

Research on the Countermeasures of News Communication Education for Meeting the challenges in the Era of Media Convergence

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Fund Project: Shaanxi Social Science Foundation Annual Project "Research on the Promotion of Shaanxi Foreign Cultural Communication Ability" (Project No. : 2019N002); The 12th Five Year Plan of Educational Science in Shaanxi Province; Research on the Guidance Path of Shaanxi Media Public Opinion (Project No. : SGH13160).

Abstracts: Science and technology are constantly updated, and the media are also constantly updated and integrated. News communication is developing rapidly in the direction of media integration. However, there is an obvious gap between the education of news communication related majors and the social requirements for related professions, which means that it is unable to meet the needs of news communication talents in the period of media integration. Based on this, on the basis of in-depth analysis of the current education problems, this paper deals with the challenges of the era of financial media, and explores the corresponding teaching reform countermeasures, hoping to help the relevant colleges and universities to optimize their own professional system, so as to improve the education quality of news media majors and help the sustainable development of China's news communication industry.

Keywords: News Communication Education; Media Convergence; Educational Reform Countermeasures

1. Introduction

In today's society, all industries are undergoing transformation and development, and the media industry is also developing and changing rapidly. Today, with the rapid development of information technology, the media is constantly innovating and the communication channels are very diverse, which makes the traditional news communication suffer a huge impact. At the same time, media convergence puts forward high requirements for the ability of journalism and communication talents. Specifically, we should strengthen the information communication thinking and cross media work ability of students of relevant majors, and require relevant talents to have the information communication thinking of the new era, so as to update the communication concept in time, clearly integrate media thinking, and grasp the characteristics and attention direction of audiences in the new era. It needs to have the ability to transform information according to the requirements of different channels, in order to enhance the dissemination and influence of news information in an all-round way in the era of financial media. Therefore, in order to promote the healthy development of Journalism and communication education and the whole industry, it is necessary to carry out integration and innovation from the aspects of education to realize the optimization and reform of journalism and communication education in the media era, so as to meet the development needs of journalism and communication industry in the media integration era. Nowadays, China's diversified media is booming, and media convergence is the inevitable direction of media development. With the popularity of 4G and the rapid development of 5G, as well as the continuous updating and popularization of various electronic products, it provides a very favorable condition for media convergence and the dissemination of media information. Traditional media such as newspapers and television and information media also begin to merge. It greatly enriches the communication mode of media information. In the era of media convergence, the role of news communication has also begun to change. In the past, traditional news media such as television and newspapers played a dominant role in information communication, and the related work of

journalists and editors was also very clear. After the new media was widely accepted by the public, based on network communication, the communication of all kinds of news has been free from the limitation of time and space, coupled with the diversification of network communication channels. This makes great changes in the career development related to news communication, which requires journalists and editors to have more comprehensive working ability. For example, editors should have the ability of editing, proofreading and publishing manuscripts, as well as the corresponding computer operation ability. They should be able to reasonably map news releases, and also have certain sound and image processing ability. It can be seen that media convergence does put forward a very high demand for journalism and communication talents, so it is necessary to cultivate journalism and communication talents suitable for the times with the help of higher education.

2. Analysis of the problems existing in journalism and communication education in the era of media convergence

In the era of media convergence, the challenges faced by journalism and communication education are diverse, both from the external environment and their own education. The challenges brought by the external environment are mainly caused by the development of the media industry, which makes the traditional professional education unable to meet the talent needs of the industry. This is also the main reason for the reform of journalism and communication education:

2.1 The curriculum system is out of line with the development of the industry

Many colleges and universities in the construction of news and communication courses, the investigation of related industries is not enough, resulting in their own curriculum system around the traditional media, did not adapt to the development of the times to make corresponding adjustments, and some schools want to make adjustments in the curriculum system, but the existing professional teaching materials cannot meet the use requirements, and the specific performance is that the theoretical content is too old. However, the practice content related to new media is very few. In addition, the development of media technology is very rapid. The latest content excavated by teaching materials and teachers themselves is likely to be out of touch with the development of the industry before it is presented. Therefore, theoretical innovation and practical teaching are very difficult. At the same time, because students are the main audience of cutting-edge media platform and information, they are easy to detect the disconnection between their professional content and the development of the actual industry, which may lead to their insufficient interest in teaching content and low satisfaction with professional education.

