

Research on the development of Journalism and communication education in Colleges and universities from the perspective of media integration

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Abstract: *With the improvement of science and technology, the concept of journalism education also needs innovation, so as to cultivate a large number of journalism talents, promote the continuous development of Journalism and make journalism more vigorous and upward. Nowadays, the news media in society are rich and colorful, such as newspaper, radio, television, Internet and so on. In the face of the deep integration of traditional media and emerging media, the demand for all media talents is increasing, and the journalism education in Colleges and universities is facing reform and transformation. The advent of new media has gradually attracted extensive attention, and network media technology has played a more and more important role in people's daily life and work. At the same time, in order to better meet the requirements of informatization, the modern media industry must be reformed in combination with the actual situation. This has laid the foundation for the in-depth development of China's media industry to a great extent. Strengthening the training of all media talents has also become the main goal of colleges and universities in promoting the development of their own news communication education. This paper discusses and analyzes the current situation of news communication reform and news education reform, and then puts forward personal views and solutions combined with reality.*

Keywords: *Media convergence; Education; Transformation and reform; personnel training*

1. Introduction

The rapid development of information technology has brought us into the Internet society, and the in-depth integration of the media industry has become an inevitable trend in the development of the media. The world is so big, but under the influence of the Internet, world news can also be known by people at any time. The characteristics of news are authenticity, conciseness and timeliness, which has high requirements for people engaged in the news industry. Therefore, it is necessary to innovate the concept of news education, optimize the training of talents, and cultivate more excellent talents for the journalism industry. It can lay a talent foundation for the development of journalism, escort the better development of journalism, and make the development of journalism continue to create peaks. The development of news media industry provides media for them to contact new things. In the face of the change of the situation, the journalism and communication major must also change the education mode, update the education concept, improve the education level and ensure the education quality. On the basis of the actual development of education, build the talent training goal suitable for the integration of media, and promote the transformation and upgrading of Journalism and communication, so as to lay the foundation for the sustainable development of Journalism and communication education in China.

The society has been constantly developing, and people's demands for news are constantly changing, so when people's demands change, the news media itself has to make corresponding changes, and take people's demands as the guide to develop popular news education. There is an inextricable relationship between technology and education. Technology expands the boundary of education and changes the way and content of education. Education expands people's imagination and exploration of technology, which makes people learn more comprehensive technical control in the fields of nature, society, culture, economy and spirit. However, humanistic studies that reflect on the control of technology on people have to chase the footprints left by technology. The basic ability of human beings to receive information: hearing, sight, and even taste, smell, etc. will continue to be explored and used, and organically receive information in the form of fusion. This is the arrival of the era of media convergence.

2. The background of media integration and the concept of traditional journalism and communication education

2.1. Refactoring of content taxonomy

In terms of the content classification of huolf app, in addition to the selected content, there is real-time information, but the content mainly starts from the Internet and extends to e-commerce, entertainment, artificial intelligence, intelligent terminal, finance, entrepreneurship, social networking, life and other aspects. However, the news sources of many news apps may only be the gossip on the microblog through "adding fuel and vinegar", ignoring the news facts. In the "extra number" column of tiger sniff, by diffraction of hot events and selection of editors, taking Notre Dame as an example, the content is divided into key words such as events, scene, reconstruction, art, history, disaster and characters. However, for the content excerpt source of each chapter, you can jump the article by clicking the corresponding position to find the source of the article and ensure the authenticity of the source, It also reflects the professionalism of tiger sniffing.

At present, China's media convergence mainly covers the communication channels, communication contents and the management of relevant news information. In the past, newspapers and periodicals mainly provided text and pictures, radio mainly provided sound, and TV stations mainly provided audio and video. On the network media platform, all collected information was electronically decomposed into information that was more convenient and quick to use and reuse. The same news can appear in various forms of different combinations of text, sound and moving images at the same time, which objectively formed diversified requirements for knowledge and skills. For example, students majoring in advertising can choose target brands in groups and complete the whole process of brand public relations from public relations research, planning, public relations implementation to evaluation. For another example, from the beginning of the freshman year, the teachers of journalism students guide and encourage students to pay attention to the mainstream media and form a media observation group to read the news, comment on the news and do the news. If we can fully recognize the rich connotation of talent capabilities endowed by media integration, and see the economic integration, social or institutional integration, cultural integration and global integration behind technological integration, we will consciously promote the "integration" of journalism and communication education, that is, scientific The unity of sex, humanity, comprehensiveness and professionalism.

