

Research on the Construction Path of the First-class Major of Journalism in Shaanxi Universities under the Concept of Educational Certification

Fang Zhang

Xi'an Peihua University, Xi'an, Shaanxi, 710125, China

Keywords: Higher Vocational Colleges; English; Informatization; Teaching Model;

Abstract: The major of journalism has been a little unpopular in recent year. With the development of network technology and new media technology, the admission score of journalism is increasing day by day. The development of news communication industry is more vigorous, and the professional requirement of news talents with new media literacy is higher. In the future, the gap of high-quality journalism talents is very big. However, the competition for talents in China's journalism industry has been fierce since China joined the World Trade Organization, the employment of journalism majors in recent years is not optimistic, and even the cities with developed media industry are showing a downward trend of employment rate. Therefore, colleges and universities need to speed up the reform and innovation of journalism. Based on the concept of education certification, this paper studies the construction path of first-class journalism major in Shaanxi colleges and universities.

1. Introduction

First-rate majors mean that the Ministry of Education aims at building top-class majors, which are oriented to the future, adapts to the needs, leads the development, has advanced ideas and guarantees the strength of the first-class specialty. Major is the basic unit and basic platform of talent training, to build first-class undergraduate course and train first-class talents. Colleges and universities should take the construction of first-class majors as a way to speed up the construction of first-class universities and first-class disciplines, to carry out the important foundation and basic grasp of implicative development. It is necessary to establish and improve the mechanism of professional dynamic adjustment and to meet the needs of national development strategy and economic and social development. The construction of double-class colleges and universities should take the lead in establishing first-class specialties, and applied-oriented undergraduate colleges and universities should work hard to build first-class majors in combination with their characteristics. Shaanxi colleges and universities can draw lessons from the concept of professional education certification and construct first-class journalism majors under the background of constructing first-class colleges and universities.

2. The concept of educational certification

The concept of education certification originates from engineering education professional certification. Engineering education professional certification refers to the specialized certification of engineering major education set up by professional certification institutions for higher education institutions, which are carried out by specialized professional or trade associations (federations). The professional society, together with educational experts in the field and related industry and enterprise experts, aims to provide preparatory education quality assurance for the relevant engineering and technical personnel to enter the industry. The idea of educational certification in this paper refers to the idea of establishing first-class specialty in journalism specialty according to the concept of engineering education certification. Specifically, it is to understand the general needs of the market for different talents of journalism major, as well as the knowledge and ability. Then, according to the training rules of journalism professionals, the source of students, the orientation of graduates, and the regional position of colleges and universities, we establish the personality and

characteristic training of journalism professionals in colleges and universities. Simulate, practice the course system, determine the talent training orientation according to the talent demand of the news profession, design and optimize the journalism specialty curriculum system, and carry out and adjust the journalism specialty curriculum system dynamically according to the actual situation, seen in figure 1:

