

The Value and Practice of Integrating Chinese Excellent Traditional Culture into Broadcast Teaching

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Abstract: At present, our country's excellent traditional culture is gradually Renaissance, integrating Chinese excellent traditional culture into the broadcast host teaching can improve the broadcast host major students' cultural literacy effectively, but also realize our country's excellent traditional culture inheritance and development. In addition, it is also necessary to consider how to meet the spiritual and cultural needs of professional students, so as to reflect the practical value of integrating excellent traditional Chinese culture into the teaching of broadcasting and hosting majors. In this regard, colleges and universities need to carry out in-depth analysis of the existing problems of broadcasting and hosting teaching, and integrate Chinese excellent traditional culture into the practical measures of broadcasting and hosting teaching, so as to realize the better inheritance and development of Chinese excellent traditional culture.

Keywords: Chinese excellent traditional culture; Broadcasting and hosting; Integrate into teaching; Value; Key points of practice

Introduction:

The history of Chinese excellent traditional culture has accumulated thousands of years. Integrating it into the teaching of broadcasting and hosting major in colleges and universities can improve students' reading ability and humanistic accomplishment, build students' good personality, cultivate students' good comprehensive accomplishment, and realize the spread and promotion of excellent culture, which opens up a teaching innovation path for training compound talents in China.

1. The value of integrating excellent traditional Chinese culture into broadcast teaching

1.1 Consolidate the soft power foundation for broadcasting and hosting teaching

Integrating excellent Chinese traditional culture into broadcasting and presiding teaching can effectively meet the development needs of modern society, but also realize a broader cultural promotion and inheritance, and provide support for the rejuvenation of China's excellent traditional culture. With the development of global diversification, China's excellent traditional culture needs to adopt different ways to spread, and explore more ways to carry forward. In this regard, it is a good way of communication to integrate into the excellent traditional Chinese culture through broadcasting and presiding over the teaching class. In addition, it is necessary to make full use of Internet equipment to ensure the expansion of the dissemination scope of China's excellent traditional culture, and at the same time improve the professional quality of broadcasting and presiding students, and improve their professional ability of broadcasting and presiding during continuous communication and explanation. Thus, the goal of carrying forward outstanding traditional culture of our country has been realized ^[1].

1.2 To help broadcast and host teaching to spread excellent traditional Chinese culture

Under the background of the new period, incorporating excellent Chinese traditional culture into broadcast and host teaching in Chinese universities can not only improve students' professional ability, but also realize the inheritance of excellent traditional culture, this process can clear the development direction of excellent traditional culture in China, but also expand the scope of dissemination to make more people understand China's excellent traditional culture. It can be found that integrating the excellent traditional Chinese culture into the teaching of broadcasting and hosting in colleges and universities is a very ideal mode of communication, and at the same time, it can make students get a good exercise and consolidate the foundation of broadcasting and hosting.

1.3 Expand the connotation and extension of the cultural value of broadcasting and hosting

Broadcasting and hosting majors can realize the communication through multimedia channels, which can realize the connotation and extension of its professional cultural value, and has excellent cultural inheritance effect. In this regard, adopting the media sound language communication mode in the professional course of broadcasting and hosting in colleges and universities can improve students' personal broadcasting and support ability, and at the same time, they can have a deep understanding of excellent traditional Chinese culture, so as to improve students' professional broadcasting and hosting ability, and bring positive cultural identity influence to the audience. At the same time, this way of cultural transmission is more personalized and can stimulate students' interest in learning, which is very conducive to the spread of excellent traditional Chinese culture [2].

2. The key points of the practice of integrating Chinese excellent traditional culture into broadcasting and hosting teaching

2.1 Diversified teaching models

When broadcasting and hosting teaching, teachers should keep pace with The Times, combine with modern teaching equipment, develop diversified teaching modes, make full use of information technology, innovate teaching modes, improve the level of diversified teaching modes, stimulate students' interest in learning, and participate in classroom learning independently, so as to deeply explore the inner essence of excellent traditional Chinese culture. To provide support for the future development of students majoring in broadcasting and hosting. In addition, teachers need to make teaching plans according to the individual needs of students. In this regard, it is possible to actively guide students to carry out learning activities hosted by broadcasting through a variety of network teaching platforms, integrate excellent traditional Chinese culture into practice, and organically combine the two. Excellent ancient poetry can be used as teaching materials for broadcasting and hosting. The process of students reciting in the broadcast process is the process of transforming the reciting content into their own cultural heritage. Finally achieve the educational goal of cultivating excellent broadcasting hosts [3].

