

Research on the Reform of Media Talents Training Mechanism Against the Background of the New National Standard*

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Abstract—At present, there are still some disconnections between the training of news communication talents and the actual social needs. Especially, some problems need to be solved urgently, such as vague professional orientation planning, lack of teachers, weak conditions and facilities for running schools, inadequate teaching reform and low development of students' personality. Against the background of the new national standards, it is necessary to rebuild the system framework of talent training mode reform from the following five aspects to make media graduates have great prospects in the era of media integration. Firstly, it is needed to strengthen professional awareness and make more scientific planning. Furthermore, it is necessary to increase the introduction and training efforts to improve the structure of teachers. Then efforts should be made to increase investment of funds to improve the conditions of professional education. Moreover, it is important to strengthen teaching research to build excellent scientific research teams. Finally, it is of great significance to improve the quality of talent training and enhance the competitiveness of their employment.

Keywords—*New National Standard; media talents; training mechanism; reform*

I. INTRODUCTION

At present, the personnel training of news communication is facing not only the external challenges brought by the changes in the media industry and technological innovation, but also the internal anxiety of the combination of subject orientation and academic theory. How to train news communication talents in the new era has become a problem that all journalism and communication educators must think about (Yuxin Qiang, 2019: 30). Since the Higher Learning Department of the Education Ministry issued Notice on launching and implementing "Undergraduate Teaching Project" and "Pilot Project of Comprehensive Professional Reform" (Letter from Educational Superintendents ([2011] No. 226) in December 2011, many domestic universities have actively adapted to the national strategy and the needs of local economic and social development, and actively explored comprehensive

*Project: Acknowledged by Scientific Research Fund for Introducing Talents of Guizhou University of Finance and Economics (No. 2018YJ30); Research Project on Teaching Quality and Teaching Reform of Guizhou University of Finance and Economics (No. 2018JGZC09).

reforms in key links of professional development combining their own school-running characteristics. And they have achieved preliminary results in highlighting the characteristics of professional school-running and improving the quality of personnel training.

On January 30, 2018, the Ministry of Education issued the *National Standard for Teaching Quality of Undergraduate Majors (News Communication) in Universities and Colleges* (hereinafter referred to as the new "National Standard"). It is the first national standard for teaching quality of higher education in China, highlighting the principles of "student-centered, output-oriented and continuous improvement". And it puts forward a combination of qualitative and quantitative requirements for the current number and structure of teacher staff in various professional categories, the professional background and level of teachers' disciplines, and the conditions for teachers' development. Therefore, it provides an important guideline for the training of applied, compound and innovative talents with knowledge and ability of all-media news communication, as well as international talents with global vision and cross-cultural communication ability. It also points out the development direction of connotation mode for news communication specialty in China.

II. ANALYSIS OF THE CURRENT SITUATION OF THE TRAINING OF NEWS COMMUNICATION TALENTS IN CHINA

The new mission and requirement of media universities in the new era is to train media talents (Xiangzhong Liao, 2019: 19). In recent years, many colleges and universities in China have formulated "1 plus 3" programs for enrollment, training and distribution of large categories on the basis of talents training. Moreover, they are closely around the school's talent training objectives to innovate the training mode of large categories of talents on the premise of ensuring the training specification and quality of undergraduate courses. And they actively cultivate and construct the curriculum system of college students' innovation and entrepreneurship as well as constantly improve the training mode of high-quality application-oriented talents. However, under the background of the new national standard, the main prominent problems are as follows:

A. Unclear Professional Positioning Planning

According to the professional distribution of media talents training program in domestic universities, it mainly includes seven specialties: journalism, radio and television, advertising, communication, editing and publishing, network and new media, digital publishing, etc. However, the orientation between majors is not clear, and there are still some intersections from the perspective of current training programs of various majors. In the era of popular mass media, the orientation of compound news communication talents has adapted to the needs of mass media for talents. However, in the era of diversified development of mass media, focus media, minority media, network media and integrated media, the target orientation of training single mass media talents is obviously out of date. The training of characteristic talents has become a new development direction of new communication education (Zhubin Peng, Zhiqiang Xiang, 2009: 79). Under the background of large-scale enrollment in many colleges and universities, the students are often hovering the majors among journalism, communication science, network and new media when they are facing the choice of the diversion of majors. Therefore, it is an important task for media colleges and universities in the future to scientifically and reasonably orientate the major of news communication and enhance the competitiveness, attractiveness and personality of the majors.

