

Training Paths of Journalism Professionals of Characteristics of News Communication in the New Media Era

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Abstract: With the advent of the new media era, the production content of traditional media has undergone great changes, and new requirements have been placed on news communication technology. Under the new changes and new requirements, the standards and specifications for journalism professionals will also undergo major changes. The training of college journalism professionals needs to cooperate with social media resources, pay attention to practical teaching, actively reform teaching methods, innovate talent training mechanisms, and train journalism and communication talents that meet the needs of the new media era. This paper first analyzes the characteristics of news communication in the new media era, analyzes the new standards and new specifications of journalism professionals in the new media era, and analyzes the demand of journalism professionals based on the characteristics of news communication in the new media era. Finally, it tries to explore the paths to train journalism professionals characteristics of news communication under the new media era.

1. Introduction

Research on the training of journalism talents in new media has increased dramatically in the era of new media. Weifang Yu (2017) pointed out that the development of new technologies has caused important changes in news communication. New media has developed vigorously in the information environment, changed the way and mode of news dissemination, and news communication has entered a new era. New changes in news communication naturally lead to new demands for the skills and literacy of journalism professionals. Haiyan Chang, Yu Li (2017) pointed out that the new media supported by the Internet and information technology has risen all the time. The media industry in China has undergone tremendous changes. It has opened a new chapter in the way of news information dissemination. The unprecedented new media era has arrived. The demand for talents in the new media era has also changed, and universities need to adapt to the requirements of the times to train qualified journalists. Fengchang Dou (2018) pointed out that the demand for the use of news media has undergone a structural change in the new media era. After the change in the demand side of talents, the reform of journalism teaching as the "supply side" of talents is particularly urgent. The existing literature has studied the changes in news communication in the new media era, the new characteristics of news dissemination, and the new requirements for the quality of journalism professionals. This paper mainly studies the paths of cultivating journalism professionals in the new media era.

2. The characteristics of news communication in the new media era

With the development of communication technology and the popularization of intelligent terminal devices, information dissemination is more convenient, and the emergence of new media such as Weibo and WeChat has brought about the diversification of the main body of communication and the content of communication. Moreover, the new media communication has the characteristics of digital, social and network, which has brought tremendous changes to the news dissemination in the new era. There is a certain gap between the training direction and specifications of journalism professionals in colleges and universities, and the requirements of employers are mainly due to the narrowness of professional standards, the comprehensive quality

and applicable ability, the ability to innovate and the lack of sustainable development. Today, the continuous development of the media industry has brought a series of new topics to higher education. The training ideas of journalism communication talents must be adapted to the needs of development.

3. New standards and new specifications for journalism professionals in the new media era

The demand for talents in the media market has undergone new changes under the new media environment in the Internet era. New standards and new specifications have emerged for journalism professionals in the new media era. News professionals in the new media era tend to be compound. The development of new media has put new demands on journalism talents. New media has presented severe challenges to traditional media, and the media communication practice has undergone tremendous changes. The social roles, working methods and business operations of media practitioners have occurred and continue to occur the change. With the continuous strengthening of the interaction between new and old media, the trend of media integration continues to strengthen, employers have less and less demand for practitioners who can only make news reports and newsletters, special feature writing and TV production topics. The demand for talent has increased dramatically.

The so-called compound news communication talents are modern news communication talents who require journalism professionals to have a profound knowledge of humanities and social sciences, but also be familiar with the news editing and editing business, and also have modern news communication concepts and master the modern communication skills. Compared with traditional journalists, they are skilled at using multimedia and web technologies to collect and disseminate the most valuable information and information products in the quickest way and in the most appropriate way. At the same time, we can integrate the high-tech communication technology of the Internet into our knowledge structure of humanities and social sciences, establish new communication values, and make our communication activities meet the latest requirements of the information society to the maximum extent. Therefore, the training of journalism professionals must adjust their thinking.

4. Analysis of the demand for journalism professionals under the characteristics of news communication in the new media era

Journalism professionals need to work with new media to innovate and master new forms of media in the new media era. With the rapid development of modern media technology, the variety of media forms is constantly updated, and the development trend of media integration has been recognized. The changes in the new media communication environment directly affect the changes in the demand for news communication talents. The technical requirements of journalism professionals are stronger. The development of news communication focuses on the teamwork spirit of talents. The profession of news communication pays more attention to the integration of knowledge and ability, etc.

4.1 The technical requirements of journalism professionals are stronger

The multimedia news platform is becoming the pillar and foundation of the information service industry in the 21st century. It is reflected in the quality and ability of journalism talents. It requires practitioners to integrate, write, compile, evaluate, photograph, broadcast and network communication production capabilities, with ability to possess expertise in a particular reporting area. This is an inevitable requirement for the rapid development of society.

