

Optimization of Journalism and Communication Majors in Local Colleges and Universities in the Construction of New Liberal Arts

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Abstract

In the process of "building characteristic majors, cultivating excellent talents and building first-class majors" in China's education industry, a good environment has been created for the further optimization of Journalism and communication majors in Colleges and universities. However, under the background of the construction of the new liberal arts, the problems faced by the journalism and communication major in local colleges and universities are becoming more and more obvious, especially in the transformation of traditional majors, the expansion of characteristic majors, the integration of cross majors and the elimination of backward majors, which seriously restricts the optimization of Journalism and communication major in Colleges and universities. Therefore, under the background of the construction of new liberal arts, this paper makes a detailed exploration on the optimization methods of Journalism and communication specialty in Colleges and universities, so as to lay a solid foundation for further improving the education level of Journalism and communication specialty.

Keywords

New Liberal Arts Construction; Local Universities; Journalism and Communication; Optimization Approach.

1. Introduction

In order to further improve the professional teaching level of local colleges and universities in China, the Ministry of education has issued a series of policies and measures to assist local colleges and universities to comprehensively optimize various majors. In order to ensure that the goal of optimizing the quality of the professional structure and improving the connotation of colleges and universities can be effectively realized under the active guidance of the construction measures of new engineering, new medical, new agricultural and new liberal arts, so that colleges and universities can strengthen and expand the main majors, make every effort to create characteristic and advantageous majors, constantly upgrade and optimize the traditional majors, and completely eliminate the majors that can not adapt to the changing needs of social development. Therefore, local colleges and universities should actively respond to the strategic deployment requirements formulated by the Ministry of education. In the process of carrying out the construction of new liberal arts, we always take professional optimization as a powerful tool, make a detailed analysis of the problems existing in the reform of Journalism and communication specialty, clearly understand the causes of relevant problems, so as to take diversified and effective measures to properly solve relevant problems, and contribute to the overall promotion of Journalism and communication specialty in local colleges and universities to achieve the goal of high-quality development[1-2].

2. Actively Encourage and Supervise Professional Teachers to Continuously Improve Their Ability to Update New Knowledge Points

First, actively encourage professional teachers to achieve the goal of improving both experience and degree. Under normal circumstances, teachers engaged in journalism and communication professional education must have a doctor's degree or above, while teachers of Journalism and communication professional business courses must have more than half a year's experience in media units. In the process of achieving this goal, teachers will inevitably take the initiative to contact more new knowledge and skills. Therefore, teachers' ability to master new knowledge and skills will inevitably be improved. Local universities and departments should constantly optimize the growth environment of professional teachers, so as to create a good environment for teachers to achieve the goal of both energy and degree[3-4].

Second, local colleges and universities should strengthen the establishment and improvement of professional teachers' professional learning system and training system. Promote the business relationship between news and communication majors and enterprises, and ensure that professional teachers can grasp the development status and future development trend of news and communication industry in real time through regular business exchange activities. Actively encourage professional teachers to actively participate in academic exchange activities related to journalism and communication education and teaching at home and abroad, so as to broaden their academic vision. Teachers assigned to the professional business courses of Journalism and communication actively participate in professional media technology training activities to ensure that teachers can master various application skills of modern media mainstream technology[5-6].

Third, ensure that the best combination of interdisciplinary professional teachers is effectively realized. In the process of optimizing the major of Journalism and communication, local colleges and universities must effectively solve the new situations and problems in the professional field. Therefore, local colleges and universities should establish an interdisciplinary project research team with high professional ability and a new team of interdisciplinary course teaching teachers. Ensure that the discipline background and personnel structure of the teaching staff of Journalism and communication can be highly consistent with the talent training objectives, and optimize the allocation of professional teachers with different discipline backgrounds according to the training requirements of innovative, applied and compound talents[7-8].

3. Establish a Professional Model of Journalism and Communication with High Unified Specifications and Characteristic Advantages

3.1. In the Process of Building the Unity of Training Specifications of Journalism and Communication Specialty in Local Colleges and Universities, We Can Start from the Following Two Levels

First, local colleges and universities should set up unified courses for students majoring in journalism and communication. During the freshman and sophomore years of college, students can cultivate the basic knowledge, basic theory, basic skills, humanistic quality, scientific quality and artistic quality of Journalism and communication major by carrying out general courses of various majors, so as to lay the foundation for students to learn more professional knowledge in the follow-up.

Second, local colleges and universities should open highly unified core skills training courses for journalism and communication majors. On the basis of clarifying the framework of students' core skills, guide junior and senior students to fully master the core skills of Journalism and communication, and cultivate journalism and communication talents with "one specialty, many abilities, one proficiency and many skills".

3.2. In the Process of Building the Characteristics and Advantages of Journalism and Communication Specialty in Local Colleges and Universities, We Can Start from the Following Three Levels

First, local colleges and universities should reflect professional characteristics in the process of offering elective and minor courses. For example, we can reasonably add the number and types of courses in elective teaching links to further improve the minor specialty system. Students' interest in minor courses can be combined with their actual knowledge to ensure that they have obvious advantages.