B. Lack of Teachers

Up to now, the major of news and communication is a relatively young subject in China. At present, the number of doctoral and master degree granting units in domestic universities is relatively small. As of 2018, there are 25 authorized universities for doctoral degree in news communication in China, which are distributed in 16 provinces and municipalities. From the quantitative point of view, Beijing, Shanghai, Hubei and Guangdong are far ahead, whereas the universities of northeastern and northwestern areas are still in need of breakthroughs. Compared with the rapidly development of media reform era, they still cannot meet the needs of the times, resulting in the limited capacity of media professionals teachers and the need to upgrade their academic qualifications and titles. There are a large number of teachers with lecture title, fewer teachers with sub-senior titles and higher titles, and fewer teachers with high academic qualifications and higher titles. Especially, there is a serious shortage of teachers with dual disciplines background of new media and information technology. Although teaching teams and scientific research teams have gradually formed, they still lack cohesion and influence. There are not many high-level works and papers, few opportunities to study in famous universities and research institutes every year, and too few academic meetings and exchanges.

C. Weak Conditions and Facilities for Running Schools

The improvement of school-running conditions and academic environment is the precondition of discipline development. The discipline of news communication belongs to an engineering major in liberal arts, which is closely

related to the latest digital communication technology. Without advanced material and technological equipment, it is difficult to support a strong College of Journalism and Communication. In terms of personnel training, journalism departments need a series of laboratories ranging from paper media, video to new online media. In scientific research, they also need to equip advanced experimental facilities, such as large data and public opinion monitoring, psychological experiments and so on to explore the laws of communication and acceptance, interpret communication psychology and improve communication effect. (Kun Zhang, Yuting Wang, 2018: 67-72). The practical and experimental courses in the majors of news communication account for a large proportion and require high professional facilities. At present, most of the major professional teaching equipment in China relies on the equipment of other professional departments, such as the art design laboratory of new media, the network investigation laboratory, the new media film and television production center, etc., but it can not meet the professional teaching requirements. Furthermore, books and materials are not abundant, and the works and periodicals in some professional fields are lacking, such as new media, applied communication, dissemination, management.

D. Inadequate Teaching Reform

Xianzhang Hu (2017), former deputy secretary of the Party Committee of Tsinghua University and former executive vice president of the School of Journalism and Communication, believed that the subject of journalism and communication had the characteristics of "small college, loud voice, far-reaching dissemination and deep influence", and had strong practical feature. He hoped that colleges and universities would do a good job of top-level design according to their own characteristics, strengthen the laboratory construction, promote interdisciplinary integration, innovate institutional mechanisms so as to constantly improve the development level of journalism education. However, according to the current situation of the media education in China, there are not many courses to represent the national level of quality, such as national level quality courses, national undergraduate teaching reform projects and national level quality online open courses (such as MOOCs). The difficulties faced by teachers in the school of journalism and communication are to combine the theory of classroom content with the discipline characteristics with strong applicability; follow up the rapid change of new media technology; coordinate with the actual situation of students; shift from experiential teaching to evidence-based teaching as well as from standardization to production and personalized learning in the process of teaching in order to improve the quality of applied talents training.

E. Poor Individuality Development of Students

The progress of science and technology has promoted the rapid development of the media industry, changed the traditional media ecology, and made the media from single to integration, thus resulting in higher requirements for the media practitioners (Ang Liu, 2018: 110). As the main

sources of students majoring in journalism and communication come from liberal arts students in college entrance examination, there are relatively few students majoring in science. This problem is particularly prominent for liberal arts students with poor foundation. Through the analysis of training program in recent years, it is found that there are not many award winners among Chinese college students of journalism and communication in all kinds of contests related to new media at all levels. In the current survey of graduation destinations, many of them choose jobs that are not related to their majors, apart from taking part in the postgraduate entrance examination. According to the number of subdivision majors of journalism and communication in China, there are 345 universities offering subdivision majors of advertising, then followed by journalism with 324 universities (as shown in Figure 1). Although with relatively diversified employment orientation and optimistic employment prospects, there are still some problems in journalism and communication specialty, such as the low employment rate of the mainstream media, the low employment satisfaction, the increasing demand of employers for compound talents and the unsatisfactory employment quality (Zhengrong Hu & Shuang Leng, 2016: 27-29).

