

# Promoting the Sustainable Development of China's Art Colleges and Universities with Innovative Strategies: Taking Shanxi Media University as an Example

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## ABSTRACT

Due to the specialty of the profession and the uncertainty of the cultural industry, media art majors still have some problems in the integrated development of production, teaching and research, which is a weak link in the media art education ecological chain. This paper uses the research methods of literature review, data statistics, logic analysis and other research methods, starting from the development status of Shanxi university, conducted field research on the music, instrumental music, performance, dance and other specialties of Shanxi Media University, and sorted out the problems of Shanxi Media University. Its problems in the integrated development of professional production, education and research include weak industrialization concept, lack of long-term operation mechanism, imperfect platform construction, serious shortage of investment funds and shortage of professional talents, etc. The four dimensions of environment, operating mechanism, talent cultivation and introduction, corresponding countermeasures are put forward in this paper, and the sustainable development path of integration, innovation, production, teaching and research of media art major colleges and universities is also discussed.

**Keywords:** industry-university-research, innovative strategies, media art, sustainable development

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## INTRODUCTION

Industry-university-research usually means that universities, enterprises, and scientific research institutes absorb each other's advantages to fully integrate various production factors such as university-scientific-research results and organically integrate the three stages of learning, research, and production with related industries. Art universities are particularly important due to their specialties of cultural industries. On the one hand, they must cultivate practical and socially-adapted media professionals; on the other hand, colleges and universities must realize the "seamless connection" between their own majors of the media market and optimize their own teaching, scientific research and other elements while improving the level of running a school and serving the media industry.

## LITERATURE REVIEW

#### THEORY 1: THE THEORY OF THE INTEGRATION MODEL OF PRODUCTION, EDUCATION AND RESEARCH

"The construction of the integrated development model and form of production, education and research in media colleges is affected by two factors, one is the guidance of the development needs of the media industry, and the other is the restriction of the educational attributes of the media profession"<sup>1</sup>. The former requires the integration of the industry-university-research development model and the media academy's form into the overall pattern of media industry development so as to achieve interoperability between them. The latter reflects the industry characteristics of media schools, and is essentially the education of media schools. No matter which way it is, it is essentially a process of synchronizing media colleges and media industry. Through the mutual embedding and penetration between the two, the integration of social, human, economic and other resources is finally realized to a certain extent<sup>1</sup>.

#### THEORY 2: THE THEORY OF MODEL OF INDUSTRY-UNIVERSITY-RESEARCH COOPERATION

How to improve the cooperation model of industry, university and research is mainly divided into four systems: reasonable planning and development system; improving the evaluation system of universities; improving social service functions and improving the internal scientific research capabilities of universities. Gu Kang pointed out that maintaining a good university development system is inseparable from the regional government, guiding and helping universities to improve their own research level in production. At the same time, the government must clarify the situation for universities. The rights and obligations of social services provide a good guarantee for related social activities. The second is to improve the evaluation system of colleges and universities. As a kind of practical work, it is to integrate social and economic development and self-evaluation system, and take the investment of teachers and subject workers as a benefit assessment, so as to increase the enthusiasm of teachers in their work and enhance the participation of colleges and universities in social services. Finally, in order to improve the position of universities under the production-university-research model, it is necessary to improve the relevant scientific research level of the universities themselves, and then achieve seamless integration with social-related industries. On the road of developing production, education and research, colleges and universities should not only pay attention to the scientific research fields of related majors, but also care about future professional economic development trends, integrate education and economy, use the results of scientific research as the basis, and use economic development trends as the direction to lead scientific research to accurately grasp the timing to ensure that various studies are in line with the needs of the country and society. The above three points can significantly improve their position in this cooperation mode<sup>2</sup>.

#### THEORY 3: COLLABORATIVE INNOVATION PERFORMANCE THEORY

Carayannis pointed out that "the key to improving the performance of collaborative innovation lies in the comprehensive consideration of the knowledge structure of the parties involved, the willingness to share knowledge, and the choice of knowledge transfer channels. The base co-construction type of industry-university-research development model means that media colleges and media institutions jointly build various integrated production-university-research bases, sharing resources, and jointly undertake the tasks of product production, project research, and talent cultivation. Nowadays, compound talents are direction of social demand. As an important position for cultivating compound talents, it is urgent for colleges to establish a set of advanced and scientific talent training models. In order to realize the mutual benefit of the various elements of industry-university-research project, we need to pay attention to the following points: definition of the connotation of industry-university-research compound talents;

problems in the development of industry-university-research compound talents; and the main way to ensure the collaboration of industry-university-research talents<sup>3</sup>.

#### THEORY 4: THEORY OF EDUCATIONAL ECONOMIC FUNCTION

There is a close relationship between social productivity and educational development, and the economic benefits of education can promote social and economic development to a certain extent. With the development of society, the economic role played by education will become more and more important, and the status of education in the social economy will become higher and higher. However, data shows that during the ten years from 2010 to 2020, more than half of college students have entered the blue-collar industry. The main reason for this is the mismatch between education and the regional economy. A considerable number of college students' work in society does not match their majors<sup>4</sup>. In fact, the compromise of recruitment companies also shows that the current domestic academic research and social practice are faulty. The fault is also called passive investigation of the economic function of education. It only sees the superficial growth effect of education on the economy but ignores the situation. There are many reasons for the impact of education on the economy, and the consequences it brings are obviously negative.

#### RESEARCH METHODS

##### HYPOTHESIS

The concept of industrialization is weak; the lack of long-term operating mechanism and imperfect platform construction are the main problems in the integrated development of production, education and research in the art major of Shanxi Institute of Media and Communication.

