

A Case Study of Ideological and Political Teaching Design in the Course of “News Interview and Writing”

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Abstract : The construction of journalism majors contains rich ideological and political resources. As one of the practical courses, the news interview and writing course is a professional basic course for journalism students. Therefore, for professionals who will undertake journalism in the future, they should not only have the ability to produce and disseminate information, but also shoulder the responsibility of telling Chinese stories, spreading Chinese voices, and delivering Chinese excellent culture. For the teaching of news interview and writing courses, students should be guided in thought, so that they have a sense of home and country, good professional ethics and social responsibility.

Keywords : News Interview and Writing; Curriculum Ideology and Politics; Case Study

Clear ideological expression and strong political meaning are the obvious characteristics of the journalism and communication major, which makes the importance of ideological and political development of the course different from other majors. In the Opinions on Cultivating Journalism and Communication Talents in Colleges and Universities 2.0 jointly launched by the Ministry of Education and the Central Propaganda Department, it is pointed out that the construction of journalism and communication majors in colleges and universities should be based on “comprehensive implementation of the fundamental task of cultivating morality and cultivating people” and “cultivating a large number of news talents with family and country feelings”. The goal, “Building a New Model of Moral Education for Journalism and Communication Talents”, clarifies the requirements for advancing curriculum ideology and politics in the process of cultivating journalism talents.

1. Design strategies for ideological and political education in news interviews and writing courses

1.1 Make good use of teaching cases and dig deep into ideological and political elements

The news interview and writing major pays more attention to practicality, and teachers should carry out curriculum teaching through problem-oriented teaching ideas according to the curriculum characteristics of the major. Through the in-depth excavation of ideological and political elements in professional courses, it helps students to complete the construction of knowledge and complete the education of two important indicators of students’ major and politics. Through the improvement of professional knowledge and overall quality, the comprehensive ability of students is comprehensively improved, a professional thinking mode is formed, and the cultural quality of students is enhanced.

For example, the People’s Daily published two articles on smog, with the titles of “What is the reason for the smog?” The article focuses on “all-out anti-haze”. People’s Daily’s reports focus on news headlines that are factual, with bland words, and the

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author's attitude and viewpoint cannot be seen from the headlines, and they are generally positive factual statements.

The New York Times once published an article titled "Toxic Smog Choking Beijing is So Bad, It's Grounded Flights", the headline of this news has strong emotions the color gives full play to the evaluation function of the title, and its content is mostly negative critical evaluation.

Teachers conduct case analysis by comparing the report content of People's Daily and The New York Times, so that students can intuitively feel the difference between different media reports on the same content. Through the analysis of the content of "People's Daily", students can understand the important role of conveying the voice of China.

1.2 Innovative teaching methods and multi-dimensional enhancement of students' awareness

News interviewing and writing itself is not a political course. Teachers cannot teach according to the teaching methods of ideological and political courses. They should integrate ideological and political content into the teaching content according to the characteristics of the discipline itself and the characteristics of contemporary college students, so that students can pass professional courses. The study of knowledge enhances one's own ideological and political awareness. Due to the strong ability of college students to receive new things, teachers should abandon the previous teaching methods and carry out teaching innovation on the basis of arousing students' interest in learning and enthusiasm for participation.

For example, "Craftsman of Great Power" is a series of character-themed reports launched by CCTV on May Day, which has gained a good reputation. The report has successfully refined the value of the spirit of the times, the feelings of the country and the public, and the highly unified value of the public cognition, the value expression of the true, full, and simple narrative under multiple combinations, and the value transmission of the opportunity and channels, etc., as the theme report and typical propaganda.

Teachers can ask students to carry out classroom practice activities in small groups according to reports such as "CCTV Great Country Craftsman Series". Through discussion, practice and evaluation, let students apply professional knowledge to practice. Especially in the evaluation stage, teachers should actively guide students to report news in a realistic style, and use socialism with Chinese characteristics to arm their minds. Through this innovative teaching method, it can improve students' participation in class and subtly integrate ideological and political education into professional courses, and the form of group practice can also cultivate students' team awareness.

