

Research on the Construction of Radio and Television Editing and Directing Major in Colleges and Universities under the New Media Environment

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Abstract: After years of educational reform, radio and television editing and directing majors in colleges and universities have trained a large number of outstanding talents, which have been transmitted to all walks of life. At the same time, the teaching quality of this major has also made significant progress in this process. However, with the emergence of new media, the training pattern of radio and television editing and directing major in colleges and universities has also undergone profound changes: in addition to the increasing number of talents trained, higher requirements are put forward for the overall comprehensive quality of the whole talent. Therefore, in the new media era, the cultivation of radio and television editing and directing majors in colleges and universities should firmly recognize the seriousness of the situation, cultivate talents needed by the times, and treat talent cultivation with the concept of development, in order to actively change the talent cultivation mode to cope with the continuous development of the industry.

Keywords: New Media; Radio and Television Director; Education

1. Introduction

In the 1990s, with the development of social economy, the research of radio and television directors received more and more attention. After continuous development, it has provided various types of talents to the media, publicity departments and cultural media companies. With the rise and continuous growth of new media, the media pattern has undergone fundamental changes. The existence of new media platforms and communication terminals compete with each other, as well as the prosperity of online variety shows and network movies, and social industries have a huge demand for professional talents of radio and television writing and directing. At the same time, the expansion of the enrollment scale and the increase of the number of candidates have also promoted the popularization and evolution of radio and television editing and directing majors. However, in the continuous development, the problems existing in the talent training program and training mode of this major gradually appear. How to train talents who meet the needs of The Times and the market in the new media era should ultimately be reflected in the construction of the whole teaching system.

2. Problems existing in radio and television directing major in colleges and universities

From the beginning of the discipline setting, only 20 applied science universities in China had set up radio and television directing majors, while Peking University and the Communication University of China were the major universities.[1] Compared with other majors, this major has a lower enrollment scale, a large talent gap, and has significant advantages. In recent years, with the continuous development of new media, there is a huge gap between the quality and ability of professional radio and television directors in China. At present, Chinese universities and vocational colleges all have radio and TELEVISION writing and directing majors. According to statistics, hundreds of colleges and universities nationwide have opened radio and TELEVISION writing and directing majors. Although the enrollment momentum is very good, the career development in various regions is very uneven, especially in some second-tier and third-tier cities, where the media resources are relatively scarce. However, because the professional development cannot be oriented to the market, the career development of graduates has stagnated, and the career development has encountered a bottleneck.

(1) First of all, Their professional direction is not clear, most of the radio and television directing majors are based on cultivating excellent radio and television media talents, mainly cultivating TV

directing, planning, production, writing and other talents. On the one hand, local universities often learn from Communication University of China and Beijing Film Academy, which have convergence in all aspects, unable to adapt to local economic development, and do not have local regional characteristics; At the same time, media convergence is also changing, and the development of integrated media has become an inevitable trend. The professional training of directors and directors only captures the traditional literary and artistic characteristics, which is far from the development of The Times. If colleges and universities fail to make the correct adjustments to their career development in time, then they will be eliminated.

(2) In the traditional curriculum system, media integration breaks through the inherent boundary of traditional media, which is conducive to the integration of newspapers, radio and new media. The boundary of media is increasingly blurred, and the major platforms also gradually show a tendency of interdependence and interdependence. In sharp contrast, there is a big gap between radio and television directing education and vocational education in colleges and universities. This course remains aimed at traditional radio and television media, with no research on media fusion. Take Shanghai University of Political Science and Law as an example, the courses of radio and television editing and director still include TV interview science, basic photography science, TV basic editing, TV program production methods, etc. The technical links of TV programs and studios are also generally focused on the theoretical content, and less involving the integration of new media and new media. Make the content lack of theme and practicality.

(3) There are also shortcomings in teaching equipment. In the new media era, technology is changing, and equipment is also changing very frequently. Due to the high price of new media equipment, such as studio and post production equipment, the update speed is very fast, and a lot of investment is required. However, the economic conditions of most schools do not allow regular investment in the purchase of the latest equipment, and the hardware facilities of colleges and universities lag behind the development speed of new media. In the process of study and practice, students cannot touch the most advanced equipment or work alone. This leads to the separation of theory and practice. Training opportunities are very limited. Practical teaching is an important means for students to gain practical skills and innovation with radio and television as the focus.[2] For example, the major of editor in chief and director of radio and Television College of Zhoukou Normal University requires 172 points for graduation, 133 points for theoretical courses, 1894 points for practical courses, 39 points for practical courses, 567 points for practical courses, and less than 1/3 of theoretical courses. In addition, the topic of making radio programs is a very practical problem. Only theoretical explanation and lack of practice will inevitably lead to students' failure to meet professional requirements after graduation. In addition, the limited foundation of distance learning and extracurricular activities also makes it difficult to achieve the goal of cultivating students' practical skills.

