

# Exploration on the teaching reform path of journalism and communication specialty in colleges and universities under the background of artificial intelligence

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**Abstract:** Under the background of artificial intelligence, profound changes have taken place in the field of journalism and communication. The cultivation of journalism and communication professionals in colleges and universities in China needs to meet the needs of society and the market. Based on the comprehensive analysis of the impact and influence of AI on the formation of journalism and communication profession, this paper expounds the problems and shortcomings in the current journalism and communication education in colleges and universities, and puts forward several feasible and effective reform paths on the current situation. It points out that it is necessary to integrate, innovate, transform and upgrade the discipline education and talent training mode, so as to meet the requirements of the news communication industry for talents in the era of artificial intelligence.

**Keywords:** artificial intelligence; Major in journalism and communication; reform in education

## Introduction

The global AI shows a rapid development trend, and all walks of life are affected by it. Facing the impact of AI technology, new education concepts and teaching models emerge in endlessly. College education needs to integrate and innovate closely around AI concepts and technologies to achieve the modernization and informatization of professional cultivation. In the context of AI, this is especially true in the field of news communication. AI has liberated the labor force and improved the work efficiency, but it also has a strong impact and change on the media industry. Based on this, media colleges and universities need to make use of their own characteristics, give full play to their own advantages, deeply interpret the relevant content of AI, and carry out innovative reform and practical exploration.

## 1. The professional impact of AI on the field of news communication

### 1.1 Occupational Impact in the Background of Artificial Intelligence

Artificial intelligence is mainly to study, understand and simulate human intelligence, intelligent behavior and its laws. Its main task is to establish intelligent information processing theory, and then design computing systems that can show some similar human intelligent behaviors. The extensive application of artificial intelligence technology has eliminated a large number of traditional jobs, and the manufacturing and machine industries based on industrial construction have made continuous progress and development. Artificial intelligence simulates human thinking and action to replace some professional posts, and even can provide high-quality services that surpass people in an all-round way, which will inevitably lead to the rapid swallowing of some highly repetitive and stylized posts. The further development of artificial intelligence technology can implant people's intelligence, imagination and creativity. It is bound to gobble up "mental work" posts in the long process of development, and then a large number of mental workers will face the risk of unemployment. This is not only a huge impact of artificial intelligence technology on the labor market, but also a huge challenge for colleges and universities that cultivate professional talents.

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## 1.2 Reconstruction of AI's Demand for Journalism and Communication Talents

Artificial intelligence technology and application concept have penetrated into the global news media industry. From robot news writing to intelligent algorithm recommendation and distribution to virtual reality reporting, its professional impact and reconstruction in the field of news communication have become increasingly obvious. The development of AI technology has promoted the change of the media industry, realizing the improvement of the timeliness of news reports, the generation of personalized news, the push of accurate news, the innovative expression of visual news, the setting of virtual scenes, etc. At the same time, AI technology has also reduced the dependence of news reports on human resources, and has formed a great impact on journalists, editors, hosts and other professional posts. Therefore, in the context of artificial intelligence, the professional form of journalism and communication has undergone tremendous changes, which puts forward higher professional training requirements for journalism and communication education in colleges and universities. When the career form changes, colleges and universities should keep up with the trend of the times, integrate the development and application of artificial intelligence technology, optimize and innovate the talent training mode, meet the needs of new career forms, realize the connection between talent training and the needs of vocational posts, higher education and the needs of social industry enterprises, and cultivate professional and comprehensive media talents that can adapt to the development of modern society.

## 2. Problems in the Teaching of Journalism and Communication Major in Colleges and Universities

### 2.1 The concept of education has not been completely transformed

Modern and intelligent teaching reform measures have been carried out in higher education, but at present, there are still some teachers in the higher education system of our country who have not completely transformed their ideas, are still confined to tradition, and have not undertaken the important responsibility of teaching reform in teaching practice, resulting in the incomplete and innovative reform of the relevant teaching system and the disconnection between teaching and practice. The development of AI technology has impacted and changed the field of journalism and communication. However, in the teaching process of journalism and communication majors, some colleges and universities still adopt a more traditional way, and do not follow the pace of the times to integrate with intelligent media technology, resulting in that the trained and output talents do not meet the needs of the media profession under the current AI environment. AI reconstructs the field of journalism and communication, and the professional composition and skill demand in the field of media have changed significantly. Educators of journalism and communication need to innovate their education concepts on the basis of adhering to traditional journalism education, cultivate high-quality journalism and communication talents through exploration and innovation, and lead the development of the media industry.

