Exploration on the Construction and Practical Teaching of Cultural Industry Management Major Based on AIGC Technology

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Abstract. With the rapid development of AIGC (Artificial Intelligence Generated Content) technology, its impact on various fields is becoming increasingly significant. This paper focuses on the field of cultural industry management and explores how AIGC technology can be integrated into the curriculum construction and practical teaching of this major. By analyzing the characteristics and advantages of AIGC technology, this paper outlines strategies for its application in updating the curriculum content of cultural industry management, innovating teaching methods, and strengthening practical teaching segments, and proposes corresponding implementation paths and support measures to enhance the quality of teaching in the field of cultural industry management and cultivate high-quality professional talents who are capable of meeting the needs of cultural industry development in the new era.

Keywords: AIGC technology; Cultural Industry Management major; curriculum construction; practical teaching.

1. AIGC Technology Overview

As a sunrise industry in the 21st century, cultural industry plays an increasingly important role in economic and social development. The major of cultural Industry management aims to cultivate interdisciplinary talents who have solid cultural basic knowledge and master the operation and management laws of cultural industry. However, with the rapid development of science and technology, especially the emergence of AIGC technology, profound changes have been brought about in the form and production mode of cultural industry. In this context, the teaching of cultural industry management also needs to keep pace with The Times, and actively explore how to integrate AIGC technology into curriculum construction and practical teaching, so as to better meet the industry's demand for talents.

1.1. Definition of AIGC technology

AIGC is artificial intelligence-generated content. It uses artificial intelligence algorithms, such as generative adversarial network (GAN) and variational autoencoder (VAE) in deep learning, to automatically generate text, image, audio, video and other forms of content through the learning and training of a large amount of data.

1.2. Features of AIGC technology

The characteristics of AIGC technology include the following three characteristics: High efficiency: it can generate a large number of content meeting certain requirements in a short time, which greatly improves the efficiency of content creation. Diversity: It can generate different styles and forms of content to meet the needs of different users. Scalability: With the continuous accumulation of data and continuous optimization of algorithms, the quality and variety of generated content can be continuously improved.

1.3. Application status of AIGC technology in cultural industry

In the field of cultural industry, AIGC technology has been widely used. For example, it is used in film and television production to generate special effects, virtual scenes, etc. In the publishing industry, it is used to assist writing, proofreading, etc.; And in game development for character creation, scene design, etc. These applications have not only changed the way cultural products are produced, but also provided new impetus for the innovative development of the cultural industry.

2. The Impact of AIGC Technology on The Teaching of Cultural Industry Management

2.1. Influence on course content

AIGC's marketing of course content is first reflected in the need to update relevant theoretical knowledge, and the traditional theories on content creation and communication in the course content of cultural industry management need to be updated in combination with AIGC technology. For example, content about the ethical issues of artificial intelligence in cultural creation and the reshaping of the cultural industry value chain by AIGC technology should be added. New case studies are introduced, and a large number of application cases of AIGC technology in the cultural industry provide rich teaching materials for the course. For example, the application cases of ChatGPT in the field of content creation are introduced into the copywriting planning course, and its advantages and disadvantages are analyzed, as well as its influence on the traditional copywriting planning.

2.2. Influence on teaching methods

To promote personalized teaching, AIGC technology can generate personalized learning content and practice topics according to students' learning progress and knowledge mastery, so as to realize individualized teaching. Enrich interactive teaching means. Using AIGC technology, virtual characters or intelligent assistants can be created to conduct interactive teaching with students. For example, in cultural marketing courses, virtual sales representatives can simulate sales scenarios with students to improve students' practical ability.

2.3. Influence on practical teaching

To expand the practical teaching platform, AIGC technology can build a virtual practice platform, such as virtual cultural and creative industry park, virtual performance venues, etc., so that students can carry out practice operations in the virtual environment, reduce the practice cost and improve the practice opportunity. Strengthen project-based practice teaching, and provide students with more project-based practice topics through AIGC technology, such as using the content generated by AIGC for secondary development of cultural products, etc., to cultivate students' innovation ability and teamwork ability.

