

# Discussion on the cultivation of college media qualified personnel in the context of new media

Wu Sihan

Anshan Normal University, Anshan City, Liaoning Province, China, 114000

**Abstract:** *The continuous development of new media not only promotes the development of the media industry, but also puts forward new requirements for the qualified personnel of the media industry. On the road of the central government's requirement for the integration and development of traditional media and emerging media, only by training media qualified personnel who can adapt to the development of new media can we adapt to the development of media and make greater contributions to the integration of traditional media and new media. In this paper, practitioners in the media industry chain in the new media era are explained how to change their ideas and actively respond to the new technological challenges, and various necessary factors for the reform of media education and teaching in colleges and universities in Ningxia are demonstrated. In order to construct the training mode of media qualified personnel in the context of new media, basic theoretical combing and empirical analysis are carried out. It provides an operable paradigm for the planning of media qualified personnel training program in Ningxia universities.*

**Keywords:** *New media, Media personnel training mode*

## 1. Introduction

With the rapid development of information and communication technology, the media industry is undergoing historic changes. How to adapt higher media education to the development of the media industry has become a hot topic. On the one hand, the hot topic shows that there are many participants the discussion; On the other hand, it also reflects a lot of problems in higher media education. In recent years, with the rapid evolution of the Internet, especially the development of media integration, globalization, social diversification, educational informatization, media technology progress, media industry development, media globalization competition, media environment changes, etc., the current higher media education is faced with severe challenges. In order to respond to this challenge, people of insight have been struggling to explore, and media professional education has been making continuous progress. However, the emerging media is rising but its status is not stable, and the media format and industrial pattern are changing dramatically. The real context of media professional education has undergone profound changes, and the traditional mode and paradigm of media talent training have been severely challenged. Compared with the severe realistic challenges, the progress of higher media education is far from satisfactory, and the reform of media professional education and the innovation of talent training mode have become an important issue in the current era<sup>[1]</sup>.

The development of media integration in the Internet era has brought great challenges to higher education and historic opportunities to the innovation of college media talent training mode. At the time, the Internet thinking, the media integration development concept and the ever-changing information and communication technology provide new ideas, new ideas and new methods for the development of educational technology, provide new possibilities for the creative use of "appropriate technical processes and resources" to "promote learning and improve performance", and bring and technical support for improving the quality of media talent training.

## 2. The demand of the media market is the orientation of the talent training model

The mutual integration and penetration of new media and traditional media is based on the progress technology, which requires students to learn the latest network technology, understand the changes in journalism brought by technology, the benefits brought by technology to journalists' work, and the changes in the relationship between media and audience -- media and audience have more interactive communication through the Internet and other network media. Students will also consider the ethical

issues raised by new technologies and how they are changing the structure of news organizations and the news industry. They will learn to write for multimedia or online media, including how to use connections and databases, publish news stories, and update content as events unfold. They will learn to create pages for websites, upload them to servers and use digital cameras, and will experiment with audio and video to create interactive content. They will recognize the huge impact of mobile technology, learn to adapt to the continuous development of technology, and realize that new technologies can disrupt the perception and status of even those in the media industry.

### **3. The dilemma of college media talent training in the new media era**

#### ***3.1 The concept of personnel training urgently needs to be updated***

The training of media qualified personnel and the construction of colleges and universities must follow the trend of integrating media and media industry, update the concept of talent training in time, and formulate scientific training programs. Media qualified personnel in the new media era should pay more attention to practicability, parallel theoretical learning and practical operation, and should be integrated, composite and application-oriented all-media qualified personnel. China's media talent training generally ignores the problem of media comprehensive application, pays no attention to technical teaching and pays no attention to practical operation, resulting in the phenomenon of disconnection of theoretical skills and deviation of teaching practice. A large number of qualified personnel trained by media colleges are only qualified personnel of single media, and their ability and level are far from meeting the needs of the era of integrated media.

