

Research on Cultivation of Practical Professionals in Radio and TV Editing in Local Universities

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Abstract: Since the arrival of new century, there has been increasing change in the media industry with the rapid development of related technologies. Especially in current era of media convergence, the media industry has greater demand for practical and versatile talents. Therefore, how to cultivate the media graduates required by the industry has become an urgent problem for many local colleges and universities setting up relevant majors. With Radio and TV Editing major as example, this paper aims to discuss the problems faced in the process of practical professional cultivation and put forward solutions, so that the trained professionals can fully meet current needs of the media industry.

1. Focusing on Professional Spirit in Practical Professional Training

At present, in the process of personnel training, Chinese colleges and universities tend to focus on vocational skills training, neglecting the cultivation of professional spirit. Therefore, the trained students cannot adapt to the workplace environment instantly, which leads to a gap between the school and the workplace. In the report of the Nineteenth National Congress of the CPC, it was proposed that "it is necessary to build a large army of knowledge-based, skilled and innovative workers, carry forward the spirit of model workers and craftsmen, and create a social fashion celebrating labor and a trend of dedication ". The so-called "craftsman spirit" is not only the embodiment of professional spirit, but also the reflection of professional ethics, professional accomplishment and professional ability. Practitioners in all walks of life should possess excellent qualities including dedication, concentration and the pursuit of perfection, and devote themselves wholeheartedly to their work.

In the process of personnel training, if the cultivation of professional spirit is neglected, students will not be able to fully exert their value when they begin to work, even if they have certain professional abilities. Therefore, during the process, it is supposed to focus on the cultivation of professional spirit, so that they harbor the "craftsman spirit" and thus are able to meet the challenges brought by the workplace in the new era. For the students majoring in Radio and TV Editing, they will face the ever-changing media work in the future. Therefore, the cultivation of professional spirit is very necessary for the students majoring in this discipline to meet the requirement for professionals in this field in the future.

To focus on the establishment of professional spirit while training practical professional majoring Radio and TV Editing can endow students with professional spirit and dedication attitude required in future workplace, which is of great benefit to improving their own competitiveness. Therefore, the cultivation of professional spirit can be regarded as the inherent motive force and spiritual connotation of the personnel training, bringing great impetus and promotion effect on students' future development. Especially in current rapidly-changing media environment, if the practical professionals have professional spirit, they will consciously abide by professional ethics in their learning and working process, and devote themselves into the pursuit of perfection. It can be seen that professional spirit plays an important role in the process of obtaining employment for practical professionals of this major.

For Radio and TV Editing, the basic goal is to train practical professional engaging in radio program editing and production and other posts alike. Therefore, standards for students' professional

ability and quality are relatively high. If students are expected to have a certain professional spirit in the learning process, efforts can be devoted to the following aspects.

Firstly, it is supposed to create a sound professional atmosphere in campus, especially culture construction. In fact, the function of campus culture mainly refers to the inner influence of the spiritual environment and atmosphere created by the construction of campus culture on students. In view of the specific problems of endowing students of the major professional spirit, construction of campus culture can be used for its favorable influence. For example, colleges can invite people from the industry to give speeches or reports on how to build up the correct professionalism for students. And they can hold essays or speech contests on professionalism. In this way, students can acquire a more intuitive and perceptual understanding of professional spirit, which has a far-reaching impact on their future career. In addition, a variety of subject competitions should be held for students majoring in Radio and TV Editing to develop their professional practical ability in the process of competition, find their own shortcomings in the actual operation, find the weak links at the professional level, and improve them in the later learning process. In this way, students can develop the spirit of dedication and pursuit for perfection in these extracurricular cultural life and related professional competitions, which has an inestimable impetus for their future career development.

