

An Analysis of Team Collaboration and Communication Strategies in Cultural Industry Project Management at Private Colleges and Universities

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Abstract: *Teamwork and communication among the team are needed for the management of cultural industry projects in private colleges and universities. With the development of the cultural industry, the quality of teamwork and communication among people in project management is now directly related to the success of the project. The purpose of this paper is to find out why teamwork and communication occur in the management of cultural industry projects at private colleges and universities. Systematically organise the problems and cases, and then put forward some solutions for teamwork and communication. Based on the above research, a reasonable team structure and division of labour, good communication channels, and the use of modern information technology can all be used to improve the efficiency and success rate of project management.*

Keywords: *Private Colleges and Universities, Cultural Industry, Project Management, Teamwork, Communication Strategies*

Introduction

With the development of the cultural industry, more and more private colleges and universities have begun to participate in cultural industry projects. Since there are many different kinds of large-scale projects in the cultural industry, good teamwork and communication among team members are required. Teamwork and communication are necessary for the implementation of projects, so they will directly affect the efficiency and results of the projects. Therefore, more research and application are needed on the collaboration and communication strategies of teams for the management of cultural industry projects at private colleges and universities.

The present situation of teamwork and communication among managers in the cultural industries of private colleges and universities will be examined, problems identified, and corresponding countermeasures proposed in this paper. Specifically, the research questions are: What is the importance and the main reasons for team cooperation in project management? How will good communication help the project succeed? How to Use New Information Technology and Traditional Communication Tools in Project Management.

1. The Essential Role of Teamwork and Communication in Project Management

1.1 The Reason for Working Together in Project Management

Teamwork is needed to manage the projects of the cultural industry; they are generally very complicated and have many parts. Teamwork refers to how the members of a team divide the work and who is responsible for which part, as well as how to use resources and communicate with each other. Good teamwork can speed up the construction of a project, help all parts of the project work together properly, and avoid delays or errors caused by poor communication or lack of coordination.

Firstly, teamwork is to make better use of resources. Divide the division of labour reasonably and have the members cooperate to make full use of their own knowledge and strengths in improving the overall efficiency of team work. For example, the various parts of a cultural industry project, such as creative planning, marketing and finance, all require different skills and knowledge. Only with the good

teamwork of everyone can we use these resources effectively and achieve our project goals on schedule.

Second, teamwork can promote the development of innovation. Based on the inspiration and discussion of the team, more ideas will be generated to find new solutions. Innovation is required for the progress of cultural industry projects, and with good teamwork, new and popular products for the public can be created.

Finally, teamwork will make the students feel more responsible and included. By taking part in all the stages of the project together, the team members will better understand the goal and significance of the project, thus taking more initiative and responsibility for it. It can improve the work efficiency and quality of the team, and also help promote the long-term development of the team.

1.2 The Effect of Good Communication on Project Success

One of the reasons for the success of a project is good communication. Good communication can help us spread the news correctly, obtain feedback on the changes, and thus improve the overall performance of the group.

First, good communication will help us spread the news correctly and widely. At the right time, people will be notified of these projects through the media. Information asymmetry and misunderstandings among all parties in the construction project can lead to bad decisions and implementation errors, harming both the construction schedule and quality. Build good communication channels and platforms to spread the important information and the latest progress of the project in a timely manner so that everyone knows the current situation of the project.

Second, good communication can help solve problems and disputes. There will be disagreements and conflicts of interest among the team members during the project's management. If we cannot talk well, the problems and disputes will not be addressed in time, and there is a risk that the team will break up or the project will fail. Promptly inform the team of any problems or disputes so that they can be handled in time and the project can proceed smoothly.

Good communication can help the team work together better and feel more united. Talk with your colleagues often and plan some tasks together to build a good working relationship. It will help to improve the work efficiency and quality of the team, and also motivate the people.

1.3 The Link Between Team Collaboration and Communication

First of all, the basis and guarantee of teamwork is communication. If there is no communication, the members of the team will not know what to do or how to divide the work. Coordination and cooperation of all links in the various stages of cultural industry projects are required. With good communication, the team will know what needs to be done in the project and when, so all parts of the project can run smoothly and efficiently.

Second, a group of people is in fact a way to communicate. Teamwork is the sharing of information among team members and the joint completion of tasks to achieve a common goal. At this time, the goal of communication is to spread information, solve problems, organise activities and promote innovation. Only when we can communicate well will the team members be able to use their own strengths and abilities to solve all the problems in the project together.

Finally, with the help of teamwork and communication, we will do better. A good team needs good communication to work well, and at the same time, when the team is doing well, it will also help people communicate better. To improve the overall level of efficiency in the management of cultural industry projects, continuous improvement of teamwork and communication should be made to ensure the success and long-term development of these projects.

