

## **Analysis on the Training Mode of Professionals of Network and New Media Communication Professionals in Universities**

**Zhiyong Yuan**

Nanchang Institute of Technology, Nanchang, Jiangxi, 330044, China

**Keywords:** Colleges and universities, Network, New media, Communication major, Talent training

**Abstract:** At present, many colleges and universities in China have set up a network and new media communication major, and have developed a series of training plans for the cultivation of this professional talent, in order to better adapt to the needs of social development and train more outstanding talents for our country. However, through research, it is found that there are still some problems in the current network and new media communication talent training model in China's colleges and universities. Coming out my own suggestions, I hope to better promote the development of network and new media communication professional training models in Chinese universities.

### **1. Introduction**

Judging from the current courses of network and new media communication in China's colleges and universities, many universities are centered on cultivating comprehensive talents with strong comprehensive strength, focusing on the development of both news theory, basic communication theory and the trend of the times. According to different colleges and universities, there are certain differences in the structure of journalism. In current colleges and universities, many communication majors are set up in polytechnics or agricultural and forestry colleges. As far as possible, the students must be science and engineering. Quickly accept network communication, information management, theory and practice, and be able to quickly grasp this kind of knowledge. In the course setting of communication majors, students not only need to master systematic communication knowledge and journalism knowledge but also need certain computer skills, and they must learn network application technology. From the perspective of the way and content of college education, the current training direction of journalism and communication majors in my country is to train talents with excellent communication knowledge and journalism knowledge, computer operation technology and a foreign language. At present, the teaching direction of communication majors in Chinese universities is mainly divided into four categories: news communication, media management, network communication and new media, and cultural communication. There are more specific divisions under these four categories, and the distribution of power among the various categories is also uneven.

### **2. Analysis of the Problems Existing in the Training Mode of College Network and New Media Communication Professionals**

(1) The target positioning is not clear enough, and the course structure design is unbalanced seriously. Judging from the current situation of network and new media communication courses and education in China's colleges and universities, whether it is administrative or business guidance, the professional courses are basically set in the field of communication, and the traditional news communication teaching content is used for talent Cultivation. Analysis from the perspective of the faculty. Many substitute teachers in the network and new media communication profession are news communication professionals. These substitute teachers are not able to reflect the characteristics of the network and new media communication profession very well. There are certain defects in teaching. The main reason for this problem in the current teaching process of network and new media communication in colleges and universities is that colleges and universities

do not have a good grasp of the positioning of teaching goals, and as the society changes, the teaching goals also continue to change. This dynamic The current situation has also caused a loss of balance in the design of network and new media communication professional courses. This problem will affect the cultivation of talents and reduce the gold content of network and new media communication professional talents. There are even specific training methods in some universities. Missing.

(2) Insufficient teachers and a single teaching model

Judging from the current development of network and new media communication professionals in China, there are not many outstanding successes in truly conducting research on the training of network and new media communication professionals, and many teaching teachers engaged in network and new media communication also come from traditional communication School of Education or Information Technology. Although the literal meaning of network and new media communication is the integration of communication and computer technology, in fact, how the two are integrated and the degree of integration cannot be grasped quickly in a short period of time. The major of network and new media communication has its own characteristics and irreplaceability as a major. There is a certain gap or even a logical relationship between the disciplines, but the current college teaching leads teachers in other disciplines to communicate with the network and new media. Carrying out substitute courses for majors has caused some problems for the teaching and learning of the majors of network and new media communication. In addition, under the traditional teaching of communication, students have a single and more mechanical learning model. This teaching model is not suitable for the new course of network and new media communication majors. Cultivation of professionals in network and new media communication in universities.

(3) Experimental facilities are not complete, lacking practice bases and conditions

The network and new media communication majors have very high requirements for hands-on practice. Therefore, in the actual teaching process of the network and new media communication majors, students need to master the practical requirements related to the major's photography, recording, editing, and broadcasting. However, a survey and analysis of the current laboratories of network and new media communication in China's colleges and universities have revealed that except for a few universities that have relatively complete laboratory supporting facilities, many other universities do not have teaching of network and new media communication. The supporting experimental teaching settings required, some universities do not even have such facilities at all, and the only equipment also has many problems such as aging and failure. The lack of hardware equipment has a greater impact on the teaching and learning of college network and new media communication majors, which seriously restricts the improvement of students' practical ability.

