

# *Discussion on the Training Mode of International Art Management Talents from the Perspective of Intercultural Communication*

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**Abstract:** “Cross-culture” has become an important feature of the cultivation of art management professionals. For the emerging art management profession, the study of cross-cultural phenomena in international talent training is more in the initial stage of exploration and exploration, and has not yet formed a scientific theoretical system and mature model. The article focuses on the study of cross-cultural phenomena in the internationalization of talents in art management, and reveals the supporting role of this phenomenon in the cultivation of art management talents, with a view to assisting and promoting the development of art management.

## **1. Introduction**

In March 2017, the “Notice of the Ministry of Education on the Announcement of the Undergraduate Professional Recording and Approval Results for the 2016 General Colleges and Universities” listed “Art Management” as the newly approved undergraduate major (130102T), which was the domestic Central Academy of Fine Arts in 2003. Since the establishment of the art management major for the first time, the recognition and affirmation of the construction and development of art management majors in various universities also reflects the urgent needs and the needs of the times of the development of art management, under the “art theory” of the first-level discipline of art. Setting up the “art management” major, from the current “art management” discipline attribute definition, talent training system and subject evaluation and management, exploring the international talent training is a major direction of China's higher education reform. Art management is a new type of interdisciplinary subject, which introduces cross-culture into the international management talent training mode of art management, and is a new source of power to promote the development of art management. To adapt to the tide of cultural globalization, to promote the specialization of art management profession Construction and innovative talent training will be of great benefit<sup>[1]</sup>.

## 2. Promoting the discipline construction of art management major with "intercultural" research

The Shanghai Theatre Academy proposed in the new art management profession in 2016 that "art management is an interdisciplinary subject with art as the service object and value core". Today is a world of political multi-polarization, economic globalization and cultural pluralism, China's cultural undertakings and culture<sup>[2]</sup>.

The industry faces new opportunities and challenges. The proposal of the National "Belt and Road Initiative" has far-reaching strategic significance and requirements for China's leadership in the world. "Currently, university education in the country is almost always based on the premise of facing the world, making the university education of the country open to the world society." 328 For a new type of art management, facing the world, seeking international features, is art management. An important part of the professional training goal. Internationalization means not only the global integration of culture, but also the conflict of global culture. Internationalization has brought positive development opportunities for higher education in various countries. At the same time, challenges and risks are inevitable. This also raises new questions for China's cultural undertakings and cultural industry construction. The "cross-cultural" feature in this context is an indispensable training perspective for the cultivation of art management professionals. Regrettably, the current study of cross-cultural phenomena in art disciplines is relatively rare, especially in the art management discipline. The publication of E.Hall's "Silent Language" in 1959 marked the beginning of cross-cultural communication. From the development of the discipline after the emergence of this discipline, there are practical researches in different fields, but the theoretical exploration is not enough, and the research focuses on cross-cultural communication. What should be studied in cross-cultural phenomena? At present, there is no international conclusion, especially in the disciplines of art and art management. This makes the study of the international talent training model of art management majors from an intercultural perspective very urgent and beneficial. The art management major under the professional directory has been developed with the times<sup>[3]</sup>.

Today's international exchanges are mainly a process of cultural exchange. At the same time, cultural differences exist widely in the cultural exchanges of different regions of the world. Cultural differences include many factors of social life such as belief, knowledge, art, customs and morality. "Because of the important position and role of culture, especially cultural differences in economic management, cross-cultural management has not only gained attention in the large field of international business," but has also developed in other disciplines. Cross-culture is a culture that spans the boundaries between different countries and nations, and is a cultural difference between different nations, countries, and groups. It is an innovation culture that transcends the system to interact with people who experience cultural attribution. In the contemporary era of knowledge economy and cultural exchange globalization, cross-cultural phenomena as a culture of innovation can be sublimated into a social theme. As the uniqueness of various cultures will become more and more manifested as cultural differentiation strategies and competitiveness, cross-cultural innovation can become an important source of cultural development. In the contemporary era of dramatic changes, the art management profession, based on the theory and practice of cultural market development and marketing, and the new professional design based on the needs of the cultural market, should be brave in innovation, broaden their horizons, and integrate cross-cultural phenomena into the art management profession. In all aspects of construction.

### 3. The connotation of intercultural culture in art management major and discipline construction

Art management belongs to the interdisciplinary subject. Its attribution is mainly social issues, management, and also has a strong humanistic social component. As we all know, the humanities discipline is a disciplinary system based on the concept, spirit, emotion, value of the human being and the culture accumulated in the spiritual world. The rapid development and transformation of the global economy and industry has brought about major changes in the form, structure and pattern of cultural existence not only in the “intercultural phenomenon”, but also in the commercialization and consumption of culture, and the existence of traditional cultural concepts and cultures. There has been a qualitative change in form, acceptance, and overall pattern. The cultural and artistic identity, attribution and acceptance under the cross-cultural perspective, as well as the specific orientation of cultural values, are the main objects of art management research. At the same time, art management also pays attention to the discussion of related concepts of cross-cultural phenomena in this profession and its related research. "We can't just understand the geographical environment and historical knowledge of a nation or country. We must do in-depth discussions, such as people's world view, outlook on life, relationship between man and nature, value orientation, behavior orientation, time. Aspects, self-perceived social organizations and other aspects should be thoroughly studied in detail, so that solve one of his people. "414 Art and Art Management aims to reveal the hidden parts and differences in the cultural structure of the Eastern and Western nationalities, and on this basis, construct a cultivation model suitable for the international characteristics of the art management profession, and analyze the increase in social mobility and ethnicity. Cultural and artistic phenomena caused by miscellaneous. With new ideas and new visions, through interdisciplinary, intercultural, and inter-ethnic cultural and artistic studies, we will develop multicultural dialogues with countries and nations around the world, promote mutual understanding, complement each other, and realize different cultures. Communication and understanding between art, and then improve the artistic ecology and human environment, build a global multicultural art, and serve the internationalization of art management.