2. Team Collaboration in Cultural Industry Project Management at Private Colleges and Universities

2.1 Team Structure and Role Assignment

To ensure the good operation of the team, there should be an orderly division of responsibilities and clear roles in the management of cultural industry projects by private colleges and universities. The

Design of the team structure should consider the attributes, size and difficulty of the project to ensure that all tasks can be carried out efficiently [3].

First, the positions of the people in a typical project team are generally the project manager, creative director, market analyst, financial controller, technical support and administrative assistant. As the head of the project team, the project manager will be responsible for all planning and organisation to ensure that the project can be completed on schedule and meets the required specifications and scope. The creative director will be responsible for the creative plan and art direction of the project, and needs to make something new and attractive. The Market Analyst will collect market data and, based on this information, help decide on the location and way of selling the products. The Financial Controller is responsible for the budget and fund management of the project, so they will control costs. We will provide technical support for the technical implementation and operation of the project to ensure normal operation. The administrative assistant will organise the daily work and logistics of the team to help the team run normally.

Second, based on the professional backgrounds, skills and experience of the team members, various positions will be established so that everyone can focus on what they are good at. Allocation of Roles should specify the responsibilities and authorities of all members, avoid overlap or ambiguity in responsibilities, and ensure the normal operation of all tasks.

Finally, the team structure and division of labour should be flexible and adjusted in accordance with the progress and needs of the project. For instance, at different times in the course of a project, some people may need to be added or changed to handle new tasks and address problems that have arisen.

2.2 Main Factors of Team Collaboration

There are many reasons why teamwork in the management of cultural industry projects at private colleges and universities has achieved good results. The reasons above will help the team work together better and complete the project successfully.

First, a common goal should be established and all members need to be informed of it. Team members should be able to understand the general purpose of the project and the goals at different times, as well as feel the reasons for these goals. Only when there is a common goal will the team members be able to cooperate and reach the same place.

Second, there should be trust and mutual support among the team members. A good working relationship and mutual trust need to be established among the team members, and everyone's opinions and suggestions should be considered. Trust and support will help the team work well together, and will be more motivated, creative and effective.

Thirdly, good leadership and decision-making will promote teamwork in the group. The project manager should have good leadership and decision-making abilities, be able to make appropriate choices under pressure, and handle problems and conflicts in the team promptly. The project manager needs to be able to pick up on what the team members are thinking, encourage them to work independently, and make good use of the group's intelligence.

There should be good communication and cooperation among the team members as well. Team members should keep open lines of communication, promptly inform each other of any problems, and work together to solve them. Regular team meetings and work reports can help us know the progress of all the work and solve any problems that occur in time.

Flexible work arrangements and other adaptations are also reasons people work together. Given the changes in the progress of the project and the external environment, the team needs to be flexible and adjust the work plan and mode of operation accordingly to ensure the normal operation of the project.

2.3 Problems and Remedies in Team Collaboration

Teamwork is needed for the management of projects, but many problems have also arisen in recent years. If the problems above are not solved in time, the construction work will be delayed or damaged. Therefore, we need to put forward corresponding countermeasures for the problems mentioned above.

The first two problems of teamwork are a lack of resources and competition for attention. There are only so many resources for the project at any given time, so it is difficult to decide which tasks to prioritise and when. Therefore, a specific list of resources will be prepared in advance and distributed

reasonably among the various areas. Project management software can help the team organise its resources and priorities more reasonably to improve the efficiency of work [6].

Second, there are also problems of conflict among the team members. Due to different backgrounds, knowledge and personalities, the team members may have conflicts and disagreements during the project. Therefore, to address the problem of conflict effectively, one can build a good relationship network and have someone else mediate. The project manager should have good communication and coordination skills, help the team reach an agreement, and respect everyone's opinions.

Thirdly, the reasons for and incentives of the team will also affect cooperation. If the team members are not motivated and lack incentives, they will be less willing to work and perform. The first is to offer reasonable reasons why employees should be motivated to work harder and thus show more enthusiasm in their work. The project manager should know what the team members need and want, offer suitable help and motivation, and help them feel more involved in the team and successful.

Another type of problem in team cooperation is poor communication and information asymmetry. Information asymmetry and poor communication among team members will lead to misunderstandings and errors in judgment. One is to build good channels for communication and information dissemination so that problems can be reported in time. Organise regular team meetings and other activities to promote the communication and collaboration of the team members.

3. Communication Strategies for Project Management of Cultural Industry in Private Colleges and Universities

3.1 Formulation and Implementation of Communication Strategies

To promote the healthy development of cultural industry projects in private colleges and universities, a good communication system should be established to keep all parties informed. The Construction Plan will be based on the actual conditions of the project and the demands of the team, and the time for sending and receiving information will also be taken into account.

