

# Research on the Innovative Teaching Mode of Convergence Journalism Course

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**Abstract:** *The paper uses the comprehensive analysis method to study the innovation path of the teaching mode integrating the journalism course. It aims to cultivate compound news communication talents with correct ideological guidance, rich professional knowledge and excellent practical ability. Nowadays, more and more teachers and peers begin to realize that the pain points of teaching innovation and reform should not be based in "teaching", but in "learning", and students are the main body of the classroom. The course of "Convergence Journalism" is the core course of journalism major, with strong application and high requirements for students' learning. In terms of course content design, students should be the main body, and students' learning ability should be quickly improved, so that students can learn efficiently, so as to improve their professionalism. Combined with the teaching practice, this study makes a series of reform measures in the course teaching process, such as weak student foundation, weak subjective participation, poor independent learning ability, single teaching method and boring teaching content. The teaching mode can be innovated from three aspects: first, to build a mixed online and offline teaching mode with the goal of improving application ability; second, to integrate a classroom teaching mode with innovation and entrepreneurship education as the core element; third, to form an integrated course teaching system based on OBE based on projects.*

**Keywords:** *Convergence Journalism Course, Teaching Mode, OBE, Digital media*

## 1. Introduction

The rapid development of the media industry has changed people's media use habits. At the same time, the development of the industry has also affected the requirements and specifications of the quality of talent training. The improvement of the talent training system in the news industry also provides a solid foundation for the development of the journalism industry. "Convergence Journalism" is an indispensable core course of journalism major, which is highly applied and can cultivate students' comprehensive application ability. In 2018, the Ministry of Education promulgated the National Standard for Teaching Quality of Undergraduate Majors (hereinafter referred to as the "National Standard"), which clearly states that the Internet, new media, journalism, radio and television majors must offer Convergence Journalism courses [1]. The so-called Convergence Journalism can be understood from both broad and narrow levels. "Broad sense Convergence Journalism is a concept relative to traditional journalism, its connotation mainly refers to the journalism theory and practice knowledge system in the context of media convergence, and the narrow sense Convergence Journalism is Convergence Journalism in the form of news products / objects / varieties, and discusses the theoretical and practical knowledge system of production, communication and operation rules" [2]. This course involves a wider range of knowledge and has higher requirements. In order to make this course both ideological, theoretical and practical, we must carry out effective innovation in the teaching mode. This study on the problems in journalism teaching, bold innovation, reform teaching purpose and training path, the online fusion education, enhance the interaction between teachers and students, improve the effect of classroom teaching, cultivate the students' consciousness of autonomous learning, improve the students' ability of efficient learning, further promote the rapid growth of students.

## 2. The teaching status of Convergence Journalism course

Under the strong trend of the integrated development of traditional media and new media, integrated news emerges as a new news form, new news production process and news concept. "Convergence Journalism, also as an emerging discipline, expands the knowledge system of journalism

in the era of digital media"[3].Currently, the class mainly uses multimedia and adopts the cramming teaching method of teaching. The teaching method is single. Students only take notes through listening in class and watch PPT after class. In the teaching process, students are not regarded as the main body. Students fail to participate in the teaching process, but passively accept them, and cannot put forward in time when they encounter problems, so there is a lack of interaction with teachers. Students do not understand and digest part of the knowledge in class, will become more and more less interested, lack of confidence, and even unwilling to continue to listen to the situation, teaching quality is difficult to ensure. When students face challenging courses, most students have the fear of difficulties. In the teaching process, if they do not timely guide, stimulate their interest, they will further deepen their resistance.

Due to the existence of single teaching methods, insufficient innovative course content and other problems, there is no correct guidance for students' independent learning, resulting in many students in the process, used to cramming teaching in the process of learning, unwilling to take the initiative to learn, unable to really integrate the content. In addition, students' lack of application ability." Fusion journalism" this course need to rely on a lot of technical means, such as animation, H5, audio and video clips, visual production, etc., but the students for the use of the software ability is uneven, especially as time goes by, the gap will be more and more obvious, and drawing takes a long time and energy, will appear the plight of students' interest in learning. The education of journalism curriculum is not only the innovation of teaching methods and ideas, but also the integration of curriculum content, teaching means and thinking mode[4].Therefore, through the innovation and exploration of teaching mode integrating journalism courses, on the one hand, we can reform teaching methods and ideas, on the other hand, we can put forward ways to improve the innovation and reform of practical teaching system of journalism and communication courses.

