

The Training of Applied Talents of Network and New Media under the Mode of School-Enterprise Cooperation

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Abstract: The Information Age Has Promoted Social Change, Industrial Development and the Upgrading of China's Technological Level. as a Product of the Times, the Improvement of Scientific and Technological Strength Promotes the Innovation of Traditional Media and Tends to Integrate with New Media, Realizing the All Media Communication Mode. At the Same Time, Network and New Media Specialty, as a New Course in Colleges and Universities, Realizes the Integration and Intersection of Network and Media, and Provides Full Guarantee for the Cultivation of Network New Media Application Talents with Compound Professional Knowledge. Based on This, This Paper Summarizes the Current Situation of Network Strategy and New Media Professional Development and Talent Training Mode, and Finds That Colleges and Universities Are Facing Multiple Difficulties in the Process of Talent Training. Based on This, It Puts Forward Corresponding Countermeasures and Suggestions, Hoping to Provide Useful Reference for the Future Application-Oriented Talent Training in Colleges and Universities.

1. Introduction

1.1 Literature Review

Network and new media application-oriented personnel training has gradually attracted the attention of most universities and enterprises. Zheng Chuanyang and Wang Liliao, through the investigation of the industry in the whole country, choose the training plan of some colleges and universities as the sample, from the two levels of positioning and curriculum system, explore and build a scientific and reasonable talent training model, and achieve the goal of application-oriented talent training(Zheng and Wang,2014). Shen Kunlian believes that colleges and universities should constantly integrate the teachers, integrate the applied courses needed by the corporate culture and industry, and increase the practical training and operation ability, so as to build a training system for the applied undergraduate talents suitable for the cooperation between schools and enterprises(Shen,2012). Li Ning and sun Zetao, from the perspective of local colleges and universities, actively explore the collaborative education between colleges and enterprises, so as to improve the collaborative innovation between schools and enterprises, and sort out three collaborative training modes to realize the application-oriented talent training(Li and Sun,2015).Liu Guoqiang also takes local colleges and universities as an example, and believes that talent training should gradually change to application-oriented aspects according to the requirements of the times. In addition, we should update the educational concept, teaching methods and the connotation of Applied Talents in the course setting(Liu,2018).To sum up, school enterprise cooperation has become the main way to reform and cultivate talents mode in Colleges and universities, and then to provide applied talents that meet the market demand for the society.

1.2 Research Purposes

With the continuous improvement of China's economic strength, the level of science and technology has been improved, and the information age is highly popular. In the information age, science and technology, network, productivity and social development mode are constantly transformed and transformed(Yu and Cai,2016). Most colleges and universities are also constantly integrating technical expertise in personnel training mode and mode, so as to change the traditional

education mode and realize the cultivation of high-quality and compound talents. Among them, network and new media, as new majors in Colleges and universities, are widely applicable to the requirements of the current digital and information society and the current trend of media integration(Ouyang,2016). However, under the current mode of school enterprise cooperation, colleges and universities are facing difficulties in training network and new media application talents, such as weak professional teachers, weak cooperation between schools and enterprises, and difficulties in coordinating the interests of schools and enterprises, thus hindering the cultivation and development of talents in Colleges and universities. In this regard, this paper explores the existing problems in the current collaborative training mode of network and new media application talents between universities and enterprises, and puts forward the direction and Countermeasures for universities and enterprises in the process of talent training, so as to provide continuous application talents for the innovation and development of China's media industry.

