

## Guidelines for the Training of Film and Television Production Personnel in Higher Education Institutions in Hebei Province People's Republic of China

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### Abstract

This research article aims to study guidelines for training models for film and television production personnel in higher education institutions in Hebei Province, People's Republic of China. It is qualitative research using mixed research methods. Conducted interviews with specific groups of experts, consisting of the population consisting of 60 executives of film and television production companies, 30 teachers, and 99 fourth-year students in the film and television department. And 60 graduates with at least one year of work experience in the film and television industry in Hebei Province, totaling 249 people, using a multi-stage sampling process. The tools used in the research are Status and needs survey questionnaire and in-depth expert interview. Statistics used in data analysis were median, mode, quantile range and mean percentage. Questionnaires were analyzed according to the 5-level estimation model using the Likert method and the results of the research were summarized descriptively (Descriptive Research).

Findings are as follows: (1) The training model for film and television production personnel in higher education institutions in Hebei Province should integrate industry and education. (2) The government should promote cooperation between higher education institutions and organizations. (3) The curriculum must meet the development needs of students. (4) Teaching should emphasize the practical part rather than the theoretical part. (5) The government should develop teachers so that they can truly teach with quality.

**Keywords:** Guidelines for the Training; Model of Film and Television Production Personnel; Higher Education Institutions in Hebei Province.

**Type of Article:** Research Article

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## แนวทางสำหรับการฝึกอบรมบุคลากรด้านการผลิตภาพยนตร์และโทรทัศน์ สำหรับสถาบันอุดมศึกษาในมณฑลเหอเป่ย์

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### บทคัดย่อ

บทความวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาแนวทางในการฝึกอบรมบุคลากรด้านการผลิตภาพยนตร์และโทรทัศน์ในสถาบันอุดมศึกษาในมณฑลเหอเป่ย์ สาธารณรัฐประชาชนจีน เป็นการวิจัยเชิงคุณภาพ โดยใช้วิธีวิจัยแบบผสานวิธี มีการสัมภาษณ์กลุ่มผู้เชี่ยวชาญเฉพาะ ประชากรประกอบด้วย ผู้บริหารบริษัทผลิตภาพยนตร์ และโทรทัศน์ จำนวน 60 คน อาจารย์จำนวน 30 คน นักศึกษาชั้นปีที่ 4 ในภาควิชาภาพยนตร์และโทรทัศน์จำนวน 99 คน และ ผู้สำเร็จการศึกษาที่มีประสบการณ์ทำงานในอุตสาหกรรมภาพยนตร์และโทรทัศน์ในมณฑลเหอเป่ย์อย่างน้อย 1 ปี จำนวน 60 คน รวมทั้งสิ้นจำนวน 249 คน โดยใช้กระบวนการสุ่มตัวอย่างแบบหลายขั้นตอน เครื่องมือที่ใช้ในการวิจัยประกอบด้วยแบบสอบถามสถานะและความต้องการ และการสัมภาษณ์เชิงลึกผู้เชี่ยวชาญ สถิติที่ใช้ในการวิเคราะห์ข้อมูลได้แก่ ค่ามัธยฐาน ฐานนิยม พิสัยควอไทล์ และค่าร้อยละเฉลี่ยแบบสอบถามถูกวิเคราะห์ตามแบบจำลองการประเมิน 5 ระดับโดยใช้วิธีของลิเคิร์ท และสรุปผลการวิจัยเชิงพรรณนา

ผลการวิจัยพบว่า (1) รูปแบบการฝึกอบรมบุคลากรด้านการผลิตภาพยนตร์และโทรทัศน์ในสถาบันอุดมศึกษาในมณฑลเหอเป่ย์ควรบูรณาการระหว่างภาคอุตสาหกรรมและการศึกษา (2) รัฐบาลควรส่งเสริมความร่วมมือระหว่างสถาบันอุดมศึกษากับองค์กรต่าง ๆ (3) หลักสูตรต้องตอบสนองความต้องการในการพัฒนาของนักศึกษา (4) การเรียนการสอนควรเน้นภาคปฏิบัติมากกว่าภาคทฤษฎี และ (5) รัฐบาลควรพัฒนาครูผู้สอนเพื่อให้สามารถสอนได้อย่างมีคุณภาพอย่างแท้จริง

