

Research on Teaching Mode of Radio and Television Editing in Local Undergraduate Colleges and Universities-----Based on the Cultivation of Applied Talents

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Abstract: The major of radio and television editing, a discipline in arts with strong practical feature, requires highly students' operational ability. Along with the decreasing influence of traditional mass media, more new media based on Internet become increasingly popular, and the aesthetic appreciation of people is constantly improving, which puts forward new requirements for professional proficiency of the practitioner in mass media. Therefore, the talent cultivation in radio and television editing should be application-oriented, and reform shall be conducted on teaching mode. This paper discusses the talent cultivation in radio and television editing and puts emphasis on analyzing the relationship between applied talents and teaching mode.

1. The Necessity of Applied Talent Cultivation Mode in Radio and Television Editing

1.1 Introduction to Radio and Television Editing

Radio and television editing belongs to the first-level discipline, Drama and Film Studies. The discipline field is arts. Graduated students can obtain the degree of Bachelor of Arts. This major is devoted to training professional media talents, requiring students to have professional knowledge of radio and television program planning and production, and higher theoretical accomplishments and higher ability of artistic appreciation. So far, more than one hundred colleges and universities in China have established the major of radio and television editing, including comprehensive universities and artistic colleges.

The career fields of radio and television editing are not limited in traditional mass media, such as editor and writer of newspaper and magazine, reporter and post production of radio and television, and so on. With the uprising new media, graduates of radio and television editing can also be engaged in network operation, copywriter and etc. Faced with constantly updating media industry and changing market demand, the major of radio and television is required to be transformed to be application-oriented. Without efforts and innovation, talents trained cannot adapt to the times, lacking innovative ability and competition force in job market.

1.2 The necessity of transforming to be application-oriented

The applied talent cultivation mode, namely, is oriented by application. It is notable that the importance of practical ability is stressed, however, theoretical knowledge cannot be ignored. The key is to training students' innovative ability and practical ability. Relevant practitioners in education shall think about how to better apply theory to practice, so as to cultivate more driving force for media industry.

In general, most colleges and universities cannot perform effective guidance on students who are involved in internship and training in other places. Whereas, this kind of practical link just skims the surface, because students can experience the job environment, but cannot fully apply knowledge into practice. It can be seen that, in order to cultivate students who can seamlessly adapt to the job market, it is urgent to conduct the reform on teaching mode. The effective implementation of applied talent cultivation mode can lay a solid foundation for students' career in the future.

2. The Improvement of Professional Courses

2.1 To clarify the sequence relations between courses

The sequence relations of professional courses, first of all, shall be clarified. Basic theoretical courses shall be arranged in the first and second year of college life, such as art aesthetics, radio and television history, and film language, which can help students to be equipped with basic quality for this major. The teaching reform based on applied talent cultivation requires not only higher theoretical basis and students' practical ability. Therefore, it is necessary to ensure students to develop solid theoretical basis, which is conducive to the operation link. The difficulties of courses shall be progressive, theoretical courses and practical link shall be related and the curriculum shall be systematical.

Therefore, designing and improving cultivation scheme cannot be formulated arbitrarily and willfully by teaching director, but jointly discussed by all teachers, so as to formulate a feasible scheme. The simple method is that teachers explain curriculum outline to judge the sequence relations between courses. For instance, it is better to establish film language after learning world film history, so that students can accumulate professional knowledge about film in advance and it will be not difficult for them to learn deeper contents. It is inappropriate to set general courses like Introduction to Arts in senior grades, but in the first year.

2.2 The elimination and reform of curriculum

For students of radio and television editing, some theoretical courses with old-fashioned knowledge need to be eliminated and reformed. In terms of some courses about the introduction of this major are normally empty and boring, existing just for examination, students need to spend too much time to learn and teachers cannot conduct application-oriented teaching mode on these courses. Colleges and universities shall carefully inspect their talent cultivation scheme, shorten class hours of unworthy courses or thoroughly eliminate, transform precious teaching hours to courses that can train students' professional quality, so as to ensure the quality of talent cultivation. For example, some colleges set up film styling art, and film chromatics or courses related to movies and TV aesthetics at the same time, with repetitive knowledge points, wasting too much class hours. It is better to integrate these courses with similar contents and nature.

