

A Study on the Production and Education Integration Mode of Documentary Creation under the Background of New Liberal Arts

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Abstract: The new liberal arts is the opportunity and challenge brought by the development of modern science and technology represented by artificial intelligence, big data and other technologies to the teaching reform of colleges and universities. Under the background of the new liberal arts, how to improve the quality of talent training has become a common concern of colleges and universities and society. As a creative course of humanities and social sciences, the teaching method of documentary film has many similarities and differences with the traditional talent training mode. In order to better adapt to the needs of social development, it is feasible to explore a new teaching mode of documentary film creation in the context of the new liberal arts. The purpose of this paper is to explore the industry-teaching integration mode of documentary film creation in the context of the new liberal arts, and to effectively improve the teaching quality and creative level of documentary film courses.

Keywords: New liberal arts; Documentary; Industry-education integration mode

1. Introduction

In recent years, driven by national policies, industry market demand and other factors, Chinese documentary creation industry ushered in the booming development. At the same time, due to the restriction and influence of various factors, the documentary talent training still has many problems. Under the background of the new liberal arts, how to train documentary talents in the new era has become a top priority. Under the background of the new liberal arts, the teaching concept of documentary talent cultivation should start from the basic knowledge of the discipline and the practical experience of the industry, and pay attention to the cultivation of composite, innovative and applied talents [1]. The integration of production and education with industry practice as the core is the key method to cultivate documentary talent in the new era. The integration of documentary production and education needs to establish a corresponding talent training mechanism and evaluation system to improve students' working ability in real situations [2]. The new liberal arts is the opportunity and challenge brought by the development of modern science and technology represented by artificial intelligence, big data and other technologies to the teaching reform of colleges and universities. In the context of new liberal arts, how to improve the quality of talent training has become a common concern of universities and the society [3]. As a major of humanities and social sciences, the creation mode of documentary has many similarities and differences with the talent cultivation mode under the new liberal arts background. In order to better adapt to the needs of social development, it is feasible to explore the industry-education integration mode of documentary creation under the new liberal arts background. In this context, this paper mainly discusses the cultivation of documentary talents in the new era from the following two aspects. On the one hand, the national policy guides the society to need high-quality talents; On the other hand, the society has put forward higher requirements for the quality of talents. How to adapt to the needs of the current social and economic development and cultivate a group of documentary talents in the new era that meet the needs of the industry development is an important direction of the research on the construction of the new liberal arts.

2. Challenges faced by the cultivation of documentary creative talents in the context of the new liberal arts

Documentary is a form of video recording that tells Chinese stories through real people and things based on reality. In recent years, driven by national policies, market demand and industry development,

Chinese documentary creation industry ushered in the booming development. However, it is undeniable that, compared with other art forms, the creation process of documentary itself has a high threshold, and the effect presented is difficult to achieve a great breakthrough in a short time. Therefore, the cultivation of documentary talent is particularly important. However, with the rapid development of the documentary creation industry, there are still many problems in the training of documentary creation talents due to the restriction and influence of various factors. These problems mainly include the following aspects: First, the concept of talent training is relatively backward. At present, the development of China's documentary industry is still in its infancy, while the traditional teaching mode pays more attention to theoretical teaching and knowledge teaching, and ignores the cultivation of students' practical ability; Second, the course content is relatively old. Due to the backwardness of teaching concepts and the outmoded curriculum contents, the knowledge structure that college students have learned is relatively single and the professional skills that students have learned are also relatively limited; Third, it is difficult to carry out practical teaching. Although documentary is a practical course, it is difficult for students to carry out in practice due to the lack of rich and real scenes for students to learn and create. Therefore, in the context of the new liberal arts, it has become a top priority to promote the innovative development and breakthrough of documentary talent training.

