

Research on the Training Model of Compound High-end Skills News Communication in Higher Vocational Colleges Based on Idea Communication

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Abstract: Under the background of globalization, modern news communication tends to be informationized, diversified, networked and integrated. The development of concept communication towards specialization and professionalization is the direct reason for the emergence of modern popular science. The demand for journalists is also multi-level, diversified and complex. The practicality of the journalism profession requires that the training of journalism talents must start with the training of students' skills, set up a reasonable journalism practice teaching system, and train high-end skilled journalism talents that the society needs. In order to promote the orderly development of vocational education and continuously promote the optimization of talent training mode in higher vocational colleges, the government must actively increase support for vocational education. According to the goals of this major, establish the practical goals of each course and determine the content and requirements of the practice. In the curriculum, focus on practicality; on the requirements of teachers, focus on practical ability; on the knowledge structure of students, pay attention to the combination of professionalism and broadness.

1. Introduction

The dissemination of ideas belongs to the dissemination of science and technology for the public, and is an important part of human science and technology dissemination. In the context of contemporary science and technology and social development, the relationship between science and technology and society has become unprecedented close [1]. Deepening the construction of the curriculum system of Journalism and communication, and constructing the logical relationship of the curriculum, including the guiding curriculum, follow-up curriculum, deepening curriculum, alternative curriculum and related curriculum [2]. Centralized evaluation and acceptance of students' works and training results can be made up of three or five students to form a studio or conduct out-of-school interviews, or set up a network radio station. Teachers can turn students' comments into results evaluation. At the same time, students' achievements can also be retrieved to evaluation [3]. The faculty of journalism education must not only master the basic application-oriented technologies of news communication, but also be familiar with the media technology in the engineering sense. This is an important difference between the journalism communication majors of higher vocational colleges and other colleges and universities. Scientifically guide students to make correct judgments and effective choices on the received surface information, educate students to improve media literacy, and think independently in the process of accepting and disseminating information. Scientific judgment is not inciting and inciting. In the face of the new situation, colleges and universities must overcome their shortcomings in terms of geographical location, school history, teaching facilities, and faculty levels in the process of cultivating high-level talents in journalism and communication, and effectively strengthen and improve the practical teaching system [4].

Social development is increasingly dependent on the application of science and technology. Economic development is increasingly driven by technological innovation. Social life is increasingly affected by science and technology [5]. Every major should have corresponding programs to train students, so as to cultivate personnel with higher quality and ability, and do a good job of talent reserve for the corresponding professional positions. The industry needs modern application-oriented journalists who have a broad base of humanistic knowledge and good quality

and can break through the boundaries of the media, understand the frontier development of news communication and master a variety of working skills, namely "application-oriented talents with thick foundation, strong ability and wide adaptability"[6]. The major of Journalism and communication in Higher Vocational Colleges adheres to the aim of running a school guided by social needs and takes into account the dual roles of in-school teaching and off-campus training. All kinds of information, even cross-border information, can be pooled and shared to achieve mass dissemination. Multi-terminal and personalized, can use computers, mobile phones, hypertext, hyperlink as a means of organizing various information, the audience can achieve their own personalized reception and dissemination purposes without the restrictions of broadcasting process and program auditing [7]. Guided by the needs of the country and the needs of the society, we will continue to explore the training mode of the combination of high-end technical talents in the digital media era. The professional teachers should make timely changes in their roles and become more theoretical, application-oriented and technically capable. Double teacher. The talent training models are intertwined and integrated, which promotes the reform and development of China's higher vocational education. However, talent training is a systematic project, and various talent training models are all choosing a certain point as a breakthrough for reform, so they all have certain advantages and limitations [8].

2. Necessity of Constructing Practical Teaching System of News Communication

The training program of Journalism and communication specialty does not regularly expand the content, and the teaching staff do not timely understand the new requirements of the professionals in society, which leads to the narrow or backward content of teaching. With "multi-abilities" as the core, it requires strong practical ability and practical ability. In the course of news interview and report, case teaching can enable students to quickly grasp the writing methods of these news styles. Especially when it comes to the connection and difference between news and communication, case teaching can make students understand the writing methods of different genres of news and communication at a glance. Therefore, in the process of training journalism and communication professionals, colleges and universities must cultivate application-oriented "generalists" of Journalism and communication according to the characteristics of the demand for such talents. In school, teachers teach basic theories and cutting-edge knowledge related to journalism, and are responsible for guiding students' medium and long-term learning planning, curriculum selection, graduation design topics and production from the most primitive and disorderly data.

