

## **Discussion on the Development Direction of Radio and TV Directing Major in Applied Colleges and Universities from the Perspective of New Media**

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**Abstract:** With the continuous development of my country's social economy, various fields of our society have paid more attention to professional, comprehensive and applied talents. It also makes the public pay more attention to the current college education. After the current education department fully implements the new curriculum reform, colleges and universities are in order to meet the educational needs of the society and the new curriculum reform. The current direction of talent training has been changed. In the radio and television editing and directing majors in colleges and universities, reforms have been carried out on the professional development, and with the emergence of the new media industry in the market, applied radio and television editing and directing professionals are more suitable for the development needs of society. Therefore, this article discusses the development direction of the broadcasting and television director major in applied colleges under the new media perspective. While changing the development direction of this major, the main purpose is to cultivate more applied professionals.

### **1. Introduction**

The development speed of the new media industry in the market continues to accelerate, and the demand for professional talents for radio and television directors is constantly increasing. Moreover, the current film and television media cultural products have also attracted the attention of many professionals in the market. The radio and television editing and directing profession has also received widespread attention from the society. At the same time, the radio and television editing and directing professions in colleges and universities need to be updated and reformed in time, and can be better. Combining with the society, so as to cultivate more application-oriented professionals to meet the needs of the society, and at the same time provide a good development space for talents in the field of radio and television editing and directing in colleges and universities.

### **2. The status quo of the development of radio and television directors**

With the continuous development of the times, all areas of society have been comprehensively developed. However, under the influence of the comprehensive development of network information technology, the radio and television industry has gradually gone downhill, making our society too neglect of radio and television editing and directing, and lack of attention to the training of talents. Although many colleges and universities in our country have opened majors in radio and television editing and directing, most of them are professional schools of art, and because the students' own professional basic ability is relatively weak, it is impossible to comprehensively improve themselves in actual learning. Professionalism.<sup>[1]</sup> However, with the comprehensive development of the new media and film and television media industries, professional radio and television directors have become one of the main driving forces for the development of the new media industry, and the demand for such professionals is gradually increasing. Many key universities have also opened this major, and the overall basic abilities of students are relatively strong, so that students who graduated from this major have significant advantages in the

development and employment of the new media industry. Moreover, because the new media industry is very eager for talents, in order to meet the development needs of the society, many colleges and universities in my country have gradually carried out application-oriented reforms to the radio and television editing and directing majors, and many colleges and universities have begun to create radio and television editing and directing majors, thereby providing a new The media industry cultivates more high-quality and professional talents.

Under the comprehensive development of the new media industry, there are also many problems in the practical teaching of the radio and television director major. For example, although the market demand for talents in this major is increasing, many students lack practical experience after graduation. To meet the demand for employment in this major, it is eliminated by the industry, and even some colleges and universities have insufficient faculty. As a result, in practical teaching, the theoretical teaching content and practical activities can no longer meet the development needs of new media. Students in colleges It is difficult to apply the professional knowledge content learned in the school to practical work. It needs to continuously absorb more experience and knowledge to meet the current development needs of the new media industry. Therefore, the radio and television director major in colleges and universities should promptly respond to the needs of the new media industry. Only by timely optimization and adjustment of talent training goals and adapting to the development of modern forms can the overall development of the radio and television editing and directing profession in colleges and universities be effectively promoted.

### **3. The development strategy of broadcasting and television director major in applied colleges and universities from the perspective of new media**

#### **3.1 Clarify the training goals of applied talents**

Under the current vision of new media, the main forms of new media are digital media, Internet media, 5G network media, and mobile media. These new media and development channels are constantly expanding in the market, and they are taking the form of a high-level development direction. It can be said that there are new media everywhere in our country, and information is spreading all over the country, and new media media tools can be seen everywhere in our lives. Under the all-round development of new media, the radio and television editing and directing majors in colleges and universities must meet the development needs of the times, reform teaching concepts and teaching goals in a timely manner, and cultivate more applied radio and television editing and directing talents. Under the current development of the times, new media is very fond of applied radio and television directors, and new media is no longer like the single media form in the past, but has transformed into a diversified development trend, which is more important for talents. The demand for professional skills has gradually put forward new requirements in many aspects. Therefore, in the process of cultivating professional talents for radio and television directors, it is necessary to conduct a comprehensive analysis of the development of the current era. While learning professional knowledge, it is necessary to pay attention to the training of professional skills and experience under the vision of new media. , Build a complete education system and clarify teaching ideas, in order to carry out professional skills training for students, so as to lay a good foundation for the overall development of students.

#### **3.2 Build diversified teacher training channels**

In the twentieth century, due to the limited spread of network information technology in the market and the narrow range of practical applications, many colleges and universities in my country did not pay much attention to the major of radio and television editing, although the number of students was relatively large. However, due to the relatively young faculty as a whole, they lack certain experience in education and cannot meet the needs of modern education in practical teaching. Under the influence of new media, colleges and universities are reforming and innovating the radio and television editing and directing majors. Pay more attention to the training of applied talents, so the teachers of this profession have also increased their attention. Colleges and universities need to

continuously introduce highly professional "dual-teacher" faculty teams, and must update the existing teaching concepts of teachers in a timely manner. Through professional lecture training, existing professional teachers can improve their professional quality through continuous lecture training and learning, so that they can lead students to learn and make progress continuously in practical teaching. At the same time, actively participate in training and training, improve their own new media practical experience, and lay a good foundation for cultivating more applied radio and television directors.

### **3.3 Explore the corporate model**

Under the influence of new media, colleges and universities need to pay more attention to the training of application-oriented talents in radio and television directors, and need to change the traditional education mode and teaching thinking in a timely manner. They need to take the initiative to take the initiative in the classroom according to the current situation of student employment development. The personalized development of the students enables students to play the role of the main body as much as possible in the classroom learning, and from the perspective of the media, they can cooperate with enterprises and institutions in an all-round way, which can provide good opportunities for students' employment. Therefore, when colleges and universities are investigating the major of radio and television directors, the research on the corporate model is an important development direction in the education reform. Teachers can use corporate projects as teaching drivers in practical teaching to cultivate students' Professional practical skills can also strengthen students' theoretical knowledge, so that students can use their own advantages to set up media studios and undertake some practical work projects, so that students can truly participate in practical training and training, thereby comprehensively strengthening students' professionalism. Applied practical ability and applied skills.

### **3.4 Add targeted professional courses**

Under the current new media perspective, some new media industries in the market have relatively more requirements for radio and television editing and directing work. The content of the editing and directing needs to have a certain degree of professionalism. Therefore, colleges and universities need to change the teaching direction of radio and television editing and directing in a timely manner. In response to the current development of new media, construct a complete professional teaching system, and set up a professional forum platform as much as possible, so that students can learn the content of editing and directing knowledge on the platform. At the same time, colleges and universities can set up planning majors, such as "planning majors", "post-production majors", etc., so that students can find suitable choreography majors in their studies, and can participate in radio and television work in the future and understand themselves Employment direction can also lay a good foundation for the all-round development of students.

## **4. Conclusion**

Under the overall development of new media in the market, colleges and universities are a challenge to colleges and universities in the process of realizing the training of applied radio and television directors, and it is also an opportunity for the development of the profession. Colleges and universities must change their traditions in time Educational concepts and teaching methods are adapted to the development needs of the society, and teaching reforms are strengthened, which can truly promote the comprehensive development of students and enable them to become application-oriented radio and television directors.

## **References**

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