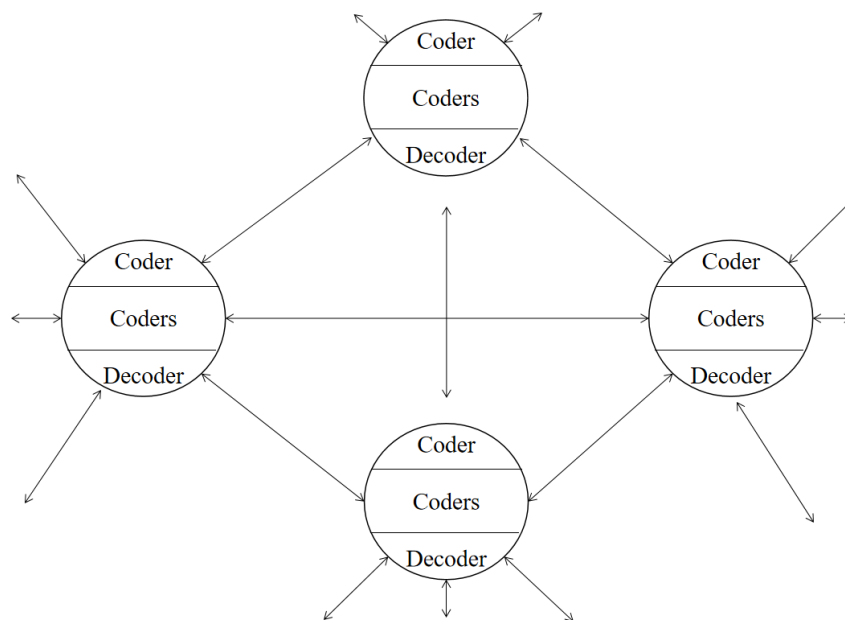


Figure 1: Network diffusion mode of new media communication

As shown in the figure above, the author believes that each party participating in the communication activities can use the new media to become a combination of the communicator and the receiver. There is no pure transmission and reception boundary. They are the main body of the communication behavior. The new media places each party in a free and equal mutual The process of disseminating information, sharing information and feedback information in the relationship is cyclical and continuous. Each party is a node. Through communication activities, it is interwoven into a huge

network in the society. Information is transmitted to the direction that can reach each network node. Staggered delivery.

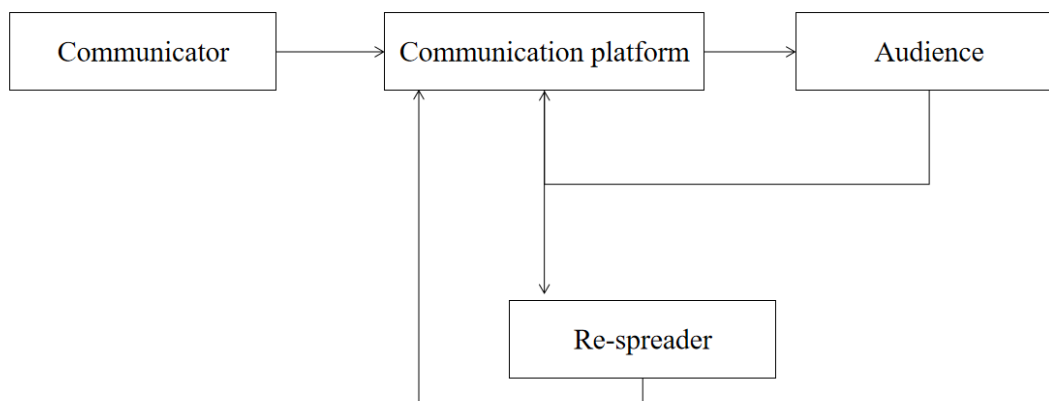


Figure 2: Basic mode of network information dissemination

The extensiveness of network media sources determines the rapidity of communication, because every netizen is a potential information publisher. Compared with traditional media, it is limited by the fixed process, layout and time period of news arrangement, while network media can publish information simply and quickly without the limitation of time and space. The rapidity of network media is especially known in the report of unexpected events.

2.2. Explore new models of traffic monetization

Online marketing has innovated the marketing mode of traditional media and effectively connected online, businesses and media platforms. In the current era of media integration, with the advent of the new media era, the media industry also has higher standards and requirements for the working ability and management level of relevant management staff. Therefore, in this process, relevant management staff need to pay more attention to their own management level. In terms of critical thinking ability, media convergence presents a new reflection object-"convergence culture", which is a kind of cultural transformation, and this transformation "... like the Renaissance, will affect all aspects of our lives. Although this ensures the stability of news work to a certain extent, in this case, the communication skills that journalists have are relatively simple; The media convergence puts forward higher requirements for journalists, who must have a variety of skills, not only interview and text editing, but also do a good job in video shooting and editing. This requirement makes journalists have to strengthen learning related skills and comprehensively improve their professional ability [2].