#### ***3.2 The professional setting is unreasonable and the curriculum setting is unscientific***

The major setup of media colleges in China has great drawbacks. The traditional media education model independently sets up majors and courses according to various media forms. This kind of traditional media education model has separated the talent training of each major, and has been unable to cultivate compound qualified personnel to adapt to the new media era<sup>[2]</sup>. In the course setting, there are some problems in media colleges, such as unreasonable course structure, repeated content, outdated cases and lack of humanistic spirit. In order to adapt to the development of integrated media, it is urgent to break down the professional barriers and adjust the curriculum. Only in this way can we cultivate media qualified personnel who can meet the requirements of The Times.

#### ***3.3 The construction of teachers is insufficient, and the introduction mechanism of teachers is not perfect***

There are many problems in colleges and universities, such as lack of teachers and poor practical training results, which lead to the shortage of media personnel training and substandard quality, the disconnect between school training and media practice, and the contradiction between talent supply and demand, resulting in a greater talent gap in the media industry which is speeding up the reform<sup>[3]</sup>. The disadvantages of the traditional specialty and curriculum of media colleges and universities lead to the fact that teachers in media colleges and universities are often experts in a single media field and lack in-depth research on other media majors, especially new media.<sup>[4]</sup> The problem of technology and application is ignored in the training of media qualified personnel in China, which also makes many existing teachers only study theories, but have little understanding of new technologies, especially computer technology and network technology. It is necessary to improve the teacher introduction mechanism and properly introduce teachers who master new technologies to optimize the structure of the teaching staff and adapt it to the needs of the development of integrated media.

#### ***3.4 The teaching practice platform needs to be developed urgently***

With the advent of the new media era, China's media industry has put forward new expectations for the training of media qualified personnel and the construction of colleges and universities. How to enhance the innovation ability of colleges and universities and accelerate the process of the transformation of scientific and technological achievements is a new issue in the construction of colleges and universities. The cultivation of media qualified personnel needs the effective combination of teaching and practice, which not only enhances students' learning interest, but also promotes students' learning of professional knowledge, and finally achieves the improvement of comprehensive

ability. The construction of teaching practice platforms such as the Fusion Media Lab can, on the one hand, improve the situation that the cultivation of media qualified personnel in colleges and universities is "biased towards theory, ignoring application"; on the other hand, it can guide universities to get closer to enterprises and transform technology into productivity under the guidance of the government. This is a feasible way for the development of colleges and universities in the era of fusion media.

#### **4. The innovative path of college media talent training in the era of integrated media**

##### ***4.1 Focus on interdisciplinary disciplines in the setting of disciplines***

###### ***4.1.1 Focus on technical curriculum to achieve the intersection of arts and sciences***

At present, the development of new media tends to be more and more technical. Technology is the basic driving force for the development of media, and it is also a decisive factor in shaping the form of new media. It can be said that the development of technology determines the development trend of new media. Therefore, from the current point of view, technology has become a decisive factor in the development of the media industry, and the future media industry will be more dependent on the development of technology. According to the latest survey and research, in the current demand for qualified personnel in the media industry, the application of image processing software, H5 application, and qualified personnel familiar with the two micro and micro communication, video post-production are in great demand. Even some organizations require candidates to have programming skills, which shows that the demand for talent in today's media industry has changed a lot. Therefore, relying solely on journalism and communication to train media qualified personnel has been difficult to meet the needs of technological development. This requires universities to pay attention to interdisciplinary ability in the process of training students, not only pay attention to the traditional curriculum of journalism and communication, but also learn from other disciplines. Such as computer technology, statistics technology, data processing technology, graphics technology and other disciplines. These techniques are often used in news reporting processes, such as data journalism. Data journalism requires news producers not only to have the basic knowledge of statistics, but also to have the basic ability of data processing, and to have the ability of visualization, which is far from enough from the perspective of traditional journalism and communication<sup>[5]</sup>.

