

A Probe into the Cultivation Mode of News Communication Talent under the Background of Internet Age

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Abstract: In the background of the Internet era, news communication has undergone earth-shaking changes, whether it is the communication technology or the content of communication, are changing rapidly, in this form of news communication personnel are facing a great challenge. The industry needs more complex, innovative and applied news communication talents to quickly adapt to the diversified needs of news communication under the background of the Internet. And this means to change the training mode of news communication talents, to construct a diversified, cross and high-quality news communication mode, to integrate the industry resources, to create a new situation for the training of news communication talents, so as to realize the employment standards of the industry.

1. Introduction

Clouds The influx of new professional words such as computing, artificial intelligence and big data into the media industry in the Internet age has not only broken the barriers between the media, but also brought closer communication The boundary between the person and the audience. On the one hand, the difficult transformation of traditional media, on the other hand, the rapid development of new media, which has a far-reaching impact on the whole news media industry, in addition to keeping up with the pace of the times in technology, the same urgent need to change in the training mode of news media personnel, so as to ensure the cultivation of high-quality comprehensive news communication talents, so that they can use the news communication platform to create good social and economic benefits in the background of the Internet era.

2. Breaking the Single Mode and Setting up the Ways to Cultivate the Talents of the Diversified News Communication

In the background of the Internet age, the various industries have realized the integration of technology, the channels of talent training have been greatly expanded, the traditional single way of training has been difficult to adapt to the current path of talent development, so first of all, we should change our thinking, realize the influence of the Internet age on the news dissemination personnel, and then consider the changing ways of current talent training with open and forward thinking, and then from different angles to break the single culture pattern [1]. Aiming at the training goal of news and communication talents, we set up diversified training ways to provide sufficient growth space for the personnel in this field, so that they can accept all-round training and better adapt to the development requirements of the new media era. From the point of view of the news media industry itself, the news production in the Internet era pays attention to the collection, mining and visualization of massive data, while the previous news media include the collection, editing and publishing of information, which requires the news media personnel to be good at the integration of information and have a strong innovative thinking. It is necessary to broaden the training channels and promote the quality and ability of the media personnel to adapt to the technological development and the changes of the times [2].

The mode of diversified talent training can focus on the online and offline, first of all, the online is an indispensable new way of training under the background of the Internet, which breaks the limitation of time and space, makes the students can accept the training anytime and anywhere, and

greatly facilitates the trainers and the trained talents. And the online training is targeted, according to the actual requirements of students, set up a suitable training model to fully tap the potential of students, so that they can make full use of their personal news advantages to achieve rapid growth. In addition to producing a comprehensive online news training course, teachers can also provide students with a live online or community voice teaching environment to receive a new and consistent with the Internet era of ability enhancement path, followed by offline training, which is the traditional news talent training model, in the context of the Internet era, it needs to be optimized to improve on the original basis. And in addition to the professional basic knowledge of the professor, but also need to arrange for students offline base training and exchange meetings and other means to achieve all-round, the whole process of counselling [3]. For example, say the student practice link, set up the content practice platform about the new media software, such as daily Kuaibao, Tencent news app, so that students can do the actual operation online. At the same time, cooperate with authoritative news media platform or self-media company to carry out offline platform practice activities to create enough growth space for students (Fig.1). In addition, it is necessary to arrange a series of industry-related training courses and practical opportunities for students in the form of social hot spots and Internet development. while guiding them to participate in the offline media summit in time to better achieve the goal of training news communication talents.



Figure 1 Off-line practice activities

3. Integration of Industry Resources, Establishment of Dual-Qualified News Communication Talent Training

The news communication industry is facing the huge technical reform in the Internet age, the video live broadcast, the game news, the virtual reality and so on diversified technology makes the news communication is in the multi-level innovation, for the endless new technology, and develops with each passing day the news industry condition, the personnel who are engaged in this aspect must accept the technical progress positively, but also must abide by the news communication core mission. For the training of news and communication talents, it is necessary to integrate the resources in the industry and improve the overall ability and standard of the training staff. On the one hand, it is necessary to build a teaching staff with cross-media ability, cross-cultural consciousness and extension of academic knowledge, on the other hand, it needs the deep integration between the school and the media to create a "double-qualified" teaching staff [4].