2. The Current Situation of Network and New Media Applied Talents Training

At present, the traditional media should be the impact of new media, and constantly achieve their own upgrading and transformation. Therefore, the establishment of network and new media specialty in Colleges and universities will promote students to master the professional knowledge of various media, and then become a composite media worker, to achieve the full three-dimensional content dissemination to the audience. Similarly, network and new media, as the media of current communication, play a huge role in the realization of all-round three-dimensional communication of audio-visual content, and bring vivid audio-visual experience to the audience. Although traditional media does not have the timeliness of new media to some extent, it also has its own irreplaceable advantages. Traditional media for content dissemination is not transient, but can be retained for a long time, but also the mainstream media of content retention in different periods. Using the big data and Internet of things media created in the Internet era, and integrating traditional media and new media are the key to realize the media reform in China. Furthermore, for colleges and universities, training application-oriented talents with knowledge of network, new media and traditional media can not only promote the integration and reform of new and old media in China, but also promote the innovation and sublimation of media. However, in the process of application-oriented personnel training in most colleges and universities, there are some problems, such as weak teachers and poor practical ability of students, which make students unable to integrate into the process of the information age after graduation and choose jobs that are inconsistent with their own majors. In addition, traditional colleges and universities still adopt theoretical teaching in the process of training new media talents, not only the theoretical knowledge ability can not be improved, the practical ability can not be possessed, and can not make up for the poor quality of students in some colleges and universities.

At present, school enterprise cooperation has become one of the ways to cultivate students. Students can not only improve their learning ability, but also cultivate their practical ability. At the same time, students can rely on school enterprise cooperation to obtain corresponding internship opportunities during the holidays, and deepen the memory and understanding of theoretical knowledge. As a hot new major in recent years, network and new media are favored by most universities and students. However, as a new type of major, the weak teachers and poor professional degree lead to students not only unable to obtain professional knowledge, but also lose their love for news, and reduce the number of professionals for the society. Therefore, under the mode of school enterprise cooperation, on the one hand, students can acquire more professional knowledge ability and deepen the understanding of theoretical knowledge. On the other hand, students can obtain more practical ability, learn more additional professional knowledge and improve the application ability of professional knowledge through the internship opportunities provided by enterprises.

3. Problems in the Training of Applied Talents of Network and New Media

3.1 Weak Professional Teachers

The weakness of teachers is a common problem in all colleges and universities. As colleges and universities in the new curriculum, will ignore the demand for professional talents, and then there are many professional deficiencies in teachers, poor ability. Other professional courses have been set up for a long time, and the overall construction has become a system. No matter in terms of curriculum content or teachers, there will be no problems. However, the network and new media professional courses are offered for a short time, and the teachers are mostly the teachers of news communication schools. This leads to the course not only can not be updated and optimized, teaching content also has a lag situation. In addition, network and new media professionals need teachers not only to have basic theoretical knowledge of communication, but also to understand relevant network knowledge. Therefore, in the process of recruiting teachers, it is difficult to find the teachers matching with the major. Only the teachers who are halfway home can be selected for teaching, as well as some related professional knowledge teachers. Students can't carry out systematic learning for the disordered knowledge content, which not only loses their interest in learning, but also destroys their enthusiasm for learning, which is not conducive to the cultivation of application-oriented talents of network and new media.

3.2 Weak School Enterprise Cooperation

At present, most colleges and universities pay more attention to the promotion of school reputation and student quality, and then ignore the way of cooperation between schools and enterprises to cultivate talents. Network and new media involve professional knowledge of information network and theoretical knowledge of communication science such as news communication and media. The study of theoretical knowledge is not only boring, but also the students' interest is not improved and their practical ability is poor, and the training of applied talents can not be realized. However, due to the consideration of their own development and technical aspects, media organizations seldom carry out long-term cooperation with universities. Colleges and universities also pay less attention to school enterprise cooperation in order to prevent students from accidents. Not only that, enterprises and universities as two different dimensions of institutions, will carefully consider the content of cooperation, and then do not harm the interests of each other, delay the process of school enterprise cooperation.

