

Creative Education of Museum Culture and Cultivation of Innovative Thinking

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Abstract: Museums are an important place to develop people's wisdom and popularize education, and an important carrier to reflect the accumulation of urban culture. As a high-quality educational carrier, museums should not be ignored in educating authors. Different kinds of museums have different professional perspectives, so museum exhibitions have diversified characteristics, which fundamentally determines the diversity of museum education forms and the richness of educational content. The contents and forms involved in the innovative development of cultural and creative education are complicated, so the museum management staff need to make full preparations and pay attention to the further analysis and effective interpretation of the activities and the background of the times. In the process of continuous development of mobile communication and Internet technology, new media has a great impact on social development and people's lives. This paper analyzes the characteristics and relations between museum education and school education under the new media environment, puts forward the value and significance of the integration of museum education and school education, and probes into the ways to cultivate innovative thinking between museum education and school education.

1. Introduction

Cultural relics are special cultural resources that cannot be regenerated, and they are extremely precious cultural heritage for people now and in the future. Therefore, strengthening the protection and rational utilization of cultural relics can realize the sustainable development and utilization of the great value contained in cultural relics [1]. Museum culture is an important part of urban culture, which not only has the functions of cultural relics collection, protection and management, scientific research, exhibition and so on, but also has the special functions of leading urban culture, carrying forward urban spirit and building a platform for urban multicultural exchange [2]. With the increasing public awareness of cultural relics protection in China, the level of public cultural services has been further enhanced, and the museum industry has entered an accelerated development stage [3]. The background of the rise of cultural and creative industries is homologous to the extension and development of museum service functions. The development from cultural industries to cultural and creative industries reflects people's creative use of culture [4]. If we want to strengthen China's socialist modernization, we must strive to achieve institutional confidence, cultural confidence and road confidence. The sense of national pride and honor is rooted in the cultural relics of the museum. Therefore, the museum has irreplaceable cultural and educational functions and is the most intuitive and vivid place to learn excellent traditional culture [5].

As the concentration of human civilization and the divergence of excellent culture, the museum bears the great mission of inheriting human civilization and continuing the historical context. Museums should provide a brand-new platform and space for school education and teaching activities, so as to promote the all-round development of students. The public education courses in museums are not fixed, and they all adjust the education or exhibition plans with the audience as the main body, which determines that the forms of museum education and learning are mainly experiential and participatory, which is more likely to arouse students' desire for exploration and knowledge [6]. Many museums began to adjust their own management mode, always adhered to the management concept of keeping pace with the times, combined with the requirements of cultural and creative education under the background of the integration of literature and tourism, and started from the political, cultural, practical and artistic aspects of research projects, and actively realized

the effective innovation and reform of activity content, activity form and activity means [7]. In order to give full play to the museum's service and communication function in the new era, it is necessary to make good use of new media technology, which will play an important role in promoting the further development of the museum [8]. This paper analyzes the characteristics and relations between museum education and school education under the new media environment, puts forward the value and significance of the integration of museum education and school education, and probes into the ways to cultivate innovative thinking between museum education and school education.

2. Significance of expanding the cultural and creative education function of modern museums

2.1. The mission of cultural education in museums

Museums have the mission of cultural education, which enables people to learn endless traditional knowledge in the rolling history. As the main front and battlefield for spreading correct ideology, the cultural and educational mission of the museum can be embodied in spreading the spirit of patriotism and carrying out patriotic education. The sense of mission of its cultural and educational function is also reflected in the diversity of its cooperation ability. It can cooperate with various institutions to provide diverse opportunities for learning, education, visits and browsing for people of different levels and ages. School is undoubtedly the most important place to train talents [9]. Its education has the characteristics of stability, systematicness and foundation. However, school education has the characteristics of passive education, and it is lacking in cultivating students' comprehensive analysis ability. However, the education of museums has comprehensive knowledge and intuitive and participatory methods, which plays a unique role in cultivating people's ability to observe, think and analyze problems.

For the communication of museum culture and education, it belongs to the transmission of important information, which can bring more information to the masses. From the perspective of information transmission, when users come to the museum to read and visit, they have certain identity with using the museum to obtain related collections. At present, with the development of the times, students' ability and opportunities to contact new things have greatly surpassed any previous moment. Therefore, if we simply carry out education and teaching activities according to the knowledge in books, it will be difficult to meet the actual needs of students. At this time, museums are the best cultural communication and education bases [10]. It is very important to transform science and technology into productive forces as soon as possible, to transmit the achievements of social science to the public, and to improve the cultural literacy and intelligence of workers. To meet the needs of the times, people must constantly absorb new knowledge, improve their intelligence and stimulate their creativity. Therefore, continuing education and lifelong education have become people's needs. To achieve this goal, we need a variety of means to transfer knowledge and universal educational institutions.

