

Innovation and Entrepreneurship of Broadcast and TV Director Major from Self Media Platform

Reforgiato Recupero

George Mason University, USA

Keywords: Broadcast and Television, Director Major, Self-Media Platform, Innovation and Entrepreneurship

Abstract: With the continuous development of social economy, China's education industry is also developing. At the end of the 20th century, the emerging major, broadcast and TV director, also developed. Under the background of the popularization of quality education and the deepening of education reform, the new education model advocates students to master the methods and strategies of learning in the process of learning, and pay attention to students' ability of innovation and practice. In the education and teaching activities, the innovative and entrepreneurial education model through cooperation between schools and enterprises can promote students to improve their theoretical ability, innovation and practical ability. However, with its rapid development, there are some weak links in teaching practice. This paper proposes a new perspective on these misunderstandings and weaknesses, and introduces innovative ideas. Through the innovative research of this profession, we will achieve a higher field of educational development.

1. Introduction

The broadcast and TV director major is one of the branches of the second-class radio and television art, and it is a new discipline produced by the combination of art and radio and television programming techniques. With the continuous prosperity of China's radio and television culture industry, the radio and television industry has also developed rapidly. The development of the broadcast and TV director industry began in the 1990s. The new curriculum reform advocates the design of new courses from the three dimensions of knowledge and skills, processes and methods, emotional experiences and values, so students are able to acquire certain skills while gaining knowledge, aiming to enhance students' ability to innovate and practice. Through cooperation with enterprises, the school allows students to go to the enterprise to participate in the internship, so that students can enhance their innovation and practical ability in the internship. The innovation and entrepreneurship education model based on school-enterprise cooperation can enhance students' theoretical and practical ability and enhance students' innovative ability and practical ability. In the development of the radio and television choreographer profession, the use of the innovation and entrepreneurship education model of school-enterprise cooperation can also enhance students'

ability of innovation and practice, and provide application-oriented talents for the society.

2. The Status Quo and Analysis of Broadcast and TV Director Major

The broadcast and TV director major is a major that integrates the creative planning, organization, thinking and effect control of TV programs. Therefore, it can be seen that the broadcast and TV director plays an important role in today's television industry. However, in the face of the rapid development of China's media, broadcast and TV director major has revealed some weak links under fierce competition. In teaching, the following aspects of the broadcast and TV director major are common. 1. The purpose of teaching is not strong. Students only understand the basic application of the device during the learning process, but cannot master its comprehensive application. 2. The teaching process is loose. The teachers of the broadcast and TV director major arranged the courses of practice to be inconsistent, so that students could not be skilled in comprehensive operations. 3. Single practice homework. Broadcast and TV director majors generally have one or two comprehensive exercises, but this is obviously not enough. 4. There is pressure in the employment chain. The talents of the directors are more diversified and are no longer limited to the broadcast and TV director major. At the same time, the graduates are quick to get employed, but the stamina is insufficient and the professional advantage is not obvious. According to the above situation, the directors must have solid basic knowledge, outstanding organizational execution ability, innovative ideas and spirit, so as to gain a foothold in the rapidly developing radio and television industry.

3. An Overview of the Innovative Entrepreneurship Education Model

Innovative entrepreneurship education aims to cultivate talents with basic entrepreneurial qualities and creative individuality, and to cultivate students' ability to innovate and practice. The essence of this is to provide applied talents to the society. In the context of deepening education reform, the concept of the new curriculum reform advocates to enhance students' ability to innovate and practice. The innovative entrepreneurship education model is highly consistent with the concept of the new curriculum reform. The innovative entrepreneurship education model is bound to meet the needs of the society for practical talents, promote the transformation of college graduates' employment concept, and form scientific and reasonable career choice values. Therefore, colleges and universities should update their concepts and focus on the cultivation of innovative and practical abilities of college students, aiming to provide the application-oriented talents with entrepreneurial awareness and entrepreneurial ability. Institutions of higher learning in colleges and universities should focus on practical activities and entrepreneurial activities, supplemented by theoretical knowledge, and promote the formation and transformation of students' career choices.

