



Formulation and Path Research of Talent Training Program for Drama, Film and TV Discipline

Yu Ran

Sichuan university of Jinjiang college, Meishan, 620860, China

*Corresponding author E-mail: 529790415@qq.com

Abstract. At this stage, the domestic film and television industry urgently needs business talents who not only understand industrial management but also master production rules. Professional talents are required to master new technologies and be proficient in film and television production. Compound personnel are required to have solid humanistic qualities and certain creativity. But judging from the actual situation, there is a gap between the cultivation of talents in colleges and universities and the demand for film and television talents. For this reason, this article will base on Xi Jinping's literary thought, and briefly analyze the talent training strategies that colleges and universities can adopt for the drama, film and television disciplines. Then enhance the contemporary, national and innovative nature of higher art education.

Keywords: talent cultivation; drama, film and television discipline in colleges and universities; path analysis

1 Introduction

It is a problem to face that there is a certain disconnection between film and television education and industry in colleges and universities, so as to dredge the path of coordinated progress of education and industry. At the same time, film and television practitioners should also have a certain ideological realm and moral guidance. The thought of literature and art has very rich moral education theory and educational concept, relying on the mode of "Literature to carry the road" in the training of talents into the "Truth, good and beauty" of literature and art, so as to guide the college students of Drama, film and television to set up the correct values[1]. Although this important thought can provide a feasible way for the training of film and television art talents, it is still a key innovation subject of art education and literature theory education.

2 The main problems in the education of drama, film and television in universities

2.1 Uneven distribution of educational resources

The relationship between scientific and technological progress and the development of film and television art is relatively close, and there are significant geographical constraints on domestic educational resources. The geographical location and economic level of the region will have a direct impact on the local education level. For example, in some eastern cities such as Beijing, Shanghai, and Guangzhou, there are many famous film and television schools. This is not only due to the strong economic strength of these cities, which can provide a solid educational material foundation, but also because of their advantageous geographical location, it is conducive to the flow of film and television talent resources, which is conducive to the healthy development of film and television education[2]. For the central and western regions of China, there is a lack of obvious geographical advantages, which makes it difficult to attract high-quality teachers and students. Additionally, due to the low level of economic development, it is difficult to timely match relevant teaching implementation equipment. In addition, due to the long-term influence of traditional viewing concepts, it is difficult for the central and western regions to effectively improve the quality of film and television education work. The uneven distribution of educational resources caused by limited geographical factors is also reflected in differences in research funding, talent introduction, internship recruitment, and other aspects[3]. Regarding this reality, if the local government and relevant education departments do not take targeted measures, the gap between the two will widen. This will not only affect the fairness of cultivating subject talents, but also be limited by geographical conditions, making it difficult to maintain synchronization with ideological, cultural, scientific and technological development in a timely manner. Moreover, it will be disconnected from the practical needs and objective environment of the times.

2.2 Market demand and talent cultivation are separated

Entering a new era of historical development, there is an extremely urgent demand for composite talents in film and television education, communication, and creation, but the actual training mode is still not very perfect. For higher education institutions, there are two major talent cultivation directions, namely academic and applied[4]. Based on the current development situation of the film and television market and the development needs of the film and television industry, there is an urgent need for applied talents. This is because the growth of the industry requires more film production practitioners to join, but most higher education institutions tend to cultivate basic film and television knowledge and abilities, which are also limited by teaching conditions. To some extent, professional practice has been shelved, making it difficult for discipline talents to grasp professional skills in a timely manner.

2.3 Insufficient mutual support with other disciplines

Compared with other disciplines, art related disciplines started relatively late and have relatively weak academic strength. Although many universities offer majors in drama, film and television, the complete disciplinary framework is not perfect compared to similar disciplines such as journalism and Chinese, which also leads to a relatively scattered layout among disciplines[5]. Compared with professional colleges in China, they will further divide drama and film and television studies into majors such as photography, recording, and lighting. Even if the major has strong depth, there is still a lack of mutually supportive disciplines, and there is a lack of positive interaction mechanisms between various disciplines. Therefore, placing the subject within an ambiguous and isolated education and teaching system becomes a top priority for the development of teaching system and integrated disciplines[6].

3 Research on the training path of drama, film and television talents in colleges and universities.

3.1 Learn from the advanced teaching model and modern technology.

At present, we should focus on the perspective of globalization and strive for the co prosperity and development of Chinese culture and the world. We should not only learn from advanced foreign experiences but also call for conveying the voice of China. In the education of drama, film and television in universities, it is also necessary to reflect a certain degree of global awareness[7]. In terms of talent cultivation, it is required to actively integrate with advanced international education and teaching models, and strengthen the talent advantage of domestic drama, film and television disciplines in the fierce market competition. Firstly, we support students to actively participate in international competitions and enhance cultural exchange with different regions and countries during the activities. Similarly, students can discover their shortcomings during exhibitions and awards, and determine their goals and directions for future professional learning. Secondly, we need to do a good job in introducing film and television education.

