Platform Against the Background of Heilongjiang Free Trade Zone", Project Number: 2020D023
3. The Educational Reform Project of Heihe University "Research on the Construction of the Practice Teaching Platform for Art Innovation and Entrepreneurship in Chinese and Russian Colleges and Universities to Serve the Construction of Heilongjiang Free Trade Zone", Project Number: XJGZ201909

III. FEASIBILITY ANALYSIS OF THE CONSTRUCTION OF THE SINO-RUSSIAN CULTURAL AND ARTISTIC INNOVATION AND ENTREPRENEURSHIP INDUSTRY PLATFORM OF HEIHE UNIVERSITY

A. The location advantage creates an opportunity for the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park"

The geographical location advantage of Heihe City and Russia separated by a river, the establishment of a mutual trade zone and simplified entry procedures and other convenient conditions are conducive to promoting exchanges and cooperation with Russia in various fields. Both Heihe City and Heihe University have formed the unique cultural deposits and interpersonal network of the frontier in this exchange, which have become the prerequisites for the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park".

B. Years of exchanges have laid the foundation for the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park"

In the course of many years of educational and cultural exchanges and cooperation with Russia, Heihe University has continuously broadened its thinking, summed up experience, and explored effective communication methods; during the exchange process, Heihe University has forged a deep friendship with many colleges and universities, research institutes and literary and artistic groups, and established a good reputation. In particular, Heihe University's annual opening ceremony, sports meets (participated by more than ten universities in the Russian Far East), science, technology, culture and art festivals, youth exchange activities and other large-scale activities are attended by Russian teachers and students. The frequent exchange of folk art and oil painting works has become a highlight of the cultural and educational exchanges between Heihe University and Russia. These have become a solid foundation for the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park".

C. The characteristic platform provides a bridge for the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park"

The Russian Language Center of Heihe University, Sino-Russian University's Students Exchange Base, Training Base for Personnel Studying in Russia, Confucius Institute, Heilongjiang-Russia Economic and Trade Talent Training Base, Art Experimental Teaching Demonstration Center of Heilongjiang Province, Sino-Russian Historical and Cultural and Academic Exchange Base of Heilongjiang Province, Russian Far East Education Research Base and other national and

provincial characteristic platforms are playing a "junction station" role in the exchange of science, technology, culture and education with Russia, facilitating the introduction and utilization of Russia's high-quality educational resources, advanced science and technology and talents, promoting all-round exchanges in culture, art, sports, etc. between China and Russia, and contributing to the promotion of Chinese and the spread of Chinese culture to the outside world. Based on these platforms, building the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" into a high-level and all-round Sino-Russian cultural and artistic industry cooperation platform has advantages that other schools can't match.

IV. NECESSITY ANALYSIS ON THE CONSTRUCTION OF THE SINO-RUSSIAN CULTURAL AND ARTISTIC INNOVATION AND ENTREPRENEURSHIP INDUSTRY PLATFORM OF HEIHE UNIVERSITY

A. The construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" is required to implement the Longjiang Silk Road Economic Belt strategic planning in Heilongjiang Province

The promulgation of "the Belt and Road Initiative" and "Longjiang Silk Road Economic Belt" planning of Heilongjiang Province has pointed out the direction and determined the goal for further expanding educational, scientific, technological and cultural exchanges and economic and trade cooperation with Russia. As a border port city between China and Russia, Heihe City's superior geographical location and years of friendly exchanges have laid the foundation for expanding exchanges and cooperation in the field of science, technology, culture and education. The construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" can take advantage of Heihe City's geographical location advantages and Heihe University's discipline and specialty advantages, and effectively serve "the Belt and Road Initiative" and the construction of the "Longjiang Silk Road Economic Belt" in Heilongjiang Province.

B. The construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" is a requirement for the realization of resource sharing and common development of the Twin Cities

The Sino-Russian Twin Cities — Heihe and Blagoveshchensk, as two neighboring cities, have had extensive exchanges in various fields over the years, frequent personnel flow, and increasing friendship. The "One City Between Two Countries" concept proposed by the Heihe Municipal Government is a new model for resource sharing and common development in the Sino-Russian border areas. The Sino-Russian Twin Cities

have become an all-round large channel, large window, large base and large platform for the people of the two countries. Blagoveshchensk is the education center of the Amur region. There are 4 institutions of higher learning and 12 trade schools with the reputation of "Student City", with developed education and profound cultural deposits. The introduction of its high-quality cultural and educational resources has promoted the development of related fields in Heihe City for many years. The construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" will help to better realize the sharing of educational, technological and cultural resources on both sides of the river.

C. The construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" is the need for Heihe to make every effort to build a modern port city

"Heihe City Urban Master Plan 2000-2020" determined the development positioning of Heihe as: "By 2020, Heihe City will be built into a modern port city with waterfront ecological garden with characteristics of international trade, international tourism, and northern China's regional culture, ethnic culture, and Chinese and Western culture. This positioning fully takes into account the reality of the economic and social development of Heihe City, and the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" will help promote the realization of this goal.

