

# **The Construction Path of Journalism Practice Teaching System under the Background of Media Convergence**

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**Abstract:** With the development of science and technology and Internet technology, the development of new media, the media industry has entered the era of media integration, media and development have called for all-media talents with diverse knowledge backgrounds and comprehensive capabilities. College journalism needs to strengthen the construction of practical teaching systems, to cultivate composite and applied journalism professionals. This paper first expounds the necessity and importance of the construction of the journalism practice teaching system under the background of media integration, analyzes the current situation of journalism practice teaching under the background of media fusion and diagnoses its existing problems, and analyzes the influencing factors of the construction of practical teaching system journalism under the background of media fusion, trying to explore the construction path of the practical teaching system of journalism under the background of media integration.

## **1. Introduction**

The quality and requirements of the training of journalism professionals in colleges and universities have changed significantly under the background of media integration. There are many researches on the practical teaching system of journalism. Ya Wen (2016) pointed out in the article "Analysis of the Reform Ways of Practical Teaching of Journalism Majors in Local Colleges under the Background of Media Convergence" that with the continuous integration of media, the skills requirements of journalism professionals have undergone great changes, and the trend of demand for all-media talents is outstanding. The training of journalism professionals in colleges and universities needs to speed up reforms, strengthen the establishment of practical teaching links, build a teaching platform for all-media practice, focus on the construction of off-campus multimedia practice bases, and build a practical teaching system to enhance the practical ability of journalism students to meet the talent Demand. Yi Zhao (2015) pointed out in the article "Research on the Construction of Evaluation Models of College Journals' Practice Teaching under the Background of Media Convergence" that the practical teaching links of journalism consist of intra-school training and off-campus internships, such as weekly-based teaching activities, practical teaching. The core factors of evaluation should be set around the professional quality and ability of students. The practical teaching of journalism needs to be evaluated from the aspects of curriculum design, teaching process and students' practical results. Yan Mei (2018) pointed out that in the era of today's technological level and innovation of communication concepts, as a journalist, it should have the ability to apply multimedia equipment and technology, and be able to flexibly use the communication theory of the new era to create better news media products. By referring to a large number of documents, in the context of new media integration, college journalism majors need to construct a comprehensive three-dimensional practical teaching system to improve students' new media literacy and enhance students' knowledge application and practical ability.

## **2. The necessity and importance of the construction of the practical teaching system of journalism under the background of media convergence**

The ability and literacy requirements of journalism professionals have presented many new changes In the context of media integration. Practicality is the essential requirement of news

communication work. The practical orientation of journalism communication work requires that the journalism communication work profession should pay special attention to cultivating students' practical operation ability and paying attention to practical training, so that students can accumulate practical experience and master the profession through the process of professional practice. Knowledge and methods, develop professional skills, and develop new knowledge and creativity in the process of actually providing services.

### **2.1 Practical teaching is an effective way to cultivate students' professional values**

News communication work should learn to apply media to disseminate ideas and culture. It is necessary to enable students of journalism and communication work to establish professional values. The effective way is to let students experience the practical significance of the value of news communication work through practical experience, and put professional knowledge, value and skills. Incorporate into the service, internalize the value concept of the news communication work through professional practice, and cultivate professional identity.

### **2.2 News communication work practice teaching reform is the need to adapt to the new changes in the social environment**

With the development of new media technologies and the trend of media integration, many new opportunities and conditions have been provided for the professional practice teaching of news communication work. At the same time, social development and technological development, the increasingly integrated media environment also put forward higher requirements for the practice of news communication. News professionals can only explore, summarize and improve related issues, and constantly innovate ways and means to cope with the needs of journalism under media integration.

## **3. The status quo and problems of journalism practice teaching under the background of media convergence**

The quality and skill requirements of journalism professionals have undergone great changes under the background of media integration. It is necessary to master new media technologies with multimedia and interactive features. In the new environment, there are some problems in the practice of journalism practice: Separation with the curriculum of journalism majors, only to meet the low level of practical skills operation teaching, the construction of practical teaching platforms and practice bases is backward, and the practical teaching level of journalism teachers needs to be improved.

### **3.1 Splitting with the journalism curriculum**

The position of theoretical teaching is highlighted, and a small number of practical training courses are also separated from the journalism curriculum in the university journalism professional talent training system. There is no in-depth systematic study of the professional skills and professional operation skills of journalism students. Etc., do not pay attention to the design of the practical teaching curriculum system, neglect the innovation of practical teaching methods, and the effect of practical teaching needs to be improved.

### **3.2 Practice teaching platform and practice base construction is backward**

The construction of the practice base of journalism majors in colleges and universities plays an important role in the training of applied journalism professionals. However, the practice teaching platforms and practice bases of many college journalism majors are very backward, and the funding for laboratories and practice bases is not Adequate, the teachers cannot effectively guarantee that the functions of the practical teaching platform and the practice base have not been fully exerted, and the cultivation of the practice and innovation ability of journalism students is also very limited.

