

Research on the Direction and Countermeasures of News Teaching Transformation in New Media Era

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Abstract: This article mainly analyzes the problems existing in the news teaching in the new media era, discusses the direction of the transformation of the news teaching in the new media era, and studies the effective countermeasures for the transformation of the news teaching in the new media era. In order to speed up the transformation of news teaching, so that it can meet the needs of the development of the news profession in the new media era, improve the level of news teaching, and cultivate high quality and high ability news talents. So as to promote the modern development of journalism education in our country, conform to the trend of quality education reform, and realize the maximization of news teaching benefits in the new media era.

1. Introduction

With the continuous deepening of quality education reform in China, journalism education is also affected by it. In response to the call of reform, journalism education began to attach importance to the transformation. The 21st century is a scientific and technological era. When computer information technology is widely used in various fields, the news media in China has also entered a new stage of development. Traditional media no longer adapt to the current market environment, new media emerged. In this case, the traditional news media needs to be integrated with the new media to create a development path of news media that meets the needs of the society. Therefore, it is necessary to strengthen the professional education of journalism and train more outstanding journalists. This needs to be based on the new media era, change the news teaching mode, find out the core and direction of news teaching, adopt modern news teaching methods, keep pace with the times, and combine the actual needs to create practical news talents, so as to provide an important guarantee for the quality of news teaching in the new media era.

2. Problems in News Teaching in New Media Era

The problems existing in the news teaching in the new media era are mainly manifested in the following aspects: First, the awareness of the transformation of news teaching in the new media era is relatively weak, and some schools have not realized the great influence of the new media on the news industry in our country, nor have they changed their thinking, and have recognized the importance of changing the teaching mode in line with the development of the times. As a result, the development of news teaching in our country has been restricted and it is still in the traditional old mode, which is not conducive to optimizing the training system of modern news talents [1]. In addition, in order not to be eliminated, the current traditional media have started to merge with the new media, which has directly changed the production mode of news content and is no longer limited to the four traditional forms. However, news teaching does not attach importance to this feature. News writing and news editing are still the main methods in curriculum design, which results in the lack of timeliness and scientificity in news curriculum.

Second, as the news industry is currently in the exploratory stage, its requirements for news professionals have not yet formed a system, emphasizing compound talents. This not only provides the development direction for news teaching, but also brings certain challenges to its target teaching. The teaching objectives currently set are still in the past and do not meet the needs of the new media

era. Moreover, when designing teaching contents, the system is unclear and scattered, resulting in the lack of systematic teaching for teachers. Most teachers only focus on the guidance of news theory, ignoring the cultivation of students' critical thinking, and students lack the ability of news practice [2].

Third, the quality of news teaching teachers at this stage still needs to be improved. They must change their traditional teaching concepts, conform to the news teaching trend in the new media era, learn new knowledge and abilities, and adopt brand-new teaching methods to guide students. But today's news teaching classroom atmosphere is boring, which is not conducive to cultivating students' interest in learning.

3. The Transformation Direction of News Teaching in New Media Era

First of all, we should make it clear that the core content of news teaching is news practice education. It means that news teaching cannot be separated from the current development needs of the news industry, and corresponding transformation and reform should be carried out based on the current status of the news media. News teaching has never been a superficial formal and theoretical teaching, which emphasizes the practicability of news knowledge and requires students to apply the learned theoretical knowledge to news work and meet the needs of modern news work. This requires news teaching to be timely and keep pace with the times. Looking at the current situation, the direction of the transformation of news teaching in the new media era seems to revolve around media integration and digitalization.

Journalism is a kind of social science. It has humanistic feelings, emphasizes rational thinking, and pays attention to research methods. It needs to discover and analyze news phenomena and events, find its characteristics and laws, and explore social relations through news reports [3]. Therefore, in the process of news teaching transformation, to change the past teaching objectives, we should not only attach importance to the cultivation of the ability of the students majoring in news, but also improve their comprehensive news literacy and make them have good humanistic spirit.

Secondly, at present, China's news industry is in the exploratory stage of transformation. In the process of transformation of news teaching, the most important thing is not to implement “seamless docking” of training news talents, but to strengthen the training of thinking of students majoring in news. When the society's demand for journalists is not clear enough, the training of thinking and the teaching of methods are the core. Therefore, modern news teaching teachers should not be too attached to certain news technologies, but should cultivate students' news thinking ability based on the professional characteristics of news, so that students can have good critical thinking and learn to look at problems dialectically to objectively reveal news phenomena. It is necessary to improve students' overall thinking and train their news reporting ability to adapt to the development of news industry in different times.

In addition to adding new media courses to news teaching, news education should also clarify the scope of teaching and the scope of the news industry, strengthen students' communication ability, and train more high-quality news propaganda talents so that journalists can have good communication and cooperation with relevant functional departments and actively cooperate with the work requirements of relevant units. Attention should be paid to the training of the following talents: first, public relations talents, which means they can use their own news knowledge and ability to deepen the relationship with customers. The second is to promote talents, who need excellent talents who can package and design contents in the news industry. The third is technical personnel, who need to master modern big data technology, can update the technology in time and have certain news sensitivity.