3.2 Vigorously developing versatile talents under the requirement of "one specialization and multiple abilities"

The film and television discipline, which occupies a dominant position, should enhance the integration with intimate disciplines, thus establishing a "discipline group" and providing resources for talents with "one specialty and multiple abilities"[8]. Taking comprehensive universities as an example, it is necessary to fully leverage the complementarity of disciplines and introduce relevant educational content such as literature, history, and philosophy into drama, film, and television education, aiming to improve the humanistic literacy level of film and television art talents and consolidate a diverse professional foundation. The cross complementation between film and television and journalism should focus on the training of film and television communication

ability. Because film and television is not only a modern art but also a media technology, which has the communication characteristics of listening language, it is necessary to introduce skills and theoretical knowledge related to journalism Communication studies in the process of cultivating film and television talents. In addition, the combination of film and television discipline and journalism discipline should not only adhere to classroom theory, but also release short news videos on the new media platform. Both theory and practice should be carried out to enable students to learn to use media skills in the context of the development of new media and artificial intelligence[9].

3.3 Establishing talent evaluation standards from multiple perspectives and perspectives

Actively cultivate "dual teacher" teachers. In the current era of knowledge economy, with the emergence of artificial intelligence and the rapid growth of the film and television industry, practical and technical talents are still scarce. Universities can provide intellectual and technical support for film and television creation, and they need to reserve more "double qualified" talents for this purpose. Emphasizing practice while not neglecting theory, providing promotion channels for practical teachers; The second is to provide practical learning and communication platforms for teachers, such as exercising their educational and educational abilities through visiting students,^[10] truly transforming the knowledge and skills learned into teaching outcomes. And universities are taking advantage of the strong advantages of local "dual teacher" talents to gradually form a synergy between knowledge and technology, form core competitiveness, and promote the comprehensive development of "industry, academia, and research". Through the mode of self cultivation and self production, for some ordinary colleges and universities in small cities in China, due to the difficulty in improving teachers' strength due to regional problems, professional platforms and Learning space provide both theoretical and practical training. Taking a sound teaching team as the starting point, we strive to obtain more educational resources from all sectors, which can provide multi-dimensional and comprehensive intellectual guarantee and technical support for cultivating talents in the field of film and television. Secondly, adjust the teaching construction and system in a timely manner based on the current actual development situation. It is necessary to promote a teaching model that is guided by the practical film and television industry, with the goal of professional students being able to understand and master cases, and a project cooperation system. Based on this, it is necessary to establish a teaching model that will enhance the ability to develop film and television products as the main body, and use a project system for creation, practical training, and industry incubation. The research and development of lesson plans should focus on the industrialization of film and television, and teaching should be based on the hot, painful, and blind spots of the market. While mobilizing students' enthusiasm for participation, industry experts or frontline workers should be invited to give lectures; In addition, courses related to innovation and entrepreneurship should also be established, such as thinking training, entrepreneurship guidance, etc. Online training

or educational courses should also be introduced to establish an innovation course subject group based on film and television science.

3.4 Emphasize the improvement and cultivation of students' social responsibility ability

As an artistic talent in the new era, it is an unshirkable obligation and responsibility to shoulder corresponding social responsibilities. In future work positions, we can gather positive energy and inspire people with authentic and solid artistic works. In the process of talent cultivation in universities, the most effective way is to actively encourage students to participate in school management work, organize them to join clubs and other organizations, and guide students to achieve self-management and education. Whether it is carrying out colorful club activities or operating student union organizations, it should be student-centered and provide students with broad development space. While strengthening their ability to serve the people, they should also enhance their awareness of the "heroes of the times", so that they can shoulder the responsibility when facing the mission of the times.

4 Conclusion

In recent years, China's higher education has upgraded "art studies" to an independent discipline. Based on the cultural revitalization strategy implemented in China, a large number of versatile talents in drama, film, and television are needed to join. At the same time, for the subject of drama, film and television, talent cultivation also faces how to carry out targeted modern construction and historical reflection in the context of "cultural industrialization" and "globalization". In short, in the new era, the drama and film talents in universities should be closely related to social needs, era themes, and personal aspirations. In the current complex environment of talent cultivation, we should provide clear training directions for drama and film talents through literary and artistic ideas.

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