

New Quality Productivity Enabling Audiovisual Communication Talent Training: Changes, Challenges and Pathways

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Abstract:

Driven by the wave of technological innovation, the new quality productivity has become the core force driving the development of the audiovisual communication industry. This paper analyses the changes, challenges, and paths of audiovisual communication talent training empowered by new quality productivity. It builds a training model centred on technological integration, innovative thinking, and practical ability to deliver professionals adapted to the needs of the times for audiovisual communication and promote the industry's sustainable and creative development.

Keywords:

New Quality of Productivity, Audiovisual Communication, Talent Development

1. Introduction

In September 2023, General Secretary Xi Jinping put forward “new quality productivity” to point out a new direction for the development of various industries. In the field of audiovisual communication, the drive of new quality productivity has prompted the industry to undergo profound changes in content creation, dissemination mode and industry pattern. This change has put forward higher requirements for the ability and quality of audiovisual communication talents, and the traditional talent training mode has been difficult to meet the development needs of the industry. [1] It is of great practical significance and theoretical value to study in-depth the upgrading of audiovisual communication talents' ability and the innovation of cultivation mode under the drive of new quality productivity. From the theoretical level, it can help enrich and improve the theory of media education; from the practical level, it can provide fresh blood for the industry, enhance the competitiveness of the industry, and meet the growing spiritual and cultural needs of the people.

2. New Productivity and Changes in the Audiovisual Communication Industry

2.1. Performance and characteristics of new quality productivity

The new productivity quality is the leading role of innovation, with high-tech, high-performance, high-quality features, in line with the new development concept of advanced productivity qualitative. [2] In the audiovisual communication industry, the application of artificial intelligence, big data and other technologies reflects these characteristics, such as AI writing assistants can quickly generate news articles, copywriting planning and other content, significantly improving the efficiency of creation, AI image generation technology can generate high-quality images based on keywords input by the user, providing more creativity and possibilities for the design work, and video platforms use data analysis to achieve personalized recommendations. And so on. The application of these technologies has promoted the innovative development of the audiovisual communication industry, enabling it to meet the increasingly diverse needs of users.

2.2. Performance of changes in the audiovisual communication industry

Technological innovation leads to the innovation of communication modes. Artificial intelligence, big data, cloud computing, and other new technologies are widely used in audiovisual communication, and intelligent creation tools improve the efficiency and quality of content production. 5G technology promotes immersive content dissemination. In the 2024 Paris Olympics broadcast, 8K ultra-high-definition and VR live broadcast technology were used for some of the events, and viewers can freely switch their viewpoints in 360 degrees through VR equipment as if they were in the field of play. On the new media platform, various types of short videos such as knowledge science, life records, and cultural creativity flourished, breaking the singularity of traditional media content; the domestic interactive movie and television “Finished! I am surrounded by beautiful women”, where users can decide the direction of the plot through different choices, has attracted widespread attention after going online. The Palace Museum’s VR virtual tour program allows viewers to experience the charm of ancient architecture in e-commerce live broadcasts, anchors through the audiovisual display of commodities to promote sales. In the 2024 “double eleven” period, e-commerce live sales hit a new high.

3. Current Situation and Challenges of Cultivating Audiovisual Communication Talents

3.1. Cultivation Status

Currently, the training of audiovisual communication talents in China mainly relies on professional education in colleges and universities and training in the industry. [3] Colleges and universities offer many related majors, and the curriculum system covers general knowledge, professional foundation, and core and practical courses. However, with the development of new productivity and changes in the industry’s demand for talent, the existing training mode has gradually exposed some problems. Many colleges and universities offer audiovisual communication-related majors, such as Communication University of China, Zhejiang Media College, and Shanghai Theatre Academy. [4] These colleges and universities cover various directions, such as broadcasting and television, film and television photography and production,

broadcasting and hosting arts, networks and new media, which have cultivated many professional talents for the audiovisual communication industry. The curriculum system of audiovisual communication majors usually includes general courses, specialized introductory courses, specialized core courses and practice courses.

3.2. Challenges

The technology in audiovisual communication is updating rapidly, and the curriculum and teaching materials of colleges and training institutions are lagging, resulting in a disconnect between what students learn and the actual needs of the industry. When artificial intelligence video generation technology has been widely used, the curriculum of some colleges and universities has not yet covered the relevant content, and students are unable to utilize the new technology for creation after graduation skillfully; the updating cycle of teaching materials is long, usually taking 2-3 years, which makes the knowledge students are exposed to lag behind the actual application of the industry. [5] The new productivity quality requires audiovisual communication talents with interdisciplinary knowledge and skills. However, the current training system of most institutions is based on a single discipline, and students lack interdisciplinary thinking and the ability to solve practical problems. The slow update of practical teaching equipment in some colleges and universities, the fact that practical projects are often virtual or simplified, and the assessment of practical courses is only based on the completion of the project are all constraints to the development of talent cultivation.