First, set clear Communication Goals. The construction of the communication plan should be in line with the general and specific goals of the project, and at all times, clarify what information needs to be communicated and what communication results are to be achieved. For example, at the beginning of a project, people need to know why the work is to be done and when; during the project, they should be informed of any problems that have arisen.

Second, choose suitable communication ways. Choose a suitable way to transmit according to the type and importance of the information. Email, instant messages, phone calls and face-to-face meetings are all typical forms of communication. The necessary and complicated contents will be handled in person or via video conference, and regular progress reports and tasks will be sent by email or instant message.

Thirdly, organise the communication plan. At all times, the communication plan should specify the content of communication, responsible people, time limits and feedback channels. The project manager should regularly hold team meetings to inform all team members of the current situation and problems in the project so that they can be dealt with in time.

Add a Feedback Option Last. Good communication is about sending a message, but it is also about receiving and responding. The project team should set up an all-weather communication channel so that team members can freely raise any problems or suggestions they have at any time, and vice versa. Based on the above feedback, the project manager will adjust the communication plan and working hours to be more flexible and responsive to changes in the project.

3.2 The Application of Modern Information Technology in Communication

Now that we have modern information technology, we can talk more freely and cooperate better on this project. All kinds of modern information technology can be employed to improve the management and operation of cultural industry projects by private colleges and universities in real time.

First, the Application of Project Management Software. Asana, Trello and Jira are all project management tools that can help organise tasks, track the progress of these tasks, share related information and communicate with colleagues. Project management software can help organise the

tasks of all team members, share files and materials on time, and improve the work efficiency and transparency of the project.

Second, there are now instant messaging apps. Instant messaging tools (e.g., Slack, Microsoft Teams, WeChat, etc.) can be used to send all kinds of short and convenient messages in text, voice and pictures. Team members can use a quick messenger to communicate with each other quickly and solve any problems or questions at work promptly to improve the efficiency of the team.

Thirdly, there is now a video-conferencing system. Zoom, Skype, Google Meet, etc., have reduced the distance people need to travel and started to work from home. To discuss it further and reach a decision, we will use a video-conferencing system to have a face-to-face talk and improve the quality of communication.

Finally, the Application of Online Collaboration Tools. Google Drive, Dropbox, OneDrive and other online collaboration tools can be used to have many people modify and share files at the same time. Team members can view and modify the project materials at any time and place to keep the information updated.

3.3 The Good Application of Traditional Communication Tools

Although new information technology has increased the efficiency of communication in project management, some traditional forms of communication are still needed in some cases. Enhancement of the Application of Modern Information Technology and Traditional Communication Tools in the Management of Cultural Industry Projects at Private Colleges and Universities will improve the all-roundness and efficiency of information dissemination.

First, the Goal of face-to-face meetings. The following are the serious problems that need to be solved and the decisions that must be made. Face-to-face communication can be used to present ideas and suggestions more directly, address misunderstandings and doubts promptly, and improve the efficiency of communication and teamwork among members. The project manager should hold regular face-to-face meetings at all times during the course of the project to keep all the members informed about the progress and problems of the project.

Second, written reports and document management. Written reports should be produced to present some information on the current status of a project in project management. The written report should contain the introduction to the project, the progress of all stages, any problems that have arisen, corresponding solutions, etc. Good document management will help organise and store the information of the project in an orderly manner.

Thirdly, there is a phone number. Another is that they can be called over the phone for help in an emergency. In the event of an emergency, one can immediately contact others to report the circumstances and work together to solve the problem. The project manager should communicate with the team regularly and be able to make some quick decisions over the phone when necessary.

Record and Distribute the Minutes of the Official Meeting. After the important meeting, the project manager should promptly prepare meeting minutes to record the content of the discussion, decisions made and action plans, and distribute them to all concerned parties. The minutes of the meeting should record what was discussed and decided at the meeting so that all members are informed and can carry out the following work correctly.

Conclusion

Based on the above analysis and observation, this paper will study the team collaboration and communication modes of project management in cultural industries at private colleges and universities. Based on the above research, reasonable team structure and division of responsibilities, clear common goals, a team culture of trust and support, effective leadership and decision-making, etc., are all necessary conditions for the good operation of teams. At the same time, good communication should also be established; that is, knowing how to contact someone properly, how often to do so, what information to share, and so on.

With the help of modern information technology, many digital communication and online collaboration tools have been added to improve the efficiency of communication and teamwork. The traditional means of communication, such as face-to-face conversation and written reports, are still

necessary for the work of a team. In the future, it is hoped that more modern information technology will be introduced into the old way of communication to improve the overall situation of teamwork. Train the team members better on how to cooperate and communicate so that they can meet the demands of project management in the cultural industry more effectively.

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