

# Based on the Concept of Constructive Journalism, this Paper Studies the Ideological and Political Practice Path of Journalism and Communication Courses

Shuiqin Wang

Zhengde Polytechnic College ,Nanjing Jiangsu 211106

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**Abstract:** After the term "constructive journalism" originated from Denmark landed in China, the concept is compatible, the living space is broader, the focus is on localized research and practice in the context of Marxism, and in order to find a point of convergence in the ideological and political construction of the curriculum, the positive elements of this concept are hidden in the professional basic courses, and the same direction is walked in the same direction, and collaborative education.

**Keywords:** Constructive news; Ideas & Elements; Curriculum ideology and politics; Practice paths

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## Fund Project:

This paper is the research result of the research project "Research and Practice of Constructive Journalism Concept in Feature Films", which is guided by the Philosophy and Social Science Research Fund of Jiangsu Universities, No. 2021SJA0809.

## 1. Constructive journalism is in line with the practical wisdom of Chinese journalism

In the late 90s of the 20th century, "constructive journalism" emerged in European and American countries after "public news", which was called a new round of press reform movement. Constructive journalism is interpreted as the process of news production, which adheres to news objectivism, includes positive psychology, attaches importance to proposing countermeasures, and pursues positive motivational effects [1]. "Constructive elements" include pluralistic voices, public empowerment, future orientation, and co-creation of social consensus.

Zhang Yanqiu, a scholar at the Communication University of China, first cited this concept at the second China-Africa Media Cooperation Forum in June 2014 to publish a conference draft, and since then it has attracted much attention.

The concept of constructive journalism is in line with the concepts of "correct public opinion guidance, unity, stability and encouragement, and positive publicity (reporting)" adhered to in China's news business, and can be integrated into the curriculum teaching simultaneously.

## 2. Requirements for the ideological and political construction of basic courses for journalism majors

As the basic carrier of ideological and political construction in colleges and universities, professional courses should be classified and promoted in combination with the characteristics of majors.

### 2.1 Overall construction requirements

Adhere to the guiding position of Marxism, and incorporate ideological and political education into professional courses, so that students can understand the fundamental principles of the party's news and public opinion work in the new era while learning professional knowledge.

Pay attention to the implementation and practice of the core values of socialism, combined with vivid traditional cultural stories and practical cases, encourage students to carry forward the excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture, and students can think deeply and try to solve practical problems through the study and practice activities

of professional courses<sup>[2]</sup>.

## **2.2 The combination of "explicit" and "hidden".**

Journalism and Communication covers key knowledge and theories related to journalism and communication, and the ideological and political content can be integrated into the teaching links of press freedom and social responsibility, Marxist news outlook, and party spirit principles.

The course requires teachers and students to build a "hidden" bridge, enlighten and nourish the heart, motivate each other, use the "knowledge" of ideological and political concepts to drive the "knowledge" of journalism and communication, provide students with theories and methods for interpreting news events, enhance the ability to identify right and wrong in the field of communication, and let students have the ideological and political quality and professional ethics that news communicators should have, so as to cast the soul for subsequent professional courses.

## **3. Ideological and political practice path of journalism and communication courses**

The essence of ideological and political education lies in the subtle cultivation of spirit, the gradual formation of an independent personality, and the improvement of the ideological and political content of "Journalism and Communication", which can consolidate the spiritual core for promoting constructive journalism in China.

### **3.1 Extension of the concept and integration of course content**

#### **3.1.1 Humanistic care, social responsibility**

Constructive journalism emphasizes the function of news media to watch over and integrate, and pays attention to promoting national development, while journalism and communication advocates humanistic care and social responsibility, which is reflected in students' ability to pay attention to current affairs, care about people's livelihood, care for vulnerable groups, adhere to the authenticity of news, put an end to paid news, weigh the relationship between technology, art and humanities, have a reflective spirit, adhere to the principles of truthful, comprehensive, objective and fair reporting, and safeguard the interests of citizens.

