

# Innovation Research on the Training Mode of Journalism and Communication Talents of Independent Colleges in the “Internet Plus” Era

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**Abstract**—The advent of the "Internet plus" era has promoted the training of talents journalism and communication in China into a transitional period. How journalism and communication education advances with the times, how to cultivate high-quality journalism and communication talents, and how to meet the current needs of various media for journalism and communication talents, is an important subject for independent colleges with application-oriented talent training goals. Based on the current development of journalism and communication majors in independent colleges in China, this article analyzes the practical significance and existing problems of its talent training model reform, and proposes some corresponding solutions to these problems.

**Keywords:** “Internet plus”, journalism, communication, training mode

## I. INTRODUCTION

With the advent of the "Internet plus" era, new media are developing rapidly and the media ecology has undergone drastic changes. Media convergence has become the basic trend of contemporary media development, and news communication education is facing new challenges. In order to develop to adapt to the new media age the media fusion development need of new journalism talents, as the institutions of higher learning and social power cooperation education of undergraduate level institutions, independent institute, its news dissemination education how to cultivate both strong ability in journalism, and can adapt to development needs "Internet +" era, as well as the difference between theory of research universities cultivate talents, and to distinguish it from vocational training of skilled talents? This is an important question for the leaders of independent colleges and practitioners of journalism education to seriously consider.

## II. THE PRACTICAL SIGNIFICANCE OF THE INNOVATION MODE OF JOURNALISM AND COMMUNICATION TALENTS IN INDEPENDENT COLLEGES IN THE "INTERNET PLUS" ERA

### A. Meeting the rapid development needs of the news and media industry in the context of the "Internet plus" era

The "Internet +" plan is a new concept proposed by Premier Li Keqiang in March, 2015. It refers to the new economic form and mode of integrating the Internet and traditional industries, digitalizing and networking the traditional industries, and applying the information technology, such as big data, cloud computing, etc., in all aspects of economic and social life. [1] This new economic form and mode has huge impacts and makes big changes on the traditional news industry. It rewrites the traditional news industry's communication methods and rules, and spawns a new form of news communication. It also makes some traditional media even face the crisis of extinction at any time, which brings infinite pressure and anxiety to traditional media people, making them have to transform in the ever-changing media market competition and introduce the "Internet +" model to take the road of integrating development of media. With the continuous integration and development of Chinese traditional media, the demand for first-class news and communication talents in both traditional and new media has become more urgent. Therefore, whether it is possible to speed up the training of journalism and communication talents and meet the actual changes in the demand for journalism and communication professionals in the context of the "Internet +" era will be the training targets that independent colleges with "application-oriented talents" must work hard on in the future.

### B. The actual needs of the construction and development of the journalism and communication major of independent colleges

In recent years, with the rapid development of journalism and education in Chinese universities, a number of local colleges and universities have opened the journalism and communication major. According to statistics from the

second plenary session of the Steering Committee for Journalism and Communication Majors from 2013 to 2017, there are currently 1080 journalism and communication majors in universities across the country, including 266 independent colleges, with 230,000 undergraduates. There are 307 majors in journalism, 225 majors in radio and television, 365 majors in advertising, 55 majors in communication, 80 majors in editing and publishing, 43 majors in network and new media, and 5 majors in digital publishing, which are distributed in more than 300 universities across the country. [2] The training of journalism and communication professionals in independent colleges has become an important part of the development of journalism in China. The formulation and implementation of its talent training program will also affect the core issues of the quality of journalism and communication teaching and independent talent training in independent colleges. Therefore, discussing the reform of the training program for journalism and communication professionals in independent colleges, especially how to highlight its training characteristics, will be of great practical significance to improve the teaching quality of independent colleges, cultivate high-quality application-oriented talents, and promote the sustainable development of independent colleges.

### III. PROBLEMS EXISTING IN THE TRAINING MODE OF JOURNALISM AND COMMUNICATION TALENTS OF INDEPENDENT COLLEGES IN THE "INTERNET PLUS" ERA

#### A. *It cannot meet the diversified needs of the media for the news and communication industry*

In the past, the talents trained in journalism and communication education in independent colleges in China were basically capable of working as reporters and editors in the media. The development trend had also caused corresponding changes in the professional requirements of its employees, and had also posed a certain challenge to the education of journalism. At present, the format of the news and communication industry is diverse. For example, a newspaper group may include a variety of formats including newspapers, televisions, and the Internet. In other words, the proportion of news dissemination in the form of text has greatly decreased, and multimedia forms such as graphic news, data news, or video news are becoming a mainstream. However, at present, many independent colleges still follow the traditional concept of talent training to plan the construction and development of journalism and communication majors, so that the professional training and the demand for journalism and media talents are misplaced. That is to say, the training of journalism talents in independent colleges can only meet the needs of "journalists and editors" and other positions, but it is difficult to meet the demand for talents in the journalism and communications industry.

