

Training Strategies of Broadcasting and Hosting Specialty Students Based on Humanistic Literacy

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ABSTRACT. *In order to study some unreasonable phenomena existing in the cultivation of special students of broadcasting and hosting in China, and make the cultivation and selection of special students of broadcasting and hosting become more standardized and scientific, this paper argues that improving the humanistic literacy of special students of broadcasting and hosting can meet the needs of talents in today's society. Firstly, the current situation of Chinese teaching of special students of broadcasting and hosting in high schools was analysed. Secondly, from the perspective of humanistic literacy, the advantages of students' humanistic literacy in language learning were discussed, the significance of improving students' humanistic literacy was studied, and the relationship between Chinese teaching and humanistic literacy was explored. Then, the investigation questionnaire and the investigation analysis were carried out for the analysis of condition and the factor of the broadcasting and hosting specialty student's humanistic literacy; finally, through the analysis to the humanities factor in the language teaching, the teacher and the student's idea were changed. The broadcasting and hosting specialty student's training strategy in the language teaching on the promotion of the teacher and the student's humanistic literacy was proposed. The results indicated the studies provided new directions and ideas for the cultivation of the special students of broadcasting and hosting.*

KEYWORDS: *broadcasting and hosting specialty, humanistic literacy, training strategy, Chinese teaching*

1. Introduction

As a topic of constant concern, college entrance examination has undergone some changes in the composition of students with the change of educational concepts and the country's need for a variety of talents. Therefore, a variety of special students have appeared in many schools one after another, and the training of special skills has also been valued in many high schools. As a special part among the

special students, broadcasting and hosting specialty have appeared in many ordinary high schools. Their knowledge of "speech/linguistic intelligence" has a good condition, and has the intellectual characteristics of art-oriented. They show a more sensitive aspect in terms of language, vision and auditory perception, and can be developed in the television presenters, journalists, spokespersons and teachers, and such talents are indispensable to society [1].

Chinese teaching has great advantages in cultivating students' humanistic literacy, which is reflected by the characteristics and nature of Chinese curriculum. Chinese curriculum is the best way to carry out humanistic education, but it has not been paid much attention to in the cultivation of students with special abilities in broadcasting and hosting. It fails to carry out Chinese teaching based on the characteristics of students in broadcasting and hosting. There are many shortcomings in many aspects, and it has not been well integrated in the tools of Chinese and humanistic characteristics. Some are more instrumental, neglecting guiding students' humanistic spirit, and some pay more attention to humanism and neglect in guiding students' basic knowledge. Therefore, it is of great significance to study the training strategies of broadcasting and hosting students under the humanistic literacy.

2. Literature review

In order to find a sufficient theoretical basis, a lot of relevant literature were consulted and a strong theoretical support for the study was found. Firdaus (2017) used the method of literature review and interview to analyze the goal, current situation, influencing factors and cultivating countermeasures of students' humanistic literacy in physical education colleges and universities. It is believed that students' humanistic literacy is low because of the special enrolment mode, the prominent professional performance, the neglect of humanistic education concept, and relatively single campus culture [2]. Mistar et al. (2016), through the in-depth analysis of the problems existing in the language teaching, found out the hidden humanistic factors in the teaching plan, improved the teaching methods, gave full play to the role of Chinese teaching, and highlighted the position and role of the humanistic literacy of the specialty students in Chinese teaching [3]. Zhyzhko (2017), based on the school's expectations for the cultivation of students' humanistic spirit, analysed the ways of cultivating materialistic humanistic spirit, subjective moral education, subject humanistic guidance, humanization of educational methods, and connotation of humanistic spirit [4]. Ocumpaugh et al. (2016) considered that the integration of science and technology education and humanistic literacy education was the inevitable requirement of modern society for talent cultivation, and emphasized that humanistic quality education was the requirement of the times. Humanistic education plays an important role in the overall development of students, which is conducive to the improvement of students' comprehensive quality and the formation of students' scientific value [5]. Ismaiel et al. (2017) considered that the current level of students' humanistic quality and the vague orientation of the school made the pertinence of humanistic education unclear. Strengthening humanistic education is an important reflection of the idea of running a higher vocational school

and a correct choice of the school's goal so that humanistic spirit should be reconstructed [6]. Azizova (2017) focused on the connotation, objectives and ways of realizing the combination of science and humanities. He thought that the educational mode of combining practical science and humanities should develop educational theory and establish educational methodology suitable for the combination of science and humanities [7].

