

Exploring the Reform of Talent Cultivation Mode in Media Colleges and Universities under the Background of “New Liberal Arts”

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Abstract: The construction of “New Liberal Arts” is a series of construction of cross-disciplines and cross-specialties formed by the cross-fertilization of disciplines, reflecting the new requirements for the development of philosophical and social sciences in the new era, and it has a positive effect on cultivating the Chinese characteristics in the new era, and constructing the liberal arts talent cultivation system with Chinese characteristics. Media colleges and universities should actively promote the construction of “new liberal arts”, innovate talent cultivation mode, promote the reform of applied talent cultivation, and reform and innovate talent cultivation mode in terms of value leadership, optimization of professional structure, improvement of curricular quality, implementation of collaborative education, and creation of quality culture.

Keywords: new liberal arts, media, cultivation mode, reform

The construction of “New Liberal Arts” is an important initiative to cultivate liberal arts talents with Chinese characteristics, global vision and innovation ability, which is necessary to enhance the comprehensive national power, to strengthen cultural confidence, to cultivate new talents of the times, to build a strong country of higher education, and to integrate the development of liberal arts education. The construction of “New Liberal Arts” is based on the inheritance and innovation of Chinese excellent traditional culture, and the promotion of the integrated development of liberal arts education, which seeks to break down the barriers of disciplines, realize interdisciplinary and multidisciplinary cross-fertilization, and form a new disciplinary paradigm and knowledge system; at the same time, the use of new technology and new means to open up new horizons and new fields of development of the liberal arts. Meanwhile, with the means of utilizing new technologies and new means to open up new horizons and new fields for the development of liberal arts, and with the goal of cultivating high-quality talents, we will serve the strategic needs of the country and the development of the society, and contribute our wisdom and strength to the development of the country and the progress of mankind. Higher media colleges should deepen reform, promote innovation, actively respond to the great changes in social development, firmly grasp the development trend of higher education, integrate the concept of “New liberal arts” into education and teaching, actively explore the transformation from the traditional talent cultivation mode to the cultivation of talents with cross-disciplinary integration, and form a set of innovative talent cultivation mode adapted to the development of the times, so as to realize the continuous development of the quality of education. We will actively explore the transformation from the traditional talent cultivation mode to the cross-fusion talent cultivation of disciplines, form a set of innovative talent cultivation mode adapted to the development of the times, and realize the continuous improvement of education quality.

I. Strengthen the value guidance, implement the fundamental task of establishing moral education for people

Adhere to the guidance of Marxism, adhere to and develop socialism with Chinese characteristics, firmly grasp the value-oriented nature of liberal arts education, adhere to the moral education, comprehensively promote the construction of the curriculum of ideology and politics, integrate the moral education into the ideological and ethical education, cultural and knowledge education, social practice education and other aspects, and actively promote the whole person, the whole process, all-round education. Strengthening the concept of “big ideology and politics”, focusing on the construction of an integrated education system, taking “curriculum ideology and politics” as the main line, promoting the integration of ideological and political education and moral education, enhancing the relevance and effectiveness of ideological and political education and moral education, and strengthening the relationship between ideological and political education and the content of moral education and the actual learning and living of students. It will enhance the relevance and effectiveness of ideological and political education and moral education, strengthen the connection between the contents of ideological and political education and the actual learning and life of students, and establish a long-term mechanism for the organic integration and coordinated development of moral, intellectual, physical, social and aesthetic education.

Universities adhere to the fundamental function of cultivating talents, seize the university stage as a key period for the formation of students’ ideological concepts, values and spirituality, and devote their energy to the teaching goal of educating people, realizing the combination of value-led and knowledge-based education, and providing students with complete education and guidance. Teachers’ initiative, enthusiasm and creativity should be brought into full play, and it is necessary to ensure that the teaching content of the courses is politically correct, value-led and prominent, the teaching design is scientific and reasonable, and the teaching methods are flexible and varied, so that elements of ideological and political education such as the socialist core values, family and national sentiments, the awareness of the rule of law, social responsibility, cultural self-confidence, humanistic sentiments, and the spirit of craftsmanship are reflected in the classroom, so as to realize the goal of the courses for the education of human beings.

