

# Discussion on the Direction and Ways of Teaching Innovation of Literature Courses for Journalism Majors at Higher Vocational Level

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**Abstract:** Compared with the general university journalism major, the purpose of higher vocational journalism major is to cultivate professional talents. Therefore, the focus of literature courses for journalism majors is to transform students' cultural knowledge into professional skill knowledge. This paper starts with the current problems of literature courses of journalism major in higher vocational colleges, and at the same time, improves its teaching methods to achieve the purpose of cultivating professional talents.

**Keywords:** Higher Vocational Level; Journalism Major; Curriculum Innovation

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Now it has entered the information society, so the ability requirements of journalism students will be improved accordingly. At present, for higher vocational colleges, training applied talents is the main goal of school teaching. In essence, journalism major needs to cultivate basic professional ethics and professional ability. First of all, professional ethics is one of the most important courses for journalists. In today's chaotic information, journalists need to always keep truth of the information and put an end to public opinion. Secondly, professional ability is the basic ability of journalists. For students majoring in journalism, in addition to the agility of news, they also need to have a good writing style to record the truth and spread. Therefore, literature courses of journalism major are the main courses.

## 1. The main content of literature course

The literature courses of journalism major mainly involve the study of basic knowledge and the cultivation of writing ability. Among them, the main contents of literature courses include the study of historical background knowledge, the study of writing basis, and the supplement of materials. The study of historical background knowledge can cultivate students' ability of criticizing events. The work of journalists, to a certain extent, like writers, needs to analyze the events in detail and bring about deep thinking about them. However, the role of journalism is not only to spread the truth, the most important thing is to convey the views in line with socialist values. The study of writing basis is the basic ability of journalism. For a complex event, how to narrate the event in a certain order in detail so that readers can clearly understand the context is one of the important tasks of journalism. Just like the learning method of writing, journalists also supplement Chinese materials, which will improve their writing ability from other side.

## 2. Problems in the teaching of literature courses

### 2.1 The content of literature courses is complex

For higher vocational colleges, the study of literature courses should be corresponding to the future career development. However, the curriculum arrangement of literature in journalism is very complicated. In terms of the times of literature curriculum arrangement, each era has its own outstanding style of works. Like the traditional ancient poetry in China, poetry was mainly used in Tang and Song Dynasties, while song and Fu were

mainly used in Yuan Dynasty. Novels were popular in Ming and Qing Dynasties. At the same time, the different forms of works make the major elements appear different. When the school arranges the curriculum, if all literature courses are taught. On the one hand, the teaching content is complex and various, which will cause students' academic pressure. On the other hand, in the case of many courses and no focus, students will also appear tired of the psychological state.

## **2.2 Unclear teaching objectives**

The teaching goal of literature courses is to improve students' cultural heritage and empathy. At present, the teaching objectives of journalism literature courses in higher vocational colleges are not clear, and the orientation of the school itself and the needs of students are not considered. In the case of unclear teaching objectives, it will cause problems in students' learning. First of all, without a clear teaching goal, school curriculum or teacher curriculum will be more personal. In essence, students' learning in higher vocational colleges is mainly based on personal ability and personal ideal, which should not be restricted by schools and teachers. Secondly, without a clear teaching goal, some students' learning will be lax.

## **2.3 The teaching plan is not perfect**

At present, higher vocational colleges do not pay enough attention to the cultivation of students' time ability. Generally speaking, the length of schooling in higher vocational colleges is three years. Most of the first two years are for school study, while the third year is for social practice and personal professional ability development. However, a large number of colleges and universities have not arranged internships for students. Therefore, the teaching plan of some higher vocational colleges is not perfect. Secondly, the cultivation of students' practical ability in school is not perfect. In the process of teaching, teachers only pay attention to the dissemination of knowledge, but they don't pay enough attention to students' practical ability in school. Finally, some of the teachers are casual about the arrangement of the examination. Most people in the society think that the students' learning ability in higher vocational colleges is not strong, which leads to some teachers' loose mood in the curriculum arrangement. This kind of emotion not only affects the arrangement of the course, but also simplifies the teacher's examination of students. Therefore, the examination will appear in the examination question is simple, does not highlight the student ability training goal.

