Reflections on the Reform of Journalistic Practice Teaching under the Background of Media Convergence

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Abstract. Under the background of media convergence, the needs of audience have undergone tremendous changes, which led to a series of changes in the industry. In the Internet era, practical teaching system of journalism major must conform to the trend of media convergence practice, instructors should pay attention to training students’ Internet thinking and reforming the mode of practice teaching model, curriculum system and strengthening the construction of practice base for journalism major.

Introduction

Practice teaching takes students as the main body, relies on the school, faces the society, applies to the society, guides the students to integrate theory with practice, and lays stress on training the students' comprehensive quality and creative consciousness. Under the media integration ecology, the news connotation, the news form and the news production have changed. As an important component of the university education, the practice of journalism teaching needs to undergo major changes.

Adjust the Training Target and Cultivate Students’ Internet Thinking

Educational objectives are the concretion of Education Aim in the school education institutions. In the general trend of media convergence, it is necessary to build a talent team with both traditional news quality and details, and Internet thinking and Internet genes. Facing with a news story, by the aid of all-media mindset, the staff can make quick judgment and choice, plan coverage scheme for various media, they are also quite aware to the characteristics of all kinds of media and their responsibilities throughout the integration of news gathering.

On this basis, we should also set up training targets in a hierarchical and focused manner.

On the one hand, each student should have his own orientation and key learning directions, he must choose his own key media field, highlight the development of his own special media skill, excel in skill. The types of talent with "Internet genes" in the media industry who are urgently needed include: architects who