II. Promote cross-fusion of disciplines and rationally optimize the professional structure

Universities will take the initiative to adapt to and fully serve the development of the media industry and the local economic and social

construction, give full play to the advantages of the art discipline, take moral education and aesthetic education as the gripping hand, build a new pattern of innovative development through the cross-fusion of multiple disciplines, such as art, literature, pedagogy, economics, management, etc., and establish a liberal arts education system of the new era that has the characteristics of openness, inclusiveness, permeability, and relevance. Universities will integrate the talent cultivation model of nurturing, employment and entrepreneurship, take the initiative to adapt to and fully serve the development of the media industry and local economic and social construction, and enhance the influence, appeal and shaping power of the university. Adhere to the concept of “student-centered, output-oriented and continuous improvement”, strengthen the construction of key specialties, give full play to the demonstration role of advantageous specialties, and promote the experience and effectiveness of specialty construction in accordance with the ideas of collaborative education and innovative education; set up a teaching team led by outstanding teachers; aim at the frontiers of professional development, strengthen the research on teaching, update the concept of teaching, and deepen the teaching reform; promote the teaching reform of the media industry. Aiming at the frontier of professional development, strengthening teaching research, updating teaching concepts and deepening teaching reform; promoting school-enterprise cooperation, strengthening the construction of internship and training bases, and continuously improving the connotation of the specialty.

Following the basic principles of demand-orientation, goal-orientation, and characteristic-orientation, we will rationally plan the discipline system and make full use of teaching resources. Closely following the new needs of national soft power construction and cultural prosperity and development, we will promote the renovation and upgrading of the original liberal arts majors, develop new disciplines and majors, and promote the cross-fertilization of disciplines. Screening high-quality liberal arts majors as a pilot reform, re-planning the professional positioning, clarifying the objectives of talent cultivation, enriching the curriculum content, actively promoting the in-depth integration of modern information technology, such as artificial intelligence, big data, etc., with liberal arts majors, and empowering the innovation of art education with modern technology, highlighting the “art + science and technology”, “internet + education”, “Artificial Intelligence”, aiming at the frontier of professional development, integrating virtual reality technology, network technology, artificial intelligence and other new technologies into the construction of the profession, and realizing the crossover and fusion of art disciplines and high and new technologies. Vigorously develop emerging disciplines, break down disciplinary barriers, increase the exploration and practice of the integration of liberal arts with arts, science, engineering, agriculture, medicine and other multidisciplinary fields, enhance teaching strength, equip teaching resources, open new interdisciplinary majors, and cultivate interdisciplinary composite talents familiar with the principles of creativity as well as proficient in scientific and technological means, and adept at the use of new technologies for artistic innovation and creation.

Combined with the positioning and development planning of media colleges and universities, give full play to the disciplinary advantages of media majors, take the cross-fertilization of arts and culture and arts and science as a breakthrough point, create a value chain with aesthetic education as the core, which runs through all disciplines and majors of the school, lead and drive the overall level of the university’s construction of liberal arts majors, and practically enhance the competitiveness and influence of the school’s majors.

III. Strengthening the Curriculum System and Comprehensively Building a “Golden Course” in Liberal Arts

The classroom is the main channel and position of education and teaching. Media colleges and universities should strengthen the top-level planning and design of curriculum construction, enhance the cultivation of high-quality courses, characteristic courses and model courses, promote curriculum construction in stages and at different levels, deeply excavate vivid and effective elements of nurturing, and create liberal arts classrooms with feelings, temperatures, and love.

The team of high-level “Golden Courses” will be formed to focus on the cultivation of applied talents and the construction of specialized core courses, to promote the construction of courses in terms of the equipping of teachers, the reform of teaching contents, the reform of teaching methods and means, the reform of practical teaching, the construction of teaching documents and materials, and the selection and preparation of teaching materials, and to actively cultivate various kinds of advantageous and characteristic courses, and to construct high-quality course resources including offline “Golden Courses,” online “Golden Courses,” offline-online hybrid “Golden Courses” and other high-quality course resources.

All majors should establish grassroots teaching organizations, encourage new and old teachers to pass on their skills, and comprehensively promote teachers’ activities of grinding and practicing lessons to ensure that the quality of the curriculum is put into practice. Through the teaching team, continuously promote the continuous updating of teaching content, enrich the curriculum resources according to the needs of professional talent cultivation and the needs of students’ quality development, open the emerging cross-curricular courses of interdisciplinary specialties and practical teaching courses, encourage students to learn interdisciplinary and inter-professional studies, expand the students’ autonomy of choice for learning, and cultivate the students’ ability of integrating the knowledge of interdisciplinary fields and their practical ability.

It further strengthens the construction of network courses, vigorously promotes the construction of 5G+ smart campus, explores new forms of classroom teaching, advocates the scientific use of teachers and other modern educational technologies as well as multimedia-assisted teaching, and actively creates cross-disciplinary online high-quality shared courses, opens up the platform for network courses, and realizes the opening up of high-quality courses at all levels and the sharing of teaching resources.