4. Inadequacy of the Education Mode of Broadcast and TV Director Major

Affected by the traditional education model, the professional education model of broadcast and TV director major still has a series of problems, which seriously restricts the development and progress of the innovation and entrepreneurship education model, and blocks the development of students' innovative spirit and entrepreneurial ability. Firstly, influenced by the traditional education model, colleges and universities still use credits as a criterion for assessing students' comprehensive ability, which affects students' personality development and application ability. Secondly, the teaching practice of broadcast and TV director major is in the form. Teachers and students still fail to get out of the classroom and become a society. They still pay attention to the acquisition of theoretical knowledge, and do not pay attention to the cultivation of innovative ability and

entrepreneurial practice. Thirdly, the graduates of higher education institutions do not fully meet the needs of the society for applied talents. The graduates of the school only pay attention to the theory, are not good at practice, and do not match the application-oriented talents needed by the society, and the demand for market talents is seriously out of touch.

5. Innovation Methods of Broadcast and TV Director Major

Understand the development trend of the media, grasp the supply and demand of talents, and determine the talent training goals based on the actual situation of running the school. We can determine two representative models for domestic and international radio broadcast and TV director major and related undergraduate talent training programs. Firstly, the focus is on science and engineering colleges, strengthening the importance of the practical aspects of mining, photography, and recording. With the goal of cultivating students' good hands-on ability, students will work in media organizations after graduation, and will soon be able to cooperate and even undertake the task of programming. Secondly, it is mainly based on liberal arts colleges, and the cultivation of talents emphasizes the importance of basic skills such as literature. The students have a wide range of knowledge and work hard after work. Based on the above two modes, it can be seen that determining the talent training goal mainly depends on the type of talent demanded by the media, the conditions for running the school, and the actual situation of the students. Objective analysis, we should pay attention to the cultivation of students' creative thinking and speculative ability. However, for a professional who has a high level of technical requirements, how to cultivate students' practical ability is an urgent problem to be solved. The broadcast and television directors are enrolled in the art category. Some students have weak foundations. It is difficult to effectively link the teaching plans and practice links established according to the rules with the students' acceptance. Students' problems in the study of basic theoretical knowledge and the mastery of practical skills are relatively prominent. Based on the above analysis, the broadcast and TV director major will cultivate a composite radio and television director with deep cultural foundation, extensive knowledge links, high level of thinking, outstanding business ability, persistent creative spirit and solid practical ability.

According to the training objectives, combined with the school-running situation, formulate training plans and strengthen practical teaching. The construction of the curriculum development system is the key to determining the results of the training. In combination with the training objectives, the broadcast and TV director major curriculum should be guided by the "thick foundation and wide caliber" to fully construct the students' cultural knowledge system to enhance their sustainable development ability. At the same time, the experiment and training are built on solid theoretical guidance, avoiding the cultivation of students who can only operate it easily and know it but don't know why. In the revision of the specific training program, relying on the national-level specialty, open a new media introduction, mass communication and other courses for the students of the broadcast and TV director major, so that students have a comprehensive understanding of the first-level radio and television director. The Chinese ancient literary works, Chinese modern and contemporary literature, basic writing courses have cultivated students' literary skills. The introduction of radio and television, the history of world radio and television, and the study of Chinese and foreign documentary films have theoretically guaranteed the professional accumulation of students. In addition, certain practical class hours are the key to ensuring students' ability to acquire various abilities. Learning from the experience of relevant professional talent training models at home and abroad, more practical teaching links have been added, the practical teaching requirements of centralized management have been strengthened, and the professional practice ability of the whole semester and the whole process has been cultivated.

Innovate teaching methods. The original teaching method is the traditional inculcation theory, and then practice, and the students are imprisoned into this kind of education, which not only hinders the students' innovation, but also hinders the students from cultivating their own interests. Therefore, it is necessary to innovate the teaching method, which not only stimulates students to have a strong interest in the broadcast and television director profession, but also enhances the students' practical ability to innovate independently. For example, simulation practice can be used to train in the classroom; interactive methods can also be used to allow students to stand on the podium. This requires students not only to have a solid foundation of knowledge, but also to have a stable practical foundation.