4. New Quality Productivity Enabling Changes in Audiovisual Communication Talent Training

4.1. Innovation of teaching concepts

From knowledge transfer to ability cultivation, students' ability to solve practical problems is practised through project-based learning. [6] In the audiovisual courses, teachers assign micro-video creation projects for students to complete independently, from topic selection, planning, shooting, and post-production to final presentation, to enhance students' abilities in various aspects. From basic teaching to digital intelligence change, incorporating digital intelligence technology to cultivate students' digital literacy and professional integration ability. In the curriculum, artificial intelligence and audiovisual communication, big data analysis and audiovisual communication. Are added, and confirmed cases and projects are introduced to let students apply what they have learned to solve practical problems. From a single mode to open cooperation, industry and education must be integrated to realize the deep integration of education and industry.

4.2. Curriculum system innovation

New technologies are embedded in the curriculum, allowing students to master the application of technology through theoretical explanations and practical simulations. From the theoretical explanation of its basic concepts, operation mechanism and application scenarios to the practical simulation of building news platforms and other projects, students can experience the application of technology first-hand. Interdisciplinary curriculum promotes the integration of media with computer science, art, and other disciplines, broadens students' knowledge, and cultivates comprehensive literacy. [7] Offer interdisciplinary integration courses, practical

course enhancement, construction of practical teaching bases, project-based teaching, and enhancement of students' practical and innovative abilities.

5. The Path of Audiovisual Communication Talent Cultivation Empowered by New Quality Productivity

5.1. Building a collaborative innovation talent training mechanism

In industry-university-research in-depth cooperation mode, universities, enterprises and research institutions share resources and complement each other's strengths, jointly formulate talent training programs and build practice teaching bases. Establish an industrial tutor system; industrial tutors provide practical guidance, transfer industry experience, and help students do career planning. Build innovation and practice platforms, such as innovation and entrepreneurship incubation bases and laboratories, to provide students with practice opportunities and stimulate innovation. [8] A university's innovation and entrepreneurship incubation base supports student teams in carrying out audiovisual content creation projects based on virtual reality technology, and the laboratory provides students with research opportunities for scientific research projects to improve their scientific research and innovation ability.

5.2. Enhancement of teachers' new quality productivity quality

Teacher training and further training programs are organized regularly to train teachers in new technologies and teaching methods to enhance their professionalism and teaching ability. [9] Training is conducted for emerging technologies, such as artificial intelligence and big data, so teachers can master the application of technology and new teaching methods, such as project-based learning and flipped classrooms, to improve teaching quality and efficiency. Teachers are encouraged to participate in research projects and integrate research results into teaching to improve teaching quality and cultivate students' research and teamwork abilities.

5.3. Optimizing the allocation of educational resources

2024 The State Administration of Radio and Television (SARFT) has issued policy documents to support the cultivation of audiovisual communication talents, guiding colleges and universities to open new majors and courses and encouraging cooperation between enterprises and colleges and universities. Many colleges and universities share high-quality audiovisual communication courses through online education platforms, and colleges and universities hire each other's teachers to give full play to teachers' professional advantages and improve teaching quality. Utilizing online education platforms to expand resources, break time and space limitations, and provide rich teaching resources. The online education platform brings together many high-quality teaching resources to meet the learning needs of different students.

Driven by the new quality productivity, the audiovisual communication industry is in a critical period of rapid development. Continuously optimizing the talent training mode and improving talents' ability can provide solid talent support for the industry's sustainable and innovative development and promote the industry in the context of the new era of continuous development and growth. [10]

6. Conclusions

With the rapid development of new productivity, artificial intelligence, big data, virtual reality, and other technologies have disrupted the audiovisual communication industry's production mode and content form, putting forward brand new requirements for talent training mode. This paper systematically investigates the dynamics of change, challenges, and optimisation paths for new productivity in audiovisual communication talent training based on the qualitative analysis method, combined with case studies and theoretical deduction. It is found that the intervention of new productivity not only reconstructs the underlying logic of talent training but also creates a two-way interactive relationship between 'technology-driven education' and 'demand-driven innovation'.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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