

# Innovation and Practice in the Cultivation of New Liberal Arts Interdisciplinary Talents Taking the "Cultural Industry Management Major" of Shanghai Ocean University as an Example

Xue Gao<sup>1,\*</sup>

<sup>1</sup> College of Marine Culture and Law, Shanghai Ocean University, Shanghai 201306, China

\*Corresponding author. Email: 50888816@qq.com

## ABSTRACT

This article takes the "New Liberal Arts" plan initiated by the Ministry of Education as an entry point, combines with the development status of the cultural industry management major in China, and takes the cultivation of cultural industry management professionals in Shanghai Ocean University as an example to explore the innovation and practice of the cultivation of interdisciplinary talents in cultural industry management under the new liberal arts perspective.

**Keywords:** *New liberal arts, Talent training, Cultural industry management.*

## 1. INTRODUCTION

With the rapid development of China's economy, it has become an urgent need for society to enhance the soft power of national cultural development, expand the influence of national culture, and strengthen cultural self-confidence. In 2019, 13 departments including the Ministry of Education of China launched the "Six Excellence and One Top" Program 2.0. The plan will comprehensively promote the construction of new liberal arts, new medical sciences, new agricultural sciences, and new engineering sciences across the country. As a new liberal arts construction work, it plays a pivotal role in the development of national philosophy and social sciences, and in cultivating high-quality new liberal arts talents who can bear the responsibility of national rejuvenation. [1] The new liberal arts concept applies the integration of arts and sciences and interdisciplinary applications to the cultivation of interdisciplinary innovative cooperation talents. Different from the traditional subject division system, the new liberal arts breaks the original barriers between humanities, social sciences and natural subjects. It requires to break

the original liberal arts thinking mode, pay more attention to the cross integration of multidisciplinary knowledge and various innovative cooperation in interdisciplinary fields, collaborate with modern high-tech means to assist liberal arts research, and strive to build a new liberal arts education system with a global perspective.

## 2. THE DEVELOPMENT STATUS OF CULTURAL INDUSTRY MANAGEMENT SPECIALTY BASED ON THE NEW LIBERAL ARTS PERSPECTIVE

With the vigorous development of China's cultural industry, the demand for cultural industry management talents continues to rise, but the corresponding professional talents are scarce. [2] The cultural industry management major has been opened in many schools, but the employment form of this major is not as optimistic as the enrollment form. On the one hand, the society is in urgent need of a large number of professionals; on the other hand, it is difficult to find employment, which fully shows that the current training of cultural industry management professionals in colleges and universities cannot better meet the needs of the market. The key point of this, in the final analysis,

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is that the training of schools is out of touch with the needs of the society, and the positioning of the talents of the cultural industry management major in colleges and universities is inaccurate. How to use the new liberal arts thinking, grasp the focus, and establish a more effective talent training model is a problem that colleges and universities urgently need to solve. Especially as a cultural industry management major with strong interdisciplinary characteristics, it is necessary to think about its reform and innovation methods. For the cultural industry management major, the training programs of each school are different, and the scope of the professional design is relatively wide. It can be said that the professional scope of cultural industry itself is very broad. Once the scope is broad, it will inevitably make it difficult to cultivate talents. The setting of the teaching plan is full of tests. Whether to pay more attention to "breadth" or "depth" is always a difficult problem that needs to be considered. Teaching and training in colleges and universities are limited by total hours and credits. In addition to some compulsory general courses prescribed by the state in the training program, the rationality of the remaining professional curriculum structure appears to be particularly critical.

### **3. TAKING SHANGHAI OCEAN UNIVERSITY AS AN EXAMPLE TO EXPLORE THE INNOVATION AND PRACTICE OF NEW LIBERAL ARTS INTERDISCIPLINARY TALENT TRAINING**

Taking the cultural industry management undergraduate major of Shanghai Ocean University as an example, it was approved in early 2021, and enrollment began in September of the same year. As an emerging major that has not been developed for a long time, some universities in China of the same kind have already had some training experience and problems. How to keep up with the situation so that the new major is innovative and forward-looking in the country's similar majors; how to use professional advantages to serve the regional economy; how to train high-quality interdisciplinary talents based on the national new liberal arts construction goal "to build a world-class, Chinese-characterized humanities talent training system"; about specific implementation of the actual curriculum and teaching arrangements, how to recognize the situation, continuous reform and innovation is still an urgent problem to be

solved. It is necessary to continue to carry out analysis and research on the construction of disciplines for the undergraduate major of cultural industry management in similar universities, and strengthen the school's cultural industry management characteristics. It is also a necessary to provide a way of thinking for the cultural industry management discipline to clarify the discipline goals and talent training positioning, and promote the further development of the discipline with the concept of the new national liberal arts construction. Relying on geographical advantages, digging out local cultural characteristics, and accurate professional positioning, it is a must to create a distinctive cultural industry management curriculum system.