3. The construction strategy of radio and television editing and directing major in colleges and universities under the new media environment

In the new environment of media change, radio and television editing and directing majors in colleges and universities need to constantly comply with the development of the times, establish a scientific and reasonable vocational training system, so that students can benefit from the fierce professional competition in the future, and accurately define the industry training objectives to meet the needs of media integration and development.[3] New media construction path of radio and television editing and directing major in colleges and universities

(1) Planning high-quality wechat theme and promoting campus brand culture. Before the construction of new media for radio and television editing and directing majors in colleges and universities, we should clarify the development positioning of the platform, establish new media brands, and achieve personalized development, to avoid duplication of content and unity of form. New media at all levels should drive college teachers and students. After forming a special circle of friends, teachers and students must actively put forward their opinions and continue to spread the good voice of the campus.

(2) We should refine the public publicity work, and do a good job in the operation of wechat official account and Weibo account. At this time, wechat official account and Weibo platform are the main channels for colleges and universities to build new media. Therefore, colleges and universities should refine these two operations to ensure the smooth development of the new media structure. In the new media era, if radio and television education wants to continue to develop, it must continue to innovate and constantly improve its competitiveness. In the education work of radio and television writing and

director, the corresponding channels should be set up for different audiences, so as to enrich the program content and take diversified forms to meet the needs of the audience. Actively innovate the program form, break through the limitation of a single column, and innovate the programming by increasing interest and other program types To make programs more popular, such as adding real-person interviews, reality shows, etc., to help students achieve their own ability to exercise.

(3) The key to improve the quality of new media is to establish a new media center, encourage teachers and students to participate together, and form a high-quality new media construction team specialized in radio and television editing and directing. Combined with the current situation, some colleges and universities lack enough personnel to build new media, or there are no full-time personnel at all. They are only managed by a few teachers and students, which is difficult to improve the quality of new media construction of radio and television editing and directing major. Optimize and perfect the practice teaching platform, under the teaching mode of radio and television director, only by establishing a sound practical training platform, can we truly achieve the actual teaching effect. It is necessary to strengthen basic investment, establish special comprehensive classrooms and laboratories, provide students with simulated working environment, improve students' understanding of new media, be familiar with the use of new media, and improve students' professional ability. Students should be guided to move around freely, establish a studio system, so that students can apply their theory to practice in class, make new media products by themselves, and publish them on the new media platforms, and practice, operate and manage independently. To strengthen school-enterprise cooperation, and build an off-campus practice base. The school should carry out extensive long-term cooperation with the media and enterprises, provide students with internship opportunities, turn practice into practical practice, let students fully understand the integrated development of new media and new media, truly experience the production environment of new media, improve their skills and innovation ability, and prepare for future employment.

(4) We should improve the management mechanism of new media and solve sudden problems. When building a new media platform, a sound management mechanism is the cornerstone of strengthening the construction work. The management mechanism mainly includes four aspects: the first is the business responsibility system, the second is the new media team, the third is the release and review system, and the fourth is the handling of emergency events. With the rapid development of the new media, the traditional radio and television media have also been affected to some extent, while the rapid development of the new media shows that its arrangement mode is worth learning and using. Therefore, we must break the limitations of the concept, and it can not simply be regarded as a kind of pressure, to use the new media platform, to effectively innovate the way of radio and television arrangement. In today's era, SMS, Weibo and forums are all the products of the information age. In order to survive and develop in the new media era, radio and television must adapt with a positive attitude, can combine the new media with the traditional education, and make the teaching work more comprehensive and gradually networked. Through the use of new media, radio and television directors can give full play to the advantages of the teaching content themselves, so as to strengthen the network education, and constantly innovate and improve. Through the study of new knowledge and new media technology, fully consider the needs of the audience, build a network information platform, to realize the sharing of network information. Through the use of new media, we can broaden resources, broaden the audience to watch, and promote the innovation and improvement of radio and television.

(5) We should create new media derivatives and strengthen the cultural cohesion of online cultural products on Weibo, tiktok and other platforms can further improve the cohesion of new media platforms. Combined with the name of colleges and universities can fully highlight the iconic elements of the campus, and design rich and diverse sports products. This can create a good campus cultural atmosphere and highlight the brand characteristics of the campus.

(6) Restructure the curriculum system suitable for the new media communication. In order to improve the professional quality of college students, it is necessary to redesign the curriculum system, so that the curriculum teaching content can adapt to the real life, and combine the theory with the practice, so that the students can master the theoretical knowledge and apply it to the practical work. First, we should attach importance to the use of writing and directing teaching materials. The current curriculum content should not adapt to the development of economy, society and media, and actively expand to new media fields, to provide new information for students, so that students can understand the latest developments of the industry through textbooks, and to train students to become a comprehensive media professional. Second, we should increase the proportion and class hours of practical training courses, adhere to the human development as the center, highlight the development of students' personality, and promote the all-round development of students. Third, we should take the initiative to cooperate with the media, and

explore the curriculum system that meets the needs of the media and media companies under the guidance of the professional position norms, so as to lay a good foundation for the future career.

4. Conclusion

The development of new media and the integration with traditional media have deeply changed the original media communication ecological environment, which is both a challenge and an opportunity for colleges and universities that offer radio and television editing and directing majors. As the cradle of basic talent training, colleges and universities need to seize this unique opportunity to adjust and change the teaching objectives, teaching methods, teaching forms and teaching contents of education and training in time. We should make the talent training program meet the requirements of the development of new media and the excellent talents required by the development of the industry, and promote the healthy and orderly development of radio and television editing and directing majors in higher education institutions.

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