

Integrate the Background and Analysis of the Reform of the Journalism Curriculum System——Take the Radio and Television Directing Major of Communication University of China, Nanjing as an Example

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Abstract: Journalism education in colleges and universities needs to adapt to the challenges of the digital wave and shift to the direction of integrated journalism. Through the investigation of the industry and universities, the ability and literacy of integrated journalism talents required by the media were clarified, and the radio and television editing and directing major of Communication University of China, Nanjing was taken as an example to analyze the existing problems in its existing journalism curriculum system, so as to lay a foundation for proposing the initial reform direction.

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Since its birth, digital technology has continuously reshaped the connotation and extension of traditional media. After the long development of functional differentiation and diversification, the in vitro information system has gradually moved towards integration, and integrated news is one of the products of this trend.

First, the wave of digitalization has given birth to integrated news, and the college journalism course system needs to be reformed

On January 25, 2019, the important concept of “full-process media, holographic media, all-staff media, and full-effect media” was put forward during the 12th collective study of the Political Bureau of the CPC Central Committee. [Liu Tao et al. Fusion Journalism[M].Beijing:Higher Education Press.2021:2-3] In the same year, 13 departments, including the Ministry of Education and the Ministry of Science and Technology, comprehensively promoted the construction of new engineering, new medicine, new agriculture, and new liberal arts.

At the same time, with the technological development of artificial intelligence and big data, the media industry continues to adjust its structure and workflow, producing innovative integrated news forms such as “Avalanche” and “The Collapse of the Iconic Minaret caused by the Fire of Notre Dame Cathedral”. The research on the theory of convergent journalism in academia began in 2011 (Xu Ying, 2011), and then gradually systematized (Liu Bing, 2017) (Xu Minghua, 2019) (Janet Korotz, 2019) (Liu Tao, 2021).

Therefore, the requirements for talents in the field of journalism have changed from single to integrated and digital, and the traditional training of radio and television news talents to the training of integrated news talents is inevitable.

Second, the results of industry research and university research show that the cultivation of integrated news talents is imminent.

In order to build an integrated journalism curriculum system that is more in line with the requirements of the times, the author conducted industry research based on in-depth interviews and university research based on research and training plans, so as to understand the current situation of the industry and the literacy requirements for the required talents, and clarify the current situation and shortcomings of integrated journalism teaching in domestic and foreign universities.

1. Media: There is an urgent need for multi-skilled journalists with integrated thinking

“Modern Express” is a long-established traditional media in Nanjing, “In recent years, it has reached partnerships with high-quality platforms such as Tencent, NetEase, PEAR Video, Phoenix, and Dian Information” [Zhang Lanyu Cai Shangwei. The transformation and exploration of Modern Express under the background of media integration[J].Media.2022(8):43-44]. Among the local media in Nanjing, the media integration process of the newspaper has advanced rapidly. Ma Jingjing, director of the video news department of the newspaper, believes that graduates entering news media need to have certain news literacy. The increase in elective courses is in line with the industry’s need for multi-skilled journalists. At present, the newspaper’s fusion news is still biased towards video, and H5 and VR news are less involved.

Chen Yingying, a reporter for the Economic Daily based in Beijing, believes that media people should have a little writing skills, and they must know a little skill in writing, editing, filming, editing, etc., that is, the so-called all-round reporter.

Yuan Ling, a reporter from the financial media department of Nanjing Radio and Television Group, believes that Nanjing Radio and Television is focusing on new media, but current political news is still decent. Due to limitations such as manpower and material resources, the output of converged news is still limited to short video news. “There is new media thinking”, and the hard-working type that can “work anytime, anywhere, without picking work” is in urgent need of talents. You should also be able to edit video and interview and write skills.

2. Universities: First-class media undergraduate majors have established a relatively mature integrated journalism course system

The Department of Radio and Television Studies of Communication University of China has added the special training of “Fusion Journalism Workshop” to the training plan, so that students can master the knowledge and skills of integrated news production by producing a large number of practical reports.