#### B. *Curriculum settings do not follow the pace of the era of "Internet plus"*

It is known that the subject structure of journalism and communication includes two aspects of professional structure and organizational structure, namely the setting of the majors and directions of journalism and communication, and the settings of the various subsystems of journalism and communication. Whether the discipline structure is sound or not is directly related to the precision and width of the talents cultivated by the journalism education of independent colleges to adapt to the actual needs of the media market. At present, most of the professional settings of the department of journalism and communication of the independent colleges in China are still divided according to the professional catalogues developed by the Ministry of Education after the promotion of journalism and communication to a first-level discipline, that is, before digital information technology such as the Internet and new media fully entering the field of news communication. In other words, the curriculum settings of some majors in journalism and communication in the independent colleges do not reflect the content adapted to the development of the "Internet +" era. Most of the courses are dominated by knowledge teaching, and most of the courses are traditional writing and theory courses. There are relatively few courses involving comprehensive ability and new media technology and content.

#### C. *Relatively inadequate teaching staff and lack of experienced newsmen*

Teachers majoring in journalism and communication in independent colleges generally consist of two parts. One is external teachers, most of which are teachers in their parent institutions, and the other is professional teachers who belong to their own colleges. Due to the relatively short founding time of independent colleges, most of the full-time teachers they hire are graduate students who have just graduated from colleges and universities. They have relatively lacking teaching experience, limited teaching ability, and lack corresponding practical experience in news and media. Even if they have some experience, many of their stay in internships or media practice in just a few years, make them lack experience and performance in the industry and in the practice of news and media. With the advent of the "Internet +" era, the traditional way of journalism and communication has changed a lot. Whether it is traditional media such as newspapers, radio, and television, or the emerging new media industry that has sprung up, the "Internet +" model has been introduced one after another, which has caused huge changes in everything from production to dissemination to operations. For young teachers, the practical experience of the news media that they once mastered has long been unable to keep up with this rapidly developing era of new media communication.

*D. The practice teaching link is relatively weak, and the school-enterprise cooperation projects are not abundant*

With the advent of the "Internet +" era, the exchange between independent colleges and the news and media industry with the goal of cultivating applied talents is gradually increasing, but the academic and industry exchanges often only stay at the information level, such as hiring Newsmen come to school to give lectures or create related forums. Although these forms are more popular with students, they are still not enough to "quench thirst". Students have not been trained in actual projects, and they are often on the level of imagination or even misunderstanding. Even some independent colleges have carried out different levels of interaction and cooperation with local news media enterprises and institutions, such as establishing internships and training bases to enable students to carry out professional practice. However, due to the constraints of many factors, the cooperation projects between the two sides are not rich enough. The cooperation content is limited to the placement of students in the news media for internships and apprenticeships. Most students go to the news media to run interviews and write. Generally, it is difficult for them to access the important news production links such as topic planning, editing, and operation of the news media. As a result, students lack a comprehensive study and understanding of the entire system of the news and media industry from production to operation.

IV. REFORM AND PRACTICE OF THE TRAINING MODE OF JOURNALISM AND COMMUNICATION TALENTS IN INDEPENDENT COLLEGES IN THE "INTERNET PLUS" ERA

*A. Clarifying the goal of cultivating compound all-media talents with cross-border thinking*

Independent college is a new type of school running mode which is adapted to the rapid development of China's economy under the condition of popularization of higher education. Its unique school running ideas are determined by its unique school running characteristics. The Ministry of Education requires that independent colleges implement undergraduate-level diploma education, and mainly provides majors that are urgently needed for national economic and social development. [3] In other words, no matter what kind of talents the market needs, independent colleges must find ways to satisfy and serve them. So, in the context of the "Internet +" era, the core of many media development plans is to train "all-media reporters." This requires the major of journalism and communication in independent colleges to clearly cultivate the goal of compound all-media talents with cross-border thinking. Of course, "all-media talents" here do not refer to journalism and communication talents who have a variety of abilities including collecting, writing, editing, photographing, recording, and being able to use network skills and operation of modern equipment. It refers to journalists who are proficient in one or two reporting techniques, and at the same time familiar with other reporting methods, and have a strong team spirit and media integration awareness.

