



To Explore the Measures to Cultivate the Talents of Journalism and Communication in Higher Vocational Colleges in Integrated Media

Jianying Xing^(✉)

Shandong Vocational College of Media, Jinan 250200, China
yy01522@163.com

Abstract. Nowadays, with the rapid development of society, the globalization of information dissemination, the rapid development of communication technology, the increasingly fierce media competition, the news communication industry is in a period of rapid development. To suit it, China's new. The professional education of media and communication has gone through the difficult initial period and entered the stage of in-depth exploration and development. Journalism and communication is a major with strong application and practice. Different from the training objectives of journalism and communication majors in comprehensive and professional colleges, journalism and communication majors in higher vocational colleges adhere to the society. The demand-oriented school aims to take into account the dual roles of on-campus teaching and off-campus practical training, and pay attention to the cultivation and improvement of students' skills, which conforms to the characteristics of journalism and communication major emphasizing practice.

Keywords: talent training · Higher education · Media talent · Rongmedia

1 Introduction

In the field of media professional, the cultivation of traditional media talents mainly focuses on cultivating a media professional. However, with the advent of the Internet era, the integration of media has become more and more popular, and the training of talents has also produced new demands. In the age of convergence, in addition to the traditional knowledge structure, the professional technology necessary for the production of electronic products also includes the ability to produce audio and video works on the Internet, which can quickly capture, collect and generate corresponding communication capabilities, and identify creative values in online information. Some experts believe that technology is an important way of media convergence, especially emerging technology, is still an important way of media convergence. In a sense, the changing business model makes it necessary for universities to integrate this ability demand into the traditional education system, while the national curriculum and talent training plan must ensure its stability and systematization to some extent. The development of media education

makes it in a state of separation of “ideal and reality” in educational practice. Through the comprehensive calculation of the above evaluation and weighted index, the following formula (1) can be obtained:

$$P_5 = \begin{cases} P_{11} & P_{12} & P_{13} \\ P_{21} & P_{22} & P_{23} \\ P_{J1} & P_{J2} & P_{J3} \end{cases} \quad (1)$$

2 Interconnection, Mutual Integration and Comprehensive Network Era: Opportunities for the Growth of Media Talent Demand

According to the 48th issue of China Internet Information Statistical Report on China's Internet Development, by June 2021, the number of Internet users in China has reached 1.011 billion, an increase of 21.75 million over December 2020, and the use of the Internet has reached 71.6%. The number of online viewers reached 944 million, 170,700 more than last December, accounting for 93.4 percent of the total Internet users. Of those figures, 888 million people, an increase of 144m from December last year, and 87.8% of the Internet as a whole. It can be said that the new media brought by the Internet has gone beyond the previous single, it has become a lot of emerging media products, such as short video, network broadcast, AR representation, etc., so that the traditional media talent from production to production and communication all-round change, the demand for new media talent is also growing rapidly with this kind of technical environment. In this epidemic, the active participation of network media has brought a strong impetus to the prevention and control work. With the rapid rise of network new media, the cultivation of talents in college communication major faces great challenges and opportunities. First of all, the importance of media integration will promote the traditional teaching methods to change, the resource integration between industry and academia will be strengthened, and the development of various disciplines will have a broader development prospect. Following the analysis by analogy, it can be concluded that for j , when it is 1, 2, 3, 4... k , then the following formula (2) can be supported:

$$\frac{U_{ij}}{\sum_{i=1}^4 U_{ji}} \quad (2)$$

3 From Radio and Television to Audio-Visual Communication: The Transformation of the Training Path of Financial Media Talents

McLuhan once suggested that the media is the information. In other words, in today's era of technological renewal and replacement, technology is information. Network thinking is a kind of technical logic and technical idea. Some experts point out that the logic of its internal development requires a new demand for talent cultivation: Fundamentally

speaking, the integration of media is caused by the change of technology, and the understanding of technology is the key to cultivating financial media [2]. Therefore, mastering, understanding and applying technology is an important link of thinking transformation and comprehensive quality. Faced with the diversified media and the rapid development of network technology, the traditional film and television technology has been unable to meet the requirements of today's times. Under the background of 5G network technology and integrated media technology, university education should be transformed from the traditional educational concept and school education mode to technical education and school-enterprise cooperation. In order to meet the current social demand for media talents, it is necessary to adhere to the traditional rules of news reporting, change the training methods and methods of talents, improve students' integrated operation ability from the technical level, and use the resources in the industry to enrich students' practical operation experience, so as to meet the current social demand for media talents.

4 “School-Enterprise Cooperation Four in One”: Exploration of Financing Media Talent Training Mode

In view of the discussion on the difficulties and opportunities of financing media talent training in the Internet era, the “financing Media Vision” outstanding talent training program of Guangxi University of the Arts aims to provide a talent training mode with professional skills, mainstream values and innovative thinking as the connotation for the training of media talents in the new era.