3. Integration of production and education is an effective way to cultivate documentary talents

In the field of documentary creation, the key to the integration of industry and education is to establish a talent training mechanism and evaluation system centered on industry practical experience, and establish corresponding talent training mechanism and evaluation system based on this. The integration of industry and education needs to be constructed from four aspects: talent training program, professional curriculum design, industry practice training, and innovation and entrepreneurship education. Specifically, the integration of industry and education needs to establish relevant professional talent training programs and clarify training objectives; Establish a curriculum system based on industry practical experience, and set up corresponding courses, such as documentary creation methods, documentary industry and market, documentary marketing strategy and communication; Build a practical teaching system based on industry practical experience as the core, and strengthen the cultivation of students' professional ability and creative ability through enterprise real projects or production projects; In combination with the industry development needs and technology trends, the latest achievements will be applied to classroom teaching, such as the use of new media technology for virtual reality live broadcast, and the use of VR technology for online classes. The integration of industry and education needs to establish a corresponding talent evaluation system, and establish a corresponding industry practice experience as the core of the evaluation mechanism through school-enterprise cooperation, industry-school cooperation, industrial practice and other ways. In the process of integration of production and education, students' learning effect should be tracked, students should be assessed according to their professional learning effect, and the assessment results should be used as the basis for students' graduation work. In addition, the integration of production and education needs to establish a corresponding talent training mechanism and evaluation system, such as the assessment of students' completion of projects and the evaluation of students' creative achievements.

4. The integration of production and education in documentary creation under the background of new liberal arts

4.1. Build a "double-qualified" teacher team to improve students' comprehensive quality

At present, the teaching staff of documentary creation in colleges and universities in China is relatively weak. Most of the teachers are "professional" and lack practical experience and ability. With the development of the times and the progress of science and technology, teachers' teaching methods and teaching models also need to be constantly innovated. In the context of the new liberal arts, teachers should have both solid professional basic knowledge and high creative level. In the context of the new liberal arts, the creation of documentary film needs a lot of practical experience, but also needs to have rich practical experience and social experience, master the knowledge and technology of new media communication, have good written expression ability and strong comprehensive quality. In the construction of the "double-qualified" teacher team, it is necessary to optimize the combination of the existing teacher team, and build a double-qualified teacher team with both theoretical literacy and practical ability, both professional knowledge and the use of new media to disseminate knowledge and technology, both professional knowledge and the ability to guide students to create through the way of

"mentoring". In this way, students can continuously improve their comprehensive quality, stimulate their enthusiasm and initiative in learning documentary creation, and improve their ability to integrate theory with practice.

4.2. Cultivate interdisciplinary talents and establish creative teams

In the context of the new liberal arts, colleges and universities should explore new talent cultivation models, cultivate cross-border and compound talents, and build creative teams with students as the main body, teachers as the leading role, and integration of production and teaching. Documentary film is a highly comprehensive subject. To achieve the integration of production and education in documentary film creation, it is necessary to cultivate compound talents with high artistic creativity and comprehensive ability. From this point, it is most important to cultivate cross-border compound talents. Documentary creation is not a single battle, but a good work that can be completed through teamwork. Therefore, it is also crucial to establish a scientific, reasonable and effective documentary creation team.

First of all, a cross-disciplinary talent training team should be formed, which can be composed of directors, photographers, fine arts and other professionals. Secondly, the team must have a common idea and thought. Teachers of different majors should have a complex knowledge structure of "generalists" and "specialists" to train them to master knowledge related to different fields and disciplines. Third, there should be some distance between team members. Only in this way can they communicate better, cooperate better, and come up with new things.

4.3. Strengthen practical teaching and promote students to "apply what they have learned"

The practical teaching in the industry-teaching integration mode refers to that students combine theory with practice by participating in the practical activities of enterprises and social organizations to improve their knowledge application ability. The industry-teaching integration model under the new liberal arts background also includes students' practical learning in enterprises. For example, in the field of documentary creation, the school can establish long-term cooperative relations with enterprises. Students can practice in enterprises, and the school also provides internship positions for students. In addition, documentary creation can also be combined with cultural and creative industries, such as integrating corporate culture with local historical culture.

