

# Exploration of the Teaching Reform of "TV Program Planning" Course in the Era of Integrated Media

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**Abstract:** With the development of new media, the market share of traditional TV media is constantly being segmented, and media integration has become an inevitable trend in the development of media industry in the new era. "TV Program Planning" is the core course of radio and television directing, in the era of media integration, students majoring in radio and television directing need to master new media application ability, program planning ability, new media operation ability and cross-border innovation ability. Based on this, this paper explores the teaching reform of "TV Program Planning" course in the era of integrated media.

**Keywords:** Media era; TV program planning courses; Pedagogical reform

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## 1. Introduction

The advent of the era of media integration has put forward higher requirements for the professional quality of media talents. In the new media environment, the media market has a growing demand for compound talents with both professional skills and comprehensive literacy, and in the process of media talent training, we should not only pay attention to the accumulation of students' theoretical knowledge, but also pay attention to the cultivation of students' practical ability and innovation ability. TV program planning course is a practical course that media students must master, is a practical, research-oriented professional course, in the era of media integration TV program planning course teaching reform should adhere to the principle of combining theory and practice, in order to cultivate students' comprehensive ability for the purpose, constantly innovate teaching methods, strengthen students' TV program planning ability, for the future to engage in the television industry to lay a solid foundation

## 2. The Teaching Status of TV Program Planning Courses

The traditional teaching of "TV Program Planning" course of radio and television editing and directing adopts the traditional teaching mode, using classroom teaching, class discussion, work evaluation and homework to teach. In the teaching process, teachers mainly teach students relevant theoretical knowledge and skills through theoretical knowledge explanation, case analysis, role play, practical operation, etc., and the learning effect of students is not ideal. In order to meet the requirements of the training of radio and television directing professionals in the era of integrated media, the course teaching should focus on cultivating students' planning ability, market thinking ability and innovation ability. Therefore, the reform of TV program planning curriculum is imminent, not only need to change the traditional teaching mode and content, but also need to update the teaching concept and teaching method, take the improvement of students' comprehensive quality as the starting point, pay attention to the cultivation of students' innovative thinking, and cultivate talents with strong planning ability<sup>[1]</sup>.

## 3. The Prospects for Teaching Reform of TV Program Planning Courses

In the era of media integration, the rise of new media has had a huge impact on traditional media, and the market share of traditional media has been continuously divided, and the competition between new media and traditional media has become increasingly fierce. In the context of media integration, the training of radio and television directing professionals should also keep pace with the times, and the cultivation of students' planning ability should be given a prominent position. Therefore, the teaching reform of radio and television editing and directing professional courses is imperative. At present, some domestic colleges and universities have begun to explore the teaching reform of the course and have achieved certain results, but the reform cannot be achieved overnight. According to the current situation of talent training in domestic colleges and universities, the adjustment of the training program for radio and television editing and directing professionals is a long-term and complex process. As a discipline in the media major, the teaching mode of radio and television directing emphasizes more on the study and examination of theoretical knowledge at this stage, which is inconsistent with the

goal of training radio and television directing professionals in the era of media integration. Therefore, colleges and universities should increase the training of vocational skills for radio and television editing and directing students to meet the new requirements for talent training in the era of media integration.

## **4. Reform Measures for TV Program Planning Courses in the Context of Media Integration**

With the continuous development of Internet technology, TV program planning course is the core course of professional skills of radio and television directing students, which adopts a combination of theoretical teaching and practical teaching in course teaching, aiming to cultivate students with strong team spirit, planning awareness, market thinking and innovation ability, and can adapt to the training requirements of radio and television editing and directing professionals in the era of integrated media.

