



# Research on the New Education Mode of Radio and Television Major Based on the Perspective of the AI Era

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**Abstract.** This study compares the professional education mode of radio and television science in colleges and universities based on traditional radio and television science with the new education mode under the background of the AI Internet era. The study found that the conventional model pays more attention to skill training and subject knowledge, ignoring the cultivation of thinking mode and social skills. The new education mode in the AI era focuses on improving students' innovative spirit, collaboration ability, and technology application ability. The new education mode is to maintain the tradition and to pay more attention to cultivating students' creative spirit, cooperative ability, and technical application ability to retain the traditional skill training to better adapt to the requirements of today's society for talents. The new education mode provides students with broader career development prospects worth learning and reference from more colleges and universities.

**Keywords:** radio and television science, new education mode, AI era, talent training, differentiation

## 1 Introduction

With the development of science and technology and the change in social environment, the requirements for TV practitioners are also changing. "Soft skills" such as innovation, collaboration, and the ability to use technology are becoming increasingly important to television professionals. However, at present, most of the radio and television education in colleges and universities is still in the traditional stage, with too much emphasis on the use of equipment skills and theoretical knowledge, ignoring the cultivation of students' thinking mode, social skills, and creative ability <sup>[1]</sup>. This makes it difficult for many graduates majoring in radio and television to adapt to the requirements of the working environment. Therefore, it is necessary to compare the traditional radio and television education mode with the emerging education mode in the AI era and analyze the differences in their training objectives and teaching methods to help colleges and universities adjust the direction of professional education and cultivate talents that match the requirements of the times <sup>[2]</sup>.

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## 2 Comparison and discussion of two educational models

### 2.1 Differences in training objectives

The training goal of the traditional education mode is mainly to impart professional knowledge and skills, focusing on students 'skill proficiency and personal creativity' [3]. The purpose of the new education model in the AI era emphasizes cultivating students 'creative thinking, collaboration ability, and ability to apply and understand new technologies' [4]. The new education model may not produce graduates with theoretical foundations and professional skills, but it is better at dealing with complex problems, teamwork, and interdisciplinary work.

The difference between the two models makes them different in the direction and goal of talent training. The goal setting of colleges and universities can be considered comprehensively, focusing on cultivating students 'professional skills and developing innovative spirit and application ability. This enables students to function in different work environments.

For example, a university in Gansu Province conducted a questionnaire survey among university teachers and graduates to evaluate the two educational models and the differences in training objectives (Fig. 1 and Fig. 2).

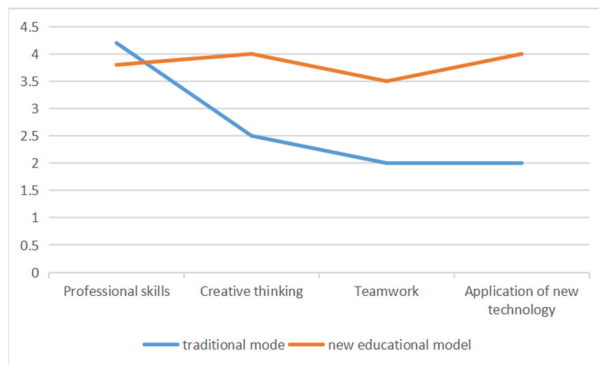


Fig. 1. Teacher evaluation

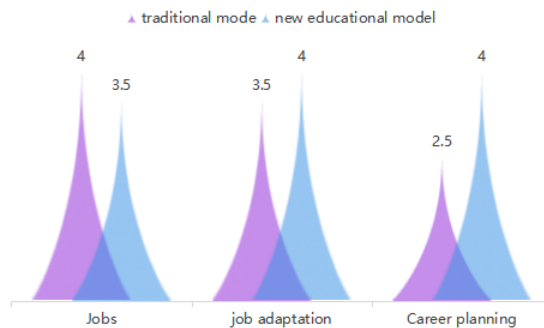


Fig. 2. Student evaluation

According to the above data, teachers and graduates believe that the new education model has advantages in cultivating design thinking, teamwork, and new technologies but is slightly inferior to the traditional model regarding professional skills. This shows significant differences in the setting of cultural objectives between the two models, which need to be further integrated and balanced.

### 2.2 Differences in curriculum and teaching methods

The curriculum of traditional education mode is mainly professional knowledge and skill courses, and the teaching method is mainly lectures and demonstrations. The new educational model adds systems in creative thinking, audience research, and new technologies, using case studies, studio learning, project collaboration, and other teaching methods [5]. This paper makes a data study on the curriculum and teaching methods of a university in Gansu Province.

(1) Data comparison of curriculum in two modes (Fig. 3)



Fig. 3. Curriculum

It can be seen from the data that the new education mode in the AI era increases the learning of thinking and practical courses and reduces the credits of skill courses. This shows that the new model focuses more on cultivating methods and abilities in a curriculum setting.

(2) Comparing the main teaching methods of the two models (Fig. 4)

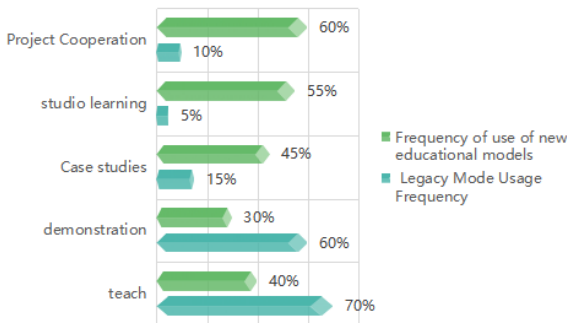


Fig. 4. Teaching method

It can be seen from the data that the new education mode in the AI era adopts more teaching methods based on cases, projects, and studio learning. This helps to develop students' creative thinking and teamwork skills. In contrast, the traditional model focuses more on knowledge transfer and skills display.