## **2.4 Teachers did not communicate with students actively**

At present, there is a general trend in higher vocational colleges that the communication between teachers and students is not enough. Generally speaking, the teacher's class becomes task-based teaching, while students only have the opportunity to communicate with the teacher in class, and it is difficult to find a teacher in other time. For the students who have just been liberated from the high school teaching mode, this teaching mode will cause a long time of maladjustment before cultivating good learning habits, and lead to students' weariness.

## **2.5 Teachers' teaching ability**

Under the premise of the national trend, the entry threshold of teachers is rising. Similarly, the threshold of teachers in some higher vocational colleges should be raised accordingly. But there are still some schools in the situation of unclear position, and there is not clear threshold for teacher's recruitment. In addition, for in-service teachers, the current rapid development of new media, not only the ability of students to improve, the teaching ability of teachers will also be improved accordingly. However, teachers in some colleges and universities do not carry out professional ability training, and their own ability is not developed, which will directly hinder the development of students' ability.

# **3. Solutions to problems**

## **3.1 Developing detailed course objectives**

Literature courses involve a wide range, so in order to carry out centralized teaching, schools or teachers can carry out detailed curriculum objectives according to the corresponding career planning. The main purpose of career planning for journalism major is to spread real information to the public. Therefore, the learning goal of

literature courses can start from improving students' writing ability. Secondly, the arrangement of various literature courses is related to journalism. For example, the historical background and evolution of news, as well as the types of news in different situations, can be the content of literature courses. Finally, detailed course objectives need detailed examination objectives. Starting from the training objectives of higher vocational colleges, both the usual performance and the final assessment results should be based on the assessment of students' basic ability and practical ability. Among them, the assessment of practical ability should not be limited to the centralized assessment of the last academic year, and the corresponding practical assessment should be arranged step by step in other academic years. If the reality allows, the assessment of teachers can be related to the latest teaching content.

### **3.2 Improvement of teachers' professional ability**

The premise of improving or innovating the teaching methods of literature courses can be to improve teachers' professional ability. On the one hand, the current situation of science and technology leads to the increase of complexity and confusion of information, so teachers should have the corresponding discrimination ability in the face of such chaotic information. On the other hand, the addition of new media has led to earth shaking changes in the way and speed of information dissemination. Therefore, in the era of financial media, teachers should change the form of traditional news media and integrate into the new information age. Therefore, teachers who go out of school should also increase the corresponding professional knowledge learning according to the change of form.

### **3.3 Improving the communication between teachers and students**

At present, in higher vocational colleges, the frequency of communication between teachers and students is gradually decreasing. There are mainly two reasons for this situation: The first reason is the mentality of teachers. Most teachers' teaching goal is only the completion of personal tasks. However, in essence, teachers should have the corresponding professional mentality. The reason is the students' mentality. Because of the social evaluation of higher vocational colleges and students' personal requirements for their own ability and future planning problems, students have a negative and slack mood on learning. Therefore, to change the current teaching situation, we should first actively improve teachers' teaching mentality. The second is the enthusiasm of students in class, to change their own "backward" mentality. In addition, improving the communication between teachers and students is not to turn teachers into "nanny" teachers, but to improve students' learning ability in a step-by-step way from the perspective of ability.

## **4. Conclusion**

In the era of high-speed information dissemination, the corresponding personnel are needed to improve their ability. In order to innovate the teaching form of literature courses for journalism majors in higher vocational colleges, we should start from the current situation and put forward targeted solutions, so as to cultivate the application-oriented talents in the new information age as the goal and improve the quality of teaching.

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