Through the study of the above literature, it is found that there are not many literatures about the education and training strategies of broadcasting and hosting specialty students among art candidates. Students need to learn professional knowledge, and it is a comprehensive education problem. There is still no reliable theoretical basis and feasible plan for the training strategies of broadcasting and hosting specialty students.

3. Introduction to related concepts

The advanced and core part of human culture is humanism, that is, advanced values and norms. Valuing, respecting, and caring for people is its comprehensive presentation. Dynamics is also a characteristic of humanities. It interprets differently according to cultural differences and the situation of folk environment. Its changes are accompanied by changes in society and the times. It is the core content to interpret the role of human survival while respecting the meaning of life from beginning to end. People's achievements in learning and practicing for a long time in a certain place are "literacy", which includes two aspects: function and development. Because of its value and moral awareness, it is different from quality. It is the representative of good quality. Quality focuses on the formation of acquired habits. It is believed that skills and abilities are acquired from practice and training.

Simply speaking, humanistic literacy relies on humanistic knowledge, humanistic spirit is its soul, and people's inner quality is its spirit. In the process of education, human beings attach great importance to the cultivation of human abilities by imparting human knowledge, such as learning, aesthetics, value judgment, coordination and communication, practice and innovation. The basic spirit of human civilization is human spirit, which can also be regarded as the core of human cultural life. Its core ideal is to pursue truth, goodness and beauty, and its ultimate goal is to pursue human freedom and all-round development. It can be seen that the humanistic spirit is to synthesize people's thoughts, feelings, beliefs, will, personality, ability and so on. It is also a kind of concern and pursuit for people's self-improvement.

According to the research needs, 200 students were selected from each of the broadcasting and hosting specialty students of first middle school, second middle school and senior high school in a representative area, and a questionnaire survey was conducted on the basis of random sampling.

4. Results and discussion

4.1 Investigation and analysis of the current situation of the cultivation of high school broadcasting and hosting specialty students in a certain area

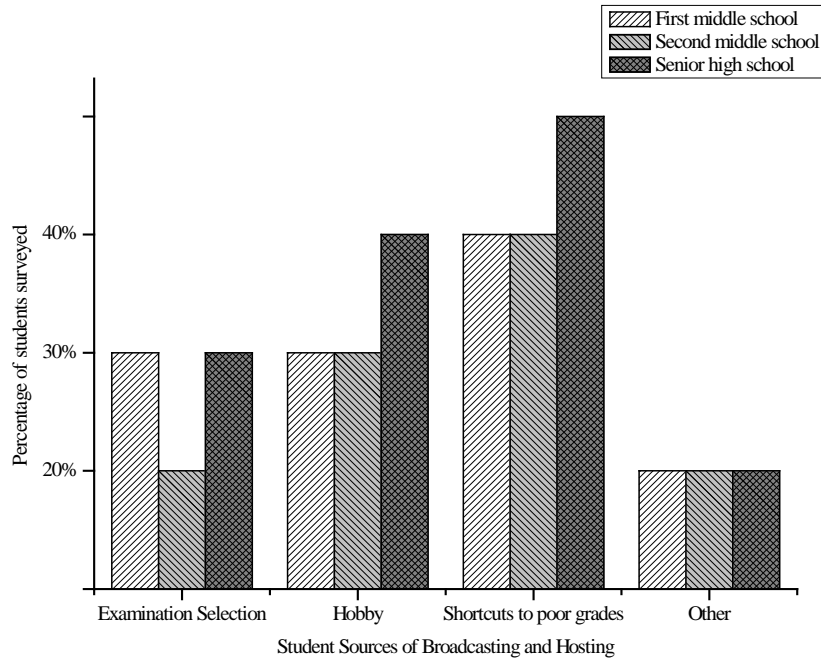


Figure. 1 Sources of art specialty students

As shown in Figure 1, from the perspective of the three representative schools, the average number of students who have really been tested and selected was 25%, the average number of students who are interested in hobbies was 35%, and the students who have poor grades and take shortcuts was 40%, accounting for the largest proportion. From the above point of view, the school set too low a threshold for students with art specialties, and did not conduct a rigorous examination of artistic talents.

