

The Transformation of Talent Training in Cultural Industry in Colleges and Universities under the Background of Epidemic Normalization

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Abstract: According to the analysis of the development speed and situation in recent years, the progress of the national economy and comprehensive strength. The demand for high-quality and high-capacity talents is increasing. However, the emergence of the epidemic at the beginning of 2020 has had a huge impact on the development of talent cultivation. As an important tray for the long-term development of China's culture, the cultural industry talent cultivation is particularly important. At present, the epidemic situation has entered the normalization stage, and there are a series of problems in the development of talent cultivation in the cultural industry, such as the importance of education activities on campus over society, the importance of education work on theory over practice, the importance of cultivation methods on tradition and the lack of innovation. The existence of these problems greatly limits the effectiveness of talent cultivation in the cultural industry in colleges and universities. For this reason, this paper makes a diversified analysis of the cultivation of talents in the cultural industry of colleges and universities from the aspects of integration of industry and education, project practice, and discipline integration, hoping to form an effective reference for the relevant talent cultivation work.

1. Introduction

The training of talents in the cultural industry in colleges and universities plays a particularly important role in the construction of China's cultural industry. Under the background of the normalization of the epidemic, the development of education has been restricted and hindered to a certain extent, leading to the urgent reform and development of current education. According to the analysis of the current situation, the cultivation of talents in the cultural industry in colleges and universities has deficiencies and deficiencies in the curriculum system, education mode and education methods. However, facing the challenges of the times, the cultivation of talents in the cultural industry in colleges and universities must be turned under the background of the normalized development of the epidemic. Only in this way can the cultivation of talents be effectively developed and the development of the cultural industry in the new era be maintained. For this reason, the following section explores effective ways to cultivate talents in various cultural industries.

2. The development principles of talent cultivation in cultural industry in colleges and universities under the background of epidemic normalization

2.1. Emphasizing the cultivation of students' independent consciousness

Autonomous learning is an important demand for the development of education in the new era, and also an inevitable condition for the development of talent cultivation.[1] The long-term epidemic has led to online teaching activities, and teachers have a certain grasp of students' learning assistance needs. Based on this situation, the cultivation of students' learning state in the context of the normalization of students' autonomous learning habits is an important factor affecting the effective implementation of talent cultivation. Therefore, the implementation of talent cultivation in the cultural industry in colleges and universities must comply with the development of students' independent consciousness. Only in this way can students participate in the follow-up learning process and activities, effectively promote the improvement and development of students, and ensure the effective development of education in the context of the normalization of the epidemic.

2.2. Paying attention to the development of students' practical ability

The cultivation of practical ability is an important part of the development of higher education, and also the core goal of current education development. In the context of the normalization of the epidemic situation, the development of talent cultivation should ensure the participation of students in learning activities. The fundamental goal of education is to master the basic quality and professional knowledge of cultural industry talents.[2] Therefore, from the perspective of actual education development, colleges and universities should design diversified activities based on the perspective of talents' professional skills development and the needs of students' practical ability development to ensure the effective implementation of education and achieve the effective realization of talent education objectives under the background of epidemic normalization.

3. Problems encountered in talent training of cultural industry in colleges and universities under the background of epidemic normalization

3.1. Educational activities attach importance to campus rather than society

In the context of the discovery of the normalization of self-regulatory epidemic, the development of education in the new era clearly points out that the purpose of talent cultivation is to provide more high-quality and highly capable talents for the development of national undertakings. Therefore, the social awareness and ability of talents are particularly important.[3] However, according to relevant information, the current development of industrial talent cultivation in colleges and universities is biased towards campus education activities. Most teachers pay more attention to the development of campus activities in the actual education process, and also pay more attention to the participation effect of students in campus learning activities. On the contrary, they neglect social practice activities, which results in insufficient social perception of students and biased education. As a result, the educational effect of talent cultivation in the cultural industry in colleges and universities has declined, and even an unsatisfactory situation has emerged. Therefore, the cultivation of talents in the cultural industry in colleges and universities is facing the challenge of the reform of teaching activity mode, which requires a new planning of the education system.

3.2. Educational work pays more attention to theory than practice

According to the development direction of the new curriculum, practical activities play a particularly important role in educational activities. Developing students' professional ability and practical ability is one of the core contents of educational work, and is also an important part of the development of university cultural industry.[4] However, through the investigation and understanding of the current forms of education and activities, it is found that due to the impact of the epidemic in the past two years, students' participation in practical activities has been restricted to varying degrees, which has led to the regional theorization of the development trend of education at this stage, and the relatively lack of organization and arrangement of practical exploration activities on teaching activities. This also leads to the fact that students can't get practical training in the process of learning and exploring, which to a large extent affects the effective development of talent cultivation in the cultural industry in colleges and universities.

3.3. The cultivation method emphasizes tradition and lacks innovation

In the context of the normalization of the current epidemic situation, the development of education has put forward new directions and ideas, which also points out a new way for the in-depth development of education. The educational activities organized by colleges and universities should be based on the comprehensive development perspective of student-oriented, and based on the actual development needs of students, design diversified activities to effectively develop students' subjectivity in the learning process. The cultivation of talents in the cultural industry in colleges and universities still adopts the traditional education mode and method, and the main body of teaching activities is teachers. In the context of the normalization of the epidemic situation, in order to avoid the risk of cross-infection among students, teachers should try to avoid organizing and carrying out negotiation activities in teaching. In this mode, students' participation is more suppressed. There is a big difference between the traditional education mode and the current education development concept and trend, which cannot meet the fundamental needs of talent cultivation and education development. The design and organization of teaching activities are lack of novelty, which leads to the limitation of educational activities in the traditional education model and cannot be effectively promoted and carried out, and there is still a certain gap between the educational objectives of the new era. This has also largely completed the expected goal and effect of talent cultivation in the cultural industry of colleges and universities.

