

Thoughts on the Reform of Practice Teaching of Journalism and Communication in the Internet Era

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Abstract: Media convergence has brought some challenges to the traditional practical teaching mode of journalism and communication. In order to cope with the impact caused by media convergence, it is necessary to adjust students' ability structure in practical teaching, and pay attention to cultivating their integration, creativity, ability to use digital communication technology and team cooperation ability. Most ordinary journalism and communication departments can't cope with it calmly, and they are still on the sidelines in teaching reform. In order to cultivate talents suitable for social needs, we must reform the practical teaching mode to cope with the impact of media convergence. Under the current educational reform and development background, we should pay full attention to the scientific application of methods and improve the teaching quality of specialized courses. In the teaching of journalism and communication in universities, we should be able to combine with employment orientation to promote students' future employment ability. Based on the Internet age, this paper puts forward some feasible countermeasures to effectively carry out practical teaching from the aspects of exploring new teaching modes, improving teachers' practical ability and expanding practical training platform.

1. Introduction

Journalism and communication is a highly practical discipline, which first requires efforts to experience various communication activities. In the current era of increasing employment pressure, the education work of universities should pay full attention to the guidance of employment orientation, cultivate students' professional employability, and enable students to have better development in the future [1]. In this context, the distribution of undergraduate majors of Journalism and communication in Chinese universities in recent years also shows the trend of "great leap forward" [2]. Various comprehensive and professional universities in China have set up media and advertising majors [3]. Journalism and communication major itself pays attention to practicality, coupled with the impact of new media on traditional media, it is urgent to explore practical teaching methods to enhance students' practical operation ability [4]. With the continuous promotion of industrial integration, the technical boundary of various industrial practices has become blurred or even disappeared, and some media have crossed and complemented each other [5]. Therefore, the changing talent structure has a great impact on the reform path of practical teaching of Journalism and communication.

Journalism and communication is an applied discipline with the characteristics of both humanities and sociology [6]. It is different from both pure humanities and pure science and engineering. With the promotion of industrial integration, the technical boundaries within the media industry and between the media industry and related industries disappear one by one, more cross complementarities appear in the business between different media, and the market boundaries between the sub industries within the media industry and between the media industry and related industries tend to be blurred [7]. Most ordinary journalism and communication departments can't deal with it calmly, and they are still waiting and watching in the aspect of teaching reform. In order to cultivate talents suitable for social needs, we must reform the practical teaching mode to deal with the impact of media integration.

2. Requirements and existing problems of practical teaching of Journalism and media in universities

2.1. Requirements of practical teaching of college journalism and media

In the teaching process of journalism and communication in universities, it is important to strengthen practical teaching and improve students' practical ability, which is also the requirement of current teaching development. It is important to pay attention to practical and applied professional talents training, which is also an important measure to promote students' future employment development [8]. In the process of industrialization in the field of media, more attention is paid to the demand of compound talents, which requires that in the teaching process of journalism and media, attention should be paid to the cultivation of compound professionals, so that students' practical ability can be continuously improved, which will help students' future development [9]. In the process of the development of practical teaching of journalism and communication in universities, the development of communication has great demand for high-quality news and communication talents, which requires universities to pay attention to the cultivation of practical talents, so as to meet the practical application and development of talents.

2.2. Problems in practical teaching of college journalism and media

Journalism and Communication is a highly practical discipline, which requires students' practical operation ability. It requires students not only to be sensitive to news, but also to have comprehensive abilities of interviewing, writing, photographing and arranging, which requires students to have strong comprehensive qualities. In the process of practical teaching of journalism and communication, the time for comprehensive practical teaching is not enough, and it is difficult to meet the needs of knowledge and experience in short practical activities, which has a great impact on the real application and function of students' professional skills. Secondly, due to the influence of financial factors, insufficient investment in practical teaching will also affect the improvement of practical teaching quality. At present, when most universities arrange practical teaching, they often let students start with internships of media reporters and editors, which leads to the saturation of internship opportunities and formalization of internships. At the same time, due to the limited resources and other problems, some colleges and universities failed to give special and effective guidance to students' graduation practice, resulting in the fact that practical teaching failed to keep up with the increasing employment demand of contemporary media.

At present, most journalism majors in universities still attach importance to theory and neglect practice, the practice curriculum is unreasonable, the resources of teachers engaged in practice teaching are in short supply, the classroom teaching content cannot keep up with the change and development of news media, the investment in experimental equipment is insufficient, and the teaching materials for practical training courses are in short supply [10]. In the process of practical teaching of journalism and communication in colleges and universities, due to the influence of many factors, the form of practical teaching is relatively simple, which affects the overall learning efficiency of students, and some of them are not in line with the actual situation in the employment guidance design of students, which also has an adverse impact on the improvement of students' practical ability. Some newly-established journalism schools have insufficient experience and investment in running schools, and the structure of teachers is flawed, and they cannot immediately establish in-depth relations with the industry. As a result, it is difficult for the graduates of journalism to meet the requirements of contemporary media and cultural industries in terms of practical ability.

