

Research on the Innovation of Journalism and Communication Education in the Era of Media Convergence

Dai Ying

Shandong University of Finance and Economics, School of Literature and Journalism, Jinan, 250000, China

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Abstract: Media convergence brings certain development opportunities to the news and communication industry, and at the same time, it also makes the news and communication industry face great challenges. The news communication talents needed in the media convergence environment are professionals who can not only be familiar with traditional media, but also be aware of the use of various new media. Therefore, the construction of journalism and communication education adapted to the environment of media integration also faces the innovation of talent cultivation concept, curriculum design, teaching methods and so on. How to meet the needs of news communication talents in the new situation, form an accurate positioning of news communication education and cultivate high-quality media people for social media is an urgent problem to be considered. Based on the current situation of media convergence, this paper analyzes the new changes of news communication and the problems existing in news communication education in the era of media convergence, and puts forward innovative ways of news communication education and teaching in the era of media convergence.

1. Introduction

With the advancement of science and technology, the media is undergoing tremendous changes, traditional newspapers are facing shrinking, and various new media forms continue to appear [1]. With the widespread use of digital technology and the rapid development of network communication, a situation of integration between the originally distinct media has formed, that is, "media integration" [2]. The trend of media convergence is accompanied by the continuous development of communication technology [3]. The advent of the era of media integration has changed the pattern of news dissemination, resulting in new dissemination characteristics of news dissemination, which are mainly reflected in the content, method, form and object of dissemination. This change puts forward higher requirements for news dissemination education and teaching. [4]. Under this background, the traditional single news dissemination can no longer meet the needs of the new situation. The training of new journalism talents has become the focus of common concern in journalism and the industry [5]. The integration of media driven by technology, market and policy has brought profound changes to the media industry. Journalism education for the media industry should also make changes and innovations that meet the requirements of the times in terms of teaching concepts, curriculum settings, and talent training methods [6]. Journalism education must change the educational concept, establish a new educational development direction, accurately position the development standpoint of journalism education, re-plan the journalism education system, change traditional teaching concepts and teaching methods, and improve the teaching quality of journalism and communications. , To form a new form of news communication education system with unique characteristics, and cultivate high-quality talents more suitable for the development of the times [7].

2. New changes in news dissemination in the era of media convergence

With the advent of the era of media convergence, the needs of the public have also changed. The original news dissemination method is one-to-many dissemination. Under this dissemination mode, most people get the same information, but the advent of the era of media integration has changed

this status quo [8]. The trend of media convergence puts forward higher demands on news communication practitioners. After media integration, two types of new talents are needed: one is high-level management talents who can carry out integrated communication planning in the media group. Knowing news and communication, knowing technology, knowing management and being good at planning are the necessary qualities for this kind of talent. The second is a versatile journalist editor who can use a variety of technical tools. The main feature of this type of talent is comprehensive technology.

From a micro level, media fusion is the fusion of media products. Driven by computer technology and network technology, all media are moving closer to the form of digitization, and multi-media products that integrate text, pictures, video, and sound have emerged. From a meso level, media fusion is the fusion of media organizations. The media integration at the meso level covers the integration of media technology, media product integration, media operation system integration and media organization integration. From a macro perspective, media integration is the integration of the media industry. The macro-level media integration is from the perspective of big media, covering all industries that participate in the media integration such as the media industry, IT industry, and electronics industry [9].

In the era of media convergence, the dissemination of news information is also more diversified. Before the same information is transmitted through different media, it will be processed by Internet technology, and all kinds of media will be merged, so that the audience can perceive this information in all directions by changing sound, image and text. The integration of new media has expanded the information capacity and changed the way of news dissemination. The means and methods of receiving and publishing news are becoming more and more diversified, and the news information is disseminated by multimedia, and finally listening, reading, watching, writing, speaking, recording and other means and carriers are combined on the new terminal media [10]. Media integration has promoted the change of the structure of journalism and mass communication departments, and some majors related to the new development of media have gradually entered people's field of vision.