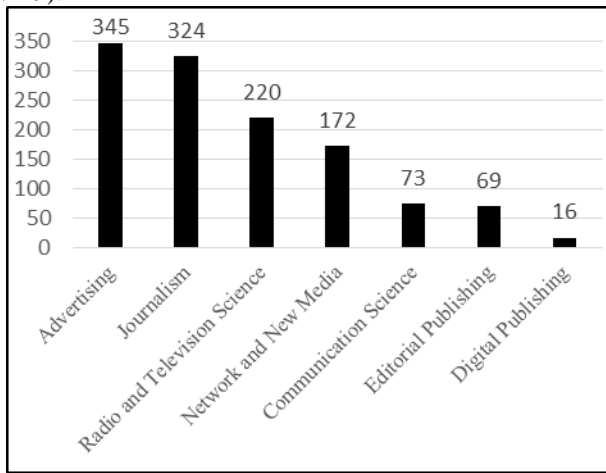


Fig. 1. Statistics on the Number of Universities Setting up the Subdivision Specialty of Journalism and Communication in China.

^a. Data Source: According to the data of Xuexin in 2019

In short, although many colleges and universities have vigorously promoted the teaching reform through various incentive measures in recent years, the overall enthusiasm of teachers has improved, but there are still some problems, such as the limitation to a certain degree of experience summary, obvious passive or short-term behavior, the low integration of teaching materials and teaching methods, inefficient classroom teaching methods and means, failure to fully mobilize students' enthusiasm, and few opportunities for students to express themselves. Although some teachers have initiated the mutual interaction and continuous questions and discussions in the classroom, but the depth of interaction is not enough, which has little effect on developing students' thinking ability and stimulating

their potential. In addition, due to the particularity of this major, the construction of practice bases among journalism and communication majors is unevenly distributed. Currently, the vast majority of existing practice bases are enterprises with few comprehensive bases established by large and medium-sized state-owned enterprises and private enterprises above scale, administrative departments, social intermediaries and public welfare organizations. So these practical bases have no positive role in the graduation employment for those who only want to take the National Examination, the Provincial Examination or the Recruitment Examination of Public Institutions.

III. CURRENT REFORM PATH OF DOMESTIC NEWS COMMUNICATION TALENTS TRAINING

A. Rebuilding the Reform System Framework of Talent Training Model

The discipline of journalism and communication is more concentrated on the integration of information science, network technology and information technology (Xuan Zhang, 2018: 81). As early as 2005, the school-running idea of "pragmatic, comprehensive, strong points and innovation" has been condensed in the advertising specialty in the School of Humanities and Law of Guizhou University of Finance and Economics, the talent training mode of "inverted T" has been put forward on this basis. The training goal of talents is comprehensive and strong, which can be visually expressed by inverted "T", that is "⊥", among which the underneath horizontal line means "comprehensive" and the middle vertical line means "strong". The longer and thicker the horizontal line is, the better it is, which stands for the solid foundation. And the longer and sharper the vertical line is, the more prominent the specialty is. Moreover, "Four One Project" (one prize, one good plan, one advertisement, one research article) have implemented. Over the years, the training mode of "inverted T-type talents" have made outstanding achievements, and accumulated some experience of outstanding characteristics. At present, our college breaks through the barriers of professional disciplines, broadens the professional caliber around the school's large-scale enrollment and diversion training program. So efforts are made to effectively integrate curriculum resources, and construct a "five-in-one" teaching curriculum system of general education curriculum, large-scale platform curriculum, the professional education curriculum, centralized practice curriculum, comprehensive quality training of Confucian Soul business talents, etc.

The general education curriculum includes three parts: the compulsory course of general education, the limited course of general education, and the optional course of general education. The platform courses are composed of college Chinese, computer application, mathematics course, sociology principle, law guidance, selected reading of literary classics, introduction of communication, eloquence and communication, constitutional science, basic writing, advertisement case appreciation, introduction to network communication, jurisprudence, social investigation methods, linguistic and cultural studies and so on. Professional

education curriculum consists of two parts: professional key curriculum and professional elective curriculum. The centralized practical teaching modules consist of many aspects, such as military training, freshmen education, course cognitive experimental practice, professional cognitive practice, social investigation and practice, ideological and political course practice, course validation experiment, professional practice (or experiments), comprehensive experiment of social and economic simulation, graduation practice, graduation thesis (or design), employment practice and professional experience, graduate education, etc.

