

# Under the Perspective of Digital Economy, Film and Television Media Talents, Collaborative Education Mode

## -- Financial Media Teacher Training

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### Abstract

The development of financial media is the new demand of The Times. The comprehensive training of financial media talents in universities has been an important direction for all colleges to value and constantly explore and practice. However, the development context of financial media is not clear at present, the industry presents multi-polar development, the industry and classroom are seriously derailment, and the teacher system cannot perfectly adapt to the new situation of the industry. As a result, the training direction of financial media practice talents lacks a more comprehensive guiding case. Chongqing institute of foreign trade and economic cooperation bold innovation, the introduction of Beijing star macro film and television culture co., LTD., to build film and television media college (industry college), and in the form of cooperation, launched the "college building matrix, practice teachers" media practice teacher training mode, and intervention industry practice platform, in a diversified, comprehensive way of teachers, in order to linkage student training, melt media versatile talents.

### Keywords

Industry-academic Cooperation; Financial Media; Matrix Financial Media; Training Industry; Universities.

### 1. Introduction

In 2018, the Opinions of the CPC Central Committee and The State Council on Comprehensively Deepening the Reform of Teacher Construction in the New Era clearly pointed out that teacher education should be vigorously revitalized and constantly improve their professional quality and ability. Words such as "double-qualified teacher" and "practical talent" have become the key words. Is the so-called hundred years, education, education, teachers based. Under the guidance of various policies, the state expects to build a team of university teachers that accord with the characteristics of The Times, have both professional quality and have practical ability. With the continuous development of the era trend of "financial media", new requirements are put forward for the professional quality of university media teachers.

"Melting media" refers to the process of media content production make full use of the media carrier, retain the advantages of radio, television, newspapers and other traditional media, and the new media in complementary way, and integrate manpower, content, propaganda, realize "resource integration, content, publicity, benefit communion". Therefore, the media teachers in colleges and universities are required to have a strong sense of media integration and cross-media skills, as well as the creative and operation ability of TikTok, wechat, Weibo and other new media.

Under the background of industry cooperation, collaborative education, media practice teacher training, the training base in skilled professional, innovative teachers, training "specialized"

teachers, combined with multi-channel industry resources, industry standard ability requirements, build a complete training system, based on return local economic and cultural development, for more applied talents training faculty foundation, enhance the ability of "media" undergraduate colleges and universities.

## **2. The Significance of Building the Practical Teacher Training System of Financial Media**

For now, the domestic universities have no real sense of media practice teacher training system, or some college media teachers are more accustomed to building team to solve the current media demand, relatively loose resources of teachers and students is not enough to directly access to the media industry, the campus and market demand steady boundaries. This boundary extends the cycle of matching college media students and the market, and increases the cost of talent use. In a written survey by Chongqing School of Foreign Business and Economics on media students, out of the year, more than half of the 500 graduates said they need to study again after employment, with a time period ranging from three months to half a year.

How to break through the dilemma of high employment cost and long time cycle for college media students, the core way is to actively break the barriers between the industry and universities, to serve the overall improvement of local economy and society as the incision, The industry resources are connected to the daily teaching of media majors in colleges and universities, and the results are transformed to build a training model of industry and science collaboration.

Through the reform and practice of financial media practical teacher training, a fixed-point training system perpendicular to the industry can be formed during the university teaching period, and students can complete the seamless integration of the university and the industry in a way with a high fault tolerance rate. And practice teacher training in colleges and universities is not a single group, but the overall industrial chain, integration and combing the market demand, can accurately locate the next 510 years of media talent training direction, and accurate training employment talents, greatly shorten the application of social talent training cycle, reduce enterprise potential cost.

## **3. The Diversified Composition of Practice Channels**

Practical teacher training system construction and reform will be through the development stage of teacher training research, each period of practical teacher ability research, practice focus on direction research, market talent demand research, teacher training content research, training, and output research, develop the information data background, can produce collaborative education media new mode of practical teacher training.

The training system deeply studies Xi Jinping's important speech on building a team of high-quality and professional teachers, with the core goal of accelerating the modernization of education, building a strong education country and running education satisfactory to the people, and attaches importance to the parallel of morality and talent in teacher training. In combination with the great wave of media development in the new era, Clear about the market demand, Clarify the overall talent context from a small level, Extract the content of the teacher practice training program, Effectively grasp the degree, time and fruit of practical teacher training, So that the ability of colleges and universities can get benign growth; Truly distinguish and integrate traditional teachers and practical teachers, Understand their respective training characteristics, Find the right way for financial media teachers from "platform" to "set", Attach importance to the collaborative output of production and learning under the leadership of teachers, With classroom learning as the introduction, with practical training as the deepening,

Clarify the market demand for financial media talents, A large number of imported actual combat training system.

