

Cultivation of Geography Talents' Practical Ability in the Context of Convergence Media

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Abstract: With the continuous development of the economy and society, all aspects of the whole society have presented a state of mutual integration, and it is the same for the development of the media. The fast and convenient high-tech information technology links people's activities together, and the emergence of the telephone makes it no longer difficult for people to have long-distance communication. The development of the Internet has turned the whole world into a "global village", so that people can realize what they want and accomplish what they need without leaving their homes, which is a manifestation of "convergence". In order to further improve the cultivation of practical ability of geography talents, based on the context of convergence media, this paper combines the problems existing in the current practice mode of geography professional talents, and proposes the training strategy of geography talents' practical ability in the development of its training mode.

Introduction

Promoting the development of media integration and building the whole media have become an urgent issue for us. It is necessary to use the results of the information revolution to promote media development in depth and to make the mainstream public opinion bigger and stronger. It is also necessary to consolidate the common ideological basis for the united struggle of the entire party and the people of the whole country, and to provide strong spiritual strength and public opinion support for realizing the "two hundred years" development goal and realizing the Chinese dream of the great rejuvenation of the Chinese nation. As the main component of the higher education teaching system, practical teaching is an important way to cultivate students' practical ability and innovative spirit. Therefore, the cultivation of geography talents should be aimed at the acceleration of media convergence and the revitalization of cultural industries. It is necessary to combine the characteristics of disciplines with the needs of the society, build a platform for internal and external interaction, internal and external interaction, and open practice teaching, and realize a series of innovations in the practice teaching mechanism to cultivate wide-caliber, compound and applied geography talents. This article briefly describes what is the convergence media and its characteristics. Combined with the problems existing in the current training mode of geography professional talents, this paper proposes a strategy for cultivating the ability of geography talents.

Necessity for Developing Convergence Media and the Characteristics

The concept of "convergence media".

The first step to interpret the concept of "convergence media" is to make clear what convergence is. In "Word and Expression", "convergence" is explained as "Solids become soft or become fluids when heated; they fuse, reconcile, that is, under certain conditions, things change or even undergo qualitative changes." Second, what is the "media"? In the current society, there are always more media channels than media. The master of communication, McLuhan, believes that "the 'media channel' is an extension of the human body." Then, as long as it is a kind of connection with various organs such as the human body and can convey certain information for people, it can be called "media". The "media" is affected by multiple media in the process of continuous development. It has not only been presented in a medium, but in a multi-connected composite model that is presented to the public and is used for audience communication and use. With the continuous

development of the economy and society, all aspects of the whole society have presented a state of mutual integration, and it is the same for the development of the media.

Basic characteristics of convergence media.

The premise of convergence media to achieve “convergence” is “all media”. This not only refers to the diverse integration of media forms, but also includes the media categories and related resources of traditional media, and also integrates the special advantages of emerging media in terms of technology, environment, and sense of acquisition; Integration. In the process of disseminating information, whether it is traditional newspaper broadcast media or emerging microblogs, WeChat and other online media exist in an independent form. As a representative of traditional media, newspapers and periodicals are favored by a wide audience because of their low price, information authority and professional team.

The necessity of talent training mode based on convergence media geography.

Taking the nature of natural geography and resource environment as the starting point, we will explore the talent training objectives suitable for professional development and the talent training programs that can achieve the goals, so that the new professional construction will be more mature. Some scholars believe that the unclear positioning of the profession leads to the pressure of students' employment competition and the deviation from the training target. A more targeted training mode should be established according to the characteristics of each institution; Chang Sheng and others believe that the profession is more than adequate and lacks in specificity. How to achieve the goal of talent training from the full range of talents to the application of talents is the primary problem that needs to be solved. It is based on a comprehensive analysis of the current development of the profession. Moreover, they proposed a “Trinity” special curriculum system to cultivate innovative application-oriented talents that meet the needs of society.

Problems in the Cultivation of Geography Talents at Colleges and Universities in the Context of Convergence Media

The level of training is unclear, and the effect of implementing the ability is affected.

Blind reform of ability cultivation is also expressed as “messy cultivation” and mistaking “convergence media” as a collective, traditional and novel form while the various abilities that belong to media are collected to form a large but messy “ability container”. The internal lack of hierarchical combing and system construction, the ability of students to cultivate in this mode, it will be difficult to distinguish between the first, the sturdy, the eager, the hard, the average to learn. In the end, they cannot master any abilities.