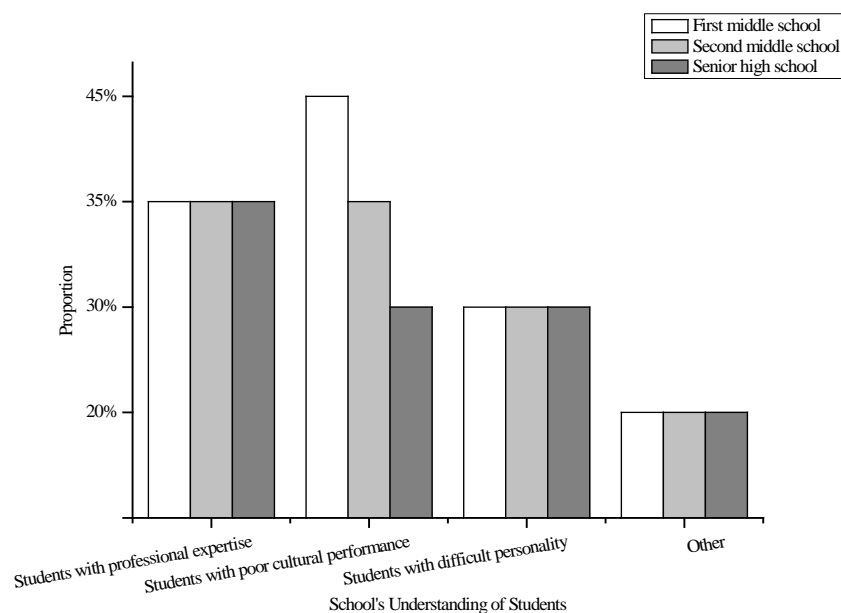


Figure. 2 School's understanding of special students

As shown in Figure 2, among the three schools, 40% thought that the students with special abilities were in a certain major, 40% believed that the students with special abilities were unsatisfactory in their academic performance, and 30% held that their personality management was difficult. In these cases, these schools were biased in their attitudes towards the students with special abilities in art and lacked correct understanding of such students.

4.2 Analysis on the influencing factors of teachers' effective teaching

Teachers teach a lesson well on the basis of a good pre-class planning of the teaching content. At present, some teachers are still very vague about the content taught by the Chinese curriculum. 80 teachers' teaching plans interviewed by the survey were analysed. Among these teaching plans, 6 stated the educational objectives, and the remaining 74 teaching plans often used "training", "Understanding", and "Mastering" (Figure 3) to plan the teaching objectives. These words are usually not clear and meaningless in expressing teaching purposes.

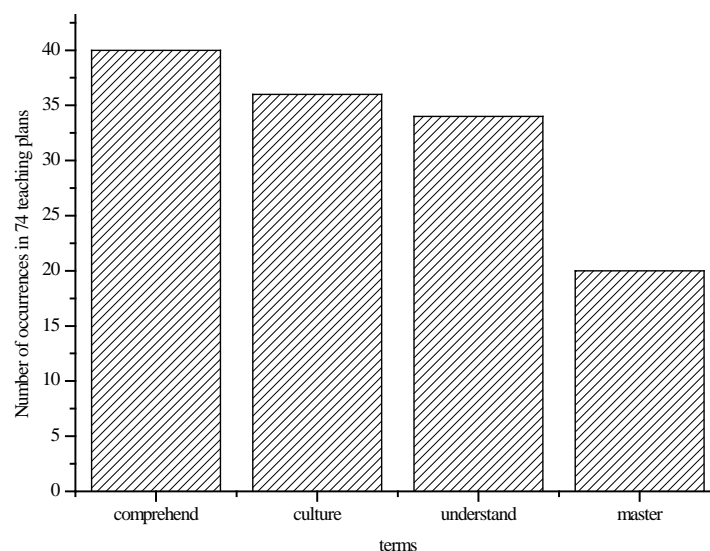


Figure. 3 The frequency of individual common terms used in teaching objectives

The expression of the purpose of teaching was confusing, especially easy to lead to confusion in the whole Chinese teaching class; teaching objectives cannot be clearly defined, so students are also ambiguous about what they want to learn. It is well known that the most concentrated period of middle school students' attention in the 45-minute classroom is 10-25 minutes after class, so during this period teachers should make students' attention focused. Thus, finding ways to concentrate students' attention so that students have a higher efficiency in learning is the focus of this paper.

