

# Research on the Innovation of the Training Mode of Applied Talents in Media Major\*

Fangwei Du

Sias International University  
Zhengzhou, China

**Abstract**—The media industry is developing rapidly, and the digital age is coming. The society needs more specialized and professional talents, and the traditional media professional training model is difficult to meet the needs of media development under the new situation. Therefore, we need to reform and innovate the existing media professional training mode, make in-depth reform and innovation from the aspects of the teaching mode, curriculum system, practical teaching system, etc., to improve the level of training of media professionals, and try to explore a practical new way to cultivate specialized talents who are “innovative, applied, inter-disciplinary, and good at many things while specialized in one major” in media majors.

**Keywords**—media major; applied talents; training mode

## I. INTRODUCTION

Since the beginning of the 21st century, the media industry has developed rapidly, the digital age is coming, and the new media clusters with the core of the network are developing rapidly, and the world has entered the digital media era. The integration of the media has intensified, and the era of “integrated media” is coming. As a new economic entity, the media industry has been hailed as the most promising sunrise industry in the world, and is favored by capital. With the popularization of radio and television digital technologies in China, satellite channels and satellite programs will increase dramatically. With the production and broadcast of radio and television programs, the demand for media talents will also increase dramatically. At the same time, the industrial production of films and television programs will enter the stage of large-scale production. The national film and television production institutions are undergoing tremendous changes in terms of the system, mechanism and operation mode. The new socialized film and television production pattern dominated by mainstream radio and television media is gradually taking shape. The three major institutions of broadcasting, television and film will have more demand for applied media talents, and they will need more specialized and professional talents. The society is becoming diversified, the high-tech is developing rapidly, and the simple knowledge structure can no longer meet the needs of the development of film and television art.

The media industry has become a hot industry in today's society, absorbing a large number of social talents. However,

the current education situation for media talents is not optimistic. By 2017, there had been more than 880 media colleges, departments and majors in China, with more than 150,000 students and more than 30,000 graduates each year. At the same time, the employment requirements of the media are changing, leaving fewer posts for recent graduates, and the counterpart employment rate of media graduates is getting lower and lower. The current education situation is seriously out of line with the market demands. The media graduates cannot meet the talent needs of the rapid development of the media industry. It is imperative to start the innovative experiment of the media talent training model and change the current training mode in media education.

## II. CURRENT STATUS OF THE TRAINING OF APPLIED PROFESSIONALS IN MEDIA MAJOR

The traditional media talent training mode is based on the media education in colleges and universities. This kind of education has a long history. Although there were differences in the types of the media schools in the early days, the education models of the media majors were basically the same. Mr. Ding Ganlin summarized this educational model: “It takes the training of applied talents as the purpose, and takes the education and training of journalism knowledge and skills as the teaching emphasis.” The advantages of this model are obvious, it is “short, low and quick”. That is, the period of talent training is short, the cost is low, and the effect is achieved quickly. However, the shortcomings are also obvious. The students have insufficient academic deposits, lack stamina and foundation. Most of them are only artisan-style media talents. In the new era, this model obviously does not apply.

In the mid-1990s, Chinese journalism educators began to explore new talent training models. After a period of theoretical research and educational practice, they proposed an inter-disciplinary news talent training model. This new model aims to cultivate inter-disciplinary media talents. Compared with the traditional training mode, the new model has changed from single-disciplinary education to multi-disciplinary comprehensive education; from focusing on skill training to focusing on both academic education and skill training; in the setting of the curriculum system, the proportion of applied courses such as modern communication technologies has increased. But after more than a decade of teaching practice, educators have found that this model also has some shortcomings. For example, the media majors have

\*Sias International University Education Reform Fund Project, project number 2017JGZD05.

been divided into many specific specialties. According to different media business categories, they are divided into editing, publishing, radio and television news, radio and television writing and directing, broadcast emceeing, advertising, media management and so on. This model develops students' professionalism and skills within narrow professional scopes. This training model has not taken the characteristics of the media majors into account and cannot meet the needs of today's fast-developing media industry, which is in urgent need of reform.

### III. THE POSITIONING OF THE TRAINING TARGET OF APPLIED TALENTS IN MEDIA MAJOR

The training of applied talents in media majors focuses on the discipline and industry frontiers of cultural industry and media development, actively grasps the demand characteristics of the media industry for talents, and is committed to cultivating innovative, applied and interdisciplinary talents with comprehensive quality, overall situation grasping ability, professional spirit and team spirit, and delivers news collecting and editing personal, radio and television program creation and production personnel and outstanding media professionals who can influence the development of the regional and even national media culture industry for the media organizations at all levels.