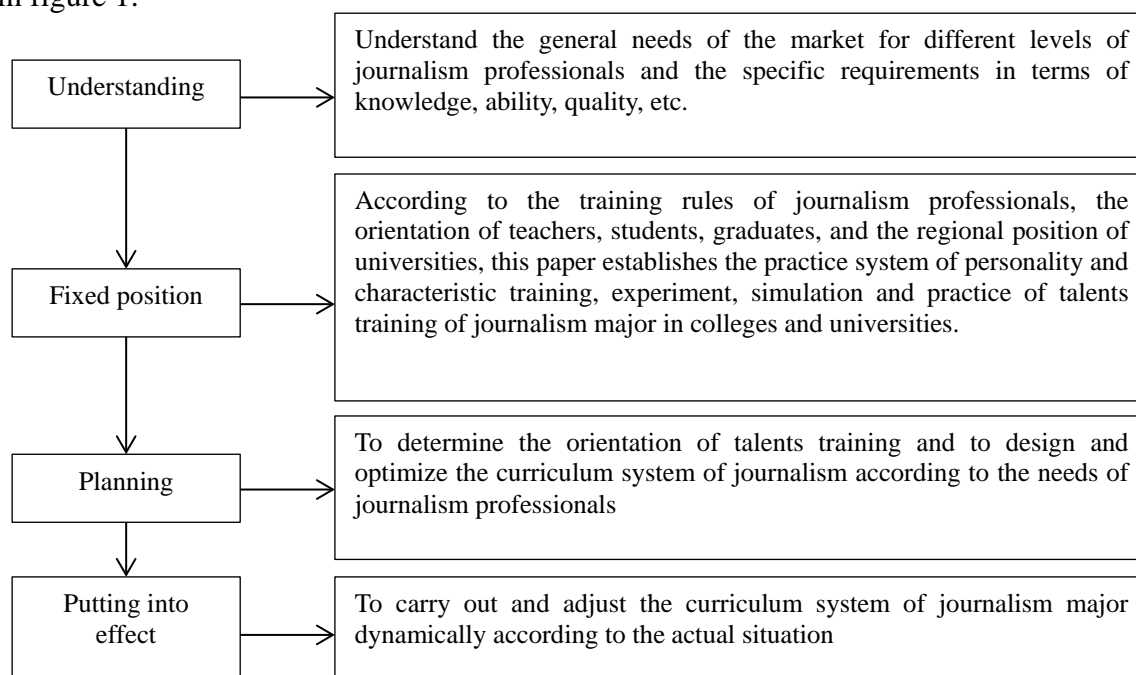


Fig. 1: The Idea of Educational Certification for the Construction of Journalism Major

3. Current situation of journalism major construction in Shaanxi Colleges and Universities

3.1 There are many colleges and universities offering journalism major

There are many universities with journalism majors in Shaanxi, including Shaanxi normal University, Northwest University, Chang'an University, Xi'an Foreign Studies University, Xi'an Petroleum University, Xi'an Institute of physical Education, Xi'an Institute of Finance and Economics, Xi'an Peihua University, Xi'an Eurasia College, Baoji College of Arts and Sciences, Xianyang Normal College, Yulin College, Yan'an University, etc.

3.2 The characteristics of journalism major are not obvious

There are many colleges and universities of journalism major in Shaanxi Province, and the courses offered are the same, and the orientation and mode of the training of journalism talents are similar. Different types of colleges and universities should have different orientations for the establishment of journalism, but in practice, the characteristics of journalism major in Shaanxi colleges and universities are not prominent.

4. Problems in the construction of first-class journalism major in Shaanxi colleges and universities under the concept of educational certification

The demand for qualified personnel of journalism major in Shaanxi colleges and universities has changed greatly under the concept of educational certification, but the conditions for reforming journalism specialty are limited, and there are some problems such as insufficient quantity and quality of teachers matching journalism major.

4.1 Great changes in journalism major

Nothing has changed as fast as journalism. With the transformation and development of colleges and universities, the adjustment of the mode of running schools of journalism major in colleges and

universities, and the ecological environment of new media, journalism in Shaanxi colleges and universities must renew the teaching concept and popularize the use of new media technologies and equipment. Great changes should take place in the teaching ideas and models of journalism major in colleges and universities. The idea of applying for jobs for students majoring in journalism should be changed, and the curriculum system of journalism majors must also change.

4.2 The condition of journalism major is restricted

In today's highly developed press, radio, television, network and so on, the demand for qualified personnel in journalism has increased, and the number of applicants for journalism majors has increased sharply. However, the conditions for running schools of journalism majors are restricted. The practice base of journalism cannot meet the needs of talent training. The conditions of experiment and training need to be optimized, and more funds should be invested in the construction of journalism specialty.

4.3 Quantity and quality of journalism teachers are insufficient matching

The teachers of journalism major in Shaanxi colleges and universities do not match each other. For example, some colleges and universities offer advertisement courses mainly by teachers of journalism or Chinese majors, but lack of teachers of professional background. Due to the lack of professional control of the curriculum, the students' cognitive comprehension ability is poor. At the same time, the new media ecology requires higher training of journalism talents, but many teachers of journalism lack practical experience, but to pay more attention to theory and lack of skill.

5. The paths of constructing the first-class major of journalism in Shaanxi universities under the concept of education certification

A series of measures should be carried out in the construction of first-class journalism major in Shaanxi universities around the goal of cultivating the graduation ability of journalism major students under the concept of education certification. It is necessary to optimize the curriculum system of journalism major and strengthen the provision of double-qualified teachers, in order to ensure the educational quality and vitality of journalism major, the paper puts emphasis on the establishment of continuous improvement mechanism and culture of journalism specialty.