###### ***4.1.2 Pay attention to social science and cultivate students' new ideas***

New media has been deeply involved in People's Daily life, especially the occurrence of new media public opinion is not only a phenomenon that can be explained by a single factor. How to better understand the generation, development and dissemination of public opinion in the new media era is not only a problem that public opinion, journalism and communication can solve. In the social transformation period, the different mentality and interest demands of different classes should also become an important factor to understand the occurrence of new media public opinion. At the same time, the political, economic, cultural and social forms of the whole society are also undergoing transformation, which requires news communicators to analyze the new phenomena in the new media era from the perspectives of sociology, politics, economics, social psychology and other fields. Therefore, in the curriculum of journalism and communication, we also need to pay attention to the training of other social sciences. It can be said that the technical level is the hardware to support journalists in the new media era, while the theoretical literacy of other sociology is the software to support journalists. Only by effectively combining the two can we cultivate new qualified personnel to adapt to the development of new media.

###### ***4.1.3 Cultivate media qualified personnel with a high sense of political responsibility***

In the current new media environment, with the diversification of values in the whole society and the introduction of Western ideological trends into China, China's political development is facing a huge challenge, which is not only technical, but also ideological and cultural. Due to China's special political environment, the news communication industry is closely related to China's political development, and the development of the media under the leadership of the Party is an important principle of China's news cause. In a summary of the party's news in 2016: The continuous development of new media not only promotes the development of the media industry, but also puts forward new requirements for the qualified personnel of the media industry. On the road of the central government's requirement for the integration and development of traditional media and emerging media, only by training media qualified personnel who can adapt to the development of new media can we adapt to the development of media and make greater contributions to the integration of traditional

media and new media. This paper tries to discuss the mode of media talent training from three aspects: subject setting, teacher construction and student practice. The so-called Party's control of the media requires training a group of journalists with a high sense of political responsibility, but also with a high sensitivity to news and public opinion, and always convey the voice of the Party and the people. Therefore, for the cultivation of news communication qualified personnel, the cultivation of political responsibility is of great significance. Only the person who have excellent political quality and maintain a high degree of consistency with the Party Central Committee in ideology, politics and organization can do a good job in the Party and people's news work.

#### ***4.2 New requirements for teaching staff***

##### ***4.2.1 Cultivate new qualified personnel who adapt to the development of new media***

First of all, we need teachers who understand new media technology and new media theory, and have a broad subject background and knowledge. Therefore, schools of journalism and communication in colleges and universities should not limit themselves to the traditional subject of journalism and communication, but should hire some teachers who know computer technology and have other subject backgrounds. To form a team of teachers with journalism and communication as the center and computer, statistics, and design as the auxiliary, only in this way can students master those new technologies outside their own fields, so that students are not only a theoretical talent, but also a technical talent, which is the latest requirement for qualified personnel in the era of media convergence. Journalism students should not only master the professional knowledge of journalism, but also have the knowledge and quality of other disciplines, and should know the relevant technology.

##### ***4.2.2 Teachers in journalism schools should have some experience in media work***

At present, there are many teachers in journalism schools with high education and rich knowledge reserves, but there are few teachers with certain media work experience. As a result, in the process of teaching and training, teachers' knowledge and skills are from book to book, and have not been tested by practice. There is often a deviation between practice and theory, and some theoretical knowledge may not be appropriate in practice, while events are ever-changing and complicated, so not all practices can be summarized into theoretical knowledge in time. Therefore, it is difficult for students to understand and master the complicated practical development with simple theoretical teaching. This requires those teachers with industry experience to summarize and impart some basic information of the industry to students in a timely manner, so that students can understand the gap between theory and practice, and re-understand the practical activities of news communication. Only when students can fully understand practice and understand the development of practice, can they be fully prepared for better input into practice.