### **3.3 The poor professional teaching level of journalism teachers**

Journalism teachers mainly come from college graduates, with high academic qualifications, but lack of social practice experience. The level of teachers in college journalism is still one of the prominent problems that restrict the cultivation of professional talents. The practical teaching ability of journalism teachers is relatively lacking, and the system cannot be built. The practical teaching system cannot effectively take measures and methods to enhance the practical ability of journalism majors.

## **4. Influencing factors in the construction of practical teaching system for journalism under the background of media integration**

The era of media convergence has arrived. In this context, the development of the news communication industry is in the midst of change. The era of media integration puts forward more new requirements for journalism communication talents. The journalism majors in colleges and universities need to keep pace with the times and strengthen the construction of practical teaching system for journalism. In the process of practicing teaching system, it will be influenced by the concept of running a school, the concept of training professionals in journalism, the training method of journalism professionals, the curriculum system for journalism professionals, the teachers of journalism, the experimental platform for journalism training, and the construction of practical teaching bases for journalism.

## **5. The construction path of journalism practice teaching system under the background of media convergence**

Facing the ever-changing development of the media environment, colleges and universities need to strengthen the reform of journalism majors, build a practical teaching system for journalism majors, adhere to internet thinking and new media thinking, and promote the practice teaching reform of journalism majors. With innovation, paying attention to the concept of media integration and multi-party interaction, we will establish a multi-level, open and integrated journalism professional practice teaching system to improve students' practical skills in journal communication and enhance their employment competitiveness for future professionalism. Practical activities have laid a solid foundation to adapt to the training requirements of journalism professionals in the context of media integration.

### **5.1 To adhere to "Internet thinking" and "new media thinking"**

Media convergence is not based on the original traditional media, nor is the traditional media business and new media business parallel, but to achieve effective integration of various media resources and production factors, to achieve information content, technology applications, platform terminals, talents Sharing and sharing, forming an integrated organizational structure and communication system. Media convergence is not based on the original traditional media, nor is the traditional media business and new media business parallel, but to achieve effective integration of various media resources and production factors, to achieve information content, technology applications, platform terminals, talents Sharing and sharing, forming an integrated organizational structure and communication system. In the era when new media is popular, practitioners in the future news industry must change their concepts as soon as possible, fully grasp the techniques and means of new media, and apply the concept of communication of new media to work and practice to the greatest extent. Therefore, in the construction of the practical teaching system of journalism majors in colleges and universities, it is necessary to adhere to the "Internet thinking" and "new media thinking" and pay attention to the concept of media integration and multi-party interaction.

### **5.2 To improve the practical ability of the faculty**

Teachers are the first resource for education development and the key force for talent cultivation. The process of improving the professional quality and ability of teachers is the process in which

teachers acquire professional knowledge and skills through pre-employment training and lifelong professional training, and gradually improve their comprehensive quality. They gradually grow from a novice to a professional knowledge and professional. Skilled and professionally qualified mature teachers can keep the process of achieving sustainable professional development. In terms of personnel quality, various new technologies emerge in the era of big data, and journalism professionals cannot only complete traditional media. This requires changes in the talent training model of colleges and universities. Therefore, the requirements of teachers in journalism majors change. Colleges and universities need to train the teachers of journalism professions, and adopt in-service training, series training, teaching seminars, and mutual lectures to guide journalism majors. The teachers enhance their practical teaching ability, and they have the need to adapt to the practical ability of journalism professionals in the era of media integration.

#### **5.4 To strengthen the construction of practical teaching platform and practice base**

Doing a good job of the practical teaching platform and the practice teaching base is an effective way to achieve practical teaching in local colleges and universities. It is an important measure to ensure the practical teaching links and cultivate high-quality applied talents that are connected with the society. In the context of media integration, in order to effectively improve the practical ability training of journalism students, it is necessary to strengthen the construction of practical teaching platforms and practice bases, pay attention to the quality improvement of the construction of journalism practice bases, and better serve and support the professional practice education of journalism students.

### **6. Conclusion**

All in all, under the background of media integration, new media has developed rapidly, the news industry is undergoing profound changes, and the demand for news talents and the mode of training talents have also changed. However, the practice teaching of journalism is still based on traditional teaching models and cannot be done. Go with the times. The training of journalism professionals in colleges and universities needs to change their thinking, break through the existing ideas of journalism talents, strengthen the concept of media integration training, promote the new communication technology into the curriculum system and build a practical teaching system, create high-quality journalism all-media talents, and realize the cultivate goal achievement of the journalism professionals

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