Research and practice of applied talents training mode of network and new media specialty

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Abstract: This paper mainly discusses the training mode of Applied Talents Majoring in network and new media, including professional introduction, market demand, overview of the training mode of applied talents, and training strategies of applied talents. Among them, the training strategies of applied talents include: clarifying the professional orientation and creating the characteristic training mode; Strengthen the value guidance and grasp the value guidance of journalism education; Consolidate the curriculum system, build a characteristic curriculum system, and promote the construction of application-oriented courses. Through the research and practice of this paper, it will help to promote the cultivation of applied talents of network and new media specialty, and improve students' practical skills and employment competitiveness.

Key words: network and new media major; Training of applied talents; practice

1. Introduction to network and new media

The major of network and new media is a new field. With the advent of the information and digital era, the development and application of network and new media are becoming more and more extensive, and corresponding professional fields have also formed. This major involves many aspects, including but not limited to network technology, digital media technology, Internet marketing, social media operation, digital publishing, etc. It can be said that the major of network and new media is a very comprehensive major, which requires students to have high comprehensive quality. In recent years, with the increase of social demand for digital media and network technology, the enrollment of network and new media specialty is also increasing year by year. At the same time, the major of network and new media has become one of the hot majors in many colleges and universities. Therefore, colleges and universities need to further study how to carry out the research and practice of the training mode of applied talents, so as to meet the market demand for network and new media professionals.

2. Market demand for network and new media professionals

In today's society, the network and new media industry has been highly developed and has become an important carrier of global social communication, information dissemination, business operation and cultural innovation. The market demand for network and new media professionals has also increased sharply. The development speed of the network and new media industry is much higher than that of traditional industries, and the employment market is increasingly broad. Therefore, graduates majoring in network and new media are widely distributed in major Internet companies, media companies, advertising companies, governments, institutions and other fields, with high employment rate and salary. However, the development of network and new media specialty also puts forward higher requirements for talent cultivation. In addition to basic theoretical and technical knowledge, application-oriented talents also need to have higher practical ability and comprehensive quality, and be able to adapt to the development and changes of the industry and cross-border needs.

3. An overview of the training mode of Applied Talents

The training of applied talents needs to establish the corresponding training mode, and the training mode of applied talents of network and new media specialty should have the following characteristics: first, close to the needs of the industry and pay attention to the cultivation of practical ability. In terms of curriculum and teaching methods, we should pay attention to practice and case analysis, encourage students to actively participate in practical projects and practice activities, and improve their practical ability and comprehensive quality; 2☐ Pay attention to cross-border integration and cultivate diversified talents. The network and new media industry needs many types of talents, so in addition to professional courses, we should pay attention to general education and interdisciplinary integration, and cultivate applied talents with extensive knowledge and ability; 3☐ Match the market demand and establish a customized curriculum system. According to the market demand for applied talents, professional courses and practical projects should be established so that students' knowledge and ability can be directly applied to practical work; 4☐ Emphasize discipline construction and research innovation, and promote discipline development. We should pay attention to discipline construction and teaching method innovation, promote discipline development, and cultivate students' research and innovation ability. In a word, the training mode of Applied Talents in the major of network and new media needs to be coordinated and integrated from the aspects of curriculum, teaching methods, internship projects, student management and so on, so that students can truly become applied talents to meet the market demand.

4. Policy guidance for the cultivation of Applied Talents in the major of network and new media

The policy guidance for the cultivation of Applied Talents in the major of network and new media has made specific provisions and requirements for the cultivation of Applied Talents in the major of network and new media in terms of national policy documents, industry standards, and guidance from the education department. Among them, the more important documents include the Interim Measures for the

administration of undergraduate specialty setting in ordinary colleges and universities, and several opinions on accelerating the cultivation of informatization talents. These documents require that colleges and universities should carry out scientific planning on specialty setting according to market demand and national development direction, establish specialty groups with characteristics and advantages, and cultivate high-quality talents to meet the needs of national economic and social development. At the same time, these documents also emphasize the importance of the cultivation of applied talents, requiring colleges and universities to pay attention to the cultivation of students' practical ability, enhance students' innovation ability and team spirit, and continuously improve students' comprehensive quality and competitiveness.

5. Training strategy of applied talents of network and new media specialty

5.1 Clear professional orientation: Based on market demand, create characteristic training mode

1.Learn from the advanced training mode at home and abroad and pay attention to practical teaching

At present, many colleges and universities are carrying out teaching reform, focusing on practical teaching, and adopting a variety of teaching forms, such as practical experiments, internships, curriculum design, etc., to make students closer to the market and better respond to market demand. Therefore, we can learn from these advanced educational concepts and methods, integrate them into the training mode of network and new media specialty, and create a characteristic training mode that focuses on practical teaching and is close to market demand.