1.3 Establish ideological and political education goals and coordinate teaching content

The ideological and political goal of a course is the ideological and political education direction established by teachers for the course content, and it is the goal and core of a teaching content in the course ideological and political construction. Therefore, according to the content of different chapters, teachers should set a reasonable goal of ideological and political education, and take this as the core, expand the teaching content around this goal, carry out teaching design, and complete case selection, so as to achieve professional knowledge learning, thinking double effect of political education.

For example: when teaching the content of the "reporter's role" knowledge point, the goal of ideological and political education in this section is set as: to enable students to understand and always maintain justice, agitation and clarity, courage to take responsibility, reverence for occupation, and adherence to party spirit Principles of professionalism and ideals and beliefs. Establish a correct career outlook for students and enable them to deeply understand the important role of career. Taking this as the goal in case selection, we will focus on introducing the spirit of Shao Piaoping and other older generations to report people, so as to achieve the goal of ideological and political education.

2. Case design of course ideological and political teaching taking "the meaning of news discovery" as an example

The goal of ideological and political education: to enable students to understand how to find valuable news in a complex society, so as to tell Chinese stories and convey Chinese voices.

Teaching content: To enable students to understand the meaning of news discovery, to deeply appreciate the important role of news discovery in news gathering and news activities, and to make students understand the purpose of news discovery through typical cases.

Teaching process: ① Ask "How to understand that news reports are not necessarily the results of all objective facts, but the results of screening, filtering, reorganizing and interpreting factual information?" Ask students to explain with specific cases. ② Class discussion "Why is there no news without news discovery?" to guide students to understand the significance of news discovery. ③ Taking the deeds of Zhang Guimei and Huaping Girls' High School, winners of the "July 1st Medal" as an example, let students understand the important role of reporters' news discoveries in society, and how journalists' news discoveries are how

news can maintain social order and be stored in society. This case highlights the social responsibility and social function of the media. Therefore, the discovery of news carries the feelings of the family and the country, the social responsibility, and the historical responsibility. General Secretary Xi Jinping said at the party's news and public opinion propaganda work conference that "it is necessary to improve the dissemination and guiding power of news and public opinion". Therefore, it is necessary to have the ability to discover news, disseminate news, guide public opinion, and demonstrate functions.

Combined with the search for news clues in the pre-class homework, let students discuss "why news discovery is the premise of news gathering and writing". In the questioning, students are guided on how to have professional responsibility, family and national feelings, tell Chinese stories well by discovering news, collecting news, and conveying the voice of China.

Taking the slow train with a fare of only 2 yuan in Henan as an example, analyze the differences of different media reporting angles, so that students can understand the different values of news discovery for different reporting angles in terms of material selection, themes, and angles. The choice of this case is to show that although the media reports have different angles, they all express the convenience brought to people by the slow train that has been eliminated by the society, reflect the measures taken by the state, localities and enterprises to serve the people and care for the elderly, and reflect the current situation and tell the Chinese story.

In this process, by asking students about the choice of media news reporting angle, the meaning and value of the chosen angle and the role of the news topic are analyzed. Cultivate their news discovery, news reporting casting thinking and the meaning of casting. These include the social responsibility of the media, the embodiment of public service functions, and the promotion of the main theme from small characters and stories.

Extended reading after class: In 2007, the Chinese government portal published a Xinhua News Agency report Interview with Representative Zhang Guimei of Huaping Minzu Middle School in Yunnan: "I have a dream" and think about how to realize news discovery.

3. Conclusion

As a basic and important course, news interview and writing is inseparable from the education of students' professional development, which is the most basic requirement of this course. At the same time, as a key course adhering to the Marxist view of journalism, it must also complete the shaping of students' socialist core values through reasonable teaching design. Only through the specific practice of ideological and political courses on news interviews and writing can teachers effectively implement General Secretary Xi's work direction instructions on news and public opinion propaganda. Through the exploration of the ideological and political elements of news interviews and writing courses, we strive to cultivate news practitioners with party spirit principles and family and country feelings, so that they can become the mouthpiece of the party and the people in practical work, and adhere to the socialist journalism professional ethics, tell Chinese stories well, convey Chinese voices, witnesses of history and recorders of the times.

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