B. Reform Measures Suitable for the Reform of Talent Training Model

1) Strengthening professional awareness and making scientific plans: At present, artificial intelligence has brought revolutionary changes to the whole journalism and communication industry. So the orientation of journalism and communication industry needs to be reorganized (Wan Ni, 2019: 59). Media colleges and universities should fully grasp the national and development strategies and take the road of steady, scientific, sustainable and connotative development. And it is of great importance to adhere to the combination of “going out” and “coming in”, selectively learn from colleges and universities at home and abroad, and exchange their professional construction experience. Guided by adapting to regional social culture, economic development and talent demand, it is necessary to explore the talent training mode of school-enterprise collaboration, combination of research and learning, and international cooperation to cultivate discipline advantages and professional characteristics as well as enhance students’ new media application ability, social service ability, cultural heritage and innovation ability. For example, the School of Humanities and Law of Guizhou University of Finance and Economics is based on the school-running orientation of humanity and law accommodation, collaboration between colleges and enterprises, integration of research and learning and international cooperation. And efforts are made to cultivate talents who are good at communication, application, innovative ability and can meet the needs of local economic and social development, especially those who are skilled in mastering the technical application of the current network and new media, and compound communication talents who can engage in network and new media related work, such as news units, networks and new media organizations, digital publishing enterprises, e-commerce enterprises, digital marketing and communication institutions, traditional enterprises, government information dissemination departments, and so on.

2) Strengthening the introduction and training of teachers to improve the structure of teachers: According to the strategic development goals of Guizhou University of Finance and Economics and the requirements of the professional development of the School of Humanities and Law, the construction plan of the teaching staff and the

development plan of the 13th Five-Year Plan are formulated scientifically. In the planning, efforts can be made to optimize the structure of the teaching staff, expand the scale of teachers and improve the quality of teachers. And it is needed to focus on introducing high-level talents and double-qualified talents with scarce majors to promote the overall improvement of scientific research level of the faculty. Furthermore, it is necessary to cultivate a group of well-known and influential subject leaders and top-notch talents as well as influential academic groups and research innovation teams inside and outside the province. What’s more, it is important for young teachers to pursue doctoral degrees in order to improve their educational level and introduce high-level talents in short supply, and cultivate influential media specialists both inside and outside the province.

Additionally, it is of great significance to actively introduce the teachers of journalism and communication with high professional titles and academic degrees; invite well-known scholars, senior professors and media experts from home and abroad to serve as guest professors; improve the teaching supervision system at the two levels of school and college; and improve the teaching level of teachers by means of various methods such as “pass, help, take”. At the same time, it is necessary to strengthen the training of young teachers’ academic qualifications and degrees. Specifically, young teachers are actively encouraged to pursue doctoral degrees, and send key teachers of their specialty to key colleges and universities at home and abroad for further study and single course training so as to improve their teaching level and ability. Efforts are made to construct four teaching teams to suit for the professional orientation, namely the teachers of tutors, bilingual teaching, experimental teaching, practical teaching also named double teachers.

3) Increasing the investment of funds to improve the running-school conditions for specialties: It is needed to focus on creating experimental teaching centers, such as media and advertising development center, digital screen mapping laboratory, office automation laboratory, advertising production laboratory, digital graphics and text production laboratory (Apple machine), digital video production laboratory (non-editorial room), new media art design laboratory, network investigation laboratory, new media film and television production center, etc. It is necessary to timely apply for the program of the national virtual simulation experimental teaching center to provide strong support for the cultivation of undergraduates’ practical and innovative abilities. Therefore, these center provides experimental teaching mode, system and environment with distinct humanistic characteristics to meet the needs of various media for compound talents.

In recent years, in order to guarantee the realization of the goal of cultivating compound and applied talents with humanism, strong foundation and practice-oriented, our college attaches great importance to experimental and

practical teaching on campus, and continuously increases the investment and application of experimental and practical teaching facilities to ensure the effective development of experimental and practical teaching in various specialties.

Four experimental platforms have been built in Media and Advertising Development Center: social public opinion and commercial communication monitoring, new media advertising research and education, commercial visual communication design, advertising and media management simulation. This center has such experimental equipment as comprehensive data acquisition equipment, LCD digital screen, video non-linear editing equipment with assets value of more than 5 million yuan. It has become a leading platform of professional practice and research in Guizhou province and even in the southwest region.