##### ***4.2.3 Teachers who understand the operation and management of new media are needed***

In today's new media environment, how to maintain profitability is an important source of power for media development. Nowadays, all media are exploring profit models suitable for their own development, which has become the top priority of media development. It can be said that media without profitability is doomed to be eliminated. Some media organizations even need qualified personnel who know business when hiring, and a large number of media take operation and marketing qualified personnel as the focus of recruitment, which shows that today's media operation and media management have been related to the survival of the media. Therefore, it is difficult to train qualified personnel only from the technical level and content level to meet the requirements of The Times. This requires a group of teachers who know business and can operate to pass on their experience to students, so that students can develop media operation ideas, and train a group of qualified personnel who understand technology, business and management. Only in this way can teaching be more in line with the requirements of today's industry, problem-oriented, and achieve further breakthroughs in talent training.

#### ***4.3 Pay attention to the combination of teaching practice and self-practice***

The cultivation of media qualified personnel can not be done overnight, nor can universities or media and individuals complete the task alone, which requires the joint efforts of three aspects. From the perspective of colleges and universities, how to let students further perceive practice requires that in the teaching process of training students, we should pay attention to combining theory with practice and incorporate practice into the scope of students' basic ability assessment. In the era of new media,

there are a variety of new media platforms with relatively low cost, such as wechat public platform, Weibo, Toutiao, etc., which can become the basic platforms for students to practice. Only through practice can students deeply understand and master the basic laws of new media communication and transform theoretical knowledge into practical ability. For example, at present, each university does not have its own new media communication platform, such as the official Weibo and wechat platforms of colleges and universities are a very good choice. After basic practice, students can further adapt to the current needs of various media for new media qualified personnel. In recent years, in media recruitment, the demand for new media operation qualified personnel such as wechat and Weibo news clients has been greatly increased, which shows the new trend of talent demand in the new media era. At the same time, colleges and universities should build a practice platform with the media to take practice as another important way of learning, and the media can also make full preparation for their own talent recruitment through this practice platform. Once the media themselves need to recruit, they can choose from among these internship students to meet the needs of the media. In addition, as far as students themselves are concerned, continuous self-learning is also an important way to improve their professional ability. Therefore, under the guidance of teachers, students need to focus on learning professional knowledge and skills, focus on training their professional skills through practical positions, constantly improve their professional quality, keep up with the needs of the industry, and achieve self-transcendence.

## 5. Conclusion

In the new media era, the great changes of news communication environment have put forward new requirements for media qualified personnel. All of these need to be cultivated from the subject setting, the construction of teachers' team and students' daily teaching practice. In today's integration and development of traditional media and new media, talent is the ultimate factor determining the development of the media industry. Only by cultivating qualified personnel who meet the requirements of practical development can we promote the healthy and rapid development of media industry.

## References

- [1] Yang Meng; Xu Gao; Qingqiao Zhang. *Media Fusion Visual Threshold Under the Network and New Media Professional Talent Training Path Analysis*[J]. *Education Journal*.2022(02),42.
- [2] Xiaona Zhu. *The Optimization and Reform of the Training Mode of Journalism Professionals under the Background of Integrated Education*[J]. *Advances in Educational Technology and Psychology*. 2021(11),66.
- [3] Shang Qiu;Liu Yang. *Research on the Mode of Short Video Project Teaching and Media Talent Training in Colleges and Universities under 5G Industry Chain based on Multimedia Technology*[J]. *Journal of Physics: Conference Series*.2021(08),71.
- [4] Shang Yuzhen. *The Training Mode of Design Talents in Colleges and Universities from the Perspective of Artificial Intelligence*[J]. *Journal of Physics: Conference Series*.2021(04),44.
- [5] Li Si. *Discussion on the Construction of Visual Communication Design Major in Colleges: Based on the Employment Needs of Enterprises in the Context of New Media*[J]. *Frontiers in Art Research*. 2020(12),38.