The elimination and reform of courses can ask opinions from students to adjust, especially students who have graduated and enter the job market, because they have a say in this aspect. Schools can design network questionnaires for graduates for investigation, so as to consider what kind of courses cannot meet students' requirements for future job and the teaching method of which course shall be reformed.

2.3 To sub-divide major module

The key to the transformation of the applied teaching mode of radio and television editing is to train the specific professional ability, to divide the major into specific modules, such as film and television history, film and television creation, and film and television management. Special courses are set up in each module. After learning the basic courses, students can choose specific modules to learn according to their interests and abilities. In this way, students can set a clearer goal for future career planning during their school years. If they feel uncomfortable during school study and practice, they can choose to change their career goals so as not to be frustrated in the future career path.

In addition, the division of professional courses into specific modules must focus on the cultivation of practical ability, not just formalism, thinking that the division into a specific direction is enough, but to allow students to fully practice in teaching. Students can be fully trained in professional skills by establishing a studio. For example, students who choose the film and television creation module should shoot works that meet the aesthetic level of the current audience according to market demand. Through the analysis and guidance of students' works, teachers can better play their own responsibilities and cultivate talents that meet the requirements of the industry.

3. The Evaluation Methods of Reform

3.1 To diversify evaluation methods

Generally, the traditional evaluation of colleges and universities is basically carried out in the form of closed-book exams or course papers, which has largely become a continuation of the exam-oriented education in primary, middle and high school stage. For some traditional disciplines, this kind of evaluation is understandable, but for radio and television editing, there are certain problems. Based on the requirements of application-oriented talent cultivation, in addition to the evaluation of students' theoretical knowledge, students' creative ability, humanistic quality, and moral level are also within the scope of evaluation.

Therefore, the power of assessment should not only be in the hands of teachers, students in the same group have the power to score each other, and can also invite people in the industry to score students' works. If student puts the work on the web, the relevant values such as click-through rate can also be used as the scoring standard.

3.2 To strengthen the assessment of practical ability

In other words, the assessment of students' professional ability should not be reflected in the memory of theoretical knowledge, but should focus on the assessment of students' practical ability.

At present, the assessment methods of radio and television editing in most colleges and universities are too rigid. It takes a lot of effort for students to memorize theoretical knowledge, but there is not much opportunity to apply the theory to practice. Therefore, the content of the assessment should not be based on a large number of objective questions, but should focus on assessing students' ability to discover, analyze, and deal with problems.

3.3 To emphasize process evaluation

Traditional teaching modes are often based on the results of the assessment, using a set of test papers at the end of the period to test students' learning effect, which is undoubtedly difficult to obtain a comprehensive evaluation results, and teachers cannot understand whether students have weak links in the learning process. Strengthening the process assessment can grasp students' learning situation, so that teachers can adjust the teaching rhythm and correct the problems that students have in the process of learning.

It is recommended to use Internet-based interactive classroom management platforms such as "Ketangpai" to assist the teaching work. In this way, teachers can insert interactive questions in the PPT at any time, discuss the answers with students, and then combine students' lectures and participation together. In this way, not only can classroom management be realized more conveniently, the learning state of students can be understood in time, the interaction and interestingness of the classroom can be improved, and the process assessment can be performed in real time to more accurately reflect the teaching effect.

In the process of improving the process assessment, it is necessary to pay attention to the problems of classroom design, how to combine the content of the lecture with the content of the assessment, which is a problem worthy of attention. Process assessment is not to arrange several assignments simply or randomly, or to carry out regular and mid-term exams. Instead, the process assessment should be fully integrated into the curriculum, so that students can be interested in the subject, and identify their own shortcomings and improve them.

4. The Optimization of Practical Link

4.1 To implement the tutorial system

For colleges and universities with sufficient faculty, the tutorial system is an optimization strategy that guarantees individualized teaching. Through teachers' words and deeds, students can obtain specific and targeted guidance, and this kind of guidance is not limited to the classroom, but involves students' thoughts, ethics, concepts, aesthetics and other aspects. However, due to the expansion of enrollment in recent years, the teacher-student ratio of many colleges and universities

cannot meet the eligibility criteria. Although some institutions are also implementing the tutorial system, most of them are in formalism and fail to touch the essence. The tutorial system does not simply group students and regularly understand the individual situation of students. The purpose of the tutorial system is to personalize the teaching. The tutor helps students to develop career plans and specific study plans through careful observation of each student.

