

Research on the Innovation Path of Cultivating Media Talents in Colleges and Universities in the Converged Media Era

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Abstract: With the rapid development of new media technology, and the continuous integration of traditional media, ushering in the era of converged media, there is an urgent need for a large number of excellent media talents. Based on this background, the training of talents in colleges and universities and education and teaching put forward higher requirements, media talent training work is facing new opportunities and more challenges, therefore, institutions of higher learning need to be based on the background of the convergence of the media era to innovate the media talent training path, to adapt to the development of the times, and to promote the reform of the talent training model. In view of this, this paper combines the author's teaching experience and theoretical basis to carry out in-depth investigation, first analyze the dilemma faced by media talent training in colleges and universities in the era of converged media, and then put forward specific training paths, so as to be able to deliver converged and composite media talents for the development of the film and media industry.

Keywords: convergent media era; colleges and universities; media talents; innovative paths

Introduction

Along with the application of mobile Internet in the development of media business, various new media forms have been born, such as short video, live broadcasting and other media, and at the same time, it also brings a certain impact on the development of traditional media. Based on this background, to promote the effective integration of traditional media and new media, which invariably makes the boundaries between old and new media tend to blur, and then ushered in the era of converged media, and at the same time, it also puts forward higher requirements for the cultivation of media talents in colleges and universities. Combined with the actual situation, it can be seen that the traditional media forms are gradually unable to adapt to the needs of the current era of development, and gradually out of touch with the era of converged media, therefore, institutions of higher learning need to change the positioning of the school in a timely manner, adjusting the structure of specialties, for the development of the society and the construction of the country to deliver high-quality, high-skilled media talents. Specifically, teachers need to adjust the teaching content and innovate the teaching methods by combining the teaching characteristics of their majors, the practical needs of students and the background of converged media, so as to guide students to apply theoretical knowledge to professional practice, meet the demand for supply-side reform of the converged media industry, and promote the implementation of the strategy for the in-depth development of the media. How to innovate the path of media talent training in the era of converged media is an important issue that needs to be solved by colleges and universities, and this paper will focus on this issue to conduct an in-depth investigation, with a view to benefiting the higher education institutions in educating people and talents.

1. The Dilemma of Cultivating Media Talents in Colleges and Universities in the Converged Media Era

1.1 Lagging concept of talent training

In order to keep up with the development trend of converged media and film and media industry, colleges and universities need to update the concept of education and formulate scientific talent training programs when training media talents. Based on the background of the era of converged media, the media talent training process should pay more attention to its practical ability, the need to combine theoretical learning and practical operation, so as to gradually develop into a composite, converged, application-oriented media talent. At present, China's media talent training process generally neglects the comprehensive application of media, and does not pay enough attention to practical teaching, which leads to the phenomenon that practical teaching is detached from theoretical explanations. Most colleges and universities still train media students based on traditional concepts, resulting in students' ability and literacy not being able to meet the development needs of the integrated media era.

1.2 Insufficient construction of teachers

At this stage, China's major colleges and universities are facing a shortage of teachers, poor practical training, which has resulted in China's media talent training quantity is insufficient, the quality of the problem does not meet the standard, and even lead to the school teaching and media industry out of touch with the problem, and ultimately there may be a contradiction in the process of the talent, and gradually increase the gap in the media talent. China's colleges and universities are affected by the traditional professional structure, curriculum system and other factors, so that the media teachers are mostly single-media field experts, but lack of in-depth research on other media specialties. In addition, China's media personnel training is also relatively neglected skills training and application, most teachers are more specialized in theoretical research, but do not understand the latest computer technology or network technology, ultimately leading to a lack of teachers.

1.3 Lack of practical teaching platform

Along with the advent of the new media era, the domestic traditional media industry has new requirements and hopes for the cultivation

of media talents, how to further improve the efficiency of the scientific and technological achievements of universities is the new problems faced by universities in the process of construction and development. Based on this, colleges and universities need to combine the theoretical lectures and practical training in the cultivation of media talents, which can not only stimulate students' interest in learning, but also enrich students' professional knowledge, and ultimately make their comprehensive quality steadily improved. However, it can be seen from the actual situation, many universities due to limited funds or insufficient cooperation between schools and enterprises and other factors, making the lack of practical teaching resources, in the actual teaching process is more inclined to theoretical explanations, for the practice of the application of the more neglected, even if the practice of teaching is also mostly a formality, can not effectively enhance the practical skills of students, and even more can not promote the transformation of technology, to a certain extent, restricting the further development of the university. development of colleges and universities to a certain extent.

2. Innovative Path of Media Talent Cultivation in Colleges and Universities in the Converged Media Era

2.1 Integration of multiple disciplines, changing the concept of talent cultivation

Most media colleges and universities offer majors such as advertising, network and new media, radio and television, etc., and there is a gap between the specialized curriculum and the media talents demanded by integrated media. In order to successfully deliver high-quality talents in the field of media, colleges and universities should infiltrate the concept of "multidisciplinary crossover" in the process of media talent training, and build an innovative talent training mode based on this concept to cultivate innovative and complex media talents. Specifically, teachers need to change their teaching concepts, clarify their teaching objectives, carry out teaching activities, and try to teach students interdisciplinary knowledge to promote the overall development of students. Colleges and universities should give full play to their own strengths, encourage professional and business units to discuss talent training programs, integrate advantageous teaching resources, such as trying to closely integrate with computer communication, artificial intelligence, electronic information disciplines, to achieve multidisciplinary intersection and fusion, in order to adapt to the new era of media talent training requirements. Based on the background of the converged media era, it is necessary for colleges and universities to adjust the concept of media personnel training by combining the current news and communication development trends and needs, and focusing on teaching students' professional knowledge and skills, but also teaching them the ability to analyze big data, the ability to mine information, the ability to edit short videos, the ability to design programs, etc., so as to enable them to become the high-quality media talents required for the socialist construction and development of the new era. In addition, colleges and universities should integrate the Marxist concept of journalism into the cultivation of media talents, and strengthen the cultivation of sensitivity to news and sense of social responsibility.