2.2 Optimize the broadcasting and hosting course system

Influenced by the traditional broadcasting and hosting teaching system, some colleges and universities will have the problem of imperfect teaching system and fail to enhance students' awareness of instilling excellent traditional Chinese culture. In this regard, teachers need to optimize the course system of broadcasting and hosting in colleges and universities to achieve the efficient integration of the two, so as to lay a solid foundation for the smooth development of broadcasting and hosting professional classes, ensure the uniqueness and independence of teaching content, and become the finishing touch of the overall professional teaching in colleges and universities. For example, in performing activities, colleges and universities adopt mixed teaching and broadcasting mode to guide students to broadcast and read excellent traditional cultural works, so as to consolidate the cultural foundation of students majoring in broadcasting support, enhance professional skills, and fully reflect the educational effectiveness of excellent traditional Chinese culture [4].

2.3 Improving the teaching level of teachers

The professional skills of broadcasting and hosting teachers in colleges and universities are also very important, which requires teachers to have profound traditional Chinese culture. In this regard, it is very important for colleges and universities to improve the teaching level of teachers, which can ensure that the excellent traditional Chinese culture is fully integrated into the teaching hosted by the radio and improve the humanistic quality of students. Not only that, colleges and universities also need to improve the construction of teaching staff, teachers need to constantly enrich their "knowledge base", reflect the connotation of excellent traditional Chinese culture, and play a role in cultivating students' professional broadcasting ability.

First of all, teachers need to have a strong level of information technology operation, colleges and universities also need to regularly carry out relevant teaching skills training activities, so as to improve teachers' professional teaching ability, so as to fully reflect the value of integrating excellent traditional Chinese culture into broadcasting and hosting teaching.

Secondly, colleges and universities need to hire teachers with profound cultural heritage in broadcasting and hosting, and set high hiring standards to improve the professional grade of broadcasting and hosting, and thus enhance the influence of students in society [5].

2.4 Introduce multiple evaluation methods

Chinese excellent traditional culture can fully reflect the spiritual civilization of our country, as an important symbol of Chinese national civilization, has imperceptibly affected people's lives. In this regard, college teachers can introduce multiple evaluation

methods, enrich teaching content, and expand students' learning ideas, so that students can view broadcasting and hosting major from different perspectives, cultivate noble humanistic qualities, improve the comprehensive ability of students majoring in broadcasting and hosting, and realize the good transmission of excellent traditional culture, fully displaying their own unique charm. Consolidate the foundation of China's excellent traditional culture to carry forward. Not only that, this process can also test students' academic performance, can more accurately understand the actual learning situation of students, teachers can more accurately formulate teaching plans, give students targeted guidance, and ensure the innovation of teaching evaluation methods hosted by broadcasting. In addition, colleges and universities also need to improve the diversified evaluation system, carry out different broadcasting and hosting courses according to students' personalized learning needs, so that students can fully understand the richness of excellent traditional Chinese culture, and then mobilize students' interest, carry out independent exploration and learning activities, and improve students' cultural literacy in continuous exploration and learning. At the same time, teachers can also adopt the teaching method of mutual evaluation or other evaluation to obtain accurate evaluation results, which is more conducive to students' real understanding of themselves, knowing their actual ability, and constantly improving themselves, so as to consolidate their professional foundation of broadcasting and hosting, and improve the core ability of professional talents in future industries ^[6].

In Summary:

To sum up, integrating Chinese excellent traditional culture into broadcasting and hosting teaching can make students fully grasp cultural thoughts and consolidate China's excellent traditional culture inside information. Teachers need to adopt diversified teaching methods in order to fully mobilize students' learning interest and then improve students' professional ability, so that students can create more excellent broadcasting and hosting works through different means, take up the great mission of inheriting excellent Chinese traditional culture in our country and realizing the great goal of carrying forward excellent Chinese traditional culture.

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