Unstable curriculum, lack of core leverage for change.

The backward status quo has a long history, so some colleges and universities are also constantly reforming the curriculum to update the talents. However, most of the reforms are on the surface, and the root cause is the lack of core levers for reform. For example, when the market suddenly needs Internet technology talents, the network programming class is added in the course, and students lacking the computer foundation can hardly master the knowledge; When the development of new media in the market is on the rise, new media technology courses are added. In the absence of teaching materials, system outlines and corresponding teachers, such courses can only be “inconsistent with the name”.

Unclear professional positioning.

This professional positioning is very broad. This is the advantage of its rapid development in the early stages of its setup. However, in the long run, the disadvantages of this kind of broadness are more and more obvious. The lack of specific training objectives makes the professional positioning inaccurate, which is also its disadvantage. Many colleges and universities ignore their own characteristics, unilaterally pursue the “comprehensive” training of professional talents, and pay attention to the integrity of the disciplines, leading to the professional curriculum system becoming a simple superposition of multiple disciplines. The content that students learn is not extensive, so students have almost no professional competitiveness.

The target program lags behind the era requirements of the media.

The geography industry is progressing in the social industry on a daily basis. Therefore, for colleges and universities that focus on teaching and research, the updating of geography majors cannot always catch up with the rapid development of geography. When a new round of training programs for colleges and universities is brewing, the geography industry has undergone new and even subversive changes. On the macro level, the training concept has not kept pace with the development of convergence media; at the micro level, the ability goal and curriculum are still based on the theory and business of traditional media, and there is no substantive update.

Traditional teaching model.

Traditional professional teaching forms adopt a large class centralized teaching system. Teachers and students lack interaction and communication, and students are not able to actively participate in teaching activities. Due to the broad nature of the natural geography and resource environment professions, it is involved in different types of disciplines, but it does not reach the composite between disciplines. It is only a superposition of single disciplines.

Strategies of Cultivating the Ability of Geography Talents in the Context of Convergence Media

Clear and accurate cultivation target.

In view of the problem that the original training target is relatively “big” and “empty”, it is adjusted to: to cultivate a combination of professionals with innovative spirit and innovative ability to meet the needs of China’s socialist construction. These talents must have resource utilization and management, environmental assessment and protection, land management and real estate development, as well as tourism, regional planning and other aspects of skills.

Scientific and reasonable curriculum systems.

The broadness of the natural geography and resource environment profession itself is the main reason for restricting the cultivation of innovative talents. Therefore, how to make talent training more targeted is the focus of the curriculum system reform. In the previous section, the innovations of several representative training programs of this major were analyzed. Several colleges and universities chose the direction setting curriculum. Some scholars have also proposed the “three levels, five modules” curriculum system, which divides the professional courses into three major directions.

Constructing an innovative talent cultivation model.

It is necessary to teach students according to their different characteristics. Teachers should guide students to choose the professional direction course that suits them according to the training objectives, and increase the cooperation and interaction between teachers and students in other courses, so that students can actively participate in the learning process. Promote interdisciplinary cross-combination in the teaching. The cross-complexing of different disciplines can often give rise to new ideas, and many highly innovative ideas are generated on the basis of integrating different disciplines. Teachers should look for suitable interfaces between the natural geography and resource environment professions and other different disciplines to promote interdisciplinary cross-combination. This is not only an important way to develop new knowledge, but also an effective way to cultivate innovative talents. Construct an innovative talent evaluation system and evaluate students scientifically.

Actively expanding various channels.

It is necessary to promote the construction of off-campus practice bases and promote the integration of student practice and discipline geography. The construction of practical teaching bases is the support of talent cultivation, and is an important condition for ensuring practical teaching links and cultivating compound and applied talents. On the one hand, we must constantly reform and adjust the experimental teaching links in the school according to the needs of the industry, and scientifically set the teaching content to meet the needs of the front line of geography.

Conclusion

The natural geography and resource environment professions have a short set-up time, and there are still many shortcomings in talent cultivation. The cultivation of its innovative talents is a long-term and complicated project. It is necessary to change the current misunderstandings, conform to the laws of education and the law of talent growth, and formulate appropriate training objectives. It is necessary to improve the broadness of professional courses, change teaching methods, promote teaching supervision, and innovate talent evaluation mechanisms.

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