Focus on the choice of teaching materials. The rapid development of the television industry and the speed of updating knowledge have also accelerated. However, the content of traditional textbooks can't meet the needs of students' practical learning, so the reform of broadcast and television director major should also pay attention to the choice of teaching materials. In the process of selecting teaching materials, we must choose from the aspects of innovation: practicality, fun, and timeliness; covering a wide range of content, in line with the trend of the times and innovation requirements, and the future direction of development. The selection of teaching materials should lead students to the forefront of the media industry.

Innovate practice teaching. In order to adapt to the development of the media industry, the broadcast and television director major is equipped with a large number of practical teaching in the teaching process, fully highlighting the importance of practice. At present, China's education system belongs to "test-oriented education." In the face of examinations, most students hold the "Satisfied with only 60 scores" mentality. In order to reverse this situation, it is necessary to increase the ability of students to practice hands and achieve a common assessment of practice and theory. The school can combine the resources of the school and the resources outside the school to carry out unified practice. For example, schools can firstly organize excellent competitions through CDCs, broadcasters, and film and television drama clubs on campus, and then select local and foreign broadcasters and other program groups to recommend the authors of these outstanding works to them. Learning and practicing not only enriches their social knowledge, but also provides a broader development space for the profession.

In addition, students should be encouraged to be creative. Innovation is a new requirement of national development. For students, innovation is more important. They use their own hobbies to create their own works, and colleges and universities should give some support to these students who have passion for creation. For example, schools can incorporate student creation into the teaching process, motivate students' innovative styling, inspire innovation and innovate through a variety of innovative competitions.

6. Entrepreneurship Knowledge Test for Students Majoring in Radio and Television Editing

This article takes 150 students majoring in radio and television editing and directing from a domestic university as the experimental subjects, and conducts entrepreneurial knowledge tests related to their own majors, and the test data is made into the form of tables and images. The formulas used in data processing are:

$$S_n = \frac{1}{2}n(a_1 + a_n) \quad (1)$$

$$(a \pm b)^2 = a^2 \pm 2ab + b^2 \quad (2)$$

According to Table 1 and Figure 1, it can be known that 150 students majoring in radio and television editing and directing were tested on their entrepreneurial knowledge. The results showed that 41 people scored 90-100 points, accounting for 27.3%. There are 58 people with 80-90 points,

accounting for 38.7%. There are 37 people with 60-80 points, accounting for 24.7%. There are 14 people with 0-60 points, accounting for 9.3%. According to the data, there are only 14 students who scored less than 60 points in the test result, and most of the students have a good grasp of entrepreneurial knowledge related to their major. It can be seen that these students still have a keen interest in entrepreneurship. Therefore, the cultivation of innovation and entrepreneurial ability for domestic college students majoring in radio and television editing and directing requires strong support and is of great significance.

Table 1. Test results of students' entrepreneurial knowledge

Test result	Student number	Percentage
90-100 points	41	27.3%
80-90 points	58	38.7%
60-80 points	37	24.7%
0-60 points	14	9.3%