**คำสำคัญ:** แนวทางการฝึกอบรม; รูปแบบการพัฒนาบุคลากรด้านการผลิตภาพยนตร์และโทรทัศน์;  
สถาบันอุดมศึกษาในมณฑลเหอเป่ย์

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## Background and Significance of the Problems

Hebei Province is a province in the northern part of the People's Republic of China. The province's abbreviation is "Ji", named after the historical Ji Prefecture or Jizhou, a prefecture during the Han Dynasty located in the southern part of the current Hebei Province. The name "Hebei" means "north of the river", referring to the province's location north of the Yellow River. The capital and largest city is Shijiazhuang. When the central government dissolved the "Zhili" province, which literally meant "directly governed", the modern Zhili province was established in 1911 and subsequently renamed "Hebei" in 1928. Another historical name for Hebei is Yan-Zhao, named after the ancient states of Yan and Zhao during the Republic of China era. Hebei Province surrounds two major municipalities: Beijing and Tianjin. It borders Liaoning Province in the northeast, Inner Mongolia Autonomous Region in the north, Shanxi Province in the west, Henan Province in the south, Shandong Province in the southwest, and the Bohai Sea in the east, situated between Beijing and Tianjin. The province includes the cities of Sanhe, the Hui Autonomous County of Dachang, and Xianghe County, all administratively part of Langfang City. Liu (2017)

China's economic development has entered a new stage, and the industry is facing continuous transformation and upgrading. The rapid development of the industry needs a large number of talents to match its development as support. College education shoulders the responsibility of cultivating application-oriented talents. But at present, there is a disconnection between the talents cultivated in some colleges and the talents needed for industrial development. On the one hand, the talents trained by vocational education "can't go out", on the other hand, no talents in the industry "walk in". All parties are actively exploring ways and means to solve this problem. In this context, the policy of integration of industry and education was put forward. In the Decision on the Development of Modern Higher Education Zhao (2024a).

China's undergraduate vocational education applied talents training implementation time is still relatively short, the relevant research is not deep enough. In recent years, under the background of the policy of integration of industry and education, many application-oriented undergraduate colleges have explored the path of talent training, but most of them focus on application-oriented undergraduate talent training and strategic research, while there are relatively few researches on undergraduate vocational education. In particular, there is a lack of optimizing talent training paths such as first-class curriculum construction, professional quality and excellent vocational education teacher training. Therefore, the research on the training of undergraduate vocational education talents is carried out to provide reference for the training

path of application-oriented undergraduate vocational education talents under the background of production-education integration policy by summarizing the experience of application-oriented undergraduate vocational education talents at home and abroad in terms of their professionalism and other aspects, combined with the research on the effectiveness of the training of undergraduate vocational education talents. It provides constructive suggestions for training application-oriented undergraduate vocational education talents who meet the requirements of social and economic development in the new era of modernization.

China's film and television industry has been developing rapidly, and the demand for high-quality applied talents in film and television production is also growing. However, at present, the talent training mode of film and television production major in some comprehensive colleges and universities in China is still difficult to meet the requirements of the development of film and television industry. The relevant education management personnel need to adjust the curriculum system according to the market demand. By analyzing the existing problems in the teaching mode of film and television production specialty, this paper takes the educational concept of integration of production and education and collaborative education model as the direction of innovation and reform of the teaching mode of film and television production specialty, and explores how to cultivate excellent applied talents for film and television production specialty. College film and television production major has the characteristics of The Times, practice and pertinency. Under the guidance of the new educational concept in the new era, it is necessary to explore the market-oriented professional development direction, keep up with the market demand, and adjust the curriculum system. Talents training for film and television production majors in comprehensive colleges and universities need to conduct in-depth cooperation with enterprises, implement the teaching mode of integration of production and education, and jointly train and develop talents needed by schools and enterprises. Through collaborative education, comprehensive colleges and universities can change the previous single talent training mechanism, integrate the innovative forces of both schools and enterprises, promote the reform of teaching mode, give play to the talents advantages of interdisciplinary, professional integration and multi-layer fields, and jointly build a training mechanism for professional talents in film and television production on the basis of collaboration between schools and enterprises.