The Radio and Television Studies major of Renmin University of China has designed courses that focus on the cultivation of integrated communication ability in both the core courses and personalized elective courses, such as the Whole Media Communication Experiment (I. and II.), the Principles and Applications of News Visualization, and the Audiovisual Expression of Integrated Media.

The Radio and Television Directing major of Nanjing Normal University has set up an introduction to the frontiers of media integration in the main courses of the major. The network audiovisual production module in the self-development course group includes courses that focus on cultivating integrated communication capabilities, such as integrated journalism, data journalism and information visualization. In addition to the module, relevant free elective courses are designed, such as in-depth media reporting. Nearly 40 student works in the online video creation and dissemination industry-education integration course have been disseminated on professional media platforms such as Litchi Video, Junction News, and Purple Mountain Video.

Foreign journalism education pays great attention to the dual cultivation of basic skills and digital technology. The University of Missouri School of Journalism began to innovate the teaching and practice of “new journalism” earlier, and the journalism major opened courses such as Fundamentals of Data Reporting, Digital Audio and Visual Basics for Journalists, Tools, Techniques and Technology of Visual Storytelling. Similarly, in addition to basic Broadcast Writing Bootcamp and Visual Journalism, the University of Florida journalism program also offers courses such as Multimedia Reporting and Data Literacy for Communicators.

3. Analysis of problems in the professional journalism courses of Communication University of China, Nanjing

As a college specializing in cultivating media talents, Communication University of China, Nanjing lags behind in the development of the integrated journalism curriculum system of related majors. Taking the Radio and Television Directing Major (Television Directing Direction) of the School of broadcast and Television as an example, most of the journalism course system of this major is more traditional, consisting of Journalism theory course, History of Chinese and foreign journalism, News reporting and writing, TV journalism, and Integrated news practice. Among them, only the Integrated journalism practice course offered since 2021 reflects the contemporary requirements of the “four omnimedia”.

Although there are only 32 lessons, the students have a deep understanding of fusion thinking and fusion news production, and produce such as “ Enter the 14th Shenzhen “ and “ July 1st Medal: To those who dedicate themselves to the Party and the country!” There are many other content-rich, interactive and ingenious integrated news products. However, due to the limited class hours, most of the students produce convergence of pan-content products, and there is a lack of training in the production of integrated reports (in-depth reports) with clear news attributes.

In addition to this, there are the following problems:

1. Lack of integrated journalism theory courses. The main content of the current journalism history course is still traditional news history, and there is no special chapter on the development and origin of integrated news.

2. Courses of basic news skills, such as News reporting and writing and TV journalism, homework and assessment are mainly based on traditional graphic and video news, and do not form a homework linkage mechanism with subsequent courses.

3. There are few new technology courses related to the production and dissemination of integrated news, and only one data journalism course is offered, which is only for students in the direction of online audiovisual program director, and students in other directions cannot take it. Courses on information visualization, digital typography and layout design were also not offered. Television directing students have mastered H5 news and other forms of production techniques through self-study. Due to the lack of system training, data journalism, which is a bit difficult, is less developed.

4. Lack of practical teaching mechanism and platform for industry inspection and integration of production and education. At present, the teaching practice is mainly based on in-class practical training, and the three assignments (case analysis of typed integrated news, single integrated media pan-content production, and comprehensive integrated news production practical training) have changed from easy to difficult. Although some good fusion news products have also been created, the scope of dissemination is still limited to the school. It is also difficult for students to produce fusion news on campus media platforms, and their assignments can only be reproduced by WeChat public account of the School of broadcast and Television. However, some assignments can serve the college publicity well. For example, “Listening to the Voice of Communication University of China, Nanjing “ and “Looking for Campus plants “ are all forms of integrating the beautiful daily life of the college, which is suitable for teachers and students inside and outside the school to experience and discover a different campus. There is no off-campus industry training, which does not meet the trend and requirements of the integration of industry and education.

Generally speaking, the journalism courses of Communication University of China, Nanjing are out of touch with the trend of “four omnimedia“, the curriculum system urgently needs to be reformed, and a new system needs to be established, so as to further extend the connotation and extension of integrated news theory and deepen the development of news theory and practice in the “Internet +” era.

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