3. Curriculum Construction Strategies of Cultural Industry Management Major Based on AIGC Technology

3.1. Adjustment of course objectives

The training of students' application ability of AIGC technology in cultural industry management will be included in the course objective, so that students can understand the principle of AIGC technology, master its application methods in different cultural industry links, and have the ability to solve practical problems with AIGC technology.

3.2. Updating the course content

In the course of Introduction to cultural industry, the content of the impact of AIGC technology on the development trend of cultural industry will be added, and the opportunities and challenges brought by it will be analyzed. In the course of cultural creativity and planning, AIGC technology is introduced to assist creative generation, copywriting and other content, so that students can learn to use AIGC tools to improve creative efficiency. In the course of cultural marketing and marketing, the application of AIGC technology in market research, advertising, etc., and how to make use of the content generated by AIGC for precision marketing are introduced.

3.3. Optimization of course structure

Set up a special AIGC technology application course module to systematically teach the basic knowledge of AIGC technology, algorithm principle and application examples in the cultural industry. The AIGC technology-related content is organically integrated into other professional courses, such as the course of cultural resources development and management, and the strategy of digital and intelligent development of cultural resources is discussed in combination with AIGC technology.

4. Explore the Practical Teaching of Cultural Industry Management Based on AIGC Technology

4.1. Construction of virtual practice teaching environment

AIGC technology is used to build virtual cultural industry parks, virtual cultural enterprises and other practical teaching scenes, so that students can experience the operation and management process of cultural industry in the virtual environment, such as product research and development, marketing promotion, financial management and other links of virtual enterprises.

4.2. Carry out project-based practical teaching activities

Set up project topics based on AIGC technology, such as using the cultural product content generated by AIGC to carry out packaging promotion projects, and let students form a team to complete the whole process from project planning, implementation to evaluation. In the process of project implementation, students are encouraged to make full use of AIGC technical tools, such as using the images generated by AIGC to make propaganda posters, and using the copywriting generated by AIGC to write product introductions.

4.3. Strengthen the construction of practical teaching faculty

Organize teachers to participate in AIGC technical training, so that they can be familiar with the principles and application methods of AIGC technology and the application strategies in the practical teaching of cultural industry management. Dual professional talents with AIGC technical background and practical experience in cultural industry will be introduced as part-time teachers to provide more professional guidance for practical teaching.

5. Implementation Path and Safeguard Measures

5.1. Implementation Path

Pilot first: Select some cultural industry management professional classes as pilot, take the lead in carrying out curriculum construction and practical teaching exploration based on AIGC technology, and summarize experience and lessons in a timely manner. Step by step promotion: After the pilot achieves certain results, the successful experience will be gradually promoted to the whole specialty to achieve comprehensive coverage. Continuous improvement: According to the feedback from the

teaching practice, constantly adjust and improve the course construction and practical teaching program based on AIGC technology.

5.2. Safeguard Measures

Technical support: The school shall ensure that the campus network, server and other hardware facilities can meet the needs of AIGC technology application, and constantly update and maintain the relevant software system. Financial support: Special funds shall be set up to purchase software and equipment related to AIGC technology, carry out teacher training and organize students' practical activities. Policy guarantee: The school shall formulate relevant policies to encourage teachers to actively participate in the teaching reform based on AIGC technology, and reward teachers who have made outstanding achievements in the teaching reform.

6. Conclusion

AIGC technology brings new opportunities and challenges to the curriculum construction and practical teaching of cultural industry management major. By reasonably integrating AIGC technology into the course construction, updating the course content, optimizing the course structure, and constructing virtual environment and carrying out project-style practice in practice teaching, the teaching quality of cultural industry management major can be effectively improved, and high-quality professionals with innovative spirit and practical ability can be trained to adapt to the development needs of cultural industry in the new era. However, in the implementation process, it is also necessary to constantly solve the problems of technology, funding, teachers and other aspects to ensure that the teaching reform based on AIGC technology can be smoothly promoted. In the future, with the continuous development of AIGC technology, the teaching of cultural industry management should also continue to follow up, and constantly explore more effective teaching models and methods.

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