Talent training is the foothold of the development of colleges and universities. The upgrading of technical talents puts forward new requirements for the quality of talent training in colleges and universities. It is urgent for colleges and universities to renew the concept of talent quality and change the mode of talent training. It can be seen that the quality of talent

training in colleges and universities is the accelerator of social development in the new era. In the Outline of the National Medium and Long Term Education Reform and Development Plan (2010-2020), it is proposed that schools should change the concept of talent training and closely integrate with actual production needs. Liao et al. (2022). How do colleges and universities in Hebei Province cultivate the quality of good talents on the road of integration of production and education? Where is the key breakthrough of talent training mode? When can we truly achieve “smooth imports and prosperous exports”? These are all questions worth pondering. It can be seen that vocational colleges in Hebei Province will carry out long-term and sustained development under the new normal route of integration of production and education. The most direct and effective way to promote the development of colleges and universities in Hebei Province is to deepen school-enterprise cooperation and take the school-running route of integrating production and education. Therefore, in the face of the increasing demand for talent quality in the market, it has become an urgent problem for researchers to explore the cultivation mode of talents integrating production and education in higher vocational colleges

Therefore, the author chooses to investigate and analyze the relevant aspects of the talent training model of the integration of production and education in colleges and universities in Hebei Province, focusing on the development status and existing problems of the talent training model of the integration of production and education in Hebei Province, and puts forward corresponding improvement strategies to provide reference for the new round of development of the talent training model of colleges and universities in Hebei Province.

## Research Objective

To study The guidelines for training models for film and television production personnel in higher education institutions in Hebei Province. People’s Republic of China.

## Scope of Research

Aiming at the research on the cultivation of film and television production talents under the integration of production and education, the author carries out the research from the following aspects according to the characteristics of the research:

The sample of this study includes 60 managers of film and television enterprises, 30 teachers, 99 senior students majoring in film and television production, and 60 graduates with at least one year’s working experience in film and television production industry. A total of 249 people were sampled, and the sampling method was Muti Stage Random Sampling.

**Phase 1 is to study the current situation and demand film and television talent training under the integration of production and education,** which is divided into three steps:

**The first step** is to study the elements and characteristics of the training package for film and television production talents under school-enterprise cooperation. Research relevant documents, books, academic articles, journals, papers, and the opinions of experts or senior people.

#### **Phase 2 Check the training package**

Have the training package outline checked by an expert or senior person for accuracy, suitability and consistency.

Step 3 Modify the content of the film and television production training package based on the advice of experts or veterans before attempting to teach.

#### **Phase 3 training package trial teaching**

The training package will be trial taught on a sample of students to study the effectiveness and pertinence of the film and television production course.

### **Research Benefits**

1. Deepen cooperation with the business sector and share teaching resources of higher education institutions.
2. Improve the curriculum and focus on practical teaching processes in the context of industry-education integration.
3. Strengthen the development of teaching personnel and improve the quality of teaching for teachers in the development of university personnel.
4. Establish a cooperation platform between institutions and the business sector to promote the integration of industry, academia, research and application. Higher education institutions should cooperate with the business sector.
5. Improve the evaluation system and focus on the development of students' holistic quality in the context of industry-education integration.
6. Increase international exchanges and cooperation to expand students' perspectives with deeper globalization.

