

Discussion on the Development and Changes of Journalism and Communication Education under the Background of Media Convergence

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Abstract: The continuous innovation and change of Internet technologies has promoted the vigorous development of various types of self-media, intensified the competition and challenges of news dissemination, formed a trend of media integration and dissemination, and brought unprecedented challenges to the news system, business concepts, and news production methods. Media convergence has resulted in news integration. While it makes information integration and dissemination efficient and fast, media convergence also resulted in media convergence, information convergence, and the proliferation of false news and false information, which in some way indicates the lack of new types of talent in mass communication. In this context, there is an urgent need to change the traditional talent training mode and train journalism and communication talents who meet the needs of the times. This article will discuss the direction and path of journalism and communication education development under the background of media integration based on the needs of the times.

1. Research background

First, media integration has deeply changed the mass communication ecology. The whole online community is the media itself, which makes the medium more homogeneous and forces media to move towards deep convergence and integration. The main body of the media has changed from independent operators to joint operators, the form of media has changed from single media to multimedia integrated with interaction, the communication logic has changed from one-way communication to multi-directional super communication (fission growth), the news production model has changed from a traditional process to an integrated “central kitchen.”, and ways of information expression have become richer and more diverse. The emergence and application of artificial intelligence technologies, 5G technology, AR and VR in journalism have posed higher requirements for journalism and communication talent, and more challenges in the direction of journalism and communication talent training for us. Innovation and exploration, development and breakthrough have become the new topics facing the reform of journalism and communication education.

Second, the development of the country urgently needs communication talent. With the development of China's economy and the rise of the great nation, the changes in the world structure require more and more outstanding media talents to spread the voice of China, promote Chinese culture, let the world understand China, and let China be better integrated into the world. Journalism and communication education shoulders the important task of cultivating communication talent. It has an inescapable responsibility and mission for the future development of the journalism and communication industry and the development of national communication strategies. Changing educational models and concepts, optimizing teaching strategies, innovating teaching ideas, and broadening education channels have become the urgent tasks for the development of journalism and communication education.

2. Goals and Tasks of Journalism and Communication Education Reform under Media Integration

2.1 Having Clear Objectives and Finding the Right Direction

Clarifying the reform goals and finding the right direction are key to the reform of journalism and communication education in the context of media convergence. In his important exposition on the work of journalism and public opinion, General Secretary Xi Jinping clearly points out that the new development of the Marxist outlook on journalism is the fundamental principle and action guide for the reform and development of journalism and communication education in colleges and universities in the new era. In September 2018, the Ministry of Education and The Publicity Department of the Central Committee of the Communist Party of China issued the “Opinions on Improving the Cultivation of News and Communication Talents in Colleges and Universities and Implementing the Education and Cultivation Plan for Outstanding Journalism and Communication Talents 2.0 Guide”. The document points out that the “Opinions of the Central Committee of the Communist Party of China on Strengthening and Improving the Party's Journalism and Public Opinion” should be thoroughly implemented to strengthen and improve the construction of journalism and communication major in colleges and universities and build a world-class first-class journalism and communication major with Chinese characteristics. This puts forward clear goals and tasks for journalism and communication education: we should fully implement the fundamental task of building morality and fostering people, adhere to the Marxist concepts on journalism, educate people using socialist journalism theory with Chinese characteristics, and cultivate a large number of high-quality, all-media, and professional journalism and communication reserves who have family and national sentiments and international perspective.

2.2 Innovating Education Model Based on Practice

We should cultivate four forces talents based on practice. The development of the times has put forward clear requirements for the ability of talents, General Secretary Xi Jinping pointed out in the 2018 National Conference on propaganda and ideological work that we should constantly strengthen our feet, eyes, brain and pen, and strive to build a team of propaganda and ideological work with strong political skills, high ability, realistic innovation and ability to win battles [1]. To go deep into the grass-roots level with foot strength, to distinguish the true from the false with eyes, to think deeply with brain, and to present works with pen strength, we can become useful in practical training. Media convergence is a product based on the development of information technology, It is one of the manifestations of technology convergence[2]. Only by basing ourselves on the new platform, using new means, keeping up with the development and changes of the media frontier, strengthening cooperation with the industry, mastering new media technology, integrating and applying new media well based on the application concept of practice, the concept of era development and the concept of authenticity can we cultivate all-media compound expert journalism and communication talents.