Media graduates should have solid knowledge bases, sound knowledge structures, skilled application abilities and good qualities. They should be able to be engaged in the directing and production of radio and television news programs, cultural programs, TV documentaries, feature films, and film and television advertisements; the planning of channel, frequency and radio and television programs; the interview and emceeing work in TV news, literary and artistic programs; the planning and directing of large and medium-sized cultural evenings in enterprises and institutions; the editing, production and dissemination of online videos; the design of creative ideas for cultural industry projects; the planning of organizational activities in various culture communication companies. They should be competent for the creative conception, planning, production and dissemination work in mainstream radio and television media, new media, cultural and educational institutions, military, media companies, creative industries and other enterprises and institutions. Media graduates should have relatively complete knowledge structures, ability structures and quality structures. The knowledge structure includes political theories, literature and art, radio and television, film and television art, news communication, online media and other related knowledge; the ability structure includes the ability to plan and produce TV programs, the ability to write copywriting for films and televisions, the ability to edit columns, and the ability to shoot, produce and package film and television programs; at the same time, students should also have correct values, good study habits, good expression skills, healthy minds and bodies, perfect personality quality and excellent professionalism.

### IV. THE REFORM OF THE TRAINING MODE OF APPLICATION-ORIENTED TALENTS IN THE MEDIA MAJOR

The overall goal of the reform of the application-oriented talent training model for media majors is to reform and

innovate the existing talent training model for media majors by investigating, researching, summarizing, and practicing, and to improve the level of the training of media professionals, trying to explore a practical new way to cultivate specialized talents who are "innovative, applied, inter-disciplinary, and with various abilities" in the media majors. In order to achieve this goal, in-depth reforms must be carried out in terms of teaching models, curriculum systems, and practical teaching systems.

#### A. The Reform of Teaching Models

After in-depth research, according to the characteristics of talent demand in the broadcast and television industry, and at the same time following the teaching rules of radio and television editing and directing, the curriculum teaching model has been designed, forming the "teaching, learning, competing, and applying" four-in-one curriculum teaching mode of "putting the teaching contents into the modules", "providing students with diversified learning forms", "putting competition modes into the curriculum" and "making the application and practice specialized".

The implementation of this model has achieved the mutual promotion between teaching and learning, competition and application. In this model, teaching lays a solid foundation for competition and application, and at the same time, the competition and application experience in turn provides cases and materials for teaching. Moreover, it has also achieved the effect of promoting learning by competitions, promoting teaching by competitions, and promoting reforming by competitions, which has improved the comprehensive application abilities and levels of students.

#### B. Reform of the Curriculum System

In accordance with the principle of "broadening the approaches, strengthening the foundation, focusing on the practice, and improving the abilities", the curriculum system reform strengthens the basic curriculum teaching, cultivates students' cultural values and creative abilities, and increases the proportion of practical teaching courses, forming the curriculum system based on practical teaching, realizing modular teaching and closely combining theoretical teaching with practical training and practical teaching. The practical courses are divided into the following three levels according to the gradient of practical teaching: basic practice level, professional practice level and comprehensive practice level. Modular teaching has been applied for the courses. The discipline foundation module focuses on training the basic professional skills, strengthening the basic abilities to independently operate and analyze and solve problems; the professional skill module focuses on cultivating professional literacy and professional ability; the innovative education module trains students' innovative spirit and research capabilities, enhances their ability to adapt to the society and work independently through innovative practice activities, social practice activities, and discipline professional competitions. According to the needs of social and media development, we need to constantly adjust and improve the curriculum system, continue to strengthen the basic curriculum, professional basic courses and professional core courses, and increase elective courses.

### *C. Reform of the Practice Teaching System*

Establish a practical teaching system that can promote students' learning of basic theories, basic knowledge and basic professional skills, and cultivate students' six abilities of "collecting, editing, broadcasting, shooting, recording and performing". In the construction of practice teaching system, enrich the practical teaching team, strengthen the practice teaching research and reform, improve and enrich the practical teaching content and system, and build the practical teaching system with "four modules" of "basic practice module, professional practice module, comprehensive practice module, and innovative practice module". Actively implement the teaching method with "five combinations" of "the combination of theory and practice, the combination of enlarged and private classes, the combination of the first class and the second class, the combination of practical training, internship and actual combat, the combination of homework, works and subject competition, professional competition".