2.2. Cultural and educational characteristics of museums

In the museum, important exhibits are usually placed in conspicuous areas in the museum. Under the new media conditions, through the establishment of the museum education communication platform, the complete display of exhibition items can be realized, which can provide users with more convenient and effective services. Compared with other forms of cultural education, the museum's cultural and creative education has its particularity, which leads to its complementary role with other cultural education and can effectively expand and extend the rest of the educational forms [11]. Its cultural and educational features are as follows: individuals can enter the museum to study and browse without any compulsory purpose, and as long as they have a clear willingness to learn, they can learn knowledge and gain growth.

It should be noted that in the actual cultural and educational communication, it is also necessary to control the use of the long tail effect to avoid negative effects due to excessive use. Among them, the most obvious effect is to increase the cost of information reception even if users have

information confusion. When users obtain actual information, their original plan is to leave after reading the information they are concerned about. However, if there are many related exhibits in the page, the extension time of the information they originally needed will be extended while attracting them, thus increasing their energy and time to obtain information and increasing their information acquisition cost.

3. Cultivation of innovative thinking in museum cultural and creative education supported by new media technology

3.1. Increase interactive activities

In the application of new media technology, digitalization means the transformation from relevant information to digital content through the application of internet and information technology, and then the digital content is formed into information that people can obtain and recognize normally. In the cultural and educational activities of museums, the efficient use of information can be said to be an important basis for digital work. Under the background of the application of new media technology, if it is necessary to obtain the information of an item in the digital management of museum cultural communication collections, information retrieval can be simply completed only by the application of retrieval tools, which is simple and efficient [12]. Museums should not only be a place for displaying cultural relics, but also a new platform for students to learn knowledge, so we must vigorously explore and practice interactive experience activities. This interactive, practical and participatory activity will encourage students to experience and understand the knowledge they have contacted in an all-round and three-dimensional way, thus forming a complete knowledge system, stimulating the enthusiasm for exploration and practice, and experiencing the fun of museum culture, thus achieving the purpose of museum education. The core composition of innovative thinking training in museum cultural and creative education is shown in Figure 1.

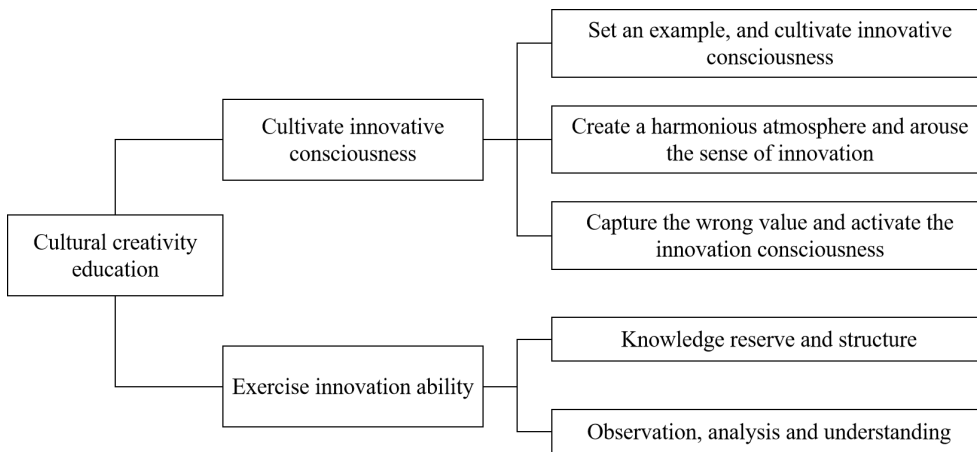


Figure 1 The core composition of innovative thinking training in museum cultural and creative education

Museums need to be aware of their social functions, give full play to their cultural communication functions and social education functions, always adhere to the concept of keeping pace with the times, and better achieve stable operation through effective changes in ideas and concepts. Among them, the cultural and creative education in museums is carried out with high frequency and strict work requirements, and the establishment of service consciousness can not be ignored. At present, the supervision and evaluation mechanism of library-school cooperation is mostly in the charge of museums, which is more or less lacking in objectivity and comprehensiveness. In the future development process, the responsible persons or leaders of cooperative schools can be actively invited to participate in the evaluation. In order to further optimize the evaluation and monitoring mechanism of the results of library-school cooperation, experts can be hired to comment on educational activities according to the actual situation, or

teachers and students can be used as the main body to grade museum staff, and a scientific, diversified and professional evaluation and monitoring mechanism can be constructed.