V. THE MAIN CONSTRUCTION CONTENT OF THE SINO-RUSSIAN CULTURAL AND ARTISTIC INNOVATION AND ENTREPRENEURSHIP INDUSTRY PLATFORM OF HEIHE UNIVERSITY

A. Filling the gaps in the local cultural and artistic industrial parks

Under the planning and guidance of the Heihe City Government, the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" will be dominated by industries such as Sino-Russian culture and art, northern ice and snow art, and regional minority traditional arts, with the purpose of building a multifunctional park integrating practical teaching, production, trading and leisure with complete public service facilities, a strong creative atmosphere, a distinctive cultural image and a certain attraction to the outside world. As a vivid classroom for disseminating advanced Sino-Russian art and culture, popularizing art and science knowledge, and inheriting regional characteristic culture, Russian Oil Painting Research Base, North China Ice and Snow Painting Research Base, Regional Ethnic Minority Art Research Base, School Production, Student Production, Study and Research Practice Training Base, Public Art Production

Center, Product Packaging Design Center, New Medium Media Center and other practical teaching places based on the art park contribute to the socialism spiritual civilization construction in Heihe area, improve the cultural and artistic quality of the people in the region, and fill the gaps in the local industrial park.

B. Highlighting the advantages of running schools with the characteristics of art disciplines and Sino-Russian cooperative education

Relying on the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park", Chinese and Russian artists, meritorious painters, and university teachers and scholars gather together, with the practice teaching base of Russian oil painting and other design disciplines as the link, deepen the cooperative education relationship between Chinese and Russian universities, and through the introduction of high-quality resources in multiple disciplines and fields, continuously promote the connotation construction of Heihe University's characteristic education and the balanced development of multi-specialty joint education. The Sino-Russian comparative research and cooperative scientific research projects will have an important academic position and value in the field of higher art education and scientific research in China; the series of Sino-Russian cultural and artistic exchange activities continue to provide a broader platform for Sino-Russian art exchanges and cooperation in Heilongjiang Province and even the whole country, and strive to become a model industrial park for Chinese and Russian colleges and universities.

C. Building a new platform for high-level Sino-Russian artistic cooperation and exchange

It's necessary to use the national college students' off-campus practice base as a link to further broaden the scope of cooperation with Russian universities and Chinese universities, increase the number of cooperative colleges and universities between China and Russia, strive to develop and establish cooperative relations with Russia's central region based on cooperation in the Russian Far East, and build a new platform for Chinese and foreign artistic cooperation and exchange that integrates practical teaching, artistic creation, and academic exchanges with a high degree of influence.

It is necessary to organize regular training of young Chinese and Russian teachers, and invite Chinese and Russian painters to jointly conduct collection and sketching and creation activities, so as to promote the overall improvement of the creative and practical capabilities of teachers and students, and realize the dissemination of Chinese culture and art while building a bridge for cooperation and exchanges between

Chinese universities and Russia. It is also needed to organize high-level international academic exchange activities, continuously consolidate and expand educational, cultural and artistic exchanges and cooperation with Russian colleges and universities, and promote exchanges and cooperation between Heilongjiang and the Russian Far East in the fields of education, culture, and art.

D. Promoting the output of characteristic practical teaching results and cultural products

Based on the cultural and artistic background of the Sino-Russian boundary river, relying on the painstaking research of project construction, the project construction results will be displayed in the form of high-level project research, invention of utility models and design patents, published papers, published works, textbooks, art books, sample reels and brochures with the background of Sino-Russian boundary river culture. It is necessary to combine theory with practice, and promote the horizontal and vertical development of scientific research work of the practice base through project construction. Relying on project construction, it's necessary to organize international academic forums, mutual exhibitions of works between the colleges and universities of the two countries, theme collection, sketching, lectures and other activities.

Through the establishment and implementation of studio and industrial park base construction projects, it's needed to gradually increase the proportion of practical teaching, gradually promote the collaboration and integration of teaching, design practice, and industrial project application, develop art and design majors in combination with Sino-Russian school running and regional economic and cultural construction, and strive to play a role in building and supporting platforms for innovation and entrepreneurship, and highlight a special position.

E. Promoting the external dissemination of Chinese traditional culture and art

Relying on the construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park", efforts should be made to regularly organize the dissemination and exchange of calligraphy and painting art for college students between Chinese and Russian colleges and universities, promote Chinese traditional culture, expand international influence and spread, and carry out various art exhibitions, overseas internships, and cultural exchange activities to stimulate the creative enthusiasm of college students, broaden their horizons of art creation, and enhance international cultural and artistic accomplishments. Through interactive communication with Russian college students, it's necessary to understand the artistic characteristics of Russian traditional culture, plastic arts, and folk art,

improve the initiative of college students to strengthen traditional cultural learning, and establish a sense of responsibility for inheriting and spreading traditional culture.

VI. CONCLUSION

As the only university in Heihe City, Heihe University shoulders the important task of serving local economic and social development and construction. The construction of the "Sino-Russian Cultural and Artistic Cooperation Industrial Park" can give full play to the functions of colleges and universities in talent training, scientific research, service to society, cultural inheritance and innovation, promoting the prosperity of culture and education in Heihe City, and building Heihe City into a large platform and channel for cultural and educational exchanges between Heilongjiang Province and three provinces in the northeast of China, so as to further promote the rapid development of tourism and trade, and make Heihe, the pearl of the Northland, bloom with a more unique charm.

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