IV. Deepening collaborative education and innovating talent cultivation model

Strengthen inter-university cooperation, expand the scope of inter-university exchanges, send and receive teachers and students to study

credits and courses across schools and disciplines; increase the intensity of cooperation with industries and enterprises, and explore teaching modes such as mentorship and academy, so as to realize the in-depth integration of industry and education and the close cooperation between schools and enterprises. We will vigorously build off-campus applied model practice teaching bases and internship training bases, develop “New Liberal Arts” programs for school-enterprise and school-government cooperation, and carry out a series of lectures on philosophy, journalism, management, art, etc., so as to cultivate applied and composite top-notch talents in liberal arts. Matching with new industries, new forms of business and new technologies, the university builds a practical teaching mode that can “simulate work scenarios, reproduce work processes, reflect work positions and provide work roles” based on the orientation of vocational demand and the cultivation of application ability.

Deepen the reform of innovation and entrepreneurship education, build a complete curriculum system of innovation and entrepreneurship education, explore effective teaching methods and means, integrate the formation of students’ awareness of innovation and entrepreneurship, knowledge transfer, skill cultivation, platform provision, and project promotion, and pay attention to the actual effect of innovation and entrepreneurship education. We strive to organically combine innovation and entrepreneurship education with professional education, social education and social practice to realize the integration and coordinated development of several major education. Expand the construction of innovation and entrepreneurship bases, build multifunctional creative platforms such as college students’ entrepreneurship parks and Internet+ creativity centers, increase innovation and entrepreneurship assistance, and promote the healthy development of innovation and entrepreneurship education. Integrate innovation and entrepreneurship education into the whole process of talent cultivation, and provide systematic training, base support, system support, project funding and other guarantees. It actively guides students to make innovation and entrepreneurship development plans, introduces policies related to the replacement of innovation and entrepreneurship credits, and encourages students to obtain innovation and entrepreneurship credits through the publication of scientific research papers in the second classroom, participation in college students’ scientific and technological activities, innovation and entrepreneurship training programs, and disciplines and majors competitions. The university organizes the Innovation and Entrepreneurship Cultural Festival for college students, and carries out activities such as dual-creation lectures, dual-creation grand prizes, dual-creation bazaars, dual-creation achievements exhibitions, etc., so as to cultivate students’ spirit of innovation and practical ability.

V. Create a characteristic quality culture and build a long-term development mechanisms

Combining the national professional teaching quality standards, comparing and referring to the quality standards of related majors at home and abroad, trying to formulate the teaching quality standards of liberal arts majors that adapt to the needs of economic development and conform to the situation of the university, and forming a standard system consisting of “professional construction standards, curriculum construction standards, and quality standards of main teaching links”. “Relying on the Ministry of Education’s undergraduate education standing database based on big data, the university will improve the collection and feedback system of teaching information; implement diversified evaluation modes such as teachers’ self-assessment, students’ evaluation, peer evaluation and supervisors’ evaluation, and form a comprehensive evaluation system of teaching quality that is linked to performance allocation, merit assessment and promotion; carry out regular self-assessment of majors and courses, and form a system for identifying problems, analyzing and evaluating the quality of major teaching processes. Self-assessment is carried out regularly for majors and courses, forming a virtuous cycle of discovering, analyzing and improving problems. Revise and improve the teaching management system, media colleges should implement hierarchical management, in addition to the school, each secondary teaching unit should take into account its own reality, formulate the corresponding management system or implementation rules, form a standardized teaching management system to ensure that the teaching management work standardized operation. Increase the investment in the construction of teachers and teaching facilities to ensure that teaching resources meet the needs of teaching.

Construct a quality assurance system for new liberal arts education with professional characteristics, covering systems of decision-making and objectives, management and implementation, monitoring and evaluation, feedback and improvement, conditions and resources, etc., to ensure that the school’s orientation and talent cultivation objectives are determined through the President’s Office and the Teaching Steering Committee, that teaching management is implemented in accordance with the management system, and that teaching is carried out in accordance with the quality standards; that the situation of teaching is monitored and evaluated through various types of teaching inspections, status data analysis, Monitoring and evaluating the teaching situation through various teaching inspections, status data analysis, graduate tracking surveys, self-assessment, etc.; providing feedback on the teaching situation through individual interviews, regular teaching meetings, and the general meeting of the whole school teachers, etc., to ease the teaching feedback channels and find out the problems in time for corrections and rectification; and improving the teaching problems through the system of rewards and constraints to standardize the teaching management and promote the continual improvement, so as to build a distinctive quality culture and construct the mechanism of long-lasting development of New Liberal Arts majors.

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