

The Cultivation of Journalism and Communication Talents from the Perspective of New Liberal Arts

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Abstract: In 2019, our country formally started construction of new liberal arts, and put forward a new concept of liberal arts, while the related policies and measures also landed gradually. Compared with other disciplines, journalism and communication is the leading discipline in the construction of new liberal arts. The construction of new liberal arts also brings new opportunities and challenges to the cultivation of talents in journalism and communication. In order to better cultivate news communication talents, in order to adapt to the development needs of the new era, this paper discusses and analyzes the practice strategy of news communication talents cultivation under the vision of the new liberal arts.

Keywords: New Liberal Arts; Journalism and Communication; Personnel Training; Practical Strategy

Introduction

Under the current development situation of The Times, concepts such as new liberal arts have brought great impact on the discourse system of journalism and communication education. The sense of professional identity and occupational calling power of journalism are also gradually declining. At the same time, the power of discourse in the international public opinion field has been strong in the west and weak in the east... In view of this, the country urgently needs to establish a political firm, clear stance, professional excellence, excellent style of work, the party and the people can rest assured of the press and public opinion team. News communication education in colleges and universities is an important position to cultivate news communication talents. Therefore, colleges and universities should optimize and improve the training path of news communication talents in innovating teaching concepts and management mechanism, so as to promote the forward development of Chinese news undertakings.

1. Value guidance: carry out in-depth news concept education, and fully implement the fundamental task of cultivating morality and people

For the construction of new liberal arts, value-leading is extremely important. As a philosophy and social science, knowledge and value are parallel and mutually nourishing now. Journalism and communication educators can think from two aspects, as follows:

First, Marxist news view should be carried through education. Under the current development trend of The Times, it is more important to take the Marxist news view as the core of the theoretical system and ideological system construction, and at the same time to look at the problems with The Times. Marxist theory is not only the theoretical guide of news communication education, but also its correct value orientation. In the practice process of the construction of new liberal arts, it is very important to supplement the "calcium" of the spirit.

Second, we should continue to practice the educational goal of cultivating virtues and educating people. Under the background of the current quality-oriented education reform, journalism and communication departments of colleges and universities start from the "curriculum ideology and politics", dig deep into typical news events, hot news, major social issues, etc., to guide students to establish professional ethics in journalism and communication, conduct moral and social theory education for students, and guide students to have a strong professional sense of belonging and identity in journalism and communication. In the learning process, students can

record the trends of The Times, grasp the core of news events, constantly promote social progress, protect fairness and justice, etc., take these as important concepts in the learning process, and strengthen students' professional skills.

2. The training of news and communication talents should adhere to the ideological line of seeking truth from facts

It mainly starts from two aspects: first, let the students establish historical materialism and dialectical materialism view of the century in the actual teaching, have the spirit of seeking truth from facts, let them in the future news communication work solid principle of seeking truth from facts; Secondly, it adheres to the ideological line of seeking truth from facts, innovates teaching strategies, and scientifically formulates the cultivation plan for journalism and communication professionals.

First of all, we must adhere to the Marxist view of journalism and implement the principle of seeking truth from facts as national journalism. In the century-old journey of the Party, its journalism history is also a century-old journalism history of seeking truth from facts and serving the people. Our Party's journalists have always been running newspapers with strong principles of Party spirit. The spirit of seeking truth from facts has always been the core of the Party's journalism development process, and also promoted the important guarantee for the vigorous development of the Party's journalism cause. In its century-old development of journalism, the Communist Party of China has always adhered to the original aspiration of "seeking the welfare of the people and rejuvenation of the nation", writing a grand epic chapter for the development of the Chinese nation's journalism.

In the course of the future development of the press, we should take history as a mirror, adhere to the principle of Party spirit, the glorious tradition of politicians running newspapers and seeking truth from facts, vigorously promote the development of the Party's press and make new contributions to the construction of China's socialist cause.