In addition, the tutorial system has the advantage of allowing students to understand and participate in the teaching and research projects of the tutor, and the supervisor can also guide students to participate in some competitions closely related to the major. In short, the tutorial system can shorten the distance between students and teachers, strengthen communication and provide teachers with targeted counseling.

4.2 To construct practice platforms

It is feasible to focus on the construction of the practical platform. In addition to encouraging students to participate in a variety of professional-related competitions, a dedicated platform should be established to meet the publishing needs of students' daily creations. In terms of radio and television editing, there are many methods to build practical platforms. For example, colleges and universities can sign a contract with a well-known online video platform and publish students' work on the platform. Students can also be encouraged to choose their favorite online media platform to register their account and become a self-media production and operator. Both of these methods allow students to have more audiences to test their professional practice. However, it is worth noting that no matter what platform is used to publish students' works, a special instructor is required to review and propose amendments, so as to further enhance students' professional quality and accomplishment.

5. The Improvement of Aesthetic Appreciation

5.1 To improve artistic appreciation

Undoubtedly, aesthetics is naturally based on art, and radio and television editing has higher requirements for artistic appreciation. For the cultivation of talents, aesthetics should pay attention to the combination of audiovisual and listening, and explore the beauty and profound connotation in art. For example, different painters show different visual effects through their works. The brushwork, composition, and color have specific styles and tastes, which can bring different aesthetic feelings to the viewers. If the viewer can look at it with an aesthetic eye, then he/she can consciously improve his/her artistic appreciation ability. Therefore, students of radio and television editing should also increase their aesthetic level by watching more and thinking more.

In the curriculum, it is required to pay attention to the cultivation of artistic appreciation. The radio and television editing in most colleges and universities set up courses similar to the appreciation of film and television works, which is necessary. In addition to improving the aesthetic ability of film and television works, it is necessary to broaden the horizons of students and cultivate students' abilities in various aspects. For example, they can try to open architectural aesthetics, introduction to art, etc.

5.2 To promote the ability of copywriting creation

For students majoring in radio and television editing, copywriting ability is one of the most basic requirements. Whether writing a plan, writing a script, or writing a book, it requires a high level of copywriting creation. Therefore, paying attention to the beauty of the text, the narrative skills are very necessary for students of radio and television editing. The teaching should also put some emphasis on this aspect, so that students can consciously enhance the ability of copywriting.

Many students of radio and television editing value the improvement of their practical ability in shooting, editing, and post-production, and they do not pay attention to the ability of literal expression. However, when they really go to work, they realize that their writing skills has a crucial impact on their careers.

5.3 To reflect aesthetic appreciation in practice

To improve the artistic accomplishment and aesthetic appreciation must be realized through practical activities. Students of radio and television editing should pay attention to the aesthetic expression when carrying out practical training. They should not only learn the technology but also know something about art. In the practical teaching process, teachers of radio and television editing should consciously improve students' aesthetic ability. For example, when evaluating students' short films, they should not only judge the narrative structure and editing techniques, but also analyze their composition, color, and light, in order to gradually accumulate students' aesthetic experience, and ultimately improve the aesthetic level. When teachers teach in the classroom, they should also pay attention to this problem. They should recommend more works of art with higher aesthetic level, and improve the aesthetic level of students in the subtle.

6. Conclusion

Contemporary college students are basically post-90s and 00s generation. They have more keen observation and richer imagination. As educators, if not think aggressively and not seek reform, they cannot meet students' needs for knowledge. Therefore, the one-way infusion teaching method has long been inapplicable. To build an efficient classroom and to improve the professional quality and application ability of students, a series of reforms must be carried out.

In conclusion, applied talents cultivation for radio and television editing must be in line with the needs of talents. It is necessary to focus on changing the unclear teaching objectives, rigid assessment methods, and formalism of practice. It is essential for students of this major to master the corresponding theoretical knowledge and professional quality, so as to adapt to the needs of the market and audiences and become professional media talents to meet the needs of the society.

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