2.Establishing a curriculum system to meet the needs of the market

In terms of curriculum setting, we should pay attention to market demand-oriented and establish a curriculum system that meets market demand. According to the market demand, we can set up targeted courses, such as media management, network marketing, new media planning, etc., so that students can better understand the market demand and improve their ability to adapt to the market.

3.Establishing innovative training mode

We should create an innovative training mode to guide students to actively participate in innovative practice and improve their innovative ability. By holding various new media innovation competitions, publishing research papers, student internships and other ways, students can deeply participate in market practice and cultivate their innovation ability.

5.2 Strengthen value guidance: improve general education and grasp the value guidance of Journalism Education

Strengthening the value guidance refers to the values throughout the network and new media professional teaching. This value mainly refers to the values of journalism, including authenticity, impartiality, objectivity, timeliness and independence. These values are also of great significance in the era of network and new media. In order to strengthen value guidance, we can take the following specific measures:

1. improve general education

General education is very important for college students. It covers many fields, such as literature, history, philosophy, politics, economics, law and so on. It is very important to cultivate students' comprehensive quality. In the major of network and new media, we can teach these ideas and concepts related to journalism in a variety of ways, so that students can fully understand these ideas and concepts and apply them to practical work. For example, we can use multimedia means to let students understand society, news and values by watching videos such as volunteer services and environmental protection actions. In this process, we can combine the course with social practice, so that students can experience the practical application of these news values in practice, so as to further understand and master them.

2. grasp the value orientation of Journalism Education

In the era of network and new media, great changes have taken place in the mode and channel of news dissemination, which has brought challenges to education and teaching. However, the values of journalism remain unchanged, which requires us to always grasp the value orientation of Journalism Education in the process of reform. In practice, we can adopt a variety of strategies, such as introducing relevant news papers, news examples, etc. in teaching, so that students can have a deeper understanding of the values of journalism, and run these values through the whole teaching process, so as to make students feel the practical application scene of journalism more deeply.

3. using studio system

Studio system is a relatively new teaching mode, which can break the traditional teaching framework and promote the development of professional teaching. In the major of network and new media, we can adopt this mode and establish a studio to better achieve the goal of education and teaching. In this process, we can set up different types of studios according to students' needs and specialties, such as news studios, advertising studios, etc. In this studio, students can be exposed to the actual work scene and learn practical application skills, so as to better improve their practical ability and employment competitiveness.

5.3 Tamp the curriculum system: build a characteristic curriculum system and promote the construction of applied courses

1.Practicality of course content

The major of network and new media is a major with strong applicability. Students need to master various operating skills in practice. Therefore, in the course arrangement, we should pay attention to the combination of theory and practice, and increase the practical operability of the course. For example, in the course of web design, in addition to explaining the basic principles of web design, students should also be combined with actual cases to design web pages and experience the practical difficulties and skills in web design.

2.Update and real time of course content

With the rapid development of network and new media technology, the course content must keep pace with the times and keep up with the latest trend of industry development. For example, in the course of social media operation, the course content should be updated in time, including the latest playing methods of major social media platforms and innovative cases in the industry, and relevant information should be introduced in time, so that students can really master the latest media operation knowledge in their study.

3.Diversity and professionalism of course content

In the major of network and new media, it involves a wide range of fields, such as web design, video production, social media operation and so on. In the course design, we should pay attention to the diversity and professionalism of the course, so that students can master practical skills in different fields and have a certain degree of proficiency in the use of software and hardware equipment. For example, the video production course should cover various video production skills, including editing, picture design, soundtrack, post production, etc. At the same time, we should also pay attention to the convergence between different fields and create a highly integrated curriculum system.

4.Practice links and places of curriculum

The cultivation of Applied Talents in the major of network and new media needs to pay attention to the practice link, and students need to temper their skills in practice. Therefore, in the construction of the curriculum system, we should also pay attention to the design of the practice link. For example, in the course of web design, students need to design and publish web pages, so they need to provide students with corresponding practice places and equipment, such as computer classrooms, web servers, etc. At the same time, it also needs relevant teaching support and guidance, so that students can get timely guidance and feedback in practice.

Conclusion: through the analysis of the existing training mode of applied talents and the understanding of the market demand, we believe that the training of Applied Talents in the major of network and new media should clarify the professional orientation, strengthen the value guidance, and consolidate the curriculum system, so as to create a characteristic training mode, promote the construction of applied courses, and improve the training quality, Provide more high-quality talents for market demand.

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