In addition, because the current colleges and universities in our country focus on the cultivation of students' text editing ability, they put too much emphasis on the journalism education of students in manuscript processing and laws and regulations. Therefore, under the background of the current media integration, there are obvious deficiencies in the technology of news communication workers, which is inconsistent with the needs of the rapid development of today's news communication technology. And the reason we are obsessed with professional technology is that people are more consciously accepting of its control, and the more people demand that they are not affected by uncertainty, the more willing they are to accept the rule of technology rather than freedom. Create to take risks, the more opportunities technologists have to strengthen their power. Studying the challenges and enlightenment of influencer marketing to traditional media can better promote the stable and long-term development of the traditional media industry.

3. Problems existing in news communication and news education under the background of media integration

3.1. Strengthen general education and improve professional skills

Media convergence is the result of the development of information technology in the 21st century, which brings great convenience to people's lives, so that people can understand the development of various countries and regions without leaving their homes. Under the prospect of such media

convergence, the development of news technology has accelerated the pace of people's lives and brought convenience to people's lives. For journalism and communication majors, the level of general education and professional skills will directly affect the quality of journalism and communication. Therefore, these two parts of education are also the focus and foundation of journalism and communication professional education. Only by improving the level of general education and professional skills education In order to truly cultivate high-quality news and communication talents who adapt to the background of media integration, schools must pay attention to the teaching of these two disciplines and expand students' knowledge. From one aspect of reporting to the cooperation of multiple platforms, news dissemination in the past was single and very disciplined. For example, newspapers disseminate information with only pictures and words.

Facing the transformation of journalism, we should vigorously carry out the reform of journalism education, promote journalists to change their ideas, and then make radio and television develop better. In order to achieve this goal, we first need to cultivate talents' ability of cross media communication and planning, which is also the requirement for the cultivation of journalists' core ability under the background of media integration. Some scholars interpret this kind of media integration as all-round integration and transformation of media. The expression of the industry is "all-media". Compared with the traditional media, the new generation of media spread through the Internet has achieved a fundamental change in carrier performance. Ordinary people can spread it to anyone at any time and any place by sending SMS, writing blog logs and initiating online group chat. News communication has changed from a one-way communication mode dominated by traditional media to a sharing and interactive communication mode in which professional media organizations and ordinary citizens participate together. Therefore, the media has become a platform for people to express their feelings, and the media also pays more attention to the suggestions of the audience and serves them.

3.2. The dilemma of Journalism and communication education in China

Throughout China's journalism and communication education, although it is developing in a better direction, Chinese universities and journalism and communication education institutions have not yet formed a correct understanding of journalism and communication education under the background of media convergence, and have not organically combined journalism and communication with the education and teaching mode of universities. There are still serious problems in teaching. In the actual teaching process, the relevant content of the major of news and radio and television journalism does not involve too much humanities knowledge, and is generally limited to a narrow professional field; in addition, the division of this major is very In detail, it is difficult for journalism students to have a holistic understanding of journalism and communication in actual learning. Furthermore, journalism education must conform to the rationality of social culture and democratic political development, return to the humanistic quality it should have, maintain the human-centered subject value, and comprehensively develop people's physical and mental activities, political and social, and historical and cultural aspects. , the aesthetic experience level, the human ethics level, and the value cognition at the critical spiritual level.

With the development of the Internet industry, people have received what kind of information journalists give, and now they have taken the initiative to provide information. The collective wisdom condenses together to shock people. When dealing with information, we should improve the ability of information screening, grasp the key points of a paragraph of text, and make the article short, precise and complete. A very short article can summarize the central meaning of the news and arrange many disordered and unconnected information together, This is the main requirement of educational reform for journalists in the future news media integration. Education is a hot topic in the current society. When educating students, we should not only let them learn basic theoretical knowledge, but also let them cultivate excellent quality and good moral character in their school life. Students can also study and study in groups, improve their professionalism and skills as journalists, and contribute to the development of journalism.

4. Conclusions

Journalism education contributes to the development of journalism. In the future, refined production and precise push of reserved content will be the core of Huxiu's development based on user characteristics. At the same time, increasing the amount of content by learning from other platforms' content production methods is also the key to making up for content defects and achieving user growth.

New media technology is rapidly changing the media map. It will not only change all social institutions in essence, but also reconstruct new communication forms and methods. As a journalism talent in the 21st century, you must understand the knowledge of media integration, because it may affect your career direction and path in the future. It is also the mission of news communication education to cultivate media citizens suitable for the future society and multi-functional, compound and News Communication Talents in the future media market. By constantly improving their management level and strengthening their professional skills, the staff can effectively solve the above problems and further promote the progress and development of the news industry.

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