##### STUDY DESIGN

The author collects typical cases of Haier's production, education and research in the past five years and observes the teaching work of four professional teachers of music, instrumental music, performance, and dance. Through conversations with relevant professional teachers and school leaders, the author consults teaching plans, teaching diaries, and student work to find problems in the industrialization concept, long-term operation and platform construction of art majors.

##### RESEARCH METHOD

##### LITERATURE RESEARCH METHOD

Through the China HowNet Academic Literature Library and Wanfang Digital Resource System, we can comprehensively access papers and journals on industry-university-research project and sort out the current research priorities and results, understand the theoretical basis of this article by reading foreign scholars' monographs, and collect news reports related to the appointment system, and understand the current situation of the integration of production, education and research. Then we can summarize the above related documents and form their own opinions.

##### CASE ANALYSIS METHOD

This article takes the Shanxi Institute of Media and Communication's recent five years of industry-university-research innovation projects as an example, and conducts research on the relationship between universities, suppliers and other institutions, and summarizes and analyzes them to propose corresponding countermeasures.

##### COMPARATIVE ANALYSIS METHOD

The case study cannot highlight its strengths and weaknesses, so this article uses comparative analysis to compare the Chinese and Thai models to identify the similarities and differences between the two educational models, and thus discover the advantages of Shanxi Institute of Media and Communication in the practice of integrating production, education and research. As for its deficiencies, I've tried to propose a better path in this article.

#### RESEARCH RESULTS AND CONCLUSION

##### RESEARCH RESULTS

The author summarizes three typical industry-university-research cases of Shanxi Media College in the past five years, compares the success factors of education in China and Thailand, observes the teachers and students of the Media College, and summarizes the development of the integration of industry-university-research in the art major of Shanxi Media College. The main problems are five aspects: weak industrialization concept; lack of long-term operating mechanism; imperfect platform construction; severe shortage of investment funds and shortage of professional talents. And my suggestions and conclusion are as follows.

##### RESEARCH CONCLUSION

In recent years, Shanxi Institute of Media and Communication has explored and practiced the integrated development model of industry-university-research in media colleges and combined with the evaluation system of industry-university-research collaborative innovation pointed out by Carayannis. The key is to build a dynamic balance of differences and complements between enterprises and universities.

##### SUGGESTIONS FOR FUTURE RESEARCH

In the face of various problems in the development of production, education and research in art majors, if we want to achieve sustainable development, we can take countermeasures from the following aspects:

##### IMPROVE FACULTY'S AWARENESS OF THE DEVELOPMENT OF INDUSTRY-UNIVERSITY-RESEARCH

First of all, teachers and students must understand and sort out the development trend of the social media industry. According to the market demand, industry, education and research should be used as the guiding ideology of education and guidance for students. Second, we must completely change our ideological awareness of focusing on scientific research results and despising practical research in the media industry. The Academy of Performing Arts should implement the preferential and encouraging policies for transforming education and scientific research into the media industry, and actively carry out industry-university-research seminars to deepen teachers and students' awareness of the industry and the market. We can also use multiple channels and platforms to promote the government's cultural innovation and creativity policy for the college<sup>5</sup>.

##### STRIVE TO CREATE A GOOD POLICY ENVIRONMENT

In 1971, Professor Haken from the University of Stuttgart in Germany pointed out that "The synergy effect of  $1 + 1 > 2$  is produced by the coordination, cooperation or synchronization of various elements in the system and collective actions." Specifically speaking, the synergy effect is to actively communicate with government departments and, through the role of the government, help universities, media agencies and the media industry to form a policy system; second, in terms of funding, it is best to build it together with the market media industry. Funding platform can achieve mutual benefit and win-win capital and share risks. The third is to call on the government to establish corresponding preferential policies for the transformation of scientific research results of production, education and research, to standardize the transformation process, and to truly realize the sustainable development of production, education and research<sup>6</sup>.

#### ESTABLISH A LONG-TERM OPERATING MECHANISM

We have to speed up the construction of sites for Shanxi's art majors "school-enterprise cooperation", and achieve a good situation of integrating the school's professional scientific research resources with the corporate market resources and developing each other. This kind of cooperation is not only limited to the development of specific projects, but more importantly, it is a long-term concept that allows enterprises to participate in campus scientific research results<sup>3</sup>. Only in this way will there be more enterprises participate in the development of industry-university-research of our art majors. It is also because of the participation of enterprises that we can standardize, and unify the traditional industry-university-research that we are isolated from the market in the long term. Finally, the "school-enterprise cooperation" will show our achievements to the society through various industrial channels, will increase the market influence of music, instrumental music, performance, dance and other professions, will attract more and better intermediary media cooperation, and finally form a long-term operation mechanism of learning and research of Shanxi media industry.

#### STRENGTHEN THE TRAINING AND INTRODUCTION OF TALENT TEAMS

Through publicity, recruitment and talent introduction, we will vigorously develop a group of high-quality teachers and scientific research teams who master the laws of the media market. We can also actively learn from foreign successful cases, broaden the channels for talent introduction, and put the introduction of experienced talents in the first place. Only in this way can we ensure that art majors have sufficient talent guarantee on the road to the sustainable development of industry, education and research because scientific research in universities and economics is very important<sup>2</sup>.

In short, as long as we continue to explore the production, education and research of art majors, keep trying according to a variety of countermeasures, continue to learn from excellent art colleges and universities, and sum up experience, we will definitely be able to carry out production, education and research in a healthy, reasonable and effective manner in art majors to realize the sustainable development of production, study and research in art-related colleges and universities.

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