2.2 Strengthen the construction of teachers and train "dual-teacher" teachers.

"Dual-teacher" teachers should not only have solid basic knowledge, but also have strong practical ability, so that they can better guide students in practice and operation. In order to improve the quality of media personnel training, colleges and universities need to build a high-quality, high-skill "dual-teacher" faculty. At present, China's colleges and universities have a large number of media teachers with high academic qualifications and strong theoretical knowledge, but there is a lack of teachers with strong professional quality and strong teaching ability. News communication profession has significant theoretical and practical characteristics, therefore, when recruiting journalism teachers, colleges and universities should appropriately increase the proportion of "dual-teacher" teachers to build a high-quality teaching staff. First, optimize the media teachers in the construction of disciplines, so that their professionalism can be improved, and encourage them to interact and cooperate, go abroad for further study, to consolidate media skills, improve professionalism, and deliver innovative talents for the media industry in the new era. Through the interpenetration and intersection of various media technologies, realize the teaching activities suitable for them, and teach the corresponding media skills, and cultivate the talents with application value and composite talents. Secondly, universities should combine the status of teachers and teaching needs, improve the introduction system of teachers, promote the development of cooperation and exchange with top enterprises and research institutions in the field of production, learning and research, and build a teacher team and training system, so that teachers can understand the needs of the industry and grasp the cutting-edge technology of the industry, and ultimately lay the foundation for the subsequent development of targeted teaching activities.

2.3 Schools and enterprises in-depth cooperation, and jointly build a practice platform

In the context of the integrated media era, it is necessary for colleges and universities to further understand the current situation of education and the employment prospects of students, so that they can carry out targeted teaching reforms on this basis. At present, most colleges and universities have gradually realized that the news media industry lacks comprehensive talents with solid foundation and outstanding skills, so it is necessary for colleges and universities to adjust their talent training programs based on this demand, and to improve the fit between talent training and job requirements by deepening school-enterprise cooperation. Colleges and universities need to take effective measures to deepen the depth of cooperation with enterprises, expand the scope of cooperation, which can be from the top internships, practical training internships, visits to study and other ways to carry out cooperative teaching, but also through cooperation in the preparation of teaching materials, and jointly discuss the teaching program to optimize the top design, and ultimately further improve the quality of media personnel training. Colleges and universities need to vigorously promote and implement the concept of industry-teaching integration, guide teachers to carry out practical teaching in the classroom, and provide students with internship training opportunities, so that students can improve their practical skills in simulation, laying a solid foundation for their further studies and career choices. In-depth cooperation between schools and enterprises is a win-win strategy. On the one hand, enterprises will bring better internship conditions to

schools, and on the other hand, schools can send their elite teachers to enterprises for internships, which further achieves the purpose of collaborative education.

2.4 Integrate existing resources and promote the combination of government, industry, academia and research.

In order to adapt to the needs of integrated media development, universities need to integrate social resources to implement the integration of government, industry, academia and research teaching, specifically, universities should actively cooperate with government departments, scientific research structures and new media organizations or industrial parks at multiple levels. In order to integrate and utilize social resources, colleges and universities need to build a perfect government, industry, academia and research multi-party collaboration mechanism, so as to meet the needs of regional economic development and cultural development, and to realize the integration and sharing of multi-party resources. Special attention should be paid to the fact that government departments need to introduce relevant policies and guidelines to attract the participation of colleges and universities and media companies, so as to make the industry chain of talent training, social services, institutional R&D, etc. closely linked, give full play to the role of the industry chain, and promote the formation of an integrated media ecosystem, and ultimately form a collaborative talent training model of the government, industry, academia, and research, and build a regional industry-academia-research cooperation alliance together. Under the coordination of universities, it is necessary to determine the objectives of cooperation, mobilize the autonomy and enthusiasm of participants and researchers, and promote the transformation of research results. Under the perspective of integrated media development, universities need to explore the establishment of PPP cooperation mode with all parties, further play the role of universities as think-tanks, deeply participate in market research, decision-making consulting, information services and other phases, assist the government departments to improve the relevant policies and regulations, build the integration mode of new media and traditional media, and actively mobilize the participation of the new and old media as well as social capital.

Conclusion:

Comprehensively speaking, in the context of the converged media era, in order to adapt to the current trend of reform, colleges and universities should keep abreast of the times to update the concept of talent cultivation and restructuring of talent cultivation mode, of which journalism and communication is no exception, in order to further improve the quality of media talent cultivation, teachers can take effective measures to build interdisciplinary cultivation mode, promote the reform of the media training system, and ultimately provide all-rounded media talents for the development of the construction of the news industry. In order to further improve the quality of media talents cultivation, teachers can take effective measures to build an interdisciplinary cultivation mode and promote the reform of media talents cultivation system, so as to ultimately provide all-round media talents for the development of news industry.

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