First of all, from the level of knowledge structure of news communication, the teaching staff of talent training needs to construct the knowledge and ability system from different angles: (1) the basic ability of cross-news media specialty. Stand at the forefront of the times, fully understand the technological reform form of news communication under the background of the Internet, grasp the core technical essentials of the new media information combination communication, as well as the energy exchange mode between various media situations and the matters to be paid attention to in the control of communication effect; (2) cross-cultural ideology. Teachers who carry out the training of talents in the news media should have a full understanding and grasp of the development trends of the industry, establish a positive, open and tolerant attitude, and be able to respect a diverse

culture (figure 2);(3) the compound ability to develop discipline knowledge. In addition to mastering the core knowledge system of different specialties of the same subject, we also need to expand the knowledge of the subject, understand the content of other specialties, realize the high intensity of resource integration, present students with rich knowledge of the field and broaden their news media vision, so as to better deal with the development of the industry. The second is the establishment of "double-qualified" teacher training structure. At present, the school that trains the news communication talented person lacks both the high level news communication theory accomplishment and the good practice skill teacher troop, therefore the talented person training process has the theory and the practice disjointed phenomenon. Therefore, to emphasize the fundamental cooperation with the news media, constitute a two-way attention to the interactive training model.



Figure 2 Cross-cultural teacher training in a school

4. Implementation of Integration and Innovation to Create a High-Quality News Communication Personnel Training System

Finally, the talent training model is designed to meet the requirements of the industry, and to adapt to the social development, the Internet era has a higher standard for the media personnel, in addition to the basic knowledge of the professional field, but also need to have The thinking and ability to break the boundaries of the media can quickly adapt to the flow of news media posts. In terms of the development of the industry, the complex talents who collect, photograph, collect, compile and use the modern equipment operation and network skills will be greatly welcomed, so the process of talent training needs to be integrated and innovated, and the process of theory and practice training should be effectively combined to create a high-quality news communication talent training system.

First of all, should the dynamic development trend of the industry, set up a new curriculum system to ensure that it has a wide caliber, deep foundation, so that the training of news communication talents cannot only complete general education, but also integrate high-quality news communication professional education. At the same time, we should pay attention to the defects of the training course of news communication. Because of the low degree of connection with practice and the few courses of professional methods in the course of actual training, it is necessary to carry out practical, scientific and innovative reforms to form a fine professional and cross-media training system with the combination of platform and module. Specific can start from three aspects:(1) create the environment that can simulate the operation of news media (figure 3). Only through repeated training practice can students acquire solid skills and master real skills, so they can break through the limitations of classroom teaching and experimental platform as far as possible, and carry out training methods with various practical courses, so that students can develop their personal actual combat level in the media environment of simulation. In the background of the internet era, the support of network digital technology has made a great change in the talent training mode, and the foundation of various educational facilities is more advanced, so we should constantly improve the hardware training tools to meet the needs of the development of news media talents;(3) realize the "five-in-one" comprehensive news communication talent training mode from the software level. In order to ensure the good professional ability and comprehensive quality of the news dissemination personnel, it is necessary to run through the practice teaching all the time, form

a wide range of practice network platform, and integrate the resources of multiple channels to create a high-quality learning space for them.



Figure 3 A simulated news media operating environment

5. Conclusion

For the news communication industry, in the face of the iteration of technology renewal under the background of the Internet era, we must go to the forefront of the times, keep pace with the times, and carry out deep innovation from all levels. In order to adapt to the changes of the industry, the news communicators need to keep up with the development of the industry in terms of ability and quality. This requires innovation of the training mode of news communication talents, breaking the limitation of single training, setting up diversified and multi-level training mode, forming a "double-qualified" talent training team through the integration of industry resources, and combining and innovating to create a high-quality training system for the development of talents in this field.

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