### **Concepts, Theories, and Related Literatures**

The necessity of training film and television production personnel; National policies relating to human development, the economy and education; University policy; Integration of production and education. namely a combination of academic and professional courses; The necessity and existing problems of film and television production talent entry preparation and

Research on relevant literature on the cultivation of film and television production talents under the integration of industry and education namely analyze the ability of film and television production talents. The demand of film and television production talent training , and an in-depth interview on the cultivation of film and television production talents under the integration of industry and education. and Group discussion on the capabilities required for film and television production. And used Film and television talent training together with 1. Research basic information ; 2. Curriculum development ; 3. Course trial teaching ; 4. Curriculum optimization and use the principles Correlation theory: together with 1. Research and development; 2. Participatory practical training ; 3. Training courses and development. and use the method Develop participatory practical courses to promote talent development (Song & Hu, 2021)

### Conceptual Framework

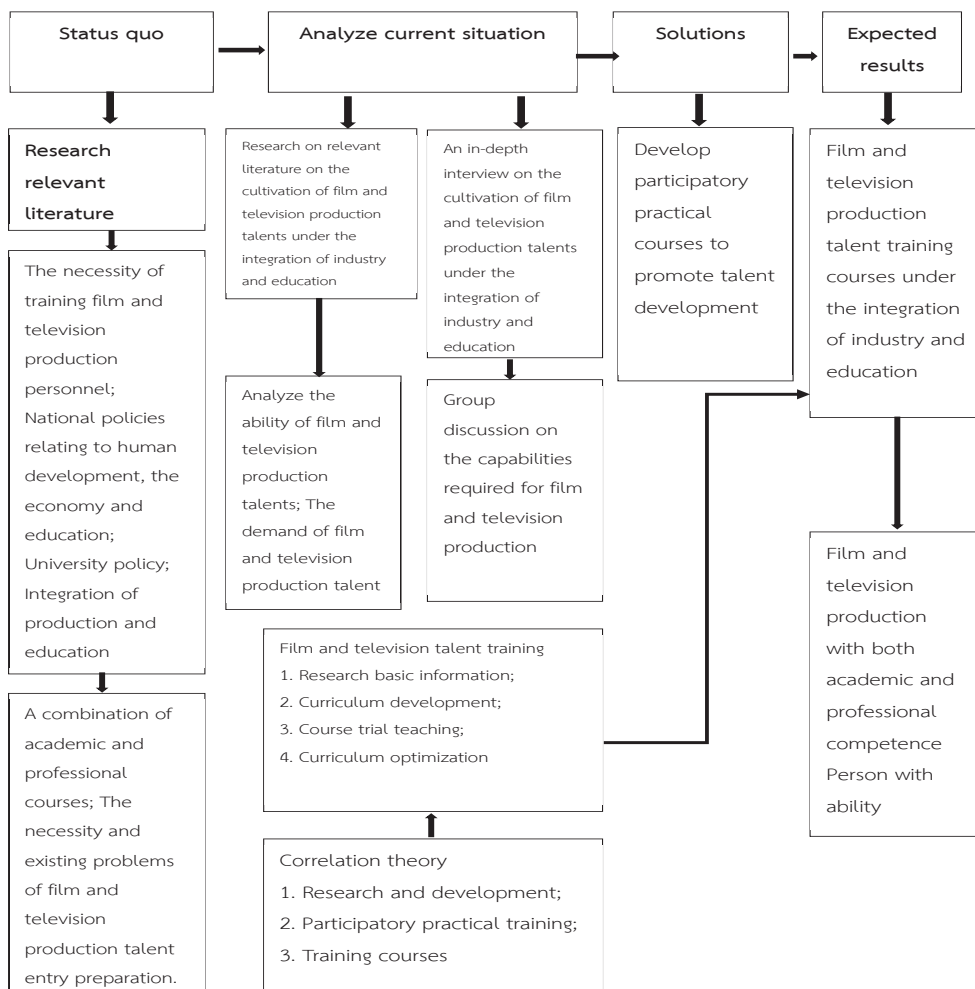


Figure 1 Conceptual Framework

## Research Methodology

Aiming at the research on the cultivation of film and television production talents under the integration of production and education, the author carries out the research from the following aspects according to the characteristics of the research:

**Phase 1** is to study the current situation and demand of film and television talent training under the integration of production and education, which is divided into three steps:

The first step is to study the elements and characteristics of the training package for film and television production talents under school-enterprise cooperation. Research relevant documents, books, academic articles, journals, papers, and the opinions of experts or senior people.