2.2 Unreasonable structure of teachers

Most of the existing teachers of journalism and communication in many colleges and universities, whether they are from professional background or transferred from other disciplines, are trained by traditional media knowledge rather than growing up in the new media era. Therefore, even if they have high professional quality, they cannot match the requirements of the media for teachers' knowledge and skills. At the same time, although many teachers actively absorb new industry knowledge in teaching practice, the new industry knowledge they teach is lack of systematicness, theory oriented, and their practical ability is very weak, so that they cannot effectively carry out the practice teaching consistent with the development of the industry.

2.3 Aging of teaching form

The teaching content of news media in many schools is out of touch with the times, and the teaching form is not consistent with the educational theory and mode advocated by the new era. Classroom teaching is still dominated by teachers, and the teaching mode is mainly based on PPT explanation, emphasizing theoretical teaching, lacking practical activities and students, and not paying enough attention to students' professional interest and learning autonomy. The lack of interaction with students in the classroom, the use of new media teaching means is too single. In the new era, students have a deeper understanding of the Internet and are more familiar with new media tools. If the teaching contents and methods fall behind the students' life experience, students will naturally lose interest in learning, or think that the teaching content is difficult to keep pace with the times.

3. The reform and innovation of Journalism and communication education in the era of media convergence

3.1 Updating teaching concept

Colleges and universities should update their professional education concept based on the development trend

of media convergence and journalism industry. First of all, we should fully realize the necessity of the reform of Journalism and communication education in the new media environment, and fully reflect on the problems existing in our own teaching ideas and curriculum system. Then we can reasonably adjust the teaching objectives and curriculum system, and reasonably supplement and delete the educational content; Secondly, in the course teaching and various activities, we should fully infiltrate the concept of media integration, use more modern equipment to present in a variety of new media forms, so as to make the teaching methods more rich and interesting. We can also make use of online teaching and other new teaching modes, so that students can better contact and learn relevant knowledge in the new media environment.

3.2 Strengthening the integration of courses and paying attention to the cultivation of students' news literacy and ability

New media convergence broadens the way of news communication, so talents engaged in related work also need to have more comprehensive ability. In addition to mastering basic news communication knowledge and work skills, they also need to have enough understanding and broad vision of new media industry, and be able to learn new news communication knowledge and skills flexibly and rapidly according to the industry development and work demand. Therefore, it is necessary to strengthen students' relevant abilities in higher education. At the same time, we need to strengthen curriculum integration and hold various activities, such as news editing competition, micro film competition and advertising design competition, to train students' practical ability of active learning and flexible application of knowledge. Curriculum integration can start with curriculum design and add interdisciplinary courses, such as appropriately increasing the knowledge of computational advertising and social news, in order to help students master other knowledge and skills of the media industry while mastering editing, interview and other knowledge

3.3 Strengthening talent exchange

The importance of information resources has been fully magnified in the network era. In order to strengthen the exchange of knowledge and skills among talents, we should also strengthen the exchange of talents in education. In terms of teachers, teachers of Journalism and communication should be integrated to encourage interdisciplinary and interdisciplinary teaching exchanges among teachers of various professional courses. Academic exchanges can be carried out in the form of workshops according to research interests. Interdisciplinary teachers can be recruited in a scientific research project to carry out innovative research. For students, they can break the existing rules of course selection, break the professional boundaries, and encourage students to choose courses across majors according to their interests and career development plans.

4. Conclusion

To sum up, in the era of new media convergence, journalism and communication education is faced with many challenges. In order to adapt to the development of the industry and the requirements of related professions for talents, journalism and communication related majors in colleges and universities should actively reflect on their own educational problems, and fully conduct professional investigation and industry investigation, so as to carry out all-round optimization and innovation from educational ideas, objectives to teaching modes and methods, and ultimately improve the level of Journalism and communication education.

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