Secondly, tutorial system and studio can be built up to promote students' professional spirit. That is to say, in the process of teaching, students' professional ability and professional accomplishment can be improved to certain level in this way. Students majoring in Radio and TV Editing need a lot of practice in their learning process. The tutorial system enables professors to understand students' interests, specialties and professional weaknesses timely. And by collecting and sorting out relevant information, they can make adjustments in teaching methods and contents and thus truly realize targeted instruction, which has an undoubtedly positive effect on the development of students. Moreover, the implementation of tutorial system can further narrow the distance between teachers and students, let students learn the connotation of professional spirit from teachers. And under professor's subtle influence, students form correct professional concepts and attitudes. The establishment of studios is a more convenient and effective training mode. Students can group freely and set up studios in the way of group cooperation. For example, the studios can be divided into photography studio, editing studio and so on according to the training program and training objectives. And fixed instructor should be assigned to each studio to offer guidance. In the process of practice, students can acquire a more systematic and specific understanding of the relevant media positions they want to engage in in the future, which promotes the cultivation of professional spirit. However, it should be noted that whether for the tutor or the instructor assigned for a studio, it is necessary to have profound professional theory and strong practical ability, as well as higher moral level. Only in this way can they help students build up a positive professional spirit through their own performance. Furthermore, school-enterprise cooperation should be extensively carried out to establish effective channels for students majoring in Radio and TV Editing to develop professional spirit. While cultivating professional personnel of this specialty, local colleges and universities can carry out cooperation with enterprises. In this way, while fulfilling a series of tasks and work assigned and required by enterprises, students can obtain a platform to develop their professional skills and develop a rigorous, realistic, dedicated and serious professional spirit. However, it is worth noting that in the process of school-enterprise cooperation, students should not be completely handed over to enterprises. Professional instructors should be involved to offer guidance in all practical processes to provide double guarantees for the cultivation of students' professional spirit. For the students of this major, the future career is full of opportunities and challenges, and there is a certain pressure. This pressure not only involves physical aspects but also mental aspects. Therefore, colleges and universities need to make the students of this major have a deeper and more intuitive understanding of the workplace through the mode of school-enterprise cooperation.

It can be seen that the professionalism is the embodiment of the pursuit of perfection in work. Local colleges and universities should focus their investment in this aspect while cultivating practical personnel of Radio and TV Editing. In this way, they can improve the employment rate of

students, thus providing media professionals more responsible for the society and making them contribute to the construction of socialism.

2. Cultivating Media Professionals Adapted to the Times of Media Convergence

In recent years, the Internet has been accessed into millions of house and exerts far-reaching and concrete impact on all aspects of life. Traditional media is in decline and faced with many challenges, such as the integration of new media. However, these challenges can also be taken as an unprecedented opportunity. Therefore, it is worthy to conduct a discussion on how to cater to the current media environment and cultivate practical media professionals who can adapt to the characteristics of new media.

Firstly, in the times of media convergence, it is supposed to fundamentally change the mode of practical professional training on Radio and TV Editing. In recent years, there is a shift of need of media audience. No longer satisfied with the one-way transmission of traditional media, the audience is increasingly accustomed to obtain information from Internet, such as portals, social platforms or other applications. In view of this, the training mode of this major should conform to the trend of the times, cater to the needs of the audience and keep pace with the times, so as to cultivate professional personnel who can adapt to the media environment. Of course, during the cultivation, it is also necessary to adhere to the cultivation concept with practical skills as the main part. What's more, more attention should be paid to the continuous development of professional fields, so that students can become practical professional adapting to the current media development.

Secondly, it is supposed to pay attention to the cultivation of Internet thinking and constantly strengthen the awareness of media integration. Through reflecting on the training programs formulated, colleges can realize that the current curriculum system of this major often fails to fully adapt to the latest forms of media. Therefore, it is necessary and vital to further clarify the objectives of talent training. Only If the students are trained into professional media talents headed with Internet thinking and able to adapt to the media environment, they can provide better service for the media audience with more accurate and personalized media content.