3.2. Create a digital museum

In practical application, the new media technology needs the help of the application of network information tools to realize the communication and transmission of information, so that any personnel can obtain the information they need without being restricted by the location and time, and on this basis, it plays a positive role in promoting the convenience of information communication and transmission. In the development of cultural and educational communication in the digital museum, users can query and access relevant information without being limited by space and time, so as to better realize the full play of the museum's educational and cultural communication function. On the premise of fully integrating educational resources, we will open an online library-school cooperative resource download center in conjunction with relevant education departments, so that students can learn new knowledge and gain insight in a relaxed and happy process. Considering the authoritative and professional information and the controllable cost of library-school cooperation, it is necessary to build an evaluation and monitoring mechanism for the cooperation between library and school. The digital platform of museum cultural resources is shown in Figure 2.

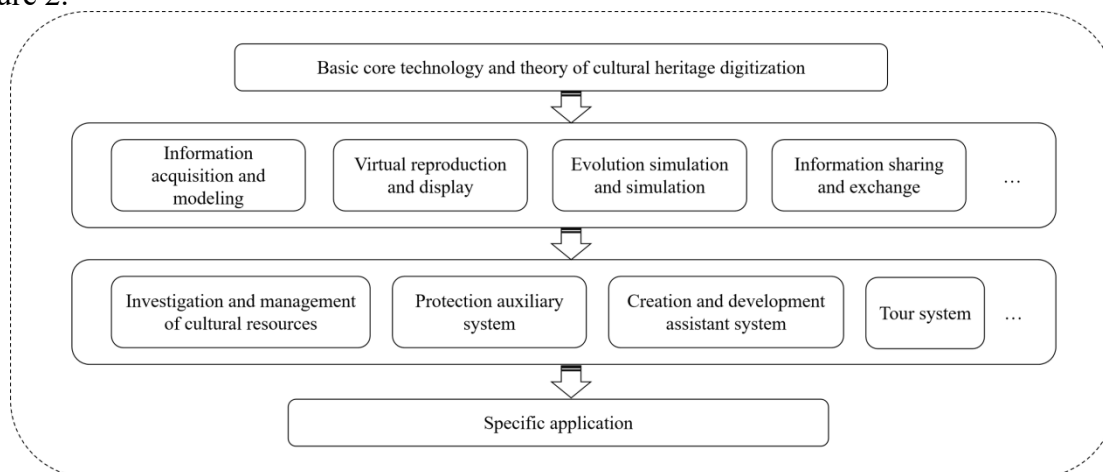


Figure 2 Digital platform of museum cultural resources

In the process of the rapid development of the integration of literature and tourism, the cultural and creative education of museums has achieved rapid development, the market is becoming more and more perfect, and there is an obvious trend of customization. Managers need to analyze the main market, further study the decisive mechanism of the market, fully demonstrate their own characteristics and advantages, and promote the rational allocation and utilization of resources on the basis of market expansion and extension. In the communication of museum culture, through the scientific application of new media related channels and tools, different users of the museum can communicate with each other with higher efficiency, not only can they choose according to their own wishes, but also can realize the role of related objects through the application of certain methods and channels, so as to better meet their own needs. For a comprehensive museum, the substantial collection resources are rich and play an obvious role. Therefore, managers need to be more aware of their social responsibilities, pay attention to the promotion and research of cultural differences, further understand different tourism experiences, actively participate in the integration of cultural and tourism, and realize effective innovation and deepening reform of cultural and creative education.

4. Conclusions

The integration of museum education and school education is essentially the complementarity of educational resources, which has achieved the maximum educational effect for teenagers. In this

process, museum education and school education have been expanded and promoted to varying degrees. Only according to the specific situation of each museum, pioneering and innovating ideas can change the backward situation of cultural industry development in China museums. The cultural and creative industries of museums are the expansion and extension of the social education and cultural service functions of museums, and also an important research topic for museum workers. In the process of comprehensive innovation of cultural tourism activities, managers need to pay attention to the analysis and research of influencing factors from different angles, further adjust their own development model and truly realize stable operation. In the new social background, museums need to promote the comprehensive and rapid dissemination of cultural products and services of museums with innovative thinking, so as to provide better services for the public and students. In the future operation of the museum, it is necessary to be able to apply new media technology in connection with its own development goals, so as to continuously improve the level of cultural and educational communication services.

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