

The Positive Role of Media Literacy Education in the Cultivation of Innovative of Talents in Journalism and Communication

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Abstract: In the era of media integration, media literacy is an important part of the training of innovative talents for journalism and communication that has been increasingly valued by the media industry, Media literacy education is of great practical significance for improving the training methods of journalism and communication talents and creating a better media content. Based on this perspective of the media literacy education, the author has conducted an in-depth discussions on how to promote the cultivation of innovative talents in journalism and communication, aiming to provide more valuable reference for the majority of journalism and communication peers.

1. Introduction

The so-called venetian refers to the combination of media and literacy, including people's skills and literacy in the structure of media, experience media, analysis of media information and creation of media products. The media literacy refers to how to understand the media information through media information disseminated by others, this is also the requirement for the training of the current journalism and communication talents with the increasing integration of the traditional media and news media, the journalism and communication talents must integrate on the diversified development values and in the development of times, to enhance on the cross-cultural thinking and ability, and thus better shoulder the sacredness given to the journalists by the time mission, in the process of talents training for journalism and communication, we must be able to improve the training of talents based on the needs of professionals.

In recent years, some colleges and universities in China have also launched some media literacy courses. For example, the Communication in the University of China, Fudan University, Zhejiang Media College, etc., but in the face of the popularity of media literacy education in the whole society is still not enough which many people still do not really realize the importance of media literacy education.

2. The meaning of media literacy education

The media literacy education which is referred to the process of cultivating on the people's ability to recognize and criticize all kinds of information disseminated and at the same time to use the media information to achieve an effective application of personal life and the ultimate goal is to develop an outstanding talents who have strong judgments on media information and can think independently. [1] We can summarize the media literacy into a system that is containing four layers of progressive meaning. First, to master the basic media knowledge and cultivate certain media abilities; second, to have a certain appreciation and recognition ability and to correctly recognize the value and influence of the media information; third, to have the skills and expertise to create media information which is possible to effectively use the media information to achieve self-development.

It can be said that in the process of media literacy education, only by correctly the understanding of the media can we better form the concept of dealing with the information with critical consciousness and thus knowing how to use the media to perfect and enhance ourselves.

Due to the different political and economic levels of each country, there are some differences in the concept of media literacy education. Among them, British scholar David Parkinham proposed

that each country should develop its own media education, which cannot be completely based on the experience of other countries. The media literacy education in Canada refers to cultivating on the students' self-identity, the common sense of the United States; UNESCO in 1989 pointed out that media education can help the people to become producers of the media innovation and can make the media more effective in conveying the people's ideas; and China has not yet formed a unified definition of media literacy education. Zheng Baowei pointed out that the Media education refers to an education that is about the use of media knowledge, skills and methods, which embodied in the teaching of journalism and communication and that is mainly for journalism and communication students; Zhang Zhian and Shen Guolin also believes that, the media literacy education is to guide the students to Correctly understand and use an educational method of communication resources and to also train the students to have a certain media judgment ability, and to be able to participate in the process of social development in order to use the media resources to continuously improve themselves; because some scholars believe that, the media education is the use of news communication theory and educational theory in combination with the current multimedia technology, we can enhance and improve on the media literacy and application capabilities of th media users to achieve a comprehensive development.

3. The positive role of media literacy education in the training of innovative talents for journalism and communication

Under the vision of media literacy education, the training of journalism professionals must be at the forefront of the development of time, with the gradual acceleration of the development of the globalization as the news communication team is also in urgent need of a large number of comprehensive and high-quality journalism innovative talents. [2] Media literacy education is based on the combination of practice and theory, it can effectively transform the knowledge and theory involved in journalism and thus become the training of the innovative talents for journalism and communication and can also cultivate a strong innovation ability and foundation. more solid professional journalism.