Based on the above ideas, Shanghai Ocean University visited and investigated well-known colleges and universities in China to conduct extensive research at the beginning of the opening of new majors. From the early stage of applying for majors, the school should deepen the professional training objectives, combine "professional" and "pass", and follow the principle of "thick foundation and emphasis on innovation". The school will consolidate their professional management capabilities and focus on the cultivation of innovation awareness and creative ability. Combining with the development requirements of the country's new liberal arts, they should also create a high-level application and compound cultural industry management talent training program with "ocean characteristics".

#### ***3.1 Taking the Target as Orientation, Strengthening Characteristic Courses, and Making Cross-discipline Joint Training***

Target-oriented, the most important thing is to find the target of the service. The main goal of talent training is to serve the high-quality development of the economy and enhance the soft power of cultural development. Within the scope of the region, to develop its own advantages, the school needs to be positioned accurately. For example, the marine management disciplines of the School of Marine Culture and Law of Shanghai Ocean University have distinctive characteristics and have a certain influence at home and abroad. It can play an important supporting role in the characteristic teaching and reform of the cultural industry management major, and also play an important role in the teaching needs of the

characteristic direction of the marine cultural industry; In addition, the Business Administration (Food Economic Management) discipline of the School of Economics and Management of Shanghai Ocean University is a key construction discipline of the Municipal Education Commission. More than 90% of the teachers have a doctoral degree in management and economics, and have accumulated rich teaching and scientific research experience, providing high-quality teaching resources for economics and management courses in the cultural industry management curriculum system. The curriculum planning also involves the advantageous disciplines of ocean universities such as ocean, aquatic products and food, and cultivates students in marine ecological landscape design, coastal tourism product packaging design, marine cultural creative design and other aspects to provide support, and strengthen the characteristics of professional education. Teachers of the School's Literature and Art Department provide excellent teaching force for literature and art courses, integrate the advantages and achievements of the school's various majors, communicate with each other, share and build joint efforts to create interdisciplinary joint training. The school gives full play to the advantages of the "new liberal arts", deeply excavate the school's characteristic high-quality teaching resources and the characteristics of local cultural resources, and establish a curriculum system with distinctive characteristics. It also strives to cultivate high-level composite talents with solid management, literature and design knowledge, strong copywriting skills, new media cross-border thinking skills, cultural industry management capabilities and cultural creativity capabilities.

### ***3.2 Taking the Problems as Orientation, Implementing Collaborative Education, and Integrating Government, Industry, Schools and Research***

Based on the current problems of inaccurate professional positioning of cultural industry management students, disconnection between theory and practice, and unoptimistic employment situation, the school needs to analyze the learning characteristics and needs of the subject, rationally integrate the industry-university-research teaching system into the teaching, and take the problem as orientation to solve the employment problem from the source. [3] Shanghai Ocean University is

located in the Lingang New Area. The "National Pilot Program for the Construction of Integration of Industry and Education", the "Shanghai Pilot Program for Building a City of Industry and Education Integration" and the "China (Shanghai) Pilot Free Trade Zone Lingang New Area National Industry-Education Integration Pilot Core Area Construction Plan", these plans' focus is on the industrial needs of the Lingang New Area and building a demonstration base for the integration of production and education with enterprises.

Nowadays, the cultural and creative industry has gradually become an important pillar industry in an international city like Shanghai. In terms of urban development direction and policy support, Shanghai is an advantageous development area for cultural industries. In a variety of favorable environments and with the support of policies, a high-quality environment should be used to actively create a mutually beneficial teaching model in the form of a school-enterprise alliance. It is of significance to bring students to the enterprise effectively and integrate teaching design into practical operation. The school should adopt project cooperation, lecture training, etc., invite enterprise industry elites to act as course instructors, combine teaching experience and regional industry characteristics, etc., to create professional teaching and training goals based on enterprise employment requirements. Taking local government policy theories and business management as research case content, the school should also carry out in-depth exploration of problems through practical operations, and use research reports, creative proposals, scientific research papers and other methods to create targeted multi-dimensional teaching models. It is necessary to let students understand the policy orientation and the status quo of the development of the cultural industry from the early grades, establish correct concepts in their studies, and adjust and improve the teaching plans and training programs during the follow-up guidance throughout the process. "Practicing what you have learned and learning from each other," only by this way can it comprehensively improve the overall effect of education and scientific research.