In the process of Chinese modern and contemporary art development, art, especially music art, is deeply influenced by Western art. From the Baroque period to the contemporary, from the tone system to the harmony structure, all influence the development of Chinese contemporary art. From the level of art to the level of art management, a series of art management models such as contemporary art management concepts, art marketing concepts, artistic creativity and innovation are influenced by Western perspectives. Therefore, the cultivation of art management talents from the perspective of cross-cultural needs to highlight eight key directions: the orientation of each cultural and artistic context in the art management discipline; the cultural differences between the East and the West based on the art management method and cultural contrast; The role of service in the “Belt and Road” construction; the study of cultural innovation and evasion strategies in art management; the discussion on the art management of “nationality is also the world”; the study of heterogeneous invisible culture and art in foreign art; homogeneity and heterogeneity The mutual conversion of invisible art content and the study of cross-cultural art promotion and planning. It is also necessary to take Korea, Japan, and Singapore as examples. They have made innovations in the process of cultural and economic development, insisted on maintaining themselves in the integration of the world, and have not been replaced in the intercommunication with Western culture. Similarly, Eastern culture will not replace Western culture. They continue to retain their own cultural characteristics in the collision and integration of culture. As Li Dazhao said: "Western civilizations reconcile the great cause, and the two civilizations themselves must have their own complete consciousness." At the same time, the cross-cultural practice of art management should

explore how to maintain the diversity of culture while adhering to the current universal identity model and adhering to the principle of tolerance.

#### **4. International Talent Training Model of Art Management Major from the Perspective of Intercultural Communication**

Innovative and internationalization has become the main content of talent training objectives. International talent training is embodied in a global vision, with a mind-set of independence, innovation, openness and cooperation. In the global competition, we are good at grasping opportunities and striving for active high-level talents. . Among them, the ability of cross-cultural communication and the ability to withstand multiculturalism are its characteristics. "With the increasing trend of internationalization of higher education, China's colleges and universities should promptly add courses on international themes, world geography, international culture, etc., and add international content to the original curriculum to make the curriculum more international and understand the world for students. Create good conditions. At the same time, we should pay more attention to the existence of cross-cultural phenomena when we understand the world culture. We should actively explore the possibility of equality of dignity in international exchanges and cooperation when we understand and learn about foreign culture and technology. Through cross-cultural phenomena as much as possible deep and comprehensive analysis and learning, to understand the relevance and possible characteristics of human culture and art, combined with the adjustment of art management professionals training objectives, to promote the integration and internationalization of curriculum. Change the teaching method and actively cultivate students' ability to cross-culture. The establishment of the goal of training the art management professionals is the core content of the art management discipline construction. Combining the cross-cultural concept to analyze the international content of the art management profession, there are mainly three aspects of performance. First, the internationalization level of talent training, it is to cultivate the internationalization of talent service, and the third is the internationalization of talent cultivation. Starting from the realistic situation, "continuously update the concepts and methods of culture, and through new interpretative, cross-cultural, inter-ethnic, and cross-language literary studies, with new ideas and new perspectives, carry out dialogues with the diverse cultures of countries and nations of the world, and promote Mutual understanding and complementarity, to achieve communication and understanding between different cultures, with a view to improving human cultural ecology and humanistic environment, and building a multi-disciplinary literature and culture around the world." This is the contemporary mission of the development of art management, and also an international talent for art management. Develop important means. From the analysis of the differences between foreign and Chinese art from the perspective of cross-cultural, we can find that in the art creation, art aesthetics, art planning and marketing, different cultures show different ways of thinking, values and behaviors in different cultural backgrounds. We should explore and clarify the cultural differences between "tradition and contemporary" and "Oriental and Western", and use cross-cultural communication to enhance people's interpersonal communication skills and cross-cultural communication skills, especially how people from different cultural backgrounds can transmit information and exchange. Thought and emotions. The international talent training model of art management major should focus on and research on cross-cultural management, and support art management through cross-cultural management.

Based on the international cultural exchanges and cooperation, the basic theoretical research of the theory deeply understands the theory and practice of intercultural communication and realizes the research on the two-way interaction between cultural globalization and national culture localization and the two-way construction of dialectical relationship.

Therefore, only by combining the theoretical study of cross-cultural management of art management with the practical application of intercultural communication can we fully promote the construction of the specialty of art management. The international management talents of art management under the cross-cultural perspective are based on the cultivation of good artistic quality and cultural and artistic appreciation, creative ability, planning ability, brand design and image promotion ability, and the establishment of an internationalized content art management professional curriculum system. Research and develop diversified, international and modular project courses, improve the project curriculum system and corresponding evaluation system, implement the organization of the international art management practical curriculum guidance team, organize and revise the content of the curriculum system, and adopt international cultural projects and projects. Cooperation, increase multiculturalism courses, and promote courses through projects, reflecting international art exchange, performing arts planning, art communication and good foreign language use ability.

## 5. Conclusions

In this drama, there are many props that run through all the time, such as the pen that Bai Yan gave to the leftovers of the dog, the smashed military flag covered by the leftover of the dog, and the silver dollar that the Yanhan couple gave to Ma Auntie. The details show the deep inner feelings of the characters--the Lord The values and worldviews of melody literary works are poured into the emotions, and they are transformed into various sensible details and objects, which are then passed on to the audience, which makes it easier for the audience to recognize and accept. Let the emotions become a trickle and break into the heart, in order to touch the audience and leave the classics.

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