3.1. The concept of innovative professional journalism training

The journalism and communication major cultivates on the application-oriented talents. In the process of media literacy education to combined with the characteristics of the news industry, that the concept of the innovation of professional journalism has been cultivated from the perspective of cultivating talents, which is possible to effectively formulate on the talent training programs and help the journalism students. Achieve an independent thinking faculty. In the process of cultivating, the media literacy education is to advocates on the students as the main body, in the process of learning, so that the students can fully express their views on a certain news media information, thus encouraging the students to think and innovate and also have the spirit of daring to question, and cultivate on the news field with the spirit of inquiry. At the same time, the media literacy education should also provides a large number of practical opportunities for the journalism students as that will give the students more opportunity to learn more about the society in the process of practice, so that they can better meet the needs of time along with their professional growth.

3.2. Raising the awareness and supervision of media communication

Media literacy education always focuses on people's ability to process and judge information dissemination, and to strengthens the ability to accept people's information. Therefore, in the process of media education, there should be three aspects of education: education ability, critical education and cognitive education. From the perspective of media literacy education, it can be seen that in the process of cultivating an innovative talents for journalism and communication in addition to covering the basic knowledge of media which also involves the characteristics, functions, nature and the rules of communication of other media. [3] Specifically it includes traditional media and news media, the traditional media is radio, television and newspapers, while the news media refers to blogs, like WeChat and websites. In the process of the integration of the traditional media and news media, the media literacy education can enable the people to better understand the media and

cultivate a certain critical and supervisory consciousness in order to give a correct interpretation of the media's communication and to reduce some blindness and passiveness in the constant changes of the media, and effectively offset the media negative communication effects and the negative impact. At the same time, it should further improve on the ability and understanding of the professional news communication to rationally use the news media and mass media, so as to better master the communication skills.

3.3. Cultivating on the ability of “self-identity” of the news disseminators

In the current era of diversified information, “self-identity” is very important in the social environment where information is rampant, because many journalists are drowning in some incorrect values because they lack self-opening consciousness. Therefore, it is not conducive to transfer good and correct understanding of one self, and it is more difficult to help in the development of the society, because the media literacy education can help the journalists to better distinguish their relationship with the world, based on reality and virtuality, and can also better understand their self-worth and media value, so that the media will not be the dominant value and journalists can further improve on their self-consciousness. At the same time, the media literacy education will also incorporate some basic concepts such as psychology and statistics, to better understand the role of news media in social and economic development and to further enhance the students' civic awareness, and understand how to properly exercise their civic rights and interests.

3.4. Realizing the People-oriented Model of Talents Training in journalism and Communication

Comparing with the traditional journalism education model in the past, the media literacy education enhances cooperation and communication between the educated ones and the educators, in order to help the journalists properly understand the media and media information. Therefore, in the process of talent cultivation, a balanced learning relationship based on people can be established. In the process of the media literacy education, there should start from the concept of the media and common sense, whether it is from the guidance of others or from self-recognition or discovery of journalists, it is not meant for the past training mode to gather some boring knowledge. Therefore, the media literacy education has achieved an equal dialogue between teaching and learning in the process of training innovative talents in journalism and communication, in the people-oriented education model, it has achieved the development of time, so that the development of media literacy education becomes the Chinese media, a media literacy education system with consistent characteristic with an environmental development.

4. Conclusion

In the new media environment, with the rapid development of media technology, Promoting media literacy education is the mission and task given in the development of the current era, and has positive practical significance for the current social development in order to promote the media literacy education and to play the role in promoting the cultivation of innovative talents in journalism and communication, which is inseparable from the joint efforts of all walks of life.

We are based on the perspective of media literacy to think about the training of the talent of journalism and communication, that we aim to recognize the positive role of media literacy education in the training of the basic talent in journalism and communication, so that we can be based on professionalism in the process of journalism and communication talents training, as the growth of skills and innovation capabilities will enhance the core competitiveness of journalism and communication talents to better contribute to the development of the national media industry.

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