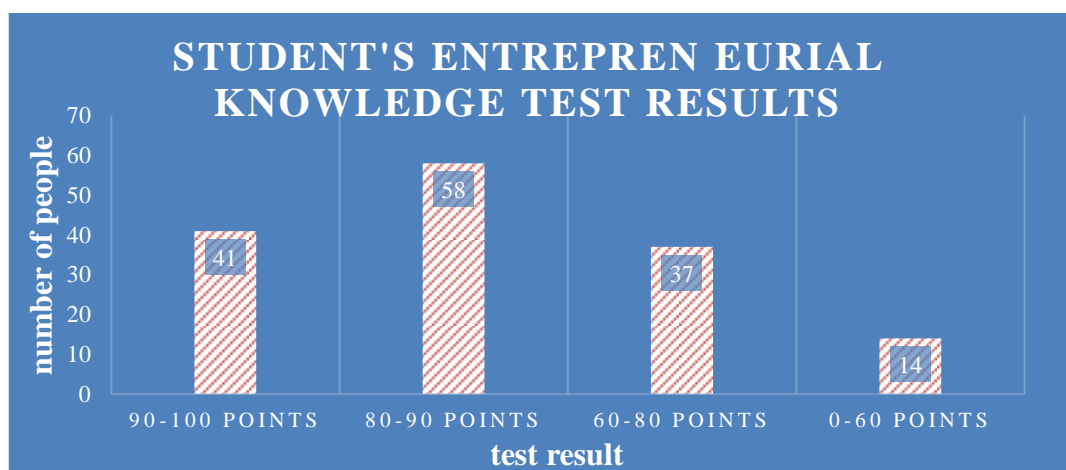


Figure 1. Test results of students' entrepreneurial knowledge

7. Summary

To carry out the reform of broadcast and television director education, we must firstly have a clear and accurate understanding of the current background and social environment. Only by integrating radio and television directors into the existing era can broadcast and television choreography education be viable and constantly advance and develop in this changing era. Secondly, the key to education is talent. Training radio and television directors with broad international vision, strong sense of social responsibility, profound cultural accomplishments, scientific thinking methods and superb professional skills is the goal of radio and television choreography education. Therefore, it is necessary to clarify the concept of radio and television choreography education, the curriculum of radio and television choreography education, the construction of teaching staff and the mode of teaching methods must be systematically reformed. It is important to cultivate students to establish a clear professional spirit, professional philosophy and professional standards. Only in this way can we cultivate comprehensive talents that adapt to the changes in the broadcasting and television choreography industry.

Funding

This article is not supported by any foundation.

Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

References

- [1] Qiao L I, Yang Y B, Zhu D, et al. *Research on Service Design and Innovation of Platform of Innovation and Entrepreneurship in Hebei Province*. *Journal of Hebei University of Science & Technology*, 2017.
- [2] Yong L I, Lei Y, Gao H T, et al. *Research on the Role of Internet in Innovation and Entrepreneurship Education*. *Modern Computer*, 2017.
- [3] Lv J, Liu J. *Research and exploration on the cultivating model of the innovation and entrepreneurship of information specialty in university*. *International Conference on Information and Communication Technology for Education*. 2014:1147-1154. <https://doi.org/10.2495/ICTE131422>
- [4] Shi M. *Research on the Implementation of Innovation and Entrepreneurship Environment Policy in Shanghai's Science and Technology Innovation Center Construction*. *Scientific Development*, 2017.
- [5] Chen S. *Research on Innovation and Entrepreneurship Education in Higher Vocational Colleges from the Perspective of Industry & Education*. *Journal of Ningbo Polytechnic*, 2017.
- [6] Zhang M. *The Research on Teaching Innovation of English for Business Negotiations—Based on Innovation and Entrepreneurship Education*. *Journal of Guangdong University of Education*, 2018.
- [7] Cai H. *Research on Innovation and Entrepreneurship Education System of Chemical Equipment Technology of Higher Vocational Colleges*. *Journal of Lanzhou Petrochemical College of Vocational Technology*, 2016.
- [8] Huiru M A. *Constructions and Practices of Sharing Platform for Teaching Model of Talent Training on Innovation and Entrepreneurship in Animal Science*. *China Educational Technology & Equipment*, 2017.
- [9] Chen Q. *Research on the Talent Cultivation Practice of Local Universities Based on Innovation and Entrepreneurship Education: A Case Study on Hu'nan City University*. *Science Education Article Collects*, 2016.
- [10] Zheng Y. *Research and Exploration on the Innovation and Entrepreneurship Education System Based on "Five Aspects and Three Platforms" in Colleges and Universities*. *Science Education Article Collects*, 2018.
- [11] Deng F. *Research on the Building of Innovation and Entrepreneurship Service Platform of Industry-University-Research Based on Cloud Manufacturing*. *Sci-tech Innovation and Productivity*, 2016.
- [12] Zhou W, Center E T. *The Research of College Students' Ability Training of Innovation and Entrepreneurship Based on Engineering Training Platform*. *Education Teaching Forum*, 2017.
- [13] Du Q, Pan L. *Construction and Research of Innovative and Entrepreneurial Practice Platform for Students of Industrial Design*. 2013, 64(6):1-4. <https://doi.org/10.2991/icssr-13.2013.1>
- [14] Du Q, Pan L. *Construction and Research of Innovative and Entrepreneurial Practice Platform for Students of Industrial Design*// 2013:1-4. <https://doi.org/10.2991/icssr-13.2013.1>