### **4.1 Reform of Teaching Content**

The traditional curriculum design focuses more on the theoretical explanation of TV program planning, focusing on the analysis of theories and cases in textbooks, while the proportion of actual operation is relatively low, and the content of its operation is mainly based on the writing of TV program planning copywriting. But from a macro point of view, planning copywriting is only part of the teaching task of this course, compared with the teaching task of the entire course, it is not perfect, so when designing this course, pay more attention to the problem of combining with the market. Attention should be paid to cultivating students' planning ability, combining theoretical knowledge with practical operation, and improving students' comprehensive ability. First of all, we should pay attention to the selection of course teaching materials, not only choose the latest published teaching materials, but also pay attention to the combination of theoretical knowledge and practical operation in the teaching materials, and conduct all-round and multi-level teaching for students. Secondly, the design of teaching content should aim at cultivating students' practical ability, improve students' hands-on ability, and combine actual cases and video clips in the course design, so that students can apply the theoretical knowledge they have learned through the practical operation of TV program planning. Finally, the teaching content design should also reflect pertinence, practicality and forward-looking, and the teaching content and methods should be determined according to the training goals, professional direction and future job needs of media students in the course design.

### **4.2 Reform of Teaching Methods**

TV program planning courses have a strong practical nature, and in the teaching process, attention should be paid to the combination of theoretical knowledge and practice. On the one hand, it is necessary to continuously innovate teaching methods, give full play to the role of the Internet, apply more advanced information technology to TV program planning, visually display the creative content of program planning plans through video, audio, text and other forms, and mobilize students' enthusiasm. On the other hand, teachers should constantly broaden students' horizons, take students out of the classroom, actively participate in various competitions or practical activities, and provide students with more opportunities to exercise. For example, TV station staff can be invited to give lectures or demonstrations on relevant knowledge in the classroom, and students can also be organized to participate in various program planning and production work at TV stations. At the same time, communication between teachers should be strengthened. Teachers should learn from each other, learn from each other's strengths, and make progress together, in addition, teachers should be encouraged to go to other universities or relevant units to carry out professional exchange and learning activities. Through these methods, students are constantly broadened to enable them to apply their knowledge and skills in television programming to practical work <sup>[2]</sup>.

### **4.3 Post-production Reform**

In terms of post-production, the teaching reform of TV program planning courses is mainly reflected in the following three aspects: First, combine professional characteristics to strengthen students' sense of innovation. Post-production is an important part of the TV production process and has a direct impact on program quality. The TV program planning course requires students to have a strong sense of innovation and ability, and guide students to think independently and improve their innovation ability in post-production. The second is to improve students' independent learning ability. In the teaching of TV program planning courses, teachers should pay attention to cultivating students' habits of independent learning, encourage students to formulate learning plans according to their own interests, hobbies and work needs, and actively acquire relevant knowledge in the learning process to cultivate their independent learning ability.

### **4.4 Expand Practice Platforms**

In the era of media integration, the employment direction of radio and television directing students mainly includes three aspects:

first, traditional media, such as TV stations, newspapers, magazines, etc.; the second is new media, such as websites, short video platforms, etc.; The third is enterprises, such as advertising companies, film and television companies, etc. Students majoring in radio and television directing need to master new media operation skills and operational thinking, and have the ability to compete in the market. Therefore, students majoring in radio and television directing can engage in TV program production, new media operation and advertising marketing when they are employed after graduation, which requires TV program planning courses to provide more practical platforms.

At present, many colleges and universities have taken TV program planning as the core course of radio and television editing and directing, and take this course as one of the main courses for students' practical ability training. Therefore, colleges and universities should actively expand the practice platform, set the TV program planning course as a practice platform, combine theory and practice for teaching, and improve students' abilities through rich practice platforms.

## **5. Conclusion**

In summary, in the era of media integration under the background of the Internet, China's media industry has been rapidly developed, in such a large environment, colleges and universities should be guided by professional market demand, to cultivate students' professional quality and comprehensive literacy as the goal of constantly reforming TV program planning courses, enriching teaching practice content, improving teaching quality, combining theory and practice, and striving to cultivate application-oriented media talents in the new era.

## **References**

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