

Problems That Need to Be Solved Urgently in The Development of Animation in Mongolia

Fang Liu¹, Battsooj²

¹Jilin Vocational College of Water Conservancy and Electric Power, China

²Mongolian National University of Education, Mongolia

Abstract: This dissertation aims to explore the key issues facing the development of the Mongolian animation industry, including creativity, technology, marketing, education, and policy. Through in-depth research and analysis, we put forward corresponding solutions and development suggestions, in order to promote the healthy and sustainable development of Mongolia's animation industry.

Keywords: Mongolian animation industry, Animation development, Creativity, Technology, Market, Education.

1. Introduction

With the rapid development of the global cultural industry, the animation industry has become a high-profile field. As an emerging market in Asia, Mongolia's animation industry is gradually attracting attention. However, in the development of Mongolia's animation industry, there are still many problems that need to be solved urgently. This article will take a closer look at these issues and propose solutions.

2. The Animation Industry in Mongolia Needs to Be Solved Urgently and The Reasons

In recent years, Mongolia's animation industry has experienced certain growth and development, and has made certain achievements. Some local animation companies are gradually emerging and starting to make a name for themselves on the international stage, launching some international award-winning works, which is undoubtedly a positive sign for the Mongolian animation industry. However, overall, there are still many problems with the Mongolian animation industry, which limit its further development and improvement.

1. Mongolia's animation industry is clearly deficient in terms of creativity. Although there are some works that have won awards internationally, these are often only a few and are not representative of the industry as a whole. Most Mongolian animation works lack novelty and uniqueness in storylines and character design, and often fail to effectively capture the audience's attention. This lack of creativity is not only due to the lack of awareness and ability of production companies to innovate, but also because of the lack of a good innovation environment and innovation mechanism for the entire industry. The Mongolian animation industry lacks novelty and uniqueness in terms of storylines, and often simply copies or imitates existing animation works, without its own unique creativity and characteristics. This lack of innovation not only makes the work unattractive, but also limits the development space of the Mongolian animation industry. Therefore, Mongolia's animation industry needs to strengthen the improvement of creative capabilities, encourage production companies to discover and cultivate outstanding creative talents, and improve the level of creativity and innovation

ability. At the same time, Mongolia's animation industry still lacks a good innovation environment and innovation mechanism. Although some production companies and creators are constantly exploring and innovating, due to the lack of a good innovation environment and innovation mechanism in the entire industry, these explorations and innovations are often just scattered individual behaviors and cannot form an industry-level innovation force. Therefore, the Mongolian government and relevant departments need to strengthen the support and guidance of the animation industry, establish a good innovation environment and innovation mechanism, and encourage innovation and development within the industry.

In short, Mongolia's animation industry has obvious deficiencies in creativity, and it is necessary to strengthen the improvement of innovation ability and establish a good innovation environment and innovation mechanism. Only in this way can the Mongolian animation industry be more competitive and develop in the future.

2. Mongolia's animation industry is relatively backward in terms of technology compared to developed countries. In the process of development, the Mongolian animation industry has focused too much on the development of ideas and storylines, and neglected the importance of technology in animation production. Mongolia's animation production technology lags behind other developed countries. Although some local companies are able to produce works with a high level of technology, most companies still have a low level of technology, which limits production efficiency and quality of work. Due to the limitation of technical level, the lack of advanced production software and equipment makes the production efficiency and quality limited. The reason for the backwardness of technology is the lack of technology introduction and R&D investment, and the lack of financial and resource support, which makes it difficult to develop and innovate technology, and cannot keep up with the development trend of international animation production technology. As a result, the position and development of technology in the industry as a whole is limited, and it is not able to fully play its role in improving the quality and efficiency of animation.

3. The market competitiveness of Mongolia's animation industry is also relatively insufficient. In the global animation market, Mongolian animation faces fierce competition from

the United States, Japan, South Korea and other countries. Lack of brand influence: Mongolia's animation industry is relatively lagging behind in terms of brand building, and lacks a brand image with international influence. This makes it difficult for Mongolian animation products to gain sufficient recognition and recognition in the international market, which limits their market competitiveness. Lack of marketing and promotion strategies: Mongolia's animation industry is relatively weak in terms of marketing and promotion. The lack of effective marketing strategies and marketing channels has prevented Mongolian animation products from gaining sufficient exposure and sales opportunities in the international market. Lack of industrial synergy: Mongolia's animation industry is deficient in collaborative innovation and industrial chain cooperation. The lack of in-depth cooperation with other industrial fields makes it impossible to form an industrial ecological chain with complementary advantages, which limits the improvement of its market competitiveness.

