

Exploration on the Integration of "Five Educations" in the Teaching of Cultural Industry Management

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Abstract: Cultural industry management is one of the emerging majors in recent years, which aims to cultivate high-quality management talents for the cultural industry market and promote the development and innovation of the cultural industry. Cultural industry management contains important knowledge of culture and management. In the training of talents in this major, we should not only pay attention to their cultural and artistic cultivation, but also improve their management ability to promote the all-round development of students. Therefore, it is very important to achieve the integration of the five educations in professional teaching, combine the cultural industry management with the concept of moral, intellectual, physical, aesthetic and labor education, and do a good job in top-level design, in order to promote the construction and improvement of the curriculum, and finally achieve the goal of the integration of the five educations. This paper studies the connotation of "five education integration" in the teaching of cultural industry management specialty, and explores the realization path of "five education integration" in the teaching of cultural industry management specialty.

1. Introduction

In fact, the current curriculum of the cultural industry management major includes the integration of the five education courses, namely, Morality---moral education, patriotic education, and great art education in the epidemic situation; Intelligence-service marketing and CRM training course; Beauty-introduction to art and cultural communication; Labor- labor in the farm; Physical education - PE elective course [1]. It can be seen that in terms of professional curriculum, educators have the intention to cultivate students' five education qualities and are committed to promoting the all-round development of professional students. In the new era, in the face of the development and practical needs of the cultural industry, we must grasp the effective foundation of the integration of the five educations in the education of the cultural industry management specialty, and promote the effective development of the integration of the five educations in the teaching of the cultural industry management specialty.

2. The connotation of "five education integration" in the teaching of cultural industry management

Under the goal of establishing morality and cultivating talents, the integration of five educations

is an important way to promote the cultivation of outstanding socialist builders and successors. What needs to be clear is that the integration of the five educations is not simply a combination of moral education, intellectual education, physical education, aesthetic education and labor education. It should pay more attention to the mutual penetration of the five educations, rather than being independent and separated from each other. The realization of any education goal in the integration of the five educations does not mean the loss of the other four educations. To achieve the integration of the five educations, we must find a point of convergence and connect the originally separated and separated educational forms through a common point [2].

In terms of the position of each education in the overall training system, some scholars believe that moral education is the primary factor, and it is necessary to start from its internal logic to ensure that the five education goals are achieved one by one. However, this concept inevitably favors one over the other. In fact, the five educations are all part of the overall development. They are equally important and indispensable without any order. The key to achieving the goal of the five educations is to achieve comprehensiveness and integration. The relationship between the five educations should be indispensable. They have their own characteristics and goals, but they all have the same important position. We need to grasp the characteristics and balance in education. To promote the integration of five educations in the major of cultural industry management, we should adhere to the principle of taking morality as the first, intelligence as the foundation, body as the path, beauty as the core, and labor as the priority, which points out the direction for the implementation of the integration of five educations in professional teaching.

In this way, different education goals are closely linked, and the promotion methods, operation and development methods of each education are also changing, so their respective development directions and mechanisms need to be built. Therefore, we should do a good job in the integration of the five educations, promote the mutual integration of the five educations, and enhance the overall educational function. The five education systems belong to an independent and mutually integrated complex system [3].

3. Effective realization path of "five education integration" for cultural industry management specialty

3.1. Promoting the ideological and political education of the curriculum and give play to the effect of collaborative education

At this stage, globalization is developing in depth, and the impact of multiple values on college students is more obvious. Different value orientations continue to emerge. In addition, due to the complexity and diversity of network culture, college students have limited ability to distinguish right from wrong, and can't identify some hidden bad cultures in time. Therefore, college students are vulnerable to some bad thoughts and cultures. At this stage, college students' utilitarianism, egoism, monetarism, hedonism and other thoughts emerge in endlessly. These bad ideologies seriously poison the spiritual world of college students, causing them to have deviations in thought and behavior, or even go astray. As one of the many majors in colleges and universities, the cultural industry management major in colleges and universities should fulfill the professional responsibility of educating people, realize that professional courses and ideological and political courses go hand in hand, cooperate in educating people, and give play to the effect of collaborative education, which is necessary for promoting the affinity and pertinence of ideological and political education in the major. In this regard, in the education of cultural industry management, we must pay attention to the infiltration of ideological and political concepts of the curriculum, and promote the cultivation of socialist core values of college students with ideological and political education of the curriculum, which is also an important part of ideological and political education in colleges and universities.

Through cultural infiltration education for college students, we can promote college students to establish a correct world outlook, outlook on life and values, and strengthen lofty ideals and beliefs. We should firmly follow the path of socialism with Chinese characteristics and cultivate core socialist values.

The integration of professional courses and ideological and political education can truly realize the penetration of ideological and political education in the process of college education, so that students can constantly improve their four consciousness, cultivate their four self-confidence, correct their world outlook, outlook on life and values, and help them establish lofty ideals and beliefs to lay a solid foundation for deepening moral education in colleges and universities when they master professional knowledge. In combination with the characteristics of the cultural industry management professional curriculum, we should excavate the ideological and political elements in the professional curriculum, and through in-depth excavation, systematic sorting and accurate grasp of the ideological and political elements contained in the professional curriculum. This is one of the core goals of the ideological and political construction of the curriculum. We should make all the courses of the cultural industry management professional linked to the ideological and political, so that teachers of all subjects can participate in the educational practice. Therefore, it is necessary to grasp the coincidence point between the cultural industry management major and ideological and political education, constantly promote the standardization of the boundary between professional procedures, and do a good job in the construction of the ideological and political elements mining system by discipline and classification, in order to build a curriculum ideological and political teaching resource library for the cultural industry management major, and provide necessary support for teachers to carry out curriculum ideological and political education.

