

Oral Expression and Interview Communication in Micro Professional Education Model¹

Wenzhu Li

School of Literature and Communication, Taishan University, Tai 'an, Shandong Province, 271000.

Abstract: The rapid change of social and economic environment has put forward higher requirements for the talent training of local colleges and universities. This paper puts forward ideas and countermeasures from the aspects of specialty positioning and planning, teacher team construction, curriculum construction, practical teaching, teaching organization form, and explores the micro-professional education model of oral expression and interview communication.

Keywords: Expression; Interview communication; Micro specialization; Model of education

Introduction

With the increasing of college graduates, the employment difficulty of college students has become a common problem in the society. Especially since the beginning of this year, the epidemic spread in some areas, the market job demand has decreased, and some recruitment and job hunting activities have been canceled or postponed, resulting in the employment pressure of graduates. The increasingly fierce market competition requires graduates with strong comprehensive quality. However, the current relatively fixed professional setting and large-scale talent training mode of colleges and universities can no longer keep up with the rapid pace of technological change and meet the increasingly sophisticated social division of labor and market demands. How to promote the reform of college talent training mode, to combine large-scale and personalized education organically, to adapt to the new situation changes, is a major challenge today's colleges and universities are facing. In recent years, many colleges and universities select core course groups according to employment positions, develop and create micro majors to meet the needs of students in employment, and that has attracted wide attention. Many universities have launched pilot programs for the construction of micro-majors to explore a new model of talent training to solve the problem that talent supply can not match demand accurately.

Oral Expression and Interview Communication micro-major for students to improve the level of Mandarin, improve oral communication skills, provide all kinds of interview guidance, so that students have strong language adaptability and body language, so that students can easily face all kinds of recruitment interviews, improve the employment rate. Under the background of financial media, we guide students to integrate into the new media environment, guide students to obtain the broadcasting industry qualification certificate, shape the performance in front of the camera, and improve the core competitiveness.

1. Professional Positioning and Planning

The micro-major of Oral Communication and Interview Techniques focuses on cultivating students' oral expression ability and interview communication skills, and provides professional guidance for candidates with job interview needs. At present, during the process of recruitment of civil servants, enterprises, public institutions and other industries, the interview process is unavoidable. Many students spend high training costs to participate in the off-campus interview counseling and intensive training. However, due to the uneven level of the interview institutions and the development of a short term, they cannot reach a good training effect, which causes both mental and economic pressure on students. The micro major of oral Communication

¹ This article is the phased achievement of the construction of "Micro-major of Oral Expression and Interview Communication" in Taishan University

and interview skills has reasonable courses and abundant teachers, which can systematically cultivate students' oral expression and interview skills, effectively improve students' communication and expression ability fundamentally, and eventually increase the chance of winning during the students' employment process. At the same time, the micro-major of oral communication and interview combining the professional construction with the vocational skill certificates of radio and television practitioners will help to broaden employment channels and improve vocational skills. The National Qualification Examination for radio and television editors, journalists, announcers and presenters is a professional qualification examination for radio and television personnel. Passing the qualification examination and obtaining the Certificate of Radio and Television Editor and Reporter Qualification Examination or the Certificate of Radio and Television Announcer and Host Qualification Examination are the necessary conditions for applying for the qualification. This micro-major offers relevant courses and guides students to obtain professional certificates to enhance their competitiveness. Through the study of micro-major, learners can not only master the basic theories and basic skills of oral expression, but also meet a series of demands such as job interview and be competent for some related jobs in the field of media.

On the basis of the clear orientation of oral expression and interview communication, we actively explore diversified educational modes. Based on the comprehensive advantages of disciplines, a new model of interdisciplinary professional organization should be established to promote the cross-integration of disciplines and specialties and the collaborative development of industry-university-research-application.

2. Construction of Teaching Staff

The teachers' adaption to the new requirements of micro-specialty teaching for theoretical knowledge and practice is the basic guarantee of training high-quality talents. In terms of the allocation of teaching staff, the senior title and doctor's degree of micro professional teachers of oral communication and interview dialect account for more than 90%, and all of them are national or provincial Putonghua proficiency testers in Shandong Province. Many teachers are directors and members of Shandong Toastmasters Association and have rich experience in speech and recitation. Many teachers have won the first prize in the provincial speech contest and recitation contest, and have rich experience in practical teaching. A number of teachers has acted as civil servants interview examiner and enterprises and institutions interview examiner, and they accumulated rich experience in the interview. A diverse team of teachers can not only lay a solid theoretical foundation for the personnel training system of colleges and universities, but also integrate into the rich experience of the industry, so as to truly realize the combination of theory and practice.

