

# Discussion on the Reform Path of Ideological and Political Teaching in Radio and Television Directing Major

Tai Zhang

School of Journalism, Communication and Film and Television, Hainan Normal University, Haikou 571158, Hainan

---

**Abstract:** With the deepening of China's education, China's education has entered the stage of modern development, in the context of the new era of education, the talent training of colleges and universities in China has put forward higher requirements. Under the full implementation of quality education, it is necessary to cultivate the basic quality of students as the fundamental requirement of teaching, and fully respect the development of students' individuality and initiative. In my country's higher education, the cultivation of professional knowledge and skills is only one aspect of talent training. It is necessary to emphasize the important position of ideological and political education in higher education, and organically integrate professional skills and knowledge with ideological and political teaching to promote the professional development of colleges and universities. Deepen the reform. The major of radio and television choreographer in colleges and universities aims to train talents in radio and television program choreographer, channel and column planning. It is an inevitable choice to integrate ideological and political teaching into the major of radio and television director under the new situation. Therefore, this paper explores the reform path of integrating ideological and political teaching into the major of radio and television director in colleges and universities, improves students' ideological cognition, and promotes the further development of the major of radio and television director in colleges and universities in China.

**Keywords:** Ideological and political teaching; Radio and television director major; Reform path

---

The major of radio and television choreographer in colleges and universities has a significant class ideology, which is the main position to cultivate excellent media talents for our country. Under the premise of cultivating students' professional knowledge, colleges and universities should pay more attention to ideological and political teaching and cultivate the core values of students majoring in radio and television choreographer. Based on this, in my country's higher education, as long as the major of radio and television choreographer is set up, it must be rooted in the actual situation of practical colleges and universities, and through the effective integration of ideological and political teaching into the major of radio and television choreographer, train radio and television choreographer professionals to implement socialist core values.

## 1. The Shortcomings of Ideological and Political Teaching of Radio and Television Directing Major in Colleges and Universities in China

With the continuous development of education modernization, ideological and political teaching in colleges and universities has increasingly become the key content of professional teaching, but there are also some shortcomings in the development, which affect the effective development of ideological and political teaching in radio and television directors. The comprehensive ability of some college teachers is not strong, and the importance of ideological and political teaching is not enough. At the same time, the traditional teaching concept of teachers, in the ideological and political teaching content and teaching form is not innovative enough<sup>[1]</sup>. Therefore, it is necessary to explore the reform path of ideological and political teaching in radio and television director major.

## 2. Exploration on the Reform Path of Ideological and Political Teaching of Course in Radio and Television Directing Major

Under the educational background of the new era, the development of the professional development of broadcast video

choreographer in colleges and universities should take the thought of socialism with Chinese characteristics in the new era as the basic direction, and further give full play to the advantages of China's radio and television choreographer in the mode of ideological and political teaching. to train high-quality media talents for the development of China's media industry. Therefore, in order to give full play to the effect of ideological and political teaching and improve the teaching quality of radio and television choreographer, it is necessary to explore the reform path of ideological and political teaching in radio and television choreographer, so as to provide new ideas for the development of radio and television choreographer in colleges and universities in China [2].

## **2.1 Based on Values Teaching Guidance, Establish Correct Ideology and Morality**

In the reform of radio and television editing and directing major in our country's curriculum ideological and political teaching, we must first fully clarify the content of the training program of professional courses, highlight the key objectives of curriculum ideological and political, and integrate ideological and political elements into the whole process of professional course teaching, so that the ideological and political teaching objectives in the professional course training program can be subtly integrated into the daily professional teaching, and improve the ideological and moral standards of college radio and television editing students, establish correct values, promote ideological and political education to implement systematization and standardization in the major of radio and television editing and directing in colleges and universities, and establish a certain goal program . At the same time, after the curriculum ideological and political teaching has achieved effective practice in the major of radio and television choreographer, there must be corresponding curriculum ideological and political teaching objectives. Specifically, the students majoring in radio and television editing and directing in colleges and universities should reflect the content of ideological and political education in the practice of their works, based on the core values of my country's socialism, and at the same time, they should also promote my country's excellent traditional cultural thoughts, and have these contents. Deeper understanding and understanding. The goal of ideological and political education in the major of radio and television editing and directing in colleges and universities should be based on the spirit of patriotism, the consciousness of the Chinese nation community, culture and road self-confidence.