A new mode of moral education for journalism and communication talents should be created. The complexity of the Internet media poses challenges to journalistic talents' thinking ability, ability to distinguish right from wrong, and professionalism. It also raises the moral education of journalistic talents to an unprecedented height. It is the theoretical framework of journalism and communication education in the new era to strengthen ideological guidance and value shaping, and to build a "three-in-one" journalism and communication education system of ideological and political education, professional ethics education and professional knowledge education.

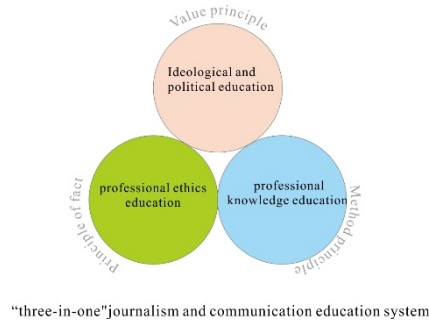


Fig.1

3. Approaches to the Reform of Journalism Teaching under the Background of Media Integration

3.1 Strengthening theoretical education and corroborating ideals and beliefs

Firstly, strengthening the education of core values and cultivating professionalism are the cornerstone and core of journalism and communication education. In the world of maximization of interests and desires, maintaining the professional ethics and moral bottom line of journalists is the basic guarantee to safeguard the authenticity of news, and the education of core values is the position of news communication, which determines the judgment of news value and the direction of public opinion.

Secondly, we should always follow the three major principles of news dissemination. The education of journalism and communication theory is based on the principle of fact, value and method, and the basic principle of journalism and communication is to speak with facts. Truthfulness is the life of journalism, and the principle of authenticity is also the main theoretical support of Marxist journalism. To cultivate the principle of authenticity in journalism and communication education, we should first use the standpoint, viewpoint and method of dialectical materialism to accurately grasp the scientific connotation and practical requirements of authenticity. Value principle is the direction, which reflects the communication attitude and interest pursuit of the communication subject. It determines the position and consciousness tendency of news and guarantees the authenticity of news. News communication is not a pure spectator communication, which pays attention to the position and emotion of the communication subject, and permeates the understanding and pursuit of justice and fairness of the communication subject. Without the right position, it is impossible to make the right news. Responding to the Party's call, reflecting the Party's program, disseminating the voice of the Party and the people, and disseminating correct values are the value of China's journalism and communication work. Therefore, it is very important to cultivate the professional quality and core values of communication talents. Specialized courses such as professional ethics and news ethics can promote students to form correct values and professional ethics, realize the importance of real news content to the people and their professional mission, so as to form the correct news ideal.

3.2 Strengthening the integration of disciplines and broadening the scope of knowledge

Humanistic literacy should be strengthened. Journalism and Communication is not only a liberal arts discipline, but also a highly integrated discipline. It is based on politics, literature, and sociology, and supplemented by economics, philosophy and management. In the training of journalism and communication talents in colleges and universities, students should not only be trained to master the theoretical basis, but also be trained to accumulate practical experience, so that students can face their own shortcomings in the process of practice, thus better improving their professional ability and professional quality, and adapting to the changes and development of the era of media convergence. In the actual teaching scenario, teachers should attach importance to the cultivation of students' humanistic perspectives, promote students' rich literary accomplishment, make students actively expand the education cause with news communication as the core, deepen the study of news communication knowledge, improve students' comprehensive quality, and improve the professional

ability of news communication.

The training of technical ability should be strengthened. In the era of media convergence, the dependence of journalism and communication on technology is stronger than ever. The lack of knowledge of engineering, science and business among liberal arts students will bring them bottleneck in future career development. The integration of arts and sciences and the complementarity of disciplines will be of great benefit to the career development of journalism and communication talents by building an interdisciplinary teaching platform, offering STEM education such as opening up computer science, artificial intelligence, statistics, economics, politics and other related courses, so that we can better train students' abilities in interdisciplinary integration comprehensively, enhance their knowledge reserves, and help them break the career bottleneck.