### 2.2 Inadequate innovation of teaching mode

The teaching mode of journalism and communication specialty in colleges and universities lacks certain innovation, and some teachers still use the traditional teaching mode, which makes it difficult to make breakthrough in the level of journalism and communication specialty education. At the same time, the lack of hardware facilities and software systems in colleges and universities is also an important factor limiting the teaching reform of journalism and communication majors. It can be seen that colleges and universities should re-plan the capital, technology, human resources and other resources for the training of journalism and communication professionals, and front-line educators should also make full use of existing resources to innovate teaching models, strive to gradually deepen the application of simple modern technology, build more diversified and modern professional courses for college students, and promote the intelligent development and progress of the journalism and media major in higher education.

## 3. Teaching reform path of journalism and communication specialty in colleges and universities under the background of artificial intelligence

### 3.1 Education integration

#### 3.1.1 Integration of theory and practice

The integration of theory and practice is an important way of media professional education. At present, in the teaching process of journalism and communication major in colleges and universities in China, we emphasize the communication of practical experience and practice ability, but in fact, there is no complete teaching system in this aspect, and there is a separation between journalism and communication theory teaching and practice teaching. It is precisely because of this separation that college students cannot fully digest or skillfully master the application of the basic theories such as Introduction to Journalism, Introduction to New Media, and Introduction to Communication. Therefore, in the era of intelligent media, front-line educators should focus on theory and practice, deeply understand the information technology of intelligent media in theory, flexibly use the theoretical knowledge of news communication in practice, and integrate and promote the teaching reform of news communication majors.

#### 3.1.2 Integration of skills and ideas

With the advent of the era of artificial intelligence, news and communication educators should make it clear that this is both a Challenge and an opportunity for development. In journalism and communication education, skills and ideas are inseparable in essence,

which can be seen as the relationship between "fish" and "fishing". It is of great significance for news media education to master specific AI technology and be able to apply it to solve practical problems in the new media environment, but at the same time, it is also necessary to clearly understand the era of intelligent media. While using AI technology, it is necessary to accurately grasp the value of news, play a role of "gatekeeper", and adhere to guiding the correct direction of public opinion. Therefore, in the teaching of journalism and communication majors, it is necessary to organically integrate skills and concepts, and integrate journalism professionalism, political position and artificial intelligence technology to cultivate the intellectual media talents required by the society in the new era.

### 3.1.3 Multi discipline integration

At present, from the perspective of journalism and communication education in colleges and universities in China, most of them are curriculum systems developed by virtue of traditional news infrastructure, so there is a lack of new media, we media, artificial intelligence, information technology and other aspects. In the actual teaching process, even if relevant courses are offered, there is still no very clear teaching objectives and teaching content, and there is ambiguity and confusion in the course setting to a certain extent. Therefore, relevant educators need to actively promote multi-disciplinary integration and keep pace with the times. On the one hand, traditional news theories and new media related theoretical knowledge are connected. On the other hand, news and media projects are integrated with artificial intelligence technology, information technology, etc., so as to reflect the "integration" thinking in professional course setting, develop emerging intellectual media technology courses, and cultivate students' professional growth and comprehensive development.

### 3.1.4 Integration of talents and social workers

At present, artificial intelligence technology has driven the development of communication ecology and social public opinion in China, and also caused the complexity of news public opinion to a certain extent. News and public opinion is a major event to govern the country and secure the country. Therefore, college journalism and communication professionals should firmly stick to their own choices, ideals and beliefs, identify themselves on the basis of learning professional theories and skills, and actively participate in related undertakings. Only in this way can more and more students of journalism and communication majors in China's colleges and universities realize the comprehensive improvement of their "communication, guidance, influence and credibility", and further fulfill the responsibilities and missions of public opinion workers. Journalism and communication professionals should not only grasp the characteristics and laws of information communication, but also accurately position their own roles and social roles, adapt to the all-round growth of specialization in the era of artificial intelligence, form correct journalism values, and correctly understand the internal relationship between intelligent media technology journalists and public opinion workers.