*B. Taking the needs of the industry as the guide to build a reasonable supporting curriculum system*

The journalism and communication major is a highly practical and applied discipline. Students who are trained in this major should have strong hands-on ability and excellent business quality, so as to meet the talent needs of the media industry in the context of the "Internet +" era. In recent years, many new forms of news reports have appeared. New technologies such as sensors, UAVs, virtual reality, and machine writing have been continuously applied in the field of news reporting. The rapid development of media technology has also updated the mode and concept of news reporting, and created a new way of news reporting. This requires that the education of journalism and communication in independent colleges should closely follow the development of new technologies in the media industry in the context of the "Internet +" era, analyze the core skills of the future journalism and communication industry, and set up some forward-looking and integrated professional or research directions. Such as new media news, new media advertising, new media operations, new media art, etc., so that students of journalism and communication majors can conduct necessary courses and skills training to become full media talents during college. In other ways, it will also be necessary to set up some cross-cutting courses, such as digital media (art) design, visual communication and other courses, and directly introduce practical and operational links into the classroom, so that students can understand and master the new needs of technology, core competencies, and tasks of the media industry during school.

*C. Attaching importance to the construction of practical teachers, and establishing the concept of "integrated talents"*

Although the teachers of journalism and communication majors in independent colleges are young and lack of practical experience in journalism and media, they have strong learning abilities. The colleges can provide them with more opportunities to study or study in the domestic and foreign news media, examine the current status of mainstream media integration and development in the context of the "Internet +", and understand the new content production and distribution system of the all-media news platform from pictures, videos, audio to H5 interaction, and animation game production. They can also understand the propagation characteristics and operation methods of newspaper, network, terminal, and micro business platforms, technology platforms, and space platforms, and master a set of new business processes and their profit models composed of positions such as commander, information officer, collector, processor, technician, salesman, etc., to really walk into the actual news business in current times so that they can use the typical cases and experience in the news and media industry to enrich the content of practical teaching. At the same time, in the context of the "Internet +" era, teachers must establish the concept of "integrated talents" in the education and teaching process, that is, to integrate of Internet thinking, media technology, media literacy, media operations and other comprehensive capabilities into the

education of students in teaching, and reflect and adapt to the needs of the society with the times so as to make journalism and communication education change from professional "news" communication to "integrated" cross-border communication, thereby improving the quality of journalism personnel training.

*D. Increasing the proportion of practical links and carrying out "practice-oriented" teaching*

In terms of practice, the journalism and communication major of the independent college can set its four-year talent training plan to a "2: 2" mode. This means that first and second years are set as the basic learning stage of the university, which is to complete basic courses, public courses and basic skills of journalism and communication. The third and fourth years of university are set up as the practical training stage. This stage includes practical learning in the on-campus media laboratory and off-campus media, as well as the design and writing of graduation thesis. At the same time, the department of journalism and media of the independent college can conduct practical training in the form of co-constructed laboratories with newspapers, radio stations, television stations, and online media at all levels. Senior media professionals and college teachers will lead the study to the news interview site, and conduct specific checks and guidance on the "collecting, writing, editing, reviewing, photographing, recording, broadcasting, and managing" of the news at any time.

## V. CONCLUSION

With the advent of the "Internet +" era, the needs of the news and media community are becoming more and more diverse, and journalism and communication education must also keep pace with the times. This requires independent colleges with application-oriented talents as their training objectives to start from their current development status in the process of cultivating journalism and communication talents to integrate the elements of "Internet +" with aspects of their school positioning, training goals, teaching reforms, curriculum settings, etc. At the same time, they need to find and solve problems in the training mode of journalism and communication talents of independent colleges in the "Internet +" era, such as taking industry needs as the guide, clarifying the goal of cultivating multi-media talents with cross-border thinking, establishing a reasonable supporting curriculum system, attaching importance to the construction of practical teacher teams, establishing the training concept of "merging talents", increasing the proportion of practical links in the teaching process, and carrying out "practice-oriented" teaching to find a development path with their own characteristics.

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