3. Practical teaching measures of University journalism and media in the Internet Era

3.1. Guarantee the practice specialization of news media

Journalism and Communication is a highly practical discipline, which requires students to master the basic skills of news and information dissemination through professional training, so as to meet

the needs of information dissemination. In the past, students of this major often used holidays and special time arranged by the school to practice in major media, advertising companies and other information dissemination departments. In order to improve the quality of practical teaching of journalism and media in universities from the employment-oriented perspective, we should pay attention to the full application of science in the second classroom and promote the improvement of students' practical ability through simulated training. Excellent journalists can successfully interview because they have various cultural accumulations, which is also an important manifestation of their comprehensive qualities. Only by creating a second class for students, so that students can experience constantly and gain experience from practice, can it really help to improve students' professional ability. In news practice teaching, it is necessary to strengthen the training of all-media technology and ideas, build up all-media experimental teaching modules gradually by relying on the news experimental platform, and cultivate students' all-media news acquisition, editing and broadcasting ability. It is necessary to ensure the quality of news media practice teaching and improve students' employability. It is necessary to improve the planning of practice teaching and improve students' professional basic quality in many ways. Only in this way can students' overall practical ability be improved.

3.2. Improve the plan of practical teaching

In establishing an off-campus news practice base, universities should establish extensive and in-depth ties with local newspapers, radio and television, and carry out educational work with the help of social forces and social resources, so as to achieve the effect of mutual assistance and mutual benefit, so that students can have full opportunities to get in touch with fresh and colorful practical life during the internship. Campus practice is an important way. By carrying out various campus practice activities and implementing practical teaching, it is of positive significance to the cultivation of students' practical ability and innovative ability, so that students can get constant exercise through campus practice activities, thus ensuring the improvement of students' professional ability. Fig. 1 is a path analysis model for constructing an effective practical teaching environment of journalism and communication and determining the learning effect.

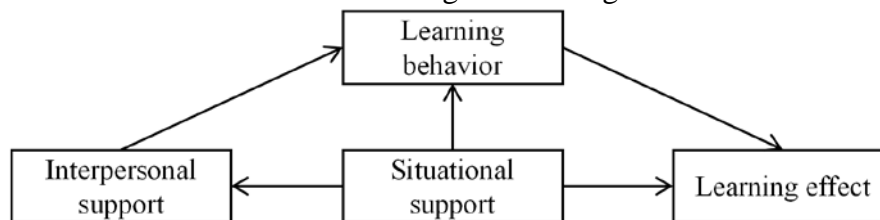


Figure 1 Path analysis model

In practice teaching, students should be encouraged to do more, and they should pay attention to the changes of media frontier outside the classroom, so as to prepare for future practice. Students' practical ability can be enhanced by organizing competitions, which lays a foundation for practice. In the process of recruiting teachers, the personnel system should be reformed, and talents should be used instead of all. Some qualified journalists and editors should be introduced and hired as training teachers to enhance the overall comprehensive strength of teachers. Practice teaching should be closely integrated with the course process, so that students can go to some relevant professional enterprises to conduct interviews, etc., and continuously absorb nutrition from off-campus practice activities. It is to improve students' comprehensive practical ability through vacation probation and practice, or to improve students' professional practical ability through graduation practice and characteristic project-based practice.

3.3. Pay attention to the cultivation of students' innovative ability

Nowadays, there are structural contradictions in the employment of college students, and there is an obvious gap between the talent structure cultivated by universities and the demand structure of society for talents, which is reflected in the discipline of journalism and communication, that is, there is a large demand for new media talents, but our teaching reform has not completely kept up

with the pace of practical development. On the one hand, schools with conditions should increase investment in hardware, on the other hand, they should pay attention to updating software construction, so that students can get in touch with the most cutting-edge technical equipment. At the same time, teachers should keep up with the pace, train teachers, and send teachers to practice in the media industry, so as to obtain the latest situation of media reform, thus changing teaching philosophy and teaching methods. The second is to establish a multi-link and multi-level practice platform. In order to ensure students' better employment and development in the future, it is necessary to pay full attention to strengthening the training of students' innovative ability, increase the competitiveness of pragmatic journalism professionals under the employment demand, and improve students' innovative ability through various measures. This will play a positive role in promoting students' future employment development.

4. Conclusions

Under the background of Internet era, the practical teaching of journalism and communication needs a certain sense of orientation. However, the media revolution caused by media convergence has not subverted the basic concept of news communication, and we still need to strengthen the theoretical literacy education for students majoring in journalism and communication. In order to cultivate talents suitable for social needs, we must reform the practical teaching mode to cope with the impact of media convergence. In order to improve the quality of practical teaching of journalism and communication, we should pay full attention to the correct guiding methods, promote the improvement of students' learning quality under the guidance of employment and pay attention to the cultivation of practical ability. The media revolution caused by media convergence has not subverted the basic concept of news communication, so we should strengthen the theoretical literacy education for students majoring in journalism and communication. At the same time, it is necessary to change the traditional concept of practical teaching, adjust the structural system of practical teaching, and make every effort to make the talents trained by universities seamlessly connect with the talent demand structure of the media. In practice teaching, students should be encouraged to do more, and they should pay attention to the changes of media frontier outside the classroom, so as to prepare for future practice.

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