### **3. Effective Strategies for the Training Mode of College Network and New Media Communication Professionals**

(1) Clarify talent training objectives and improve the professional curriculum content system

Changes in the times change social needs, and social needs promote the cultivation of talents. Judging from the current social development in China, the traditional teaching model is outdated. For example, to better train professionals in network and new media communication. At present, we need to continuously improve the training model of network and new media communication professionals in colleges and universities, starting from the needs of society. , Set certain professional requirements and teaching modes according to the different characteristics of each university. For example, the Communication University of China, the school's advantage in running a school is that it can be used in the teaching process of the network and new media communication profession to use the new media advertising planning and marketing methods to train and teach students to promote students in the field of new media. Cultivation of creative consciousness and creative ability. The current society is extremely inclusive, and the network and new media communication majors also have a large teaching space. Each university can design the network and new media communication professional courses according to its own design situation and characteristics, and cultivate comprehensive strength. New talents with their own development

characteristics.

(2) Increase the input of teachers in universities and innovate teaching methods

With the development of society, the demand for online and new media communication professionals is greater, and colleges and universities should better promote the training of online and new media communication professionals, increase the input of network and new media communication professionals, and encourage young people Teachers continue to learn, residual enterprises and grass-roots network and new media communication learning and training, understand the current society's demand for network and new media communication professionals, adjust the relationship between education and employment, continuously improve teaching goals, improve teaching methods, and cultivate More professional network and new media communication talents suitable for the needs of society. In the actual teaching process, teachers should boldly innovate and change teaching methods according to social needs, and carry out continuous research on valuable topics to better integrate curriculum theory and practical skills training. In the teaching process, teachers can choose projects with rich knowledge points and strong representativeness for analysis and discussion, and guide students to learn the project independently, develop their ability to define the subject, develop their professional skills, and improve the network and New media communication professional comprehensive ability.

(3) Strengthen infrastructure construction and increase the effective utilization of existing resources

Network and new media communication have higher requirements for students' practical ability. Therefore, the teaching process of network and new media communication in colleges and universities needs to focus on the construction of university infrastructure and strengthen the construction of multimedia laboratories. Due to the high construction cost of the multimedia laboratory, I suggest that you can cooperate with other colleges and universities to establish an experimental platform that can be shared by multiple majors to better improve the utilization of resources and improve the network and new media of colleges and universities Spread teaching. 4. Conclusion

Changes in the times change social needs, and social needs promote the cultivation of talents. Judging from the current social development in China and the update speed of multimedia technology, the demand for network and new media communication will continue to increase in future life and development. Therefore, in the pro-university colleges, it is necessary to strengthen the network and new media communication professional teaching and continue to reform and innovation fosters more outstanding talents for social development.

## References

- [1] Zhang Qin, Huang Hong. Analysis of the training model of college network and new media communication professionals [J], Heilongjiang Social Sciences, 2007.3.
- [2] Xia Lixia. Research on College Network and New Media Professional Training [J]. News Communication, 2016(3).
- [3] Chen Fangyi, Huang Yu. Challenges and Opportunities of University Communication Education-A Summary of the Seminar on "University Communication Education" [J]. Modern communication, 2008.6.
- [4] Liu Yan'e. Research on the Basic Logic and Basic Positioning of Integrated New Media Professional Training in the Big Data Era [J]. Yunmeng Journal, 2016(3).
- [5] Yang Chengjie, Yan Gongjun. Thinking about the countermeasures of Chinese journalism and communication education in the context of media integration--a summary of the 2010 National Journalism and Communications Education Annual Conference [J]. Journalism Research Guide, 2011.1.
- [6] Yang Juan, Yan Sanjiu. Capital Innovation Globalization-The status and future of media integration (2008 China Summary of the Media Convergence Summit Forum [J]. Contemporary Communication, 2008.11.
- [7] An Jinwei. Research on the Reform and Innovation of the Network Communication and New Media Professional Training Model [D]. Huazhong Science and Technology Master Thesis, 2012.