### **3. Innovation path of the teaching mode of Convergence Journalism**

#### ***3.1 Build a mixed online and offline teaching mode with the goal of improving the application ability***

Based on the concept of "flipped classroom" and combined with the new requirements of the "Internet +" strategy, the reform and optimization of the traditional education mode of Convergence Journalism curriculum are realized. Compared with the traditional offline courses, hybrid teaching, as an emerging teaching form and practice, is essentially the product of "Internet + education"[5]. Fusion journalism course hybrid teaching mode design improve students to analyze and solve practical problems, promote students' autonomous learning and personalized learning as the ultimate goal, with online platform for Internet tools such as teaching resources, teachers according to the teaching syllabus, modular design, learning tasks, such as teaching materials. Students and teachers are the participants of the whole course teaching, among which students are the main body of the course. Enhancing the interaction between students and teachers can effectively enhance the enthusiasm of students in learning and improve students' learning ability. The online platform provides a good foundation for the interaction between the two.in this regard, "Convergence Journalism" involves the cultivation of topic selection, writing, editing and operation abilities in integrated news practice, Most of the traditional classroom teaching focuses on the introduction of relevant theories or the appreciation of award-winning works, Students' practical skills training and training are often relatively lacking, The advantages of hybrid course design are reflected in the necessary overall planning in the allocation of theoretical and practical class hours integrating news through online space and offline classes, For example, through Tencent Conference, Super Star and other live streaming platforms, Students can follow the teacher on the computer, through screen sharing, real-time discussion and other technical means to achieve the integration of news, the practical ability of work output practice.

#### ***3.2 Integrate the classroom teaching mode with innovation and entrepreneurship education as the core element***

Innovation education aims to cultivate students 'innovative spirit and creative ability, pays attention to inspire and utilize students' curiosity and exploration spirit, promotes students 'personality and potential development, cultivate students' creative personality and develop their creativity; entrepreneurship education is to cultivate the entrepreneurial consciousness, entrepreneurial thought and entrepreneurial skills, and finally make the educated have certain entrepreneurial ability<sup>[6]</sup>. The course of Convergence Journalism is a very important professional core course in the applied undergraduate journalism major, and also a very important course platform for the realization of

innovation and entrepreneurship education. In addition, after the integration of mass media, there is a great demand for two types of talents: the first is the high-level management talents, who can carry out integrated communication and careful planning in the multimedia group; and the second is the versatile journalist editors, who can use a variety of media means to produce and disseminate information<sup>[7]</sup>. Therefore, this course should break the traditional subject curriculum mode with knowledge transmission as the main feature, and organize the course content with work tasks, so that students can construct relevant theoretical knowledge and develop professional ability in the process of completing specific projects.

Under the social background of "mass entrepreneurship and mass innovation", it has become the consensus of Chinese colleges and universities to vigorously strengthen innovation and entrepreneurship education<sup>[8]</sup>. On the one hand, in the teaching process, students can go deep into the front-line news business departments, and earnestly learn the new ways of news production and communication rules in the era of media convergence. In the process of learning in the front line of news production, I can deeply experience the planning, production and operation of news products of financial media, so as to achieve the purpose of doing news and learning in news in learning. At the same time, students are encouraged to deeply participate in all kinds of news activities related to held in the university, such as welcome party, sports meeting, department activities and so on. In this way, students have carried out practical activities in and out of school, and the practice in school and out simultaneously, which not only accumulates work experience, but also improves students' professional journalism quality, laying a solid foundation for the future news industry. In addition, colleges and universities can also hire a line of media staff to school for students lectures or a class, the latest news line of production and communication experience to students, avoid the disadvantages of students "closed", after all, in the unstoppable media fusion trend and trend, master the fusion of news planning, production, production, release, operation ability has become the necessary ability of news students<sup>[9]</sup>.

On the other hand, the construction of course teaching team is bound to strengthen the cultivation of innovation and entrepreneurship double-teacher team. Teachers' educational concept and professional level directly affect the effectiveness of education and teaching. Therefore, the effective development of mass entrepreneurship and innovation education needs to cultivate and create a high level of teachers<sup>[10]</sup>. We can continue to improve the production capacity of news products, update educational ideas, enrich teaching content, and enhance practical experience through temporary training and participation in social service, and actively encourage team teachers to conduct or participate in innovation and accumulate experience in guiding innovative and entrepreneurial activities, so as to meet the requirements of cultivating innovative and entrepreneurial talents.