### *D. Active Establishment of Practical Teaching Platforms*

Strengthen the construction of in-school practical teaching platforms, and pay attention to the development of off-campus practice, internship, and training platforms. Actively build the two teaching platforms, both on-campus and off-campus, and expand practical teaching channels. On the basis of the "platform-college cooperation" school-running model, strive to build two platforms of "work-study combination": one is the on-campus productive training base represented by the radio and television art experimental teaching center and the radio station, the Star Wish TV Station, the film and television creation association, the Xunfeng documentary studio, the small theater and so on, they can basically meet the college's needs of in-school practical teaching. The second is the off-campus cooperative enterprise represented by TV stations, radio stations, newspaper groups, portal websites, and film and television production companies. These enterprises and institutions have become the bases for students to conduct work-study exchanges, post internships and pre-employment.

Integrate campus resources and develop "Second Classroom" activities. The first is to form creative practice groups composed of professional teachers and students: "The Film and Television Creation Federation", "Xunfeng Documentary Studio" and "Anime Software Development Studio". The second is to pay attention to the student associations. The college has student associations such as the sub Youth League Committee, the student union, the youth volunteer association, the star wish drama group, the artistic language research association, the youth Qu Yuan drama club, the Fashion film and television commune, radio stations and so on. The above-mentioned creative practice groups and student associations have a large coverage and have played a strong role in the reform of practice teaching.

### *E. Reform of Assessment Methods*

Reform the teaching evaluation system and strengthen the test of "three basics" of "basic knowledge, basic theories and basic skills". Reform the examination forms, combine the written examination with the actual operation (production) test, and combine the open-book test with the closed-book test.

Guide students to participate in various national vocational and professional qualification examinations, and introduce social evaluation mechanisms. Introduce the third-party evaluation mechanism, both parties should formulate a unified talent training evaluation standard according to social needs and establish teaching standards according to the responsibilities at different stages, and form a unified talent training system with multidirectional interaction and benign development.

Implement the reform of examinations and reform the content and form of examinations. Change one test to multiple evaluations. Students' test scores consist of three parts: final exam scores, usual practice works and homework assignments. The practical professional core courses take the form of open-book examinations. The test questions are more flexible, focusing on testing students' comprehensive analysis abilities and theoretical application and practice abilities.

Reform the graduation design. Change the traditional single form of the graduation thesis, the media major students are required to create a video work with its content and form coincident with the professional requirements and a duration of 5 to 10 minutes under the guidance of the teacher, and write an editorial creation elaboration about 4,000 words according to the video work.

At the same time, actively innovate the third-party evaluation mechanism. Every year, media major students should participate in the "three-base test" organized by the school and the "third-party evaluation" of the off-campus media and enterprises. The media, school-enterprise cooperation institutions and social employers conduct the employment-level evaluation for students according to professional requirements.

## V. CONCLUSION

In the reform of the practical talent training mode of media majors, we must first adhere to the "quality + ability" educational purpose, continue to pursue the professional development strategy centered on "innovative talent training" and "excellent work creation". Secondly, we must innovate the "school-enterprise cooperation, station-college cooperation" form, establish a wider range of personnel training cooperation relations with relevant industries, enterprises and institutions, and explore and implement the teaching mode of "moving the classes into the enterprises and bringing the projects into the classes". Third, we must actively realize the effective transformation of teaching achievements and the incubation of talents, and make the homework as students' works, make the works become products, push the students to the "stage", and put the "stage" in the society. Only by continuous efforts can we cultivate creative talents with comprehensive quality, overall grasping ability, professionalism and team spirit, and deliver leading creators of various radio and TV programs and excellent editorial professionals who can influence the development of regional and even national radio and television programs for the mainstream radio and television media organizations, new media and social and cultural industry construction groups.

## REFERENCES

- [1] Xia Dan. Research on Media Education in the Age of Big Data [M]. Beijing: Communication University of China Press, 2016.
- [2] Peng Shaojian. Exploration and Practice of the Cultivation of China's Excellent Media Talents. Beijing: Communication University of China Press, 2015.
- [3] Chen Zuji. The program and research papers of the training of media application-oriented innovative and entrepreneurial talents under the new normal [M]. Chongqing: Southwest Jiaotong University Press, 2017.
- [4] Zhang Kun. The Reform of Journalism Education [M]. Wuhan: Huazhong University of Science and Technology Press, 2012.