In the teaching practice, educators can make students fully cover the technical essentials and contents of each link of the industrial chain by breaking through the technical links of the industrial chain. According to the requirements of higher vocational education and the basic needs of learners, it focuses on meeting the needs of learners' personalization and comprehensive quality improvement, and cultivating learners' ability to adapt to society, innovation and entrepreneurship, and career change. Although the function and function of building innovative culture attaches great importance to the "instrumental rationality" and "practical value" of science and technology popularization, it reflects an objective need for the development of contemporary science and technology and social relations. Teachers should be impartial and accurate in the process of evaluating students' performance, formulate reasonable scoring standards, publicize each student's performance in practical training courses, turn the performance into the motivation for students to study hard, and objectively reflect students' knowledge, skills and skills in our evaluation. Establish a mechanism for assessing the work of tutors. The concrete implementation process of journalism tutorial system in higher vocational colleges can be divided into four stages: general education stage, professional education stage, practical education stage and pre-service education stage. Under the guidance of the instructors and on-site professionals, the students independently undertake a complete journalism work, complete it within the prescribed time, write internships and reports, and gradually form in the process of practice, thinking, practice, and rethinking. Comprehensive skills required by the news industry.

The theory and practice of Journalism and communication specialty are very strong. Students

should not only understand the basic knowledge, but also master certain operational skills. The training mode of school-media cooperation is to adapt to this feature. In order to improve the efficiency of Journalism and communication staff, everyone must master several or even all abilities, which is also an aspect of the transformation of various television stations and newspapers. Emphasis is laid on strengthening the cultivation of students' comprehensive ability of combining theory with practice. Through the combination of network interaction, training simulation and practical teaching. We should not only teach students the basic knowledge and theory of Journalism and communication specialty, but also increase the proportion of Humanities and Social Sciences quality courses related to the knowledge structure of Journalism and communication talents, and also adopt corresponding curriculum blocks and practical teaching. Through practical training, students can master the complete production process of various TV news programs. News vocational skills off-campus training is mainly to give students a certain time to go to the relevant news units outside the school to conduct professional internships, to understand and familiar with the practice procedures of news units and journalism. In the development of contemporary society, technology has permeated into all aspects of social life in an unimpeded and unstoppable manner, and has been accelerating its development under the influence of economic interests. It is increasingly affecting and even affecting the development of society and the lives of the public. In the evaluation method, the method of summarizing evaluation and formative evaluation is adopted, which not only pays attention to the grades and general assessments of the students' semester school year, but also pays attention to the evaluation of students' classroom learning attitudes, learning behaviors and practical processes.

3. Training Characteristics of Journalism and Communication Major

As the ultimate provider of development resources and the ultimate bearer of the consequences of the application of science and technology, it seems increasingly difficult for the public to participate effectively in the decision-making of scientific development and technology application. Following the basic laws of things development and news communication, and around certain goals, we have carried out scientific analysis and Research on the information we have possessed, formulated and implemented corresponding policies and strategies, and made creative plans and designs for news communication activities. Understanding news, technology, management and planning are the essential qualities of such talents. Talents of Journalism and communication with "all media" professional skills are very popular in the media talent market. In the media, according to the "one-to-one" or "one-to-many" way, students and media workers pair up, in specific interviews, writing, commentary, editing and other work, hand-in-hand to teach Journalism Professional skills. Every link of news work needs to be rigorous, even entertainment gossip news, not only to be true, but also to catch people's attention, so editors should use language flexibly to ensure that people's attention, interviewers should pay attention to efficiency. It is necessary to improve the leading basic courses, follow-up courses and deepening courses when developing the professional curriculum group, when the learners choose to expand the professional curriculum group. The corresponding lead-based courses need to be completed through the online course center. It is conducive to a broader vision in the process of technological innovation, through the recognition of the upstream and downstream technical background, to provide more professional direction guidance for technical innovation and technological reform of professional and technical personnel.