#### **4. Form a course teaching system based on OBE**

##### ***4.1 Form a course content system centered on work tasks***

The educational concept of OBE (Outcome Based Education) is the achievement-oriented educational concept. Its biggest characteristic is to measure the school teaching effect by the acquisition of students' actual ability and skills. It requires educators to break the traditional subject-oriented educational concept, reverse set the professional training objectives and graduation requirements from the industry needs, and then structure the curriculum system, and then design the teaching objectives and teaching design of a single course<sup>[11]</sup>. The course breaks the traditional subject curriculum mode characterized by knowledge transmission, and organizes the course content centered on work tasks, so that students can construct relevant theoretical knowledge and develop their professional ability in the process of completing specific projects.

The ultimate goal of introducing OBE concept into the teaching of Convergence Journalism course is to enhance the learning interest of the vast majority of students, promote their deep learning, and then achieve the course teaching objectives. Pre-class stage can, choose strong timeliness can in the party media major reports at home and abroad (National Day, two sessions, etc.), public security events (such as major infectious diseases, natural disasters, air crash), social emergencies (war reports, public opinion, etc.) in the integration of news reports for case, to set up the exercises. Then, teachers should make full use of super star online resources, upload in the "database" syllabus, courseware, case, etc., in the "test bank" upload exercises, and according to the chapter of learning objectives, difficult push preview task, and the teacher should according to the student feedback message course content difficulties and progress. After that, students are arranged to choose independent topics and simulate related fusion news planning and reporting.

#### ***4.2 Form a task-driven teaching process system***

Change the traditional education method only through classroom teaching, introduce online open platform, carry out project-based and task-based teaching, mobilize students' participation in an all-round way, so that students can actively participate in every link of the teaching process. With the advantage of the online platform, the students can prepare ahead in advance and summarize the problems encountered in the preview process. According to the questions raised by the students and the platform. After learning each important knowledge module, appropriate experimental projects will be released, and appropriate cycles will be given, and students will be guided to complete experimental projects in groups, so as to cultivate students' ability of teamwork. In the practice process of the project, for the problems that cannot be solved by the group, we can not only communicate directly with the teacher in class, but also interact through the online teaching platform after class. Such a form of project completion greatly improves students' ability to learn independently, stimulates students' interest in learning, can promote students' efficient learning, and promote their own rapid growth.

#### ***4.3 Forming a result-oriented course assessment and evaluation system***

In the assessment, students should pay attention to their usual classroom performance and homework completion, and focus on the assessment of students' logical level and their ability to understand and apply knowledge points. The assessment is carried out by a combination of usual results and final results, and is carried out at 5:5. Normal scores, including attendance, classroom performance, normal homework and discussion, and daily tests, etc. Normal homework, discussion and normal tests are mainly completed online, mainly in the way of mutual evaluation among students. In the process assessment, team project results are oriented for evaluation and analysis.

Take the teaching of students from the School of Arts and Media of Xianda School of Economics and Humanities of Shanghai International Studies University in the first semester of 2022-2023 as an example. Traditional means and new media teaching are adopted in terms of teaching technology.

Learn the means of combining resources. The university MOOC platform resources "Integrated News: The Road to Future News" and 985 live courses of university teachers are used as auxiliary resources. At the same time, teachers make full use of all kinds of social media such as WeChat, weibo, BBS, QQ group to build the teaching space, after the offline teaching, can use the online platform to carry out the second classroom, in-class practice to achieve full participation, topic participation, practice and answer questions into the assessment system, homework and test into objective and subjective questions, objective system, subjective questions through mutual evaluation, students overall participation is high, the effect is good, grades than no online teaching class more than 15% on average. Level 21 journalism students total output fusion more than 20 news works, the topic has focus on social hot spots, pain points problems, such as "double behind", "empty nest old", "three tire policy", etc., also have from their own experience, focus on things around, such as "graduation season", "college students sharing economy", "charge self-study classroom" and other works. It can be said that students have thoughts and thoughts, from the beginning of the topic selection to the program planning to the final product. These works are consciously integrated into the Marxist news view in the context and system of socialism with Chinese characteristics in the new era, and have a certain ability of practice and innovation to integrate news reports.

### **5. Conclusion**

Today, with the emergence of emerging media technologies, great changes have taken place in the production mode, production, process and presentation mode of journalism, and the education mode of journalism should also be reformed and innovated. In the teaching of Convergence Journalism, it is necessary to make full use of the relationship between online platform resources and offline teaching to effectively enhance students' awareness of independent learning; on the other hand, to integrate the teaching idea with innovation and entrepreneurship education as the core element, so that students can master professional knowledge and at the same time, to form the teaching system based on OBE, to improve students' learning ability and help students to grow rapidly, and lay a solid foundation for students to enter the society in the future.

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