Second, local colleges and universities should highlight professional characteristics in the process of setting up practical teaching. Always follow the student-centered idea, highlight the dominant position of students, ensure that the new practical teaching model can be highly consistent with students' interests and abilities, and pay attention to the cultivation of students' specialties.

Third, local colleges and universities should reflect professional characteristics in the process of setting professional direction. By extending and expanding a certain field of Journalism and communication specialty, we can cultivate specialized talents and characteristic talents. For example, the major of network and new media can set the direction of media creativity, and the major of radio and television can set the direction of international news communication.

4. Promote the Effective Realization of the Goal of Interdisciplinary and Interdisciplinary Professional Reorganization and Integration

First, local colleges and universities can offer second degree education for journalism and communication majors to cultivate a large number of compound talents for the journalism and communication industry. Therefore, the major of Journalism and communication should carefully design the teaching scheme of the second degree. Through the continuous optimization of the curriculum system of the second degree, a large number of excellent students from our university and other colleges should take the initiative to join the second degree of Journalism and communication. On this basis, students with spare energy in their major are actively encouraged to take the initiative to study for the second degree offered by other colleges.

Second, local colleges and universities should actively integrate their journalism and communication majors or other majors with Journalism and communication majors or other majors of foreign universities, and strengthen the active training of interdisciplinary and interdisciplinary talents. For example, journalism and communication majors can actively cooperate with economics majors to train financial news professionals. Journalism and communication majors can actively cooperate with law majors to train public health journalism professionals. Journalism and communication majors can actively cooperate with agronomy majors to cultivate journalism professionals of "agriculture, rural areas and farmers". The major of editing and publishing can also actively cooperate with the major of pedagogy to cultivate a large number of editing talents for educational publishing units. The major of editing and publishing can actively cooperate with the major of fine arts to cultivate a large number of editing talents for art publishing units. It can be seen that by adopting the above combination methods, a large number of special talents engaged in content production in a specific professional field can be trained. For local colleges and universities, in the process of fully implementing the above comprehensive approach, we should not only fully consider their own advantageous disciplines and educational resources, but also make a practical investigation on the setting structure of local media institutions and the actual needs of media institutions for professionals. On this basis, attach great importance to students' employment and

entrepreneurship willingness, and fully integrate relevant factors to ensure that the professional integration operation mode adopted is highly reasonable and scientific.

5. Strengthen the Establishment and Improvement of the Dynamic Adjustment Mechanism of the Whole Specialty

Due to the changing development structure and direction of the media industry and the changing requirements for the professional quality and ability of reserved talents, the education of Journalism and communication has to follow the development and change of the industry, establish an adjustment mechanism with high dynamic characteristics, and completely eliminate the majors lacking sustainability. At present, many top local colleges and universities in China have played a leading role in actively withdrawing journalism and communication majors. For example, Tsinghua University stopped recruiting undergraduates in journalism in 2020, and Renmin University of China stopped recruiting undergraduates in editing and publishing in 2021.

In the process of establishing and improving the dynamic adjustment and optimization mechanism of news and communication majors, local colleges and universities should strictly control the entrance of majors and ensure the unimpeded exit of majors, which can be started from the following two aspects:

First, local colleges and universities should strictly control the entry gate of Journalism and communication majors, establish and improve the professional access mechanism, and reasonably increase the new majors of Journalism and communication in combination with the actual demand of the media industry for professionals. Relying on various disciplines of Journalism and communication, it provides help for the intersection and integration of various disciplines. Local colleges and universities must ensure that their own books and materials, teaching auxiliary personnel, instruments and equipment, full-time teachers and practice bases meet the basic requirements for setting up the major of information communication.

Second, local colleges and universities should keep the export of Journalism and communication major unimpeded, so that the established early warning mechanism and exit mechanism are highly professional. Actively implement professional quality self-test measures, so as to ensure that the balance between the formulated enrollment plan, employment and professional development is always maintained. This can not only improve the dynamic adjustment and optimization mechanism of Journalism and communication specialty, but also ensure the effective realization of the goal of optimizing the structure of Journalism and communication specialty from the overall level.

6. Conclusion

Local colleges and universities should optimize each specialty in the construction of new liberal arts, and all measures should be based on the traditional specialty construction activities. As for the journalism and communication major, it has been unable to break through the backward state in the previous construction of advantageous majors. Therefore, we must take advantage of the construction of new liberal arts to improve the optimization efficiency of Journalism and communication major. We should not only actively urge professional teachers to improve their ability to update new knowledge, but also build a major with high unified specifications and characteristic advantages, so as to ensure the effective realization of the goal of interdisciplinary and interdisciplinary professional reorganization and integration, and establish a dynamic adjustment mechanism with high soundness and professionalism. At present, although the optimization of Journalism and communication major in local colleges and universities is bumpy in the construction of new liberal arts, as long as we firmly adhere to

the specific goal orientation and adopt effective methods, it is bound to make journalism and communication major have the ability to adapt to social changes and development, and promote the further improvement of the education and teaching level of Journalism and communication major in China.

Achievements

The construction of Mongolian female image in film and television works.

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