4.3 Problems in the humanistic literacy of specialty students

At present, humanistic education has attracted the general attention of high school. However, there are many hidden dangers, great shortcomings and loopholes in many aspects. The humanistic literacy of art students in high school is relatively low, mainly manifested in:

Weak knowledge of humanities: At present, part of the art students in many high schools are not very ideal in junior high school culture. Their cultural level is low when they enter school, their cultural foundation is weak, and their self-study is poor. Their cultural level is not uniform, and there are many shortcomings in the ideological and cognitive aspects after they enter school. They did not seriously take learning, resulting in the unsatisfactory level of their cultural courses, lack of certain humanistic knowledge, and many common sense problems often arise, especially in writing or examination.

Humanistic ability is not strong: most art students in high schools have encountered setbacks in their previous studies, so they have great deficiencies in self-confidence. They are very inferior and weak in the ability to resist setbacks. Even though they have thought about how to improve their humanistic quality in thought, they have not done so in action, and they are beginning to lose the way in the orientation of humanistic value. As far as specialty students are concerned, they are weak in self-control and have no perseverance. They just think about it in their hearts, but they are dwarfs who never think about change.

Lack of humanistic spirit: some students have great deficiencies in understanding the value of "human". In terms of mission and destination, there are deviations in values and money concepts; individualism and money worship also appear.

4.4 Teaching strategies of humanistic literacy training for high school broadcasting and hosting art students

Re-read classical poetry and awaken the "sense of home and country". The slogan of the current education is "attaching importance to Chinese studies and restoring classics", "Poetry plays a special role in the ancient times of the Chinese nation. It is not only the representative of literature and art, but also the way of existence and expression in the long history of the Chinese nation. It is also the precipitation of the national spiritual system, the cultural structure, the mode of thinking, the wisdom of character, and the ultimate value and so on. In the teaching of poetry, it is not limited to study the ancient thought of "benevolent people love others". The most important aspect is to have a clear understanding of the mission and responsibility shouldered, to absorb the optimism and perseverance of the ancients in the face of adversity, so that their life value can be realized. Teachers should focus on these aspects.

Establish the teaching concept of "people-oriented". In terms of educational concept, the new curriculum reform advocates "people-oriented", emphasizing the cultivation of students' abilities of self-study, inquiry, independent thinking, practice and innovation, helping students' physical and mental health develop in a harmonious direction, and laying a solid foundation for students' lifelong development.

Reasonably use multimedia teaching. With the rapid development of multimedia digital in today's society, media teaching is a new way of cultural inheritance. Film and television works are adapted from many classical works. Film and television complement each other with literature. The main way for people to appreciate literature is film and television. For students, they read the original because they like a film and television work, and they pay attention to the authors of famous works. Some ancient classical works are mostly written in classical Chinese, which is a great challenge for ordinary students. The specific cultural transmission of images in the film and television media helps students to read and understand the text faster, breaking the barrier that only "cultural people" can comprehend classical teaching.

5. Conclusion

Nowadays, the competition is extremely fierce. Diploma is only an additional condition in face of ability. Real talent and practical learning are the most important. With the increasing enrolment of art students in universities, the number of students in high schools is also increasing, and the work intensity of high school teachers is increasing. Therefore, the quality of teaching is greatly reduced, and the level of art students is not uniform.

For the teaching of high school broadcasting and hosting specialty students, many high schools fail to classify art students and general college entrance examinees, and there is no pertinence in training. This paper mainly discusses how teachers should teach specialty students in teaching practice and how to improve their humanistic qualities, which has a great impact on students' future career development. Broadcaster and host are different from movie stars and singers because of their professional characteristics. They are influenced by many factors, such as public expectations, audience recognition and so on. They are highly concerned, which requires them to have good humanistic literacy.

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