Therefore, schools should give full play to the practical teaching role in the integration of production and teaching. In the mode of integration of production and teaching, strengthening practical teaching is the key and also an important way to improve the quality of talent training. Therefore, colleges and universities should clarify the connotation and significance of the industry-teaching integration model, and build an effective operating mechanism and management system.

4.4. Strengthen the construction of teaching resources and promote information sharing

The traditional documentary teaching model is teacher-centered, teachers speak and students listen, which is difficult to meet the social demand for talent training under the new media environment. Teaching resources are the basic conditions for teaching, and schools should strengthen the construction of documentary teaching resources in the era of education informatization and networking.

(1) Accelerate the construction of a number of new media platforms, give full play to the advantages of Internet media, and provide technical support and platform guarantee for documentary creation.

(2) Accelerate the construction of a number of high-quality digital teaching resources, including traditional paper textbooks, video teaching courseware, audio and video resources, etc., to provide students with rich learning resources.

(3) Make full use of the existing practice and training conditions of the school, encourage teachers to actively participate in the documentary creation practice, and provide students with practice opportunities.

(4) Schools should increase capital investment and speed up the construction of digital resource library; At the same time, enterprises are introduced to participate in the construction of digital resource library.

4.5. Build an evaluation system to improve the quality of education

Building a reasonable evaluation system is conducive to deepening the integration of production and teaching and improving teaching quality. At present, China's evaluation system on the integration of industry and education is still imperfect, which needs to be improved. First of all, establish a reasonable evaluation system, and incorporate the actual situation of enterprise and social participation into the evaluation system. Secondly, according to the specific situation of enterprise participation, reasonable evaluation indicators are formulated. Thirdly, we should summarize and reflect on the integration of production and education in time.

Under the background of "Internet plus" era, the documentary industry has also undergone changes, and its development and trend have distinctive characteristics. Exploring the industry-teaching integration mode of documentary creation in the context of the new liberal arts is not only an important content and starting point of the reform and innovation of talent cultivation mode in colleges and universities, but also an effective way to promote social and cultural development and serve local economic construction. Under the background of the new liberal arts, the industry-education integration mode of documentary creation has broad prospects and is worth further exploration and practice.

4.6. Attach importance to cultural heritage and increase creative themes

The subject matter of a documentary directly affects the content of its creation and plays an important role in social development and progress. Under the background of new liberal arts, we should attach importance to cultural inheritance, increase the subject matter and expand the content of documentary creation. For example, documentaries focusing on traditional culture and intangible cultural heritage can be created. From the perspective of new liberal arts, the documentary creation process should reflect the characteristics of the new era, make full use of the Internet thinking, and pay attention to the inheritance and development of traditional culture. Under the background of the new liberal arts, some traditional culture has been endowed with new connotation and vitality. A documentary about China's intangible cultural heritage, *I Repair Cultural Relics in the Forbidden City*, focuses on the restoration of cultural relics in the Palace Museum. These themes are the content that should be paid attention to and explored in the future documentary creation. Under the background of new liberal arts, we should attach importance to the exploration and promotion of traditional culture and intangible cultural heritage.

5. Conclusion

The exploration of the mode of integration of production and education in documentary creation has positive significance for the talent cultivation in colleges and universities under the background of new liberal arts. In terms of curriculum, the university can establish relevant disciplines and professional groups according to the development of the industry and social needs, and strengthen the interdisciplinary integration of disciplines; In the teaching mode, teachers should give full play to their leading role, build a platform for the integration of production and teaching, and closely combine theoretical learning with practical creation; In the construction of teaching staff, we should give full play to the practical advantages of outstanding talents in enterprises and carry out all-round teaching through school-enterprise industry-university cooperation. In teaching management, we should strengthen process supervision and quality control in strict accordance with industry management norms to promote the effective connection between enterprises and universities; In terms of school-enterprise collaborative innovation, colleges and universities should improve the construction of practical teaching system and practice base, and build an open school-running mechanism.

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