4) *Strengthening teaching research and building up excellent scientific research teams*: In order to improve our teaching and research ability, it is important to strengthen the construction and investment from the aspects of teachers, systems and funds, and encourage teachers to apply for curriculum reform programs actively. At first, the superior courses can be transformed into excellent ones at school level. Then it is necessary to take this as an opportunity and a model to train other courses to become excellent ones at provincial level. Finally, these courses can rush into provincial excellent courses in time and even strive to create one or two national-level quality courses. Teachers are encouraged to publish high-level papers and monographs in well-known core journals at home and abroad. They can take the opportunity of applying for major national tender projects to establish a cohesive and influential scientific research team, clarify the direction of scientific research and improve their level of scientific research.

5) *Improving the quality of talents training and enhancing the competitiveness of employment*: In the environment of financial media, the media follow-up reserve talents need to constantly learn new knowledge and skills to meet the needs of social development (Lina Jin, 2018: 78). In order to adapt to the development and changes of contemporary society, media colleges should actively integrate into the national strategy and local economic and social development. What's more, they should follow the market demand orientation of talents, and conform to the orientation of school running, development goals and talents training objectives. According to the actual teaching effect and market demand, the training program of journalism and communication is carefully adjusted and perfected, its training objectives are defined, and the curriculum system is improved. So students can fully grasp professional basic knowledge and basic skills, take courses related to their own career planning to obtain a second degree, and participate in various forms of social investigation and practice to enhance the weight of employment.

For example, advertising major in the School of Humanities and Law of Guizhou University of Finance and Economics adheres to the concept of "taking practical

experience as the premise environment, competition challenge as the starting force, professional level as the criterion, and teamwork as the form of operation to cultivate the comprehensive professional application ability of students majoring in advertising". With the help of experimental platforms, such as national comprehensive economic management experimental center and media and advertising development center, it is important to take experimental and practical teaching as a breakthrough. And efforts should be made to actively carry out the quality development education and innovative entrepreneurship training program for college students, forming "H" model of innovative entrepreneurship training. Communication specialty and network and new media specialty also focus on improving students' innovative and creative ability. On the one hand, practical ability training has been strengthened through curriculum teaching. On the other hand, it is of great importance to cooperate extensively with technology companies and media enterprises to cultivate students' corresponding working ability according to professional needs and orders, and exercise their professional skills in practical work.

Moreover, it is important to actively build "golden course" construction, strictly grasp the standardized management of the teaching process, and further improve the rules and regulations of various teaching work. And strict regulations have been formulated in all aspects of teaching, from the basic conditions of teachers' teaching to the management of teaching operation, from the design of training scheme and the formulation of teaching syllabus to the tracking of the whole process progress of teachers' teaching, such as the preparation of teachers' lessons, attending class, producing papers, invigilating exams, marking papers, analyzing examination paper, course archives, selection of teaching materials, teaching and research activities, experimental practice, graduation theses of students and the attendance of leaders of colleges and departments, etc. It is necessary to optimize the control of teaching process and give full play to the effectiveness of existing resources. At the meantime, some achievements have been gained during the reform process in college education of news communication. So the teaching mode has been shifted from static and traditional management mode to dynamic, standardized and scientific management mode so as to promote the remarkable improvement of teaching quality.

IV. CONCLUSION

At present, the media industry is promoting the integration of newspaper and network, television and network, and multimedia. All-media communication, media integration has gained continuous in-depth development in the content, channels, terminals and other areas (Jintong Zhang, Yuqing Liu, 2015: 82). Faced with the new social needs and the call of the times, media colleges should always focus on undergraduate teaching, attach importance to the quality of talents training, and strive to improve students' social adaptability. According to the law of education and teaching and the needs of regional economic and social

development, it is necessary to cultivate compound and applied talents with “strong foundation, valuing humanism and emphasizing practice”. And the undergraduate course system with outstanding school-running characteristics should be constructed. It is necessary to take the reform of undergraduate course teaching paradigm, experimental practice teaching, as well as the reform of course assessment methods and undergraduate tutorial system as the starting point, emphasizing the talents training mode and course. Moreover, efforts are made to actively explore and reform the talents training mode, curriculum system, teaching content and methods, practical teaching and the second classroom physical education system. Only when further clarifying the orientation of school-running ideas and objectives of media colleges, strengthening the construction of professional teachers, improving teaching conditions and quality, deepening teaching reform, standardizing teaching management, can media colleges face the new media era of rapid change and train media talents to be responsible for the “community of human destiny” (Xinxun Wu, 2018: 114).

ACKNOWLEDGMENT

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