Media integration has promoted a new mode of communication, the innovation of which lies in the interaction between the audience and the media. Under the original mode of communication, there is a lack of interaction between the audience and the media. The audience can only accept news information in a fixed form, and the audience lacks initiative and selectivity in information dissemination. In the era of media convergence, the relationship between the audience and the media is closer. In the process of information dissemination, the audience has the initiative and its status has obviously increased.

The netizens has a recording device like a reporter - a mobile phone, which can record and take photos at any time. Many social media platforms can provide more publishing space for Internet users. Everyone can become a disseminator of information instead of passively accepting information. The interaction of each user on the social platform has become an important part of the social media ecology. Many people like to share the content they see, which has become the driving force of "mass production" and can better construct the network ecology. Netizens have great creative enthusiasm, which not only won traffic, but also brought them rich returns.

3. Problems in journalism and communication education under the background of media integration

In order to adapt to the ever-changing social situation, news communication education must meet the needs of the development of the times and fully reflect the situation of the development of the times. The development and progress of modern information technology has promoted the media integration of journalism and communication, and at the same time brought new challenges to the teaching of journalism and communication major. Although the developed Internet technology has changed the traditional teaching form. But overall, the teaching level of journalism and communication major in China still lags behind the development and progress of the times. The current teaching system of journalism and communication major can't adapt to the development of

journalism and communication under the background of social media convergence in China, and few teaching contents will involve journalism and communication under the background of media convergence.

The curriculum system of journalism and communication in many colleges and universities is still in the era of traditional media, and no timely adjustment has been made. Even if some people want to make adjustments, they find that there are not so many corresponding teaching materials for new media courses. , the scientific nature of curriculum needs to be strengthened, and the unscientific curriculum system makes it difficult to effectively combine the development background of news communication curriculum and media integration. Due to the innovation of new media, various teaching materials of journalism and communication are outdated. With the rapid development of media and information technology, many practices have not yet made a good theoretical summary and are constantly changing. At present, the teaching level of journalism and communication major in Chinese universities has been unable to adapt to the development background of media convergence, which will greatly reduce the talent training level of journalism and communication major. Therefore, the innovation of theory and knowledge is difficult. For education and teaching, the quality of curriculum setting is one of the important reference factors affecting the teaching level. Setting professional courses in a scientific and reasonable way can deepen students' understanding of learning content, help students master the most cutting-edge professional knowledge and improve their professional quality.

Teachers of journalism and communication, whether trained or transferred from Chinese, history and other disciplines, are basically in the traditional media era. In the new media era, several major majors of journalism and communication all have the situation that the scientific and technological content is constantly improving. Therefore, even if there are new media-related courses, it may not be possible to find suitable teachers. Many existing teachers can't attend the course, or can't explain it in depth, which will lead to the decline of teaching effect. The structure of journalism and communication teachers needs to be greatly adjusted to adapt to the new pattern of media development.

4. Innovative ways of journalism and communication education and teaching in the era of media convergence

In the current era of media integration, in order to effectively optimize the reform of news communication and news education, relevant staff need to pay more attention to media integration. And have a comprehensive understanding of it, and master the content contained in media integration. In order to better promote the development of the media industry and provide guarantee for the follow-up development, it is also necessary to update the original educational concept and curriculum system. Combined with the requirements of modern development to establish a new educational concept, and ensure that the core content of all curriculum systems is the development of news education. In this way, it can better train relevant news talents for China's news industry and meet the needs of industry development.