The second step is to investigate the current situation and demand of film production talent training under the integration of production and education in the form of questionnaires for teachers, students and experts.

The third step is to conduct an Indepth Interview with experts or professionals in the industry to study their suggestions and ideas on the cultivation of film and television production talents under the integration of production and education.

The second stage is to formulate a training package for film and television production talents, which is divided into three steps:

The first step is to formulate an outline of a training package for film and television production talents.

Based on the research on the current status and needs of film and television production talent training under the integration of middle-class industry and education in the first stage, the outline of the designated film and television production talent training package was modified.

### **Phase 2 Check the training package**

Have the training package outline checked by an expert or senior person for accuracy, suitability and consistency.

Step 3 Modify the content of the film and television production training package based on the advice of experts or veterans before attempting to teach.

### **Phase 3 training package trial teaching**

The training package will be trial-taught on a sample of students to study the effectiveness and pertinence of the film and television production course.

## Results

The researchers summarized the research results based on the research objectives as follows.



**Table 1**

*The researchers summarized the research results based on the research objectives as follows*

Recommendation	Total Score Resolution	Standard Score	Score Percentage
The training model for film and television production personnel in higher education institutions in Hebei Province should integrate industry and education.	86.40	4.75	87.84%
The government should promote cooperation between higher education institutions and organizations.	76.45	4.65	85.75%
The curriculum must meet the development needs of students.	82.57	4.35	87.98%
Teaching should emphasize the practical part rather than the theoretical part.	83.60	4.65	85.48%
The government should develop teachers so that they can truly teach with quality.	87.30	4.75	86.68%

Training Personnel: The total score is 86.40, with a score percentage of 87.84%, reflecting the importance of integrating industry and education into the curriculum. Promoting Government Collaboration with Organizations: The total score is 76.45, with a score percentage of 85.75%, which is the lowest in the table. Curriculum Meeting Students' Development Needs: This received the highest percentage score of 87.98%, highlighting the importance of aligning the curriculum with students' development needs. Emphasizing Practical Learning Over Theoretical: The total score is 83.60, with a score percentage of 85.48%, indicating a focus on practical learning within the curriculum. Developing Teacher Quality: The total score is 87.30, with a score percentage of 86.68%, underlining the importance of improving teachers' teaching quality. Overall, all recommendations scored above 85%, reflecting the significance of curriculum development and education for personnel in the film and television industry.

## Discussion

The Research on guidelines for training models for film and television production personnel in higher education institutions in Hebei Province. People's Republic of China.

This time, the Researcher was able to discuss the results as follows.

The results of the research found that the Guidelines for the Training Model of Film and Television Production Personnel in Higher Education Institutions in Hebei Province People's Republic of China has 5 elements in creating the guidelines:

1. The training model for film and television production personnel in higher education institutions in Hebei Province should integrate industry and education. This is consistent with Zhang Li's research. Lu, Huang, Zhang, Hao, and Zhang (2023) which studied the talent cultivation model under the basis of industrial education integration. and suggested that the cultivation model should be adjusted to be in line with the needs of the industry and Liu Shang's research points out that the focus is on cultivating students' practical abilities and building cooperation between educational institutions and enterprises. It is an important principle in developing and creating a model for cultivating abilities. And it is in line with the research of Hou, Chen, Wang, and Wei (2021) research on developing a talent training model in the process of higher education development in my country. Through the study of concepts, meanings, and methods for creating a systematic training model for talented people. Propose to adjust the training model for talented people according to the needs of talented people. Emphasis is placed on developing capabilities. and emphasizes practical teaching The average assessment of student satisfaction with film and television production training was 4.53. It has a standard deviation of 0.38, which is considered to be the highest level overall. Each aspect is ranked from high to low. The highest rating was the average quality of the training materials at 4.64 with a standard deviation of 0.56. The second highest rating was the average overall content alignment of the content at 4.62. with a standard deviation of 0.53. The third highest assessment was a consistent mean of 4.56 with a standard deviation of 0.57, which was measured and assessed according to students' actual abilities. As a result, this training package has undergone many trials and improvements until it is effective and satisfactory in cultivating students.