4. Effective transformation of talent training in cultural industry in colleges and universities under the background of epidemic normalization

4.1. Setting up integration of production and education, and building a hierarchical training system

Establishing a sound school running and development system is an important condition for maintaining the development of the school and ensuring the quality of running the school. The effect of education in the context of integration of industry and education will have a direct relationship with the school system. The integration of industry and education is an effective way to promote the integration of teaching majors and social industries, and carry out practical education work. Therefore, promoting the integration of education majors and industries is the key content, and improving the physique is the key to promoting school-enterprise cooperation. In addition, it is also an important condition to ensure the smooth development of school-enterprise cooperation. For schools, how to cultivate technical talents in the new era and expand more education methods and channels is an

important part of reform and development. The industry-education integration platform is to organically integrate the educational content and modern industry, build a variety of learning and exploration ways for students, and give students multi-level development space. Students choose the learning environment and methods according to their own characteristics and development aspirations, better adapt to the current social competitiveness, and promote the cultivation of talents in the cultural industry of colleges and universities. Therefore, in the context of the normalization of the epidemic situation, colleges and universities should strengthen the investment and organization of the integration of industry and education, effectively solve the problem of insufficient practice of educational activities through the integration of industry and education at that time, and promote the effective development and implementation of talent cultivation in the cultural industry of colleges and universities.

From the perspective of talent cultivation in the cultural industry of colleges and universities, the development of educational activities in colleges and universities should break through the restrictions of campus activities, cooperate with relevant social and cultural industries, and form an integrated education model of industry and education. For example, for the drama performance cultural industry, it can be combined with the drama industry in the society in the cultivation work, and professional drama performers can be invited to carry out educational activities in colleges and universities to design rich learning opportunities for talents. At the same time, the integration of production and transportation can also be carried out through social practice, which is to put cultural industry talents into the social and cultural industry, so that the talents can really feel the social atmosphere of the cultural industry to effectively improve the professional ability and quality of cultural industry talents, promote the further development of China's cultural industry, and achieve the education and teaching objectives of the new era. In the context of the normalized development of the epidemic situation, the implementation of industry-education integration activities and work will form an effective guarantee and promote the education environment for the cultivation of talents in the cultural industry of colleges and universities.

4.2. Strengthening project practice and promoting professional ability development

Under the background of the normalization of the epidemic situation, the education work gradually returned to the normal mode. The educational core of various teaching project-based activities is the practical and exploratory teaching activities carried out with the participation of students as the main part. The biggest advantage of this educational model is that it can give students effective practice and exploration space, so that students can participate more in teaching activities. The first thing to focus on the project-based practice is the development goal of the project-based activities, and the cultivation of talents' ability and comprehensive quality is the goal of the project activities. The second is the form of project practice, which is mainly divided into group project activities and individual project exploration. Through the organization of project-based practice activities, students can effectively participate in the learning process, so as to promote the improvement and development of students' comprehensive quality, and thus achieve the educational goal of talent cultivation. Therefore, in the context of the development of epidemic normalization, teachers should strengthen the design, organization and implementation of project-based activities, guide students to explore in project activities, and promote students' practical participation, in order to further deepen students' grasp of relevant professional knowledge and content, and promote the comprehensive promotion and development of talents.

4.3. Paying attention to the integration of disciplines and the cultivation of innovative talents

Discipline integration is a new type of education mode proposed in the new era, mainly based on

comprehensive education of major majors and other cultivation objectives. Based on the current education development background dominated by quality education, ideological and political education has become the fundamental task of education activities at all stages and disciplines. The ideological and political education of cultural industry talents in colleges and universities cannot be ignored. Therefore, educators can carry out relevant curriculum ideological and political education activities based on the perspective of discipline integration education. The most important thing to carry out the ideological and political education activities of the curriculum is to integrate the curriculum content and ideological and political content. The cultural industry curriculum in colleges and universities is very rich, including literature, performance, design and other aspects of content. These contents are rich in knowledge and cultural content and human literacy content, which is rich in education curriculum content. In the actual education work, we can excavate the cultural industry knowledge content of different people, organize and carry out the disciplinary integration education work, and promote the comprehensive improvement and development of talent quality.

5. Conclusion

In a word, the cultivation of talents in the cultural industry of colleges and universities is to promote the further development and promotion of the national cultural industry. In recent years, due to the epidemic, the completion of talent cultivation is limited, leading to the threat to the development of the national cultural industry. In order to maintain the development of the country's cultural industry, college education must be based on the regular background, and make effective changes to the curriculum system, activity organization and activity methods, so as to find the in-depth development path and effective plan for the cultivation of talents in the cultural industry of colleges and universities, and maintain the further development of the country. In the process, we should pay attention to the detailed analysis of the cultural industry, design diversified educational activities based on the development needs of talents, and complete the comprehensive goal of education and talent cultivation.

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