3.3 Integrating industry resources and strengthening teaching practice

Talent cultivation must keep up with technological development and market demand. In terms of teaching practice, the academia always lags behind the industry due to the limitation of funds, venues, technology, and equipment etc. With the further development of media convergence, traditional journalism education has not kept pace with the development of the media industry [3]. Fast dissemination and technology being the core are the characteristics of the media era. Technological changes often start in the industry. The latest technology and market demand are captured and used by enterprises first, establishing a long-term mutual complementary mechanism between academia and industry, integrating industry resources, and carrying out industry-university-research cooperation by seeking cooperation with the industry and enterprises. Through the platform of production, teaching and research, cross-border integration and industry integration are realized, the practice field is broadened, and the practical training of practical teaching is realized by using enterprise resources, so as to enhance students' ability to control real hands-on projects. Secondly, the use of advanced software and hardware resources, rich case study base, zero distance to participate in the news production process, greatly reduce the access barrier of educational knowledge points in academia, realize the trackless docking between talents and the market, and rapidly enhance the practical ability of talents.

3.4 Strengthening international cooperation and broadening international horizons

Although the high-speed information network has created a seamless connection of world information exchanges, unequal and asymmetrical transmission of information is a bottleneck for international journalism and communication due to the limitations caused by factors like information cocoon effects and people's stereotypes. For example, at present, many countries in the world misunderstand China, especially some countries deliberately fabricate false information in order to curb China's development. That the world lacks the channel to get true information on China is not conducive for China to form international influence. In the field of international communication, the basic contradiction of China's international communication in the new era is the contradiction between China's urgent need to enhance its international discourse power and the relative lag of its international communication ability. Therefore[4], in the process of talent training, it is imperative to enhance students' ability in international context, train them to have the knowledge and understanding of international news, understand the channels and marketing methods of international information dissemination, so that they can put the press and public opinion into good use and safeguard national interests.

International cooperation is a two-way street. One is to bring out excellent Chinese culture and development concepts, through planning, producing, and disseminating excellent typical domestic culture, things, characters or film and television works, to tell Chinese stories well, to disseminate Chinese voices, to enhance national self-confidence, to enhance the practical ability of talents, and to enhance international cooperation and exchanges.

Another is to introduce excellent international communication talents, experts and communication theories, establish and improve the curriculum system of "all media + international + foreign language", strengthen the social practice and international exchanges of "national conditions education + international vision". Through employing outstanding international journalism and

communication professors, journalism KOL and so on to teach in the school, offering courses in international communication education, national studies and language studies, sending teachers abroad to study and students abroad for short-term exchanges, jointly running schools with foreign high-level universities and cooperating with foreign laboratories or media companies. we can broaden our students' international vision, strengthen their understanding of international communication environment, communication standards, communication channels and communication methods, and cultivate a new force of communication with international vision.

3.5 Increasing Investment in Software and Hardware and Improving Teaching Quality

Firstly, the investment in software and hardware facilities should be increased. Advanced technologies and equipment are the basis for cultivating outstanding journalists. New media is a revolution in media technology. Factors such as technical means, equipment, software can restrict the level of teaching. It is necessary to increase hardware investment in purchasing advanced equipment, and building virtual laboratories, live broadcast laboratories, and other training and teaching platforms to create a good environment for practicing and experimentation, thus leveling students' practice, consolidating students' knowledge, etc.

Secondly, the investment in the faculty should be increased. This includes teacher training, the introduction of experts, and the mutual employment. Only by Following up with market changes, improving the training mechanism, conducting regular teaching and technical training, and ensuring that the level of teachers' knowledge keeps up with the times, can we cultivate outstanding journalism talents.

4. Conclusion

Any new media will become a traditional media in the future. When are facing the rapid technological changes and a whole new communication ecology, only by grasping the fundamentals of journalism and communication, adhering to Marxist news views and principles, actively promoting news ideals and humanistic spirit, broadening our knowledge and having emerging technologies in hand, and using correct teaching concepts and effective teaching methods can we cope with the ever-changing era and new media communication trends, and train students into “four forces” talents who excel in academic ability, technical ability, comprehensive quality and practical ability, and journalists who takes firm political stand, understands national circumstances, perform well at work, and have good qualities.

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