Moreover, it is worth noting that it is necessary to further strengthen the practical skills of students majoring in Radio and TV Editing and achieve innovative practical teaching. Advancement at the ideological level only is far from enough for this purpose. On the basis of sound theoretical foundation, students need to strengthen their practical ability, so as to increase their competitiveness in the workplace. Therefore, local colleges and universities should actively mobilize their available resources following the principle of employment -oriented training, and further improve teaching practice. Not only should practical skills training be carried out throughout the teaching process, but also it is necessary to vigorously implement relevant practical teaching, thus allowing students consolidate their theoretical knowledge in the process of practice. Then, traditional teaching methods should be changed into student-centered mode from teachers-centered mode. What's more, classroom teaching should no longer be one-way imparting, but in heuristic mode involving discussion and practice. And it is supposed to focus on the cultivation of practical ability and innovative consciousness, so as to ensure their practical skills meet the requirements of the future workplace.

In addition, efforts should be made to train students' cross-media skills and to send versatile professional personnel for the media industry. In recent years, Internet-related products and technologies are constantly being innovated. And media practitioners are constantly facing new requirements and challenges. Therefore, only by training students to master a variety of media-related skills can make them better adapt to the new changes and challenges of the media industry, instead of eliminated by the industry. While training professional personnel of this field, local colleges and universities must equip students with the concept of cross-media communication and relevant practical skills. For the course design, they can offer some courses catering to the current media development, such as digital media, interactive media, data analysis, activity planning and other related courses.

3. Creating a Practical Personnel Training Model to Adapt to the Development of Media

Firstly, it is supposed to establish the training goal with "one specialty and multi-abilities" as the core and lay emphasis on the individual development of students. Courses should be arranged in different stages with certain objectives. General courses and professional compulsory courses can be offered to freshmen and sophomores, and students can choose different courses according to their own preferences and characteristics in later learning stages. Such a curriculum model is of great benefit to cultivating talents equipped with "one specialty and multi-abilities". And it enables students to bring their own advantages into full play and trains them to qualified personnel for media undertakings on the premise of students' individual development.

Secondly, it is supposed to adhere to the talent training mode centering on skills training. The students majoring in Radio and TV Editing will have to deal with various unexpected situations when they step into their jobs in the future. If they do not have comprehensive professional abilities and professional accomplishment, their employment and career development will inevitably get hindered. Therefore, in the process of cultivating practical professional of the major, students must be endowed with extensive knowledge and professional ability to be able to deal with problems on their own. For example, it is supposed to elevate students' literary attainments and language expression ability, understanding and using of audio-visual language, artistic aesthetic ability and so on. The most important thing is to cultivate students' creative ability, so that they can use a variety of artistic means to achieve innovative artistic creation. Of course, besides with sound theoretical knowledge, students should also apply the theory with practice. The work of the media industry is very complicated. Practitioners of this profession not only need to plan, but also write, direct and edit. Therefore, in the process of teaching, it is supposed to pay attention to the cultivation of students' practical ability, so that students can apply theoretical knowledge to practice well.

In addition, the cultivation of students' innovative ability should be strengthened. Radio & TV programs and current numerous Internet media products not only embody soft power but also reflect cultural reserve and national creativity of our country. Therefore, students majoring in Radio and TV Editing should be determined at creating more and better radio and television programs and Internet media products. Then, they can satisfy the growing and changing cultural needs of our audiences and promote the more vigorous development of our cultural undertakings, thus propel the country to occupy a place in the international arena with absolute right to speak. With the improvement of people's living standards and the development of science, technology and culture, the audience's taste is changing constantly. The traditional mode of radio and television programs has been unable to meet the current audience's spiritual needs. Therefore, the relevant practitioners must have innovative consciousness and ability, not only to innovate the program mode and broadcasting channels, but also to change the previous thinking and methods, using a new thinking, perspective and way of literary and artistic creation. In the process of training practical personnel of Radio and TV Editing, students should be trained to have innovative thinking and innovative ability, dare to break the restriction of traditional thinking, expand thinking and subvert tradition. Only in this way can they create unique literary and artistic works. For the students of this major, the cultivation of innovative thinking and innovative ability depends not only on the accumulation of theory and practice, but also on the perception and discovery of the external environment. Only with a compassionate heart can they discover and excavate the material of life and get the inspiration of innovation.

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