4. Lack of education. Animation production requires professional skills and knowledge, and Mongolia's current education system is clearly deficient in the cultivation of animation talents. Although some universities and training institutions offer animation courses, these courses often lack systematization and depth to meet the needs of the industry. The main reason for this is the lack of professional educational institutions: at present, Mongolia lacks institutions specializing in animation education, such as animation academies or training institutions. Due to the lack of professional educational institutions, professionals in the field of animation cannot be systematically cultivated and trained, resulting in a large gap in the talent pool of the animation industry. Lack of educational resources and teachers: Animation education needs professional teachers and sufficient teaching resources, such as professional teaching materials, software and equipment. However, Mongolia has a relative lack of resources and teachers in animation education, which limits the quality and effectiveness of teaching. Inadequate education system: Mongolia's education system lacks a well-designed and planned education system for animation. The lack of educational programs and curricula for students at different levels makes it difficult for students to obtain a systematic and comprehensive education during the learning process. Lack of industry cooperation and communication: Cooperation and communication between the animation industry and educational institutions are essential for talent development. However, there is a lack of close cooperation between the animation industry and educational institutions in Mongolia, resulting in a disconnect between educational content and industry needs.

6. Financial difficulties: The animation industry is a high-risk, high-investment, high-return industry, which requires a large amount of capital investment. However, because Mongolia's animation industry is still in its infancy, the lack of funds has become an important bottleneck restricting its development. Many excellent animation themes are facing the doom of having to give up halfway due to lack of funds, such as "Bala Gencang" stopped the opportunity to continue production due to difficulties in capital turnover, and was unable to convert Mongolia's excellent resources into animation works, so that more people could understand and like the unique culture here.

3. Solutions and Development Proposals

1. Encourage innovation and originality: The government and relevant departments should increase support for local animation companies and encourage the emergence of innovative and original works. Through the establishment of awards, financial support and other means, to stimulate the creative enthusiasm of creative talents. At the same time, the protection of intellectual property rights should be strengthened to protect the legitimate rights and interests of original works.

2. Technology introduction and talent training: We should actively introduce foreign advanced animation production technology and equipment to improve production efficiency and quality, and through cooperation with foreign excellent animation companies, learn and master advanced production concepts and technologies, and cultivate domestic animation talents. At the same time, we should expand the international market by participating in international exhibitions and cooperating in production.

3. Expand the international market: Mongolia should actively participate in the competition and cooperation in the international animation market to expand its market share. By participating in international exhibitions and co-production, we will increase the visibility and influence of Mongolian animation. At the same time, pay attention to the changes in the international market demand and flexibly adjust the strategy to adapt to market changes.

4. Strengthen education and training: Establish and improve the animation education system and cultivate professional animation talents. Mongolia can establish colleges or training institutions specializing in animation education to train and send professionals for the animation industry. These institutions can provide professional courses and training to help students master the skills and knowledge of animation production. We can also actively introduce excellent animation teachers and experts at home and abroad to improve the quality of teaching. At the same time, animation majors are added to higher education, professional curriculum and teaching resources are provided, and educational plans and curriculum settings for students at different levels are formulated to meet the learning needs of students. By improving the education system, improving the quality and effect of teaching, and cultivating more outstanding animation talents.

5. Strengthen industry cooperation and exchanges: Mongolia should actively promote cooperation and exchanges between the animation industry and educational institutions, so that the educational content is closer to the needs of the industry. Through school-enterprise cooperation and school-local cooperation, we provide students with practical opportunities and employment channels, and promote the close combination of talent training and industry needs.

6. Policy support and capital investment: The government should increase policy support and capital investment in the animation industry. Formulate policies and regulations conducive to industrial development, and provide tax incentives, financial support and other measures. Set up a special industrial development fund to support activities such as the production of excellent animation works, talent training and market expansion.

To sum up, the future development prospects of Mongolia's

animation industry are very broad after solving key problems and taking corresponding measures. By encouraging innovation and originality, technology introduction and talent training, expanding the international market, strengthening education and training, strengthening industry cooperation and exchanges, policy support and capital investment, etc., it will help to further improve the development level and influence of Mongolia's animation industry.

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