Taking the author's University as an example, Shandong University of Finance and economics takes the integration construction of new liberal arts and new engineering as the engine to promote the dual integration construction of new finance specialty and new technology and new business format, finance specialty and non finance specialty. Actively develop the construction of emerging disciplines and constantly optimize the construction structure of curriculum system. Relying on the school's advantageous disciplines and teachers, adjust the focus of talent training, add new media, data analysis, statistics and other courses, and expand from financial news to data news and network new media. The proportion of master's and doctor's degrees of teachers in this specialty is 100%. Through transformation, training and talent introduction, a sufficient double qualified team has been built. It has established a cooperation mode of teacher development and undergraduate talent training with 10 domestic and 5 foreign famous universities. In cooperation with the media, it has built more than ten practice bases, jointly trained with industry mentors, implemented the 3D three-dimensional teaching mode of industry, University and research, and improved students' innovation

and practical ability. Adhering to the education and teaching concepts of New Liberal Arts (cross training with computer and business management majors), new business formats (Producing, learning and Researching), and new methods (flipped classroom, cloud classroom, etc.), we will build a new mode of news communication talent training under the concept of cross-border integration. Relying on national professional standards, closely adhering to the professional training orientation of compound Applied Journalism and communication talents, combined with students' classroom evaluation feedback and graduates' development tracking, constantly modify and improve the talent training scheme, and establish a compound curriculum system of basic courses and professional courses (media theory, financial news and new media). In combination with social development, training program adjustment and classroom effect feedback, timely adjust and update teaching materials, regularly hold course seminars, update and supplement teaching contents, and ensure the timeliness, enrichment and applicability of contents.

Under the background of media integration, news and communication education should fully understand the educational ideas and contents under media integration, and combine with traditional educational contents to carry out curriculum reform. Based on the background of media convergence, the Department of Journalism and Communication can adopt the platform enrollment model, realize platform-based teaching and dilute the boundaries between majors. Traditionally, when a student enters a university, he will belong to a certain major. Under the environment of media convergence, these students can choose courses and determine the professional direction according to their own interests instead of being fixed in a certain major. Platform enrollment and teaching, breaking the barriers of different departments and majors, enable students to integrate and communicate and learn with more classmates. Renew the teaching concept. The idea of media integration should permeate into it, and through some modern teaching equipment, the preaching form of traditional teaching methods should be changed to make it more diversified.

Under the background of media convergence, although there are more and more channels for news dissemination, the corresponding channels gradually increase the requirements for the practical ability of media people, that is, new talents should not only have the ability of traditional media talents in the past, but also have the practical ability of news dissemination under the background of new media. We should not only simulate practice in class, but also participate in practical activities related to news communication in school. We also need to practice in enterprises outside school to improve students' skills through practice. With the continuous development of media, if you only learn some knowledge from books, it will be difficult to adapt to the job requirements after graduation. The practical teaching of journalism and communication is to keep the theory and practice together, and to combine the relatively old teaching materials with the cutting-edge media development.

The advent of the era of media integration has not only put forward higher requirements for the journalism and communication profession, but also forced journalists and learners to continuously improve their abilities and become compound and comprehensive talents. Therefore, this requires that in the actual education and teaching process, colleges and universities must continuously strengthen curriculum reforms and cultivate high-quality talents needed by society and the news media industry. The trend of media integration also puts forward new requirements for the managers of the journalism and mass communication departments: seek funds to purchase and maintain teaching equipment using new technologies, explore the most appropriate way to incorporate new technologies into teaching content, and allow teachers to Master new technologies in a short period of time and teach them to students.

5. Conclusions

Under the trend of continuous updating of various communication technologies and media integration, we should deeply study the new problems, new changes and new opportunities brought by media integration to news and mass communication education. We should be good at using new technologies to improve journalism and communication teaching, improve teaching quality and promote the reform and development of journalism and communication education. In order to train

more media talents for modern society, teachers need to strengthen the innovation of teaching methods, change teaching concepts and modes, stimulate students' interest in learning and encourage students to actively participate in teaching activities. And create conditions to help students master new media and new technologies as much as possible, and enhance their ability to integrate various new communication skills and adapt to the needs of the new communication environment. Media convergence is an important trend in the development of international and domestic journalism and communication majors. In order to better adapt to this trend, the major of journalism and communication must change its educational concept, update its educational system, actively innovate, be brave in practice and keep pace with the times. Only in this way can we have richer knowledge, broaden our horizons and various skills, and cultivate highly sophisticated talents that better meet the needs of social development.

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