5.1 To determine the orientation of journalism major training

China's journalism industry has made great progress in recent years, the demand for high-quality talents is increasing, the news industry has higher requirements for the professional literacy of talents, and the news industry is also a more practical field. The personal comprehensive quality of practitioners is higher, in order to meet the needs of the modernization of journalism and the development of new media technology, journalism majors should pay more attention to the training of professional quality of talents, and put forward specific requirements for the professional quality of students of their major, to cultivate a systematic knowledge and skills of journalism theory, broad cultural and scientific knowledge, familiar with news, propaganda policies and regulations of our country, who can be in the press, publishing and propaganda departments engaged in editing, journalists and management and other work of senior journalism professionals for the society.

5.2 To optimize the course system of journalism major

New communication technology creates new media ecology, new media ecology calls for new media talents. Therefore, in view of the requirement of new talents training knowledge, ability and quality of journalism major, it is necessary to optimize the curriculum system of journalism specialty, and to establish the professional curriculum system of journalism, which should lay more emphasis on the training of students' professional quality. It is necessary to construct a perfect theoretical curriculum system of journalism specialty, to set up general courses, core courses and science and technology courses, and to build a sound practical curriculum system for journalism majors.

5.3 To strengthen the provision of double-qualified teachers

According to the training standards and objectives of journalism professionals and the combination of work engineering and work tasks, it requires a large number of teachers with experience in journalism industry to effectively realize the combination of work and learning to create conditions. Therefore, journalism specialty needs to determine the standard of double qualified teachers, strengthen the construction of double-qualified teachers, and provide more practical guidance for the training of journalism professionals.

5.4 To enrich the way of offering Journalism courses

The course of journalism can be set up in three ways: firstly, classroom experimental teaching, such as Media Lab and News Workshop; Secondly, it is the innovative system of practical training media, such as the internal institutions of the school media and student media established by the student associations themselves; Thirdly, it is the extended system of practice outside school, such as taking probation and practice in various social media, and creating media and programs with social media through the way of cooperation between school and enterprises.

5.5 To improvement of conditions for journalism major

Colleges and universities in Shaanxi need to increase investment to improve the conditions of journalism, introduce advanced talents in the industry, and build a double-qualified teaching staff. We should optimize the experimental, practical and practical conditions of journalism, build a laboratory for journalism experiments, attach importance to the training of teachers in journalism, strengthen the introduction of international cooperative resources, and speed up the internationalization of journalism.

6. Conclusion

All in all, with the development of the technology, the journalism major in colleges and universities in Shaanxi Province is facing a new development environment. It is necessary to change the idea of running a school of journalism specialty, deepen the education and teaching reform of journalism specialty, and train more high-quality journalism talents for the development of Shaanxi regional economy and society.

Acknowledgement

This article belongs to the stage achievement of the Education Science "the 13th Five-year Plan Project in Shaanxi Province in 2018, the project name: Research on the Construction Path of First-class Journalism Major under the Education Certification Idea in the Universities and Colleges in Shaanxi, the project No.: SGH18H519

References

- [1] Luo Xin. The Choice of News Communication Education Mode: "VS"-based on the investigation of Journalism and Communication Major in Shaanxi University [J]. Shaanxi Education (Higher Education), 2017 (2): 36-37.
- [2] Sheidan, Timmy. Professional Authentication: the Innovation Dimension of quality Assurance for Journalism Specialty in China [J]. Modern Communication (Journal of Communication University of China), 2017, 39 (10): 143-147.
- [3] Xie Dan. Probe into the Reform of training goal of Journalism Specialty under the Background of Professional Authentication [J]. Western Quality Education, 2017, 3 (19): 5-6.
- [4] Tian Lei. On the Construction of undergraduate Education of Journalism Specialty in all Media Times-taking Journalism Specialty of Heilongjiang University as an example [J]. Heilongjiang Education (Higher Education Research and Evaluation), 2012 (2): 49-51.

[5] Chen Gang, Hu Jingqian. Construction of First-class Colleges and First-class Major in the context of implicit Development of Higher Education: Taking Ankang College as an Example [J]. Journal of Ankang University, 2017 (6): 1-5.

[6] Zhang Ping. Research on the Teaching Reform Path of Journalism Major under the Background of Application Transformation in Colleges and Universities [J]. Education: Research of Higher Education, 2017 (7): 139-140.