4. Effective Countermeasures for News Teaching Transformation in New Media Era

4.1 Enhance reform consciousness and follow the principle of industry logic

In order to realize the transformation of news teaching in the new media era, we should strengthen the awareness of news teaching reform, the state and the government should give some reform support, and schools should implement the reform work. On the one hand, it is necessary to make clear the sexual characteristics of news media work and the ability needs of journalists in the new media era; On the other hand, we should change the traditional news teaching mode, stick to a brand-new news teaching concept and create a good new media teaching environment. When designing and arranging news courses, we should follow the principle of industry logic and bid farewell to the traditional linear design thinking in the past. In other words, the four curriculum arrangements linked with traditional news in traditional courses, namely, news writing, interview, editing and commentary, can no longer be regarded as the only curriculum category. In the new media era, it is necessary to fully apply Internet thinking to redesign news courses [4]. The current news production channels have been expanded and are more three-dimensional than in the past, belonging to a multi-dimensional production mode. In contrast to these characteristics, the design of news teaching courses should also be changed accordingly, with a forward-looking view of news teaching design, breaking through the shackles of traditional training of news talents. On the premise of designing the basic course of journalism, we should also tap and cultivate the ability of journalists from the following three aspects: first, we should learn to collect and integrate news information and tap customer information; The second is to have the production ability to present the news content to the public. The third is to master the marketing methods of news products and have good customer maintenance ability.

4.2 Clarify teaching objectives and follow discipline logic principles

In the traditional news teaching, the teaching goal is not obviously highlighted, so that the teacher's design in the teaching deviates from the professional education demand, which is not conducive to the sustainable development of news teaching. In the process of transformation, in order to ensure the effectiveness of the transformation effect, it is necessary to combine the needs of the news professionals in the new media era to reasonably formulate the news teaching objectives and design scientific teaching contents according to the objectives. Only when the goal is clear and the content is wise can we give full play to the role of the news teaching class and train more outstanding journalists. In addition, we should also follow the principle of discipline logic and attach importance to the improvement of students' thinking ability, instead of focusing on students' theoretical knowledge learning. The content of the designed teaching course should strengthen the cultivation of students' critical thinking, learn to verify the authenticity of the news, and be disobedient and dependent on the tendentiousness of the news industry. Should have the spirit of questioning, through the collection of relevant evidence information, to carry out self-reflection, learn to sort out and summarize [5]. For the scientific research work of journalism, it is necessary to have critical thinking, guide students to reflect, stimulate students to actively explore, and not only focus on the development status of journalism. In the process of news teaching, we can create a good news environment for students. According to the actual needs of the school, we can create workshops, set up news experiment classes, encourage students to participate, integrate the current real-time dynamics of the press into news teaching, keep pace with the times, and invite students to discuss and think about the current hot news events.

4.3 Strengthen the teaching staff of news and follow the principle of technical logic

The transformation of news teaching cannot be separated from the role of teachers. In order to improve students' news ability and accomplishment, it is necessary to strengthen the training of teachers and continuously expand the ranks of news teaching teachers. It should not only have modern teaching concepts, but also have in-depth understanding of the current new media, be able to keep pace with the times and master new media technology. We can strengthen the systematic

training of traditional news teachers to make them more professional, employ new media authorities to focus on training teachers, and improve teachers' ability to apply new media. In addition, schools should adhere to the principle of “bringing in” and introduce excellent news professionals to schools to undertake news teaching and provide new vitality for news teaching in the new media era [6].

In order to break the traditional curriculum barrier, we should follow the principle of technical logic. The so-called technological logic refers not only to develop the news teaching technology and promote the progress of modern technology to be good and optimized, but also to think about the thinking mode hidden behind the technology in the news transformation and make it clear that the technology ultimately serves people. In the new media era, the development of network technology emphasizes the divergence of people's imagination and thinking. It is not limited to industry barriers and provides a platform with high comprehensiveness and unlimited extension, which is conducive to promoting scientific cooperation in various industries. Based on this, news teaching should also follow this principle, no longer artificially set a framework for news teaching, and do not separate the courses. But to implement interdisciplinary teaching, to make the curriculum more three-dimensional, and to integrate the curriculum together, to implement a more comprehensive and systematic teaching, to change the fixed thinking of teachers and students.

5. Conclusion

In the process of news teaching transformation in the new media era, we must first clarify the core content of journalism education reform, and recognize the connotation and characteristics of journalism. And according to the scope of the journalism profession to carry out effective teaching reform work, clear the goal of journalism teaching, set scientific teaching content, to ensure the effectiveness of journalism teaching. At this stage, there are still certain problems in the news teaching in the new media era. It still needs to be further solved. To solve the problems and implement corresponding countermeasures to solve them, we must pay attention to the cultivation of the ability of journalism students, and also strengthen the cultivation of their quality. Meet the requirements of quality education reform. All in all, the transformation of news teaching in the new media era is imperative, which is conducive to the long-term development of journalism education, in line with the society's demand for journalism talents, and also to optimize the design of journalism courses. It must be highly valued and cannot be ignored.

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