

# Research on the construction of applied courses for journalism and communication majors in private colleges and universities from the perspective of the integration of production and education

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**Abstract:** *In today's era, the structure of various industries is being optimized. At the same time, with the improvement of all aspects, the requirements of various positions and occupational standards in the industry are gradually becoming higher and higher, and the training of relevant talents has become more important. How to In order to let the fresh graduates adapt to the life of the industry as soon as possible. In view of the above background, from the perspective of the integration of production and education, the construction of application-oriented courses for journalism and communication majors in private colleges and universities needs to make it clear that improving students' employment competitiveness is the main content of course construction, and the teaching environment is as close to the working environment as possible. To build a gradual and mutually integrated curriculum collection system suitable for students' professional learning, and to improve this curriculum system by continuously strengthening teachers.*

**Keywords:** *application type; construction content; construction principle; curriculum construction*

## 1. Introduction

The mutual integration of industry and education has always been the basic education model of vocational education in private colleges and universities. Vocational education in private colleges and universities must consider how to effectively integrate the new era and new situation into talent training. Therefore, under the mutual integration of industry and education, how to In order to better carry out teaching, the modernization of teaching is an important task. The integration of industry and education is the core entry point of cooperation between universities and enterprises. This core entry point will eventually fall on curriculum construction, and clarify the content of curriculum construction What is it? Understand what the basic principles of curriculum construction are, and then construct the curriculum for applied majors to form a complete curriculum collection system. Finally, the curriculum system is continuously updated and improved.

## 2. Clarify the content of curriculum construction for journalism and communication majors in private colleges and universities

From the perspective of the integration of production and education, the basic requirements for the construction of applied courses in journalism and communication. In order for students to adapt to the work and life after leaving campus life as soon as possible, the course construction is to lay the foundation for students' future work and life. First of all, they must understand the news The working environment of communication majors after graduation, and then investigate the professional skills required for this work, and finally conduct curriculum construction according to the professional skills needs. To carry out curriculum construction, it is necessary to determine the main content of curriculum construction, pay attention to the skill needs of the news and communication industry at any time, and adjust the content of core courses according to different needs, so as to eliminate unnecessary, unimportant, and outdated teaching content, and finally form a The teaching mode that keeps pace with the times and is constantly updated to adapt to the combination of production and education [1].

The construction of an applied curriculum system for news and communication cannot rely on just one course, and requires the overall optimization of the curriculum. The application-oriented course system of news and communication cultivates application-oriented talents. In order to meet the needs of relevant talents in the society, it conducts serialized teaching and oriented teaching, strengthens students' employment competitiveness, and increases students' independent thinking, analysis and problem-solving. It can strengthen the professional practice ability for practical problems, meet the skills requirements required by enterprises, society and industry, and integrate these requirements into the teaching content well, so as to further cultivate students' ideas and ideas of creating new things. The ability to discover new things.

### **3. Understand the principles of applied curriculum construction for journalism and communication majors**

From the perspective of the integration of production and education, the construction of applied courses is for students to have the ability to analyze and solve problems when they encounter problems. How to carry out the construction of the curriculum to achieve such an effect requires the design of the curriculum to follow the following basic principles: the learning environment needs to have certain similarities with the final working environment, and a similar learning environment can allow students to fully understand knowledge. The corresponding learning environment can make students discover the fun of learning and further increase the authenticity of students' work experience. It is necessary to take students' own needs as the center, so that students can subjectively want to learn, and students can analyze and do it by themselves. , Solve problems by yourself, which not only improves the students' practical ability, but also improves the professional competitiveness of students in their future work and life.

### **4. Constructing a collection system of applied courses for journalism and communication majors**

The courses of journalism and communication majors in many private colleges and universities are mainly divided into three categories, namely, out-of-the-way inspection and practice courses, such as: news interviews; professional basic knowledge courses, such as: research on Chinese and foreign news ideas, and basic knowledge education courses, such as: university English. There are many courses, and it is necessary to plan what courses must be learned, what courses can be selected, and how the courses and courses are related to each other and affect each other. These are the primary issues that need to be clearly understood. Correctly connecting the relationship between the applied courses and courses of journalism and communication majors in colleges and universities, and constructing a collection system of applied courses suitable for journalism and communication majors, are the key issues that private colleges and universities urgently need to face and solve as soon as possible [2].

The premise of constructing a collection system of applied courses for journalism and communication majors in private colleges and universities is to abandon the previous traditional teaching form of teaching and educating people, teaching and teaching with the main purpose of imparting knowledge, and then transforming from the perspective of industry-education integration to practice-oriented , skills priority, ability training as the main purpose of the new teaching form [3]. The construction of each course should be clearly arranged according to the needs of work skills. The focus of the teaching of practical courses is to cultivate students' ability to solve problems manually. The focus of professional basic knowledge courses should be to cultivate students' professional skills. Ability, basic knowledge education courses should focus on cultivating students' independent thinking ability. The overall creation of the course should be based on the actual situation, the difficulty will gradually deepen gradually, and the content will gradually be enriched step by step. In addition, we must pay attention to the interconnection and cooperation between courses, so that students can regularly build their own curriculum. knowledge framework.

### **5. Improve the construction of applied courses for journalism and communication majors in private colleges and universities**

To build applied courses for journalism and communication majors in private colleges and universities, according to the characteristics of journalism and communication majors, as well as the actual situation of students, strengthen the construction from the perspective of the integration of production and education. The selection of teaching materials should not be carried over to the

selection of other schools of the same style, nor lack of opinion, just follow the selection of other traditional schools, and should have the characteristics of their own schools, according to the students of their own schools. needs, and rationally utilizes all the surrounding favorable social resources, so as to make the most suitable choice for oneself and the highest degree of fit with oneself [4]. Strengthen the teaching staff, do a good job in the training of new teachers and in-service teachers, strengthen the teaching efforts of teachers, improve various evaluation standards for teachers, establish excellent teaching teams, and conduct mutual evaluations between teaching among colleges. To create a better teaching atmosphere, pay more attention to the training of young teachers, and improve the overall teaching level and faculty in colleges and universities.

When conducting application-based course examinations for students, more attention should be paid to the assessment of students' own professional abilities. Nowadays, the assessment form of many private colleges and universities is based on the proportion of final exam scores plus the proportion of usual scores to assess students' overall scores. The content of the final grade test is mainly the rigid content in the book, and there is no assessment content above the professional ability. From the perspective of the integration of production and education, the construction of applied courses for journalism and communication majors in private colleges and universities is to cultivate students' ability to create new things, as well as the ability to comprehensively apply them to specific things. Previously, traditional book content accounted for a larger proportion. This is not conducive to the cultivation of students' good awareness of creating new things, and it is also very detrimental to the cultivation of students' own work application ability [5]. We should improve the construction of application-oriented courses for journalism and communication majors in private colleges and universities by strengthening teachers and improving course assessment, so that the research on this course construction can achieve a perfect and desired result.

## 6. Conclusions

The development of the application-oriented curriculum construction of journalism and communication majors in private colleges and universities requires the integration of production and education. At the same time, the appeal of industrial optimization and upgrading is also the integration of production and education. The curriculum construction is to solve the problem that the integration of production and education cannot be effectively combined. From the perspective of the integration of production and education in today's society, this research on the construction of applied courses for journalism and communication majors in private colleges and universities has helped teachers to have a simple understanding of the basic direction and basic steps of future course construction. It is necessary to clarify the content and understand the principles. The correct construction of the curriculum can help students adapt to the future work and life more quickly.

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