3. Curriculum Construction

With the continuous update and development of oral communication environment and interview content, it is necessary to update the teaching content in time to adapt to the new development requirements. In the course setting, it is not limited to the content of oral expression and interview communication. Give full play to the existing course resources, including MOOC, teaching platforms, network resources and so on. With the integration of cutting-edge exploration content, many teachers of this micro-major have conducted in-depth research on language, oral expression, communication skills and other aspects, carried out a number of provincial and municipal scientific research projects, and published a number of relevant papers, and that provides a solid guarantee for the integration of cutting-edge research results into the curriculum. Student-oriented, dynamic adjustment, constantly discuss, the course system improvement and course setting according to the needs of employment positions and the feedback of students in the learning process will help to build a new interdisciplinary professional organization model with the focus on improving students' oral expression and interview communication skills and the focus on improving students' broadcasting skills.

The credits of micro-major are limited. Therefore, in the course construction, it is necessary to highlight the occupation and ability, taking occupation and ability as the guidance, focusing on the needs of students, refining the knowledge, focusing on the difficulties and key points, emphasizing practical operation to improve the competitiveness of employment, and that will eventually effectively promote the career development of learners. The micro-major of Oral Expression and Interview Communication has five courses, which are interview communication skills, oral expression practice, speech and recitation art, camera performance shaping and radio and television business and basic knowledge. Oral communication practice courses enable students to systematically master the rules and methods of oral expression, correct pronunciation, and lay a good foundation for language expression and communication. Expressiveness shaping enables students to basically express the shots in various scenes in the corresponding style, master and use the rules and characteristics of several basic language styles, have strong lan-

guage adaptability and body language and mirror sense, so as to meet the skills needed for interview and practical requirements of work so as to cultivate practical talents for oral communication and interview.

4. Practical Teaching

The emphasis on professional practice is an important feature of the micro-major in the curriculum system. There are four courses involving professional practice in the micro-major course system of oral Expression and Interview communication. From the perspective of operation, professional practice teaching can be divided into three levels: the first level is attached to theoretical teaching and pays attention to "learning while doing"; the second level relies on the training platform and emphasizes "thinking in doing"; at the third level, practice under the guidance of mentors and focus on "solving difficulties". To achieve the goal of training applied talents of micro-major oral expression and interview communication in professional practice teaching, it is necessary to scientifically set up the relationship between theoretical and practical courses, in-class and extracurricular courses, and enable students to master practical skills suitable for themselves in the integration of theory and practice. This also contributes to the cultivation of students' innovative consciousness, innovative thinking and innovative ability to some extent.

5. Teaching organization formation

The classroom teaching is "student-centered" and actively adopts teaching modes such as online and offline hybrid and flipped classroom to stimulate students' enthusiasm and initiative in learning and cultivate their comprehensive ability to solve practical problems. Actively carry out the reform of teaching evaluation, establish the output - oriented continuous improvement mechanism.

6. Conclusion

Based on the needs of interdisciplinary talent training, the micro-major encourages interdisciplinary, and interdisciplinary talent training by fully exploiting teaching resources and optimizing teaching allocation. Based on the requirements of job interview, this course aims to cultivate students' oral expression and interview communication ability, and provides students with knowledge imparts and practical training in communication, linguistics, psychology and other related fields, so as to improve their professional ability.

References

- [1] Zhou Yi. Discussion on the Construction Practice of "Micro-Major" in the New Liberal Arts Background [J]. *Journal of Information Services*, 201, 42(06):5-12.
- [2] Yan Guangfen, Wu Ying. New Exploration to the Career: The rise of MOOCS micro-major and its Enlightenment [J]. *Adult Education*, 202, 42(01):52-57.
- [3] Wang Linna. Construction of Parent Salon in Primary School Home-school Education Model [J]. *New Education*, 2022 (29): 76-78.

Author: Wenzhu Li Associate professor, Director and academic leader of the Teaching and Research Department of Broadcasting and Hosting Arts, College of Literature and Communication, Taishan University.