

Integration and Innovation of Practical Teaching of Media Specialty in Higher Vocational Colleges

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Abstract: Facing the current media environment and industrial chain, the ideas and measures, to strengthen the production and service integration, so as to inject innovation connotation and vitality into the high quality development of major.

Keywords: Higher Vocational College; Media Major; Practical Innovation

1. The background of the practice teaching of higher vocational media major

1.1 The media industry in the forefront: to re—understand and define the media and media industry

The current media is a comprehensive concept, it includes a variety of forms of media equipment and information infrastructure, also includes a variety of media forms or media organizations, including content production and data storage institutions, etc. , is a variety of media forms, social forms and various social forms. Social information system and the global information system of interconnected interaction system.

The media industry is an enterprise cluster formed by producing and spreading all kinds of information content products existing in the form of words, graphics, art, language, image, sound, digital, symbols and so on, as well as enterprises providing various services in accordance with market—oriented ways. According to the media form and function, the media industry can also be subdivided into several industries, such as newspapers, periodicals, books, television, radio, film, portal, network video, online games, search engine, social media, We media, platform media and other industries.

China’s media industry is expected to maintain double—digit growth over the next five years. In the future, the media will develop in the direction of “intelligent media, popular communication, high—quality content, personalized service, advertising programming, industrial pan—entertainment, industry cross—border, market centralization, international operation, and regulatory self—regulation”. “We Media” has become an important means for major platforms to expand their territory and compete for the right to speak.

The development of new media technology leads the society to enter the era of public communication. The media industry is experiencing the transformation from news communication to public communication, and the demand for social public communication talents continues to increase. “One specialty and multiple energy” financial media communication talents are highly favored, and the importance of ability and experience—oriented professional quality is demonstrated.

1.2 Higher vocational media education: the precipitation and accumulation of inheritance and development of professional practice teaching

The structure and quality of the teaching teachers have been improving, and the professional quality and skills of the teaching team are getting better day by day. The double—teacher teaching team has accumulated rich achievements in industry education and research, and the results of professional social services have been gradually expanded.

A professional practice system, platform and mechanism adapted to the industry and market dynamics has been built. It has strengthened the connection and interaction between the professional and the market, and enhanced the professional industrial docking efficiency and market service ability.

The diverse professional practice teaching system and mode of higher vocational education integrating major and industry, teaching and research and project of schools and enterprises is constructed.

An ubiquitous practical teaching structure and platform have been built, and a teaching mode of project—leading, task—driven, materialized results, and production and learning interaction have been formed. Practical teaching content system and teaching mode are becoming increasingly mature.

The professional group docking with the industry has been formed, a number of productive and service practice teaching results have been formed, and the professional social influence of the major has been expanded. The social evaluation of professional schools is good, the number of students is increasing year by year, and the registration rate of candidates has increased steadily.

2. The idea of practicing teaching in higher vocational media major

2.1 Accurate positioning: enhances the professional and service nature of media professional practice teaching.

At present, the problem reflected by media professional practice teaching is the separation between major and industry, industry and enterprises, the positioning of professional talent training is not accurate enough, the connection with the market is not close enough, and there is a disconnection and lag between professional education and the industry and the market.

For these problems, we need to further clarify professional characteristics and rules of teaching practice, strengthen the media industry and market research, focus on the media industry ecosystem, understand diversified media industry new forms, new platform, new technology, new forms, establish normal market investigation organization or department, carry out regular industry research and special enterprise research, accurately grasp the media industry development trend and market demand, accurate positioning of professional (professional group) training direction, training objectives and training standards, enhance media professional training professionalism and service.

2.2 Improve the quality and efficiency: improve the quality and efficiency of practical teaching in media majors.

At present, there is low efficiency in media professional skills training, low quality of skills training, disconnection between practice teaching and market, and a large matching gap between training specifications and the needs of enterprises and enterprises.

Strengthening the quality and efficiency of professional practice teaching are an important force point to realize the construction of professional quality connotation. Need to strengthen the industry and market, enhance the breadth, depth and density of practice teaching and market docking, expand the combination of industry and learning platform and social services and way, the construction of production and learning interaction and entrepreneurial innovation practice training system, forms a distinctive production and learning interaction, entrepreneurship and innovation practice teaching characteristics, improve the efficiency and quality of professional skills training.

3. The innovative road of practical teaching in higher vocational media major

3.1 Takes the market — oriented and strengthen the professional characteristics and service characteristics of professional education

Professional teaching is closely related to the characteristics of vocational education, closely keeps up with the industrial development trend, takes industry, employment and entrepreneurship as the main axis, takes the market and the workplace as the leverage, takes skills and quality as the starting point, and runs through the implementation of professional characteristics and service requirements in the professional teaching content system and teaching structure.

3.2 Construct the production and learning practical teaching mode of professional education with application as the goal

Change the simple and inefficient teaching mode of traditional skill practice training, follow the law of vocational skills training and vocational quality cultivation, expand the way of vocational education ability training, and construct a practice teaching system and training mechanism integrating industry and learning and social services.

3.3 Innovate the interdisciplinary and cross — professional collaborative training mode of practical teaching with integration as the path

Combined with the ecology of media industry, explore the new vision of professional education, based on the core

skills of this major, build a professional integration practice platform driven by project and competition, and form a cross-professional and interdisciplinary professional group teaching system, teaching mode and teaching mechanism.

4. Application method of practical teaching in higher vocational media majors

4.1 Accurate positioning of practical teaching standards

Media professional training of high-end and skilled application-oriented talents facing the media industry ecosystem. Practical teaching should fully respond to and serve the needs of the industry and the market, prosper by the industry, move with the market, change for employment, and seek for the students.

Professional build market research departments, carry out normal professional industry research and market research, and form professional market research reports every year, to provide accurate positioning for practical teaching, and improve the quality of professional talent training in higher vocational media.

4.2 Refactoring the practical teaching curriculum system

Focusing on the professional core skills, construct teaching modules and module sequence based on professional groups, form professional group general modules and professional core teaching modules, and explore diversified practical teaching forms such as credit supermarket, small class teaching, mentor studio and individualized teaching in accordance with their aptitude.

4.3 Innovate practical teaching means and models

Form a characteristic strengthening training mode of “production and learning interaction and skill integration”, and carry out demand-oriented professional precision training. Implement employment-oriented professional training, construct a training platform combining the combination of characteristic training semester system and graduation system, carry out curriculum project training, talent training, skills competition, entrepreneurship and innovation practice, social services, and implement an all-round, multi-channel and diversified practical teaching mode.

4.4 Strengthen the connection between practical teaching and the market

Strengthens the employment pertinence and tightness of professional teaching, strengthen the connection with market and enterprise, normalize enterprise personnel into the classroom, introduce practical operation into all link of teaching, strengthen the awareness of employment market and career planning, strengthen the close connection between professional and employment market, strengthen the course teaching research, professional market research, expand and enterprise cooperation, and further increase the development and construction of school-enterprise cooperation projects.

4.5 Strengthen the efficiency of practical teaching transformation

Focus on the implementation of professional core skills, strengthen the skills training of classroom teaching of professional core courses, and enhance the effectiveness of practical teaching organization of professional skills courses. From a close combination of curriculum teaching and training projects and vertical subdivision fields, clarify the implementation methods of skills training, build a professional practice teaching mode with the carrier of industry and learning interaction, social service and entrepreneurship and innovation, and carry out the productive and service practical application of professional skills.

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