Second, we must stay committed to innovation and not lose touch with The Times, which is also an important reflection of the spirit of seeking truth from facts. The Times are developing and objective things are changing constantly. The rapid development of the Internet has also brought great impact on the journalism and communication cause, and some problems have been exposed in the training of journalism and communication professionals. Therefore, colleges and universities should face up to these problems, put forward targeted strategies for optimization and improvement, but also adhere to the objective requirements of seeking truth from facts. At present, there are mainly the following problems in the training of news communication talents:

First, the subject orientation is out of The Times, and does not match the construction and development of new liberal arts. At present, our country has entered "three new" as the characteristic historical period. However, it seems that journalism and communication has not yet entered a new stage of development, and the teaching concept has not yet entered a new era of journalism and communication development, nor has innovation and reform been carried out to form a new "pattern" of journalism and communication. Therefore, the orientation of the discipline does not fully match the development of The Times on the whole.

Second, the barriers between disciplines cannot be broken through, which does not adapt to the current situation of knowledge innovation. The innovative development in the Internet era has dissolved the boundaries between different types of media and broken through the barriers between journalism and communication and other disciplines. However, journalism and communication is still confined to the inertia of development, and there are still barriers between disciplines.

In order to solve these problems, colleges and universities should explore the ideological line of innovation and development in the cultivation of news and communication talents from the perspective of new liberal arts.

3. Innovation: Reform and promotion of the training of journalism and communication professionals

Journalism and communication is a new applied liberal arts. Colleges and universities should innovate the development system, mainly from the following aspects.

1. The starting point should be the development of national strategy and social reality. News communication is an important part

of national ideology. In the development period of new liberal arts, colleges and universities should stand on the historical height of the development of the country and the nation, and further promote the development of journalism and communication talents. They should understand the new requirements of the national development strategy for journalism and communication in the new era, and understand that the innovation and development of journalism and communication is also the new needs of the national social development.

2. Take social media as the business environment for development. The pursuit of news media is the speed of information. Social media has changed the way of information transmission in the age of mass media, but also changed the close connection between people, between people and things, and between things, creating a brand new ecological development environment. The new development trend of the communication industry is in urgent need of re-sorting the boundaries of the journalism and communication discipline. It is necessary to define the boundaries, re-examine the talent cultivation mode of the journalism and communication discipline, and innovate its teaching and research methods. Therefore, the reform and development of journalism and communication should cultivate a new development business environment through social media.

3. Take the reconstruction of curriculum system as the focus of development. The curriculum of journalism and communication in colleges and universities is an important field of talent training, and also an important starting point to practice the goal of journalism talent training. In the past, the discipline construction of news communication uses some advanced experiences from the international community to promote the development of the discipline of news communication to a certain extent, but at the same time, it also remains some professional courses attach importance to the introduction of theory and concept, and ignore the hidden danger of value judgment, which is very bad for cultivating the value concept of news communication talents. At present, the construction of the curriculum system under the background of the development of the new liberal arts should be based on China's national conditions, and the anti-China forces at home and abroad should be balanced. The Marxist view of journalism should be taken as the theoretical cornerstone of the journalism and communication discipline, and the curriculum system guided by values should be further explored, so that students should pay attention to the fact and seek truth from facts in the learning process, and the students should be guided to have the professional ability to create new theories. Further guide the news and communication talents to form strong feelings of home and country, patriotism, have a far-sighted policy vision, and have the overall view of "putting the country first and the people first".

4. Innovation of teaching paradigm is an important starting point. The essence of higher education is the awakening of the soul and "cultivating virtues". But how to awaken the soul of students, how to cultivate students into a "towering tree", these all need the innovation of education paradigm. At present, the main teaching paradigms of journalism and communication are lecturing, heuristic and discussion, while the more innovative teaching paradigms of traveling are rarely used, which still needs to be explored further.

References

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