In order to improve the quality of news communication training of compound high-end skills, higher vocational colleges must start from the source and take active actions in improving the quality of students and strengthening students' basic knowledge. Formative assessment and project design can be used to evaluate students' abilities in an all-round way, which includes not only the mastery of subject knowledge and proficiency of operation skills, but also the assessment of students' future professional ability and career change ability. To meet the needs of the public, scientific popularization attaches great importance to the "practical value" of concept communication to public life. However, in order to promote the public's trust and acceptance of

science and the mastery and understanding of journalism, the popularization process will strengthen the aspect of scientific adjustment and promote the social dissemination of scientific spirit. We should pay attention to the cultivation of innovative ability and focus on improving students' learning ability, practical ability and innovative ability. The cultivation of these abilities is inseparable from the practice teaching. The combination of theoretical study and journalistic practice runs through the teaching process, and cultivates high-tech applied journalism talents with high innovation and practical ability that are required by news media organizations to be quick and sturdy. Each teacher must have his own habits and abilities to learn, master new skills, and inform the issues that need to be paid attention to in all aspects of the work of news dissemination, and improve the literacy and attitude of students. And according to the feedback information, we constantly adjust and improve, and better configure and use the news resources to achieve the best social benefits of a creative activity process.

The essence of any planning is based on some presupposition, some assumption and some pre-existing rational framework of the individual or group of news communication. These presuppositions, assumptions and rational frameworks or schemes promote media activities from relatively passive technological processing to integration, construction and creative activities full of subjective spirit. Colleges and universities should establish a campus media coordination mechanism and unified management mechanism. Campus media should be truly integrated into the teaching management system of Journalism and communication specialty, so as to make full use of campus media resources, so that more students can practice and acquire skills on this campus professional practice platform. Focusing on cultivating students' overall quality, comprehensive ability and employment competitiveness, using two different educational environments and educational resources of schools and news media organizations, classroom teaching and students' participation in news practice are organically combined. Practical courses should be set up in schools, including on-the-spot interview training and exercises, and attention should be paid to school-enterprise cooperation, cooperation with the TV stations and newspapers where the school is located, so that students can practice or visit and study, and timely understand the actual needs of the work. In the process of dissemination of ideas, we must not blindly exaggerate the positive role of science and technology, devalue people with scientific rationality, and let the public enter the misunderstanding of scientism or technology worship. Nor can we ignore the interests and values of science and technology for human beings, and emphasize the negative impact of science and technology. Guide them to establish professional awareness and professional ethics, form professional habits, professional learning attitudes, professional thinking patterns, and guide students to choose appropriate expansion professional courses according to the characteristics and specific conditions of the learners themselves.

4. Conclusion

This paper studies the training mode of compound high-end skills news communication in Higher Vocational Colleges Based on concept communication. Therefore, we should clarify the existing problems in the training of compound talents in Higher Vocational colleges, make up for the shortcomings in its development process, and take measures such as consolidating students' knowledge base, strengthening teaching level and increasing investment in Higher Vocational colleges. Promoting public participation in decision-making of concept dissemination is obviously more conducive to establishing a balanced dissemination mechanism in the field of scientific popularization, balancing the relationship between scientific spirit and humanistic spirit in scientific popularization, and promoting the integration of the spirit of concept dissemination and educational spirit. In order to cultivate the ability of technology application, the knowledge, ability, quality structure and training program of students are designed. The tutorial system is in line with the needs of personnel training in Higher Vocational colleges, emphasizing the guidance and training of students' comprehensive skills. In addition, we should continue to enhance the awareness and ability of the boutique information planning, and apply the various elements of the new media environment to the dissemination of new media. Further develop the practical teaching objectives of each

professional course and form a curriculum practice syllabus. In this way, the experimental practice link is embedded in the entire professional teaching process, forming a complete teaching system. They also have the basic responsibility of cultivating and upgrading their professional skills and the comprehensive qualities of science and humanities.

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