4.1 Cultivation Mode and Curriculum System of “Financial Media Vision” Excellent Class

Based on the demand for media talents in the media industry in the new era, the plan cooperates with the company in the way of “university-enterprise dual-line and four-in-one” to solve the problem of lack of talent demand in the media industry and college talent training. The course system of audiovisual communication talents is built around the four dimensions of “value orientation, innovative thinking, audiovisual performance and communication carrier” (see Fig. 1). Based on the needs of journalists and directors in the media industry, the excellent training course of “Convergence Media and Video” relies on the training advantages of the two first-level interdisciplinary talents of film and television of Guangxi Academy of Fine Arts, and takes the training advantages of journalism and communication, drama and film and television of colleges and universities as a starting point. Through the introduction mechanism of school-enterprise cooperation projects, the training course realizes the win-win cooperation between schools and enterprises. Focus on the training of cross-media audio-visual communication talents who serve the regional economy and have a certain international perspective. The establishment of course units should meet the needs of audio-visual communication major required by media integration and “multi-screen communication”, break through the boundaries of traditional media, strengthen network thinking, and form four major units: value-oriented, innovative thinking, audio-visual performance and communication carrier.

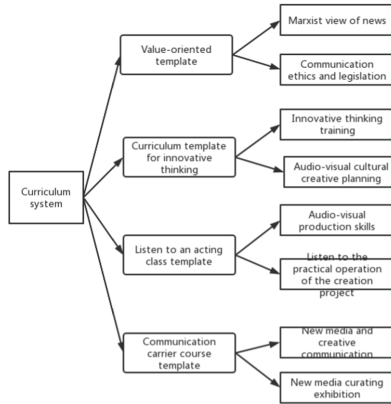


Fig. 1. Curriculum architecture diagram

4.2 Selection and Training of Students of “Finance Media Vision” Excellence Class

Under the “school-enterprise dual line, four in one” teaching system, the selection of students will be based on the student’s personal situation, development vision and basic expression ability of three parts: the student’s resume, the score accounts for 20%, including the introduction of the student’s personal specialty and professional development plan, investigate the student’s personal situation, development vision and basic expression ability; Among them, an off-campus professional guidance team has been established by means of co-construction of the school and Rongyi short video factory, and an internship base has been set up to apply this plan to the students of this plan for field research and training. All teachers separate classroom time from teachers’ basic teaching work, adopt the form of team tutoring, promote teaching with competition, complete the intensive training during the winter vacation, and undertake the corresponding project funds, with the school’s teaching facilities (classrooms, laboratories, books, etc.) to complete the excellent talent training course (Fig. 2).

In terms of the atmosphere construction of project class, we adopt the way of project into the classroom, promote the practice of project and competition, and take the competition as the orientation and basis. On the one hand, excellent classes stimulate students’ enthusiasm for learning by winning prizes in competitions, test the effect of courses and

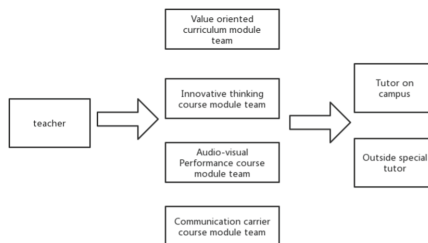


Fig. 2. Project faculty structure chart

enhance the influence of courses; The excellent class uses the form of works exhibition to show the phased results of the excellent talent training plan, so that they can conduct self-exploration in class, and be able to think positively and solve problems.

5 Conclusion

Under the network environment, media convergence is the focus of media teaching reform in colleges and universities. At present, television broadcasting and television teaching in our country is faced with how to adapt the social development, master the scientific and technological trend, and cultivate the high-quality audiovisual media talents. The “Convergence Media Vision” Outstanding Young Talents Program of Guangxi Academy of Fine Arts is an attempt and exploration. According to the geographical environment of Guangxi and the development direction of the university, it establishes a “school-enterprise dual line, four in one” talent cultivation mode by giving full play to the university’s own policies and professional characteristics, which not only organically links the cultivation of media with the stories of China. In addition, communication and art should be organically linked to break the gap between academia and industry, thus accumulating valuable experience for the practical work of integrating media.

References

1. Zhang Caiming, Chu Wanhong, Jin Shao. Media integration Strategy of mainstream media communication system in the era of Big Data [J]. Editorial Journal, 2021 (3) : 40-45.
2. Yi Long, Pan Xingyu. New Demand and Training Strategy of financial Media Talents in 5G Era [J]. China Editor, 2021 (1) : 82-85.
3. Bai Yin. On the Significance of Integrating Media Literacy to the Cultivation of new Liberal Arts Talents [J]. China Editor, 2021 (6) : 83-87.
4. BAO Yuanfu. Research on Cross-media Representation and Communication Paradigm of New Media Literature and Art [J]. Journal of Jiangsu University (Social Sciences Edition), 2019,21 (5) : 25-35. People’s Daily,2018-8-23.
5. Li Dandan. Thinking and Practice on the Construction of Integrated Media Center in Colleges and Universities: A Case study of Beijing Film Academy [J]. Beijing Education,2019(Z1):84-87.
6. WANG Xiaoyuan. Training of Applied Talents of Radio and Television in the Era of Convergence Media [J]. Young Reporter,2020(24):85-86.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