The boundaries of press freedom require media professionals to shoulder social responsibilities and encourage people to be upward and good, and students can focus on garbage classification, CD-ROM action, low-carbon development, ecological environment and other phenomena, so as to promote the harmonious coexistence of people and people, and people and nature.

#### **3.1.2 To serve the society**

Professor He Risheng, a journalist in Taiwan, believes that the duty of journalists is to "construct" social progress, even if they report negative news, they must find positive examples, so as to achieve "reporting the truth and guiding the right", invest in the media of constructive news reform, advocate public participation, seek support from all parties, and promote social consultation and dialogue.

### **3.2 Exploratory ideas for curriculum teaching**

#### **3.2.1 Moisturize things silently and integrate into the curriculum objectives**

The major of news gathering, editing and production of higher vocational education focuses on cultivating high-quality technical and skilled talents with firm ideals and beliefs, good humanistic qualities, professional ethics, innovation consciousness and craftsman spirit, strong employability and sustainable development ability, and can be engaged in reporters, editors, cameramen, publicity, planning and other work.

The objectives of the Journalism and Communication course include three aspects: knowledge, ability and quality. The knowledge objectives require students to understand and master the relevant knowledge of journalism and communication, and be able to use the basic principles and principles of journalism and communication to analyze news phenomena and guide journalism practice.

The competency objectives require students to understand the characteristics and laws of news communication activities, understand the nature, characteristics, tasks and roles of journalism, grasp the role and responsibility of journalists, and lay a theoretical foundation for learning other courses.

Quality objectives: Let students develop the habit of paying attention to society and reading news, cultivate students' ability to interpret news, and improve students' sensitivity to news, social insight and observation.

Teachers are required to guide the practice of constructive journalism with the ideological and political concepts of the curriculum, and teachers are required to guide students to transform professional knowledge into inner virtue, gradually improve their own spiritual system, and externalize it into the discourse expression of "upward" and "good".

#### **3.2.2 Topic selection and planning should be based on the overall situation and stand high**

An excellent media work must have positive energy, true emotions and cultural heritage, and cannot be kitsch or curiosity.

Journalism students should have a sense of the scene, go to the place where the news happens, and explore the facts. It is necessary to stand high, based on the overall situation, close to the masses, pay attention to important issues of the country and society, policy dynamics, and explore new issues in the new era.

Driven by the strategy of seeking breakthroughs in constructive journalism and seeking the concept of human development, specific criteria are introduced for the topics reported by students: they can stimulate the interest of the audience, arouse social attention, have the correct orientation, have positive and healthy content, are close to the reality of college students, reflect the core values of socialism, and are full of enlightening significance.

### **3.2.3 Positive emotions are connected**

The course carries out various forms such as daily news broadcasts, group self-made news columns, and student teaching assistant groups, interspersed with impromptu interviews, press conferences, reporter connections and other interactive links, so that students can master professional knowledge and use it flexibly.

In teaching the history of Chinese newspapers and periodicals, Chen Duxiu wrote "Warning to Youth" as the magazine's publication in Volume 1, No. 1, "Youth is like early spring, like the rising sun", encouraging students to follow the party and follow the light, and at the same time, the newly revised "Professional Ethics Code for Chinese Journalists" in 2019 and Wang Guowei mentioned in "Words in the World" mentioned "three realms". Positive elements such as psychological counseling are skillfully integrated into classroom teaching.

## **4. Concluding remarks**

Tang Xujun, director of the Institute of Journalism and Communication of the Chinese Academy of Social Sciences, believes that constructive journalism is in line with China's basic national conditions and the practical concept of the mainstream media, and can even be regarded as a new pursuit of Chinese media in the new era and new stage. In order to prevent professional media professionals from being dissolved in the wave of shifting to a new "socially dominant paradigm" of public communication, the course of journalism and communication can integrate the concept of constructive journalism into the course ideology and politics, cultivate the constructive consciousness of professional media personnel, face the shortcomings of society, organize all parties to promote the formation of solutions, build a harmonious society, and highlight the watchfulness and responsibility of news media.

## **References:**

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