In addition, we should continue to improve the teaching methods to promote the organic integration of ideological and political elements and professional courses. The traditional ideological and political teaching method of curriculum takes specialty+ideological and political as the main body, combining the ideological and political elements of the curriculum with the teaching of professional courses. However, the relationship between the ideological and political elements and curriculum teaching has not been clarified. Such curriculum ideological and political teaching mode cannot really combine the ideological and political teaching of the curriculum with the teaching of professional courses. The teaching effect that can be achieved can also be imagined. To solve this problem, we need to study how to integrate the ideological and political elements with the professional courses of cultural industry management. In this regard, in the teaching of ideological and political education, relevant colleges and universities should combine the educational characteristics of professional courses, combine the shaping of values with the teaching of knowledge and ability of students, and avoid the random and fragmented integration of ideological and political elements.

3.2. Doing a good job in top-level design and realizing optimal allocation of educational resources

In the process of promoting the integration of five educations, it is very important to ensure the implementation of the goal of establishing morality and cultivating people. We should do a good job in top-level design, make corresponding arrangements for the integration of five educations, and achieve the synergy of all educations. In the process of educating people in colleges and universities, it is necessary to unify understanding, promote the continuous improvement of standing, actively build an action framework, and accelerate the implementation of the concept of "five education integration".

It is necessary to further revise the training program for professional talents to ensure overall planning. In the education of cultural industry management major in colleges and universities,

students should learn basic knowledge and post skills, so that the professional ethics and craftsmanship required by students' career development can be applied. In the major of cultural industry management, the design of compulsory courses should focus on goal achievement, professional qualification examination courses, and take basic courses, professional courses, and professional basic courses as the main body. At the same time, ideological and political theory courses, physical education courses, military theory courses, mental health courses, and art appreciation courses should be set up. Colleges and universities should combine the spirit of documents and the needs of students' training to reasonably grasp the class hours of relevant courses. Generally, 40 weeks of class hours are arranged every academic year. Public basic courses should account for one fourth of the total credits. It should also ensure that the credits of elective courses exceed 10% of the credits of middle schools, so as to ensure that the curriculum is reasonable and the priorities are clear.

3.3. Improving the education evaluation system to ensure the effect of "five education integration"

Education evaluation guides the direction of education development and also affects the development and reform of education in colleges and universities. In the General Plan for Deepening the Reform of Educational Evaluation in the New Era issued by the State Council in October 2020, it was proposed to innovate the process evaluation method of moral, intellectual, physical, and labor, build a comprehensive quality evaluation system, and reverse the wrong evaluation tendency of taking scores as the leading factor in student evaluation. Therefore, to ensure the continuous promotion of the five education integration of cultural industry management major in colleges and universities, it is necessary to build a perfect evaluation system to provide effective guidance for the education work, and accelerate the realization of the five education integration goal through institutional strength.

Secondly, we should formulate appropriate evaluation criteria and determine the goal of education. Colleges and universities should speed up the integration of the five educations, which is the fundamental task of establishing morality and cultivating people. They should organically integrate the educational objectives, contents and implementation process of the five educations to promote the all-round development of students. Therefore, the evaluation criteria for the integration of the five education programs in the cultural industry management specialty of colleges and universities should summarize whether the five education programs are truly integrated, optimize the design of students' comprehensive quality indicators, and ensure that the evaluation criteria are scientific and reasonable.

In order to give full play to the positive role of the integration of "five educations" in the training of cultural industry management professionals, it is necessary to build a sound educational assessment and evaluation mechanism, determine the assessment objectives, and establish the evaluation criteria. For college teachers, the traditional education does not specify the education evaluation mechanism under the integration of the five education, so it is unclear whether teachers will carry out moral education penetration, aesthetic education penetration and other teaching, and how the teaching situation will be. If teachers lack motivation in their work, they will have no enthusiasm for learning. Therefore, we can organize and carry out relevant education activities, determine education evaluation goals, and develop relevant assessment and evaluation mechanisms. We should do a good job in evaluating the students' moral, intellectual, physical, aesthetic and labor studies, and evaluate their behavior to verify whether they have practiced the Party's ideology, policies and lines in practice, so as to verify the teaching effect.

To be specific, the current forms of education evaluation are quite diverse, such as requiring students to write their impressions, observations, experiences, and participation in essay contests and speech contests. However, these methods are relatively traditional and outdated, so it is difficult to

stimulate students' interest in participation. In this regard, under the background of diversified education evaluation, we can try to constantly innovate the evaluation forms and methods, such as conducting questionnaires conduct symposium discussion, etc. to make students interested in different evaluation forms and stimulate their enthusiasm for participation. In addition, we should also ensure that the evaluation process is more relaxed and democratic. Based on a relaxed atmosphere, students can learn easily, stimulate their thinking creativity, carry out brainstorming, and let students think and explore independently. Only in this way can students express their feelings independently, promote the effectiveness of the evaluation, and cultivate their core qualities in many ways.

4. Conclusion

In the education of cultural industry management, in order to solve the shortcomings and problems existing in the professional education at this stage, we must recognize the importance and necessity of the integration of the five educations, further adjust and improve the teaching mode of professional courses, and lay a good foundation for promoting the integration of the five educations, in order to build a perfect education system, promote the development of professional teaching and give play to the effect of collaborative education by actively innovating the teaching mode of courses.

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