3.3 Difficult to Coordinate the Interests of School and Enterprise

Media enterprises can be divided into traditional media enterprises and new media enterprises. However, under the constant impact of the information age and the new media, the traditional media gradually tend to integrate with the new media, and then continue to pursue economic interests and survival and development, ignoring the cooperation with universities. Media organizations usually hold a conservative attitude towards their own technology, which leads to their unwillingness to cooperate with universities for a long time. On the one hand, teachers can reduce the classroom teaching work and relieve the teaching pressure. But on the other hand, teachers have to worry about the evaluation of professional titles such as salary payment and teaching effect, which will not only reduce the enthusiasm of teachers, but also reduce the willingness to go to media organizations. At the student level, students' professional knowledge and practical ability can not be improved, their interests can not be satisfied, and their abilities can not be effectively developed. In addition, there are no relevant policies and regulations in the process of school enterprise cooperation, which makes it difficult to effectively maintain the interests of all parties, hinder the process of school enterprise cooperation, and thus cannot ensure the stability of responsibilities, rights and interests between school enterprise cooperation.

4. Research on the Countermeasures of the Application-Oriented Talents Training of Network and New Media

4.1 Building a School Enterprise Cooperation Model

School enterprise cooperation is one of the important ways for colleges and universities to cultivate students. It has also been valued and recognized by most colleges and enterprises. Network and new media talents need more relevant enterprise platforms to improve their capabilities and increase other relevant professional knowledge. Students can practice in media organizations during holidays to understand the communication methods and content production of new media and traditional media, so as to deepen their professional knowledge. And the combination of theoretical knowledge and media editing and evaluation and operation, close contact with media practice, accept the guidance of professional media intellectuals, and improve the level and comprehensive quality of students' professional knowledge ability. At the same time, the network and new media require students not only to have the basic traditional media needs to collect, write, edit, review, but also to have shooting, editing, web design, subtitle and other all media skills. Therefore, the construction of school enterprise cooperation mode, on the one hand, can promote students to contact media institutions earlier, cultivate business ability and increase experience, understand its operation mode and other professional knowledge. On the other hand, it can also cultivate students' application ability and comprehensive quality, and can smoothly enter the work of media organizations after graduation.

4.2 Invite Industry Experts to Give Academic Lectures

It is also an important measure for schools and enterprises to invite well-known people and enterprise talents from the media industry to teach practical courses as part-time teachers, or to set up special lectures. In November 2014, Xie Wenjun, a famous young director of Guangdong Province, was invited to give a lecture on micro film creation in Baiyun campus. At that time, the students majoring in Internet and new media had just entered the school, and they were still unfamiliar with the basic principles and methods of new media works creation, but they were very persistent in participating in the activities and listened carefully. In March 2018, Wu Yi, deputy general manager of media business department of Guangdong Southern New Media Co., Ltd., was invited to offer a radio and television media integration course to students to help them understand and grasp the impact and challenges faced by traditional media in the new media communication era, as well as the transformation and industrial development of traditional media through Internet, cloud computing, big data and other new technologies Face to face. In the process of school enterprise cooperation with Guangzhou media enterprises, students majoring in network and new media have been inspired to create micro films.

4.3 On the Construction of the Media Teachers with Double Teachers

In order to improve the comprehensive professional knowledge of university teachers, China has constantly reformed its education model and put forward many constructive suggestions on the development and cultivation of teachers. In the era of network and new media, it puts forward new education requirements and top-level design for college teachers, and thinks that the current “double teacher” teacher road is the key to cultivate high-quality media application talents in the new era. Although there is no authoritative explanation for the “double teacher type”, different experts and scholars have different opinions. Generally speaking, the “double teacher” teachers should have the experience of relevant enterprises, or go deep into the enterprises to carry out practical work and have practical ability on the basis of mastering basic teaching professional knowledge. “Double teacher” teachers should also be good at combining theoretical knowledge with practical ability to solve different problems of students in the teaching process. There are usually two ways for colleges and universities to adopt “double teacher” teachers. First of all, we employ network and senior technical personnel with rich industry experience to teach classes for students and serve as practice guidance teachers. Secondly, teachers should cultivate their theoretical knowledge and

practical ability by studying and training outside, so as to improve their quality comprehensively. No matter which way universities choose, they need to actively establish a deep cooperation relationship with enterprises, promote the teaching content closer to the profession and society, and improve the application ability of students' professional knowledge.

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