2. The government should promote cooperation between higher education institutions and organizations. This is consistent with the research of Li and Chen (2024) found that methods for developing personnel in film and television production It will be designed from the perspective of academic industry integration. and proposes to promote practical teaching over theory. Emphasis is placed on creating cooperation between educational institutions and organizations. and create new design formats Personnel development

3. The curriculum must meet the development needs of students. The total score resolution. This is consistent with Wang Ning's research. Wang (2021, June). It was found that analyzing the current situation and existing problems The human resource development model

has been studied under the background of industrial education development. Suggesting the creation of training formats that meet the needs of the industry. Emphasis is placed on developing students' practical abilities and cooperation with organizations.

4. Teaching should emphasize the practical part rather than the theoretical part. This is in line with the views of Ali and Wang (2019) research on training models for researchers. It was found that creative practice areas recommend that educational institutions examine industry needs. and adjust practical courses to develop personnel to be able to work to meet the needs of the labor market. Personnel development requires the development of knowledge, understanding, principles, theories, and practical skills. and create a positive attitude for all personnel involved. Create understanding and cooperation between academia and industry. and is consistent with Yuan and Wang (2021, June) research on building a practical teaching system for the effective integration of industry and education within the context. South and offer opinions that guide the establishment of a professional, practical teaching system to cultivate the practical ability and innovation of talented people. and provide support to talented people for industry development

5. The government should develop teachers so that they can truly teach with quality. This is consistent with the research results of Lu et al. (2023) found that the study created a training model for vocational college personnel from the perspective of industry-education integration. Emphasizes the role of industry-education integration in promoting the training of talented personnel in high-level occupations. By proposing guidelines for creating creative personnel training models for quality training of personnel in vocational colleges. The training package is effective and can be used to improve the quality of film and television production personnel. And in line with the research of Zhao (2024b) study the personnel training model based on industry-education integration. Analyze existing problems and offer personnel training models for film and television production. in the field of film and television arts This is guided by integration between industry and education. Talented people will be trained to have effective practical and innovative potential. he above 5 elements are guidelines for creating Guidelines for the training model for film and television production personnel in higher education institutions in Hebei Province People's Republic of China It is very important to make education and organizational development of quality.

## Recommendations

1. Higher education institutions should actively seek deep cooperation with film and television production enterprises to jointly build a talent training model that integrates industry and education. Through close cooperation with enterprises, schools can understand the latest trends and needs of the industry, adjust teaching content and methods in a timely manner, and make teaching more practical. At the same time, enterprises can also provide schools with practical teaching venues and real projects, enabling students to learn and grow through practice. In addition, both parties can jointly develop textbooks and build a teaching resource library to achieve the sharing and optimization of teaching resources.

2. In summary, future research on film and television production talents should follow the trend of industry development, emphasizing interdisciplinary research and practical teaching research. Strengthen international cooperation and promote the recognition and continuous development of the film and television cultural industry.

3. Trends, developments, and new trends should be studied. Continuously gaining in-depth understanding of the film and television art industry, understanding market demand and industry standards, will affect the development of the film and television industry. It can promote the optimization and adjustment of film and television content.

4. Study the universal standards for international film and television production talents, strengthen cooperation and exchanges in the field of international film and television art production, and enhance the international competitiveness of the film and television art field.

5. In summary, future research on film and television production talents should follow the trend of industry development, emphasizing interdisciplinary research and practical teaching research. Strengthen international cooperation and promote the recognition and continuous development of the film and television cultural industry.

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