In this paper, taking financial Media Institute of Chongqing University of Foreign Business and Economics as an example, we summarize the implementation path of teacher training of financial media:

1. Starting from the college, actively sign a joint construction and sharing training platform with the surrounding district and county financial media centers, connect Wuxi, Tongliang, Tongnan, Beibei and other financial media centers, and build a complete training port for teachers and students. In the school, teachers 'promotion and students' practice as the publicity demands, teachers and students are organized to form department clusters, and according to the talent requirements of various media centers, centralized and unified and decentralized training in winter and summer vacation. With the industry work to compare and comb out their own knowledge points, teachers to guide students to practice in the theoretical reinterpretation, and sink to the practical ability.

2. Cooperate with Chongqing Planning Exhibition Hall, Chongqing Yubei District Agriculture and Rural Affairs Committee, Xiaojia District People's Government of Hechuan District and other government units in Chongqing, and develop financial media promotion projects to help rural revitalization in combination with teacher training projects. Many achievements have been made: including the Publicity Department of Hechuan District, Chongqing Film and Television Media Institute, and the project "t a changed me"; the 2021 micro video produced by film and Television Media Institute, Chongqing Yubei District Agriculture and Rural Affairs Committee.

3. Based on local governments, serving local enterprises and schools, and helping enterprises and schools to improve their publicity power. The college actively seeks for the financial media production needs of the enterprises and schools in Hechuan District and its surrounding areas, and connects and lands the advanced creative power and thinking mode of the industry. At present, we have signed a long-term video production project with Hechuan store platform, publicity cooperation of many brand stores in Hechuan Fortune Plaza business district, publicity video of Chongqing College and teacher micro class production, live broadcast of graduation and welcome party activities of each college.

The practical teacher training system of financial media can refine and sort out the content of local economic and social development, strengthen the connection with local enterprises and institutions, and base themselves on the needs of local social talents. We will help with local economic development, economic development, and personnel training, coordinate students, teachers, and colleges and universities, and significantly improve their ability to serve local economic and social development.

A variety of types of media practice project to expand the width of practical teachers training, make the media teacher training can borrow the industry, government media, campus broadcast resources and network media resources platform, make college media professional teachers can break the campus industry boundaries, joint era characteristics, the traditional teaching ability. The training method of teacher ability with diversified practice channels can deeply integrate teaching with PGC (professional production content), and gradually make teachers' professional industry ability compound progress, so as to drive students to form the ability of continuous output, and then cultivate the media talents urgently needed in the market industry.

## 4. The Construction Method of Financial Media Practice Teacher Training System

Basic information of the financial media practical teacher project: the teacher training system includes the project objectives; the project conclusion Structure; project training content and focus; project estimated results.

1, establish the project goal: through the project training, accept media practice training teachers should master in addition to the traditional theoretical system knowledge of the media industry and the era of practical skills, and through industry cooperation, understand industry rules, grasp the industry demand direction, truly meet the new education model of college teachers, thus in the teaching of linkage student training, with teacher, broaden the employment channels in the media environment, realize the development of higher talents.

2. Construction of the project structure: The project structure aims to refine the practical teacher training and integrate it into a set of specific plans that can be implemented for a long time. These include: theoretical training of practical teachers; observation and investigation; practical operation of practical projects; practical teacher training report.

3, clear project training content and focus: the project focus on the media practice teachers expansion of their knowledge, through the introduction of industry mentor and domestic first-class experts training, let teachers master the new era of media practice theory, and through multi-platform practice channels, let trained teachers can in the process of actual combat industry actual project requirements and practical methods to master. Taking the college as the unit, combining with the characteristics of the college, to establish a professional service practice training department matrix according to the industry financial media matrix. And on the basis of the media matrix, the practice objectives, requirements, operation and assessment methods of the media practice teachers are established.

4. Project estimated results: The project results are divided into two parts, namely, short-term (1-3 years) results and long-term (more than 5 years) results. In the short term, the financial media practical teacher training aims to focus on cultivating more than 10 practical instructors with rich experience, to ensure that the teacher group can have sufficient theoretical and practical ability. This group of teachers is scattered in all departments of the financial Media Matrix Center to guide 200-300 students in all majors in the three academic years, to practice all-round talents, teachers and students to feed the matrix construction, and make it a sound whole industry chain of financial media. The long-term goal is to further connect the classroom and the industry, to ensure that all the teachers of financial Media College can gradually evolve into versatile talents in the industry, so as to link the students of various majors in the college, and to ensure that 80% of the students have certain practical talents of financial media technology after graduation.

## 5. Conclusion

The development of financial media is an important development trend of China's media industry in the new era, As the last pass of talent training, the various film and television media colleges, We must follow the trend of The Times closely, Each has established a financial media training mechanism that meets its own needs, its own characteristics and local labels, Through practical teacher training, They can truly cultivate college teachers who can meet the new education model in the new period, Thus, the linkage to student training, Lead students by teachers, Expand the employment channels in the financial media environment, To realize the multiple development of higher talents; At the same time for the local economic development into the new generation of vitality; And to effectively integrate the new teachers and the financial media education system, Forming a new professional characteristics.

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