The differences between the two models make students different in knowledge structure, skill training, problem-solving methods, and so on. Colleges and universities can integrate the content and characteristics of these two models in curriculum design so that students have solid professional knowledge and learn to use new methods to solve new problems<sup>[6]</sup>. We can also learn from the diversified new model, using case, project, and studio teaching methods to improve learning effectiveness.

### 2.3 Differences in Employability Training

Graduates trained by traditional education mode have solid professional skills and are more suitable for engaging in specific routine jobs. In the AI era, students of the new education mode have a more comprehensive range of employment options. They can find a better development orientation in the new economy and industries<sup>[7]</sup>. However, due to the lack of practical experience at the initial stage of employment, they may face specific adaptation problems. This paper studies the data of a university in Gansu Province.

Using the survey data of graduates' achievement, compare and judge the differences between the two models in the cultivation of employability, Fig.5:

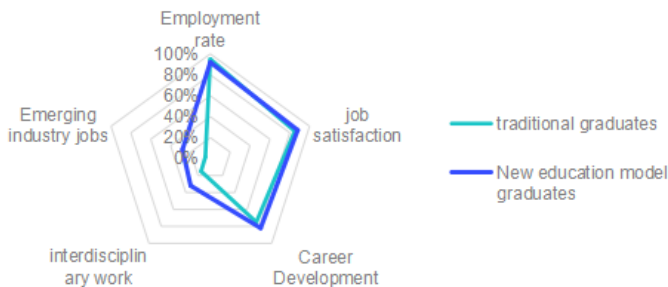


Fig. 5. Graduate Achievement Survey

Judging from the data, graduates of the new education model in the AI era have comparative advantages in career development and cross-disciplinary work and tend to choose jobs in emerging industries. This may be related to the vision and skills cultivated by the new educational model closer to social development needs. However, graduates of the new education model need help finding jobs.

The employability and employment orientation of the two modes have their advantages, but there are also some differences. Colleges and universities must carefully consider and balance personnel training objectives according to professional direction and development trends so that graduates have solid professional skills, a broader vision, and an interdisciplinary ability to work in different environments<sup>[8]</sup>. At the same

time, students' educational backgrounds and career plans must also be adjusted and updated to adapt to technological and environmental changes.

### 2.4 Suggestions on the popularization of the new educational model

For four colleges and universities in Gansu Province that carry out the new education mode of radio and television major, five professional teachers, 30 graduates, and professional construction principals are selected for a questionnaire survey to obtain the satisfaction evaluation data of college teachers, graduates, and employers on the promotion effect of the new education mode. The questionnaire value of each university takes the average satisfaction, as shown in Fig.6.

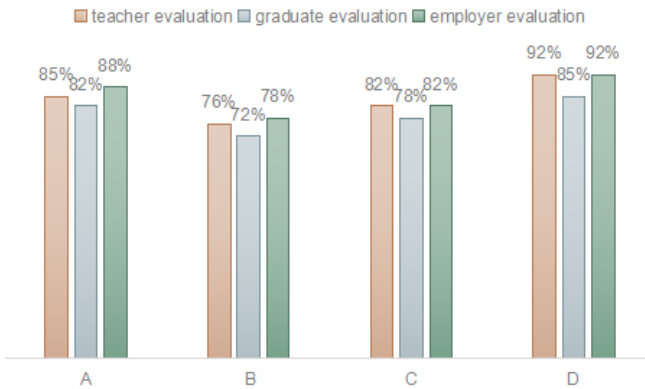


Fig. 6. Graduate Achievement Survey

Through the interviews with teachers, the paper collects the problems of talent cultivation under the new education mode. Sixty-five percent of teachers believe that teachers need to keep up, 82 percent believe that equipment is challenging to update fully, 42 percent believe that basic knowledge needs to be learned more, and 55 percent believe that the curriculum needs to be kept up with technological changes.

Based on the data and analysis, the following recommendations are made:

1)Colleges and universities need to invest in improving the construction of teaching staff and improving the ability of teaching-production cooperation. This will help to promote new models of education.

2)Enterprises and governments need to increase their support for the new mode of higher education and provide guarantees regarding funds, practical opportunities, and policies. This helps to address the difficulties faced by the new education model.

3)Universities need to strengthen students' learning of traditional knowledge and skills while applying new technologies. This can be achieved by appropriately adjusting the curriculum and requirements.

4)Colleges and universities need to discuss with enterprises the curriculum of the new education model and adjust and improve. This helps to enhance the effectiveness of education [9].

5) Colleges and universities must choose how to implement the new educational model. This can have the most significant effect.

### 3 Conclusion

This study can draw the following conclusions through the comparative analysis of the two education models.

1) The advantage of traditional education lies in systematically imparting professional knowledge and skills and cultivating students' solid professional foundations. However, more is needed to develop students' design thinking, teamwork, and new technology application abilities. Adapting to changes in the social environment and industry trends is complex.

2) The new education mode in the AI era has great innovation in training objectives, curriculum setting, teaching methods, etc., and attaches importance to cultivating students' design thinking and teamwork ability. However, there needs to be more learning of professional knowledge and skills and difficulties in applying new technologies. This needs to be continuously optimized and perfected in practice.

3) The two education models have their advantages but also many differences. Colleges and universities need to comprehensively consider the goal of personnel training, build an open teaching attitude, absorb the ideas and methods of the two models, and find a road suitable for their development.

4) Promoting the new education model in the AI era requires the joint efforts of all sectors of society. Colleges and universities should build teaching resources and environments, enterprises should provide practical opportunities, and the government should issue relevant supporting policies. This is conducive to the continuous improvement of the new education model and improves the quality of implementation.

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