### ***3.3 Taking Demand as Orientation, Strengthening Practice, and Integrating Theory with Practice***

First, the teachers can conduct in-depth research to clarify the needs of local cultural industries. [4]

It is a necessity to use the characteristics of local cultural resources to carry out practical teaching of industry-education cooperation to serve the regional economy. The Shanghai Municipal Government attaches great importance to the development of cultural and creative industries, and there is a great demand for cultural and artistic talents, which provides good opportunities and prospects for Shanghai universities to train cultural industry management talents. The school is located in the Lingang New Area of Shanghai Free Trade Zone, with unique regional advantages, such as rich cultural venues: Lingang Science and Technology Innovation Center, Lingang Creative Industry Park, Shanghai Haichang Park, China Navigation Museum, Lingang Art Museum and so on, all the places can build the teaching practice base to bring the classroom directly into the practice base at close range with unique geographical advantages. It is also possible to directly obtain employment needs from interested cultural industry enterprises and institutions, and adjust and formulate practical teaching plans according to the employment needs. For example, taking the management of marine cultural tourism as an example, the Zhoushan archipelago, which is very close to Lingang, is a famous scenic spot for marine island tourism in China and foreign countries. Taking creating new ideas for cultural tourism planning with distinctive regional culture with its own IP as a topic for students to carry out practical projects, on the one hand, can hone students' actual combat experience in professional teaching, and on the other hand, can also give full play to the research and teaching innovation initiative of universities and colleges to serve the local economic development. Many professional practice links of this kind can rely on the many cultural industry bases in Lingang New City, Pudong New District, Shanghai as practical teaching sites. Combining practical bases to carry out immersive teaching, the cultural industry management knowledge learned in the classroom can be truly applied, cultural-related creativity can be truly invested in the production value chain of the industry, and the creativity can be transformed into results.

Secondly, it is necessary to gradually establish a cultural industry management laboratory in the school to carry out virtual simulation teaching experiment projects. The school can use regional advantages to build a collaborative innovation center that meets the requirements of new liberal arts construction, and use the superior resources in the top scientist community in Shanghai Lingang

New Area to deeply cooperate with modern information technology and specialty construction in social enterprises. It can also take advantage of the Shanghai intelligent manufacturing technology innovation platform and the industrial Internet technology innovation platform to infiltrate big data and artificial intelligence technologies into professional teaching to create high-quality innovative talents.

Finally, it is important to open up flexible and diverse teaching methods. In addition to traditional teaching classrooms, the school should pay attention to enriching practical research combined with online excellent teaching resource courses. [5] In the teaching process, students need to be encouraged to think and innovate independently, and extensively carry out various cultural industry survey activities. This will transform the traditional teaching model based on passive acceptance of students into taking the initiative to acquire knowledge by students, and leading and guiding by teachers. The cultural industry takes "creativity as its core competitiveness, and it should not only emphasize the memory of knowledge and concepts, but also focus on cultivating students' overall quality and sense of innovation. In today's fast-developing era, no matter how the era develops, students can find the right direction according to their own advantages, show their professional qualities and abilities, and quickly adapt to the environment.

### ***3.4 Taking the Innovation as Orientation, Carrying out Foreign Exchanges and Cooperation, and Expanding Professional Development Space***

While ensuring the development of regular teaching, foreign exchanges and cooperation should also not be ignored. [6] Cultural innovation requires communication and cooperation, but also "innovation and collaboration". The development of a major should not be limited to one area, but should go out and expand to create a broader professional development space for students. For this reason, various activities such as exchange students and commissioned students can be organized during the winter and summer vacations, so that college students can go to different universities in China and foreign countries, inside and outside the province to study. An interdisciplinary exchange platform with other universities can also be built and both teachers and students should be encouraged to carry out various

diversified research topics. Students can intern in cultural enterprises and institutions to experience different cultural characteristics, analyze cultural differences, and realize cultural integration and cultural innovation. The school can organize cultural industry-related seminars or forums with other universities of the same type on a regular basis, and organize related cultural and creative competitions. There should be intensive exchanges and cooperation in teacher teaching, theoretical research, and student innovation results for common development.

#### 4. CONCLUSION

Combining with the goal of the national new liberal arts teaching and training reform, the cultural industry management major of Shanghai Ocean University expands the strong combination of interdisciplinary in the curriculum design. With the help of the school's superior marine management disciplines, the school is able to highlight the characteristics of professional marine culture, strengthen the cross-curricular courses related to the cultural industry in the superior disciplines of marine universities such as management and economics, marine aquatic products and food in the School of Economics and Management, and enhance the characteristics of professional interdisciplinary courses. It can take advantage of Shanghai's location in the Yangtze River Delta and the industrial advantages of Lingang New Area to integrate production and education, coordinate education and joint training. In response to the cultural industry development policy of the Lingang New Area, the school can also promote the cultural industry to become another important support for the economic development of the Lingang New Area. It is also necessary for the school to construct a compound talent training model for cultural industry management and application with marine characteristics, and send experienced and high-quality talents to cultural departments and institutions such as "art performance, creative design, press and publishing, film and television media, cultural and cultural tourism" in the Lingang New Area. It will be of great significance to contribute to the prosperity of the cultural industry, enhance cultural self-confidence, and promote regional economic development.

#### AUTHORS' CONTRIBUTIONS

This paper is independently completed by Xue Gao.

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