## **2.2 Improving the Construction of Teachers and Giving Play to the Effect of Ideological and Political Teaching**

In the teaching of radio and television directing major in colleges and universities, professional teachers in colleges and universities are the leaders who impart professional knowledge and improve students' professional ability. The personal quality and teaching ability of professional teachers are the key factors that affect the overall teaching effect and teaching quality of ideological and political teaching in radio and television directing major. Therefore, colleges and universities should improve the ideological and political awareness of professional teachers of radio and television directors. First of all, it is necessary to let the professional teachers of radio and television directors in colleges and universities have good ideological and political quality and ideological and political consciousness, so as to lay a good foundation for effectively carrying out ideological and political teaching and improving teaching quality and effect. Colleges and universities can regularly organize professional teachers to participate in ideological and political education training, hire ideological and political teachers from the Party School of the Provincial Party Committee to teach college teachers, strengthen the construction of teachers' ideological and political awareness, improve the application ability of curriculum ideological and political teaching in professional course teaching, and improve the ideological and political education. The degree of emphasis on teaching. At the same time, in addition to establishing the ideological and political teaching consciousness, the professional teachers of radio and television director in Colleges and universities should further improve their own teachers' ethics and style. In the course teaching of colleges and universities in the new era, teachers should also shoulder the responsibility and mission of teaching and educating people, take the cultivation of radio and television choreographers as their own responsibility, set an example, improve the practicality of teaching, show students the quality of professional radio and television choreographers, carry forward the personality charm of professional teachers, and give full play to the power of example for radio and television choreographers .

## **2.3 Innovating Teaching Forms to Enrich the Connotation of Ideological and Political Teaching**

Colleges and universities are the main position to cultivate students' professional ability of radio and television choreographer. If the professional relevance is more prominent in the curriculum design of radio and television choreographer, it will lead to the loss of ideological and political teaching. In fact, ideological and political teaching plays an important role in higher education, and it is a teaching form that can not be ignored and abandoned. At present, in most colleges and universities in our country, except for philosophy and political science majors such as Marxist theory majors, other majors rarely involve ideological and political teaching.

In the design of major courses, ideology, morality and the rule of law are only compulsory courses in the freshman stage, and the effect of the combination of ideological and political teaching and professional course teaching is not good. Therefore, in order to implement the reform requirements of ideological and political teaching in radio and television director major, colleges and universities need Teachers majoring in radio and television editing and directing improve the application ability of ideological and political teaching, change the traditional teaching concept in the past, innovate the form of education, and enrich the connotation of ideological and political teaching. Professional teachers can list a wealth of cases in the course teaching, diverge students' thinking, and carry out ideological and political teaching through situational teaching and practical teaching. In the classroom teaching for students to lay a good theoretical foundation, at the same time to give full play to the practical knowledge of students. For example, teachers can lead students to local radio and television stations for social practice, understand the concept of television station work, understand the role of media in guiding public opinion, further cultivate students' correct values, and give full play to the effect of ideological and political teaching.

## **Concluding remarks**

To sum up, the ideological and political teaching of the course needs to further deepen the reform in the major of radio and television choreographer, give full play to the teaching effect of ideological and political teaching in the major of radio and television choreographer, let students understand the deeper value and significance behind ideological and political teaching, express students' patriotic feelings, and carry forward China's excellent traditional culture. Based on this, colleges and universities and teachers should constantly explore the reform ways of ideological and political teaching in the major of radio and television choreographer, so as to provide more ideas for the professional development of radio and television choreographer in colleges and universities in China, and train more professional talents of radio and television choreographer for our country.

## **References:**

- [1] Ma Zhiyu. Research on the Ideological and Political Reform of Radio and Television Directing Professional Courses in Private Colleges and Universities -- Taking News Interview and Writing Course as an Example [J]. *Western Radio and Television*, 2022,43(18):100-102,200.
- [2] Li Wenli. Analysis on Ideological and Political Teaching Reform of Radio and Television Directing Professional Courses in Local Colleges and Universities in the New Era [J]. *Media Forum*, 2022,5(4):118-120.

## **About the author:**

Tai Zhang , born in 1980, Han, native of Yangzhou City, Jiangsu Province, currently works in the School of Journalism, Communication and Film and Television of Hainan Normal University, associate professor, master's degree, research direction: Film and Television Art 2021 Hainan Province Higher Education and Teaching Reform Research Project Research Hnjg2021-52 on the Path and Effect of Teaching Design of "Curriculum Ideological and Political" in Radio and Television Directing Major