4.2 The development of news communication focuses on the team spirit of talents

The development of the news communication industry is increasingly dependent on the group competitiveness of the professional talent team, with coordination and cooperation spirit cross-class and compatibility, is its main theme in this team. The boundaries of the original professional fields

of various media have been surpassed, and a large number of cross-combination departments have been formed among various departments. This development trend has changed the measurement standards of journalism professionals. This requires a certain teamwork spirit for journalism professionals.

4.3 The profession of news communication pays more attention to the integration of knowledge and ability

The knowledge structure of news communication talents should not only pay attention to the stability of its structure, but also pay attention to the adaptability and cross-cutting of its knowledge structure in the new media era. News professionals need to have the comprehensive quality and ability of cross-media. In line with the development trend of cross-media integration in the domestic media industry, focusing on the integration model in media expansion, the future journalism professionals need to have cross-media, multi-level, three-dimensional media operation capabilities.

5. Analysis of the paths of training journal talents under the characteristics of news communication in the new media era

The continuous improvement of new media technology and the development of the news communication industry have made a qualitative leap. The innovation and construction of talent training mechanism, as the top priority of the construction and development of the news communication industry, is an indispensable key content, which is directly related to the quality and efficiency of the training of news communication talents, and the promotion of the stable and sustainable development of China's news communication industry. . Therefore, in order to effectively train more high-capacity and high-quality journalism and communication talents, major universities must clarify the training objectives of journalism professionals, strengthen the optimization and reform of the training mechanism for journalism professionals and personnel training programs, and actively innovate news, to disseminate the training mode of professional talents, strengthen the practical teaching of journalism and communication talents, and cultivate journalism professionals who meet the characteristics of news communication in the new media era.

5.1 To clarify the goal of training professionals in journalism

Journalism professionals should be subject-disciplinary and expert journalism communication talents in the new media era. Universities need to use interdisciplinary training methods to train and respond to the needs of media talents in the new media era, and help students establish their core competitiveness in the profession. Colleges and universities need to establish the basic requirements for the training of journalism talents with composite and cross-compatible characteristics. They should be based on cultivating comprehensive and compound application talents. On this basis, further cultivate compound talents with broad adaptability and innovation ability. The demand for local talents, the emphasis on both arts and sciences, and interdisciplinary training, is committed to cultivating a globally-minded journalism and communication elite with a strong political stance, cooperation, ability to take the lead, media frontiers, and new Chinese media, to promote Regional economic and social development.

5.2 To optimize the training mechanism of journalism professionals and talent training programs

Colleges and universities need to improve their ability to innovate, improve the training mode of journalism professionals; improve the professional ability of journalism professionals, improve the training model of journalism professionals under the new media; establish a new era of new media The reform of the curriculum system of the characteristics of news communication, the optimization of personnel training mechanism, the evaluation of education quality, the strengthening of process management and academic assessment, and the optimization and reform of the training program for journalism professionals in the era of new media.

5.3 To actively innovate the training mode of journalism professionals

Colleges and universities need to change the train of talents, actively innovate the training mode of journalism professionals, and form various classes. In the era of new media, by strengthening the internal curriculum system of students' journalism, it is also necessary to strengthen the education of humanities and social sciences. "Media, professional, ideological and political class teacher", "Marxist journalism education", "planning life road", "in-depth grass-roots collection", "new biography youth", "news work contest", "Xinhua social history education" and other characteristic theories and Exploring the combination of practice and innovation, and creating a distinctive model for journalism professionals.

5.4 To strengthen the practical teaching of news communication talents

It is necessary and important to strengthen the practical teaching mode of journalism professionals, universities need to establish a practical teaching model of cooperation with social media resources and establish a media training mechanism in the new media era. Students can master basic business skills through on-campus interpretation of simulation laboratories, non-linear editing laboratories, digital language laboratories, studios, and experimental theaters. Coordinate and expand newspapers and magazines, radio, television, portals, Weibo, digital newspapers, digital mobile media, and establish training bases. Conduct cross-disciplinary, interactive, and permeable "melting media" practical ability comprehensive training to explore and practice. Journalism teachers, especially teachers of journalism practice courses, must understand the trends and technologies of news communication technology and technology in the era of digital information, the control of energy exchange between styles and effects of various media forms, and strengthen creative thinking and hands-on ability. The practical teaching platform is established to train the application-skilled composite journalism professionals.

6. Conclusion

All in all, with the rapid development of science and technology in our country, all fields of society are fully integrated with new media, the way of news information transmission has changed, and the news communication in the new media era has a new trait. Therefore, the training of journalism professionals needs to conform to the new media era. The characteristics of news communication should further clarify the training objectives of journalism professionals, adjust and refine the training norms for journalism professionals, solidly carry out the curriculum construction of journalism majors, deepen the reform of journalism professionals training mode, optimize the reform of journalism professionals training programs, and continuously reform Teaching content and teaching methods, improve the quality monitoring mechanism for journalism professionals, continuously improve the quality of discipline professionals, and train journalism professionals who meet the needs of the era.

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