## 3.2 Educational Innovation

### 3.2.1 Change the concept of education

Artificial intelligence technology has brought new ideas and new opportunities to the cultivation of journalism and communication professionals in colleges and universities. Educators of journalism and communication majors must realize that the original teaching model has been difficult to meet the practical needs, and continuing to innovate the teaching content, teaching methods and evaluation methods is a new way out. In recent years, the rise of new media platforms and we media channels has broadened the channels of news dissemination. Artificial intelligence and information technology have a huge impact on the media industry. First of all, we must carry out project research based on the actual reality, formulate a sound and reasonable talent training program, update textbooks, auxiliary materials, etc. according to the huge changes in the news and media industries, and comprehensively update the original talent training program and teaching plan. Secondly, we must focus on the cultivation of professional quality and professional skills. We should not only improve the knowledge and ability structure of students, but also focus on the cultivation of students' innovative thinking ability, information literacy ability and comprehensive application ability. In the era of rapid development of artificial intelligence, only innovation and breakthrough are the basis for development. Whether it is the development of people or the development of school education and higher education, we need to fundamentally change our ideas and seek innovation and change. Only in this way can we win victory and new development opportunities. For the teachers of journalism and communication specialty in colleges and universities, it is necessary to complete the transformation of education concept, promote the deep integration of modern information technology and media education, set up new cross disciplinary courses, cultivate cross disciplinary knowledge integration ability and practical ability, improve the talent setting of journalism and communication specialty, and optimize the structure of journalism and communication specialty, so as to cultivate students' intellectual media technology ability and professional quality.

### 3.2.2 Upgrading the teaching mode

First of all, combine the requirements of the new era of news communication for talents, deeply interpret the artificial intelligence technology, and transform and upgrade the curriculum education mode and talent training mode. In the actual teaching process, students should be fully exposed to advanced communication technologies. By attracting students' attention and cultivating their interests, students should recognize that AI technology is the driving force for the continuous development of the news and media industries, and practice it in corresponding courses. In the context of the original traditional journalism and communication education, the implementation and teaching of educational technology have not received extensive attention, and the paper media, radio, television, etc. are gradually changing to the network and intelligent direction, which also means that the teaching of journalism and communication in colleges and universities should change the center, focusing on the innovation and development of teaching reform from top to bottom. Human computer interaction

technology, robot technology, VR virtual reality technology, intelligent algorithm, etc. are widely used in the news communication industry. News channels and communication methods have been optimized. For example, the Los Angeles Times uses Smart News to provide intelligent new media services, so that press releases can be completed and released independently within three minutes. Therefore, in the teaching of journalism and communication courses, students should have a general understanding of the profile of new media and the application of advanced technology, be able to form basic ideas about the practical application that may be encountered in the future in practical work, and have basic common sense, choose the right path, and adopt a posture that conforms to the law when dealing with practical problems related. Only in this way can college students majoring in journalism and communication form professional thinking and innovative thinking, and make preparations for learning new media interaction design, data analysis and application, financial media operation practice, data visualization and other courses in the future.

Secondly, in the context of the era of artificial intelligence, the sources of information are becoming increasingly complex and the ways of information transmission are gradually diversified. Therefore, the teaching process of journalism and communication majors should adapt to social development for reform and innovation, and strengthen the cultivation of students' innovative thinking and practical ability in terms of intellectual media technology in the actual teaching process. The Digital Journalism Tower Center of Columbia University and the Sensor News Education and Training Group have a similar role and play a great role in fostering outstanding journalism and communication talents with a global perspective and professional quality. In the teaching process of journalism and communication majors in colleges and universities in China, we can closely follow the trend of the times and industrial trends to expand the project-based teaching mode, integrate advantageous projects and characteristic projects to carry out practical teaching activities. On the one hand, we can implement AI scene teaching, and on the other hand, we can promote the reform of AI practical training teaching. Improve the ability of independent thinking and independent practice of students majoring in journalism and communication, make them produce personalized and characteristic news products in the daily learning environment, educate and guide students to develop professionally and comprehensively, and become media talents with both AI technology and journalism professional quality.

#### 4. Conclusion

In a word, the teaching reform of journalism and communication majors in colleges and universities is not achieved overnight. It also requires front-line professional teachers to improve their knowledge and professional quality of intelligent digital technology, innovate education concepts and teaching methods, and strive to build a learning space conducive to independent thinking and independent inquiry for students, so as to help students develop professionally and become all-round talents. In addition, schools should also do a good job in infrastructure construction, provide students with good learning conditions and training environment, and provide professional teachers with good opportunities for further study and learning as far as possible, so that teachers can have the latest media concepts and artificial intelligence technology knowledge. Only through transformation and upgrading in journalism and communication education, and integration and innovation in media talent training, can journalism and communication professional education in China's colleges and universities better embark on the road of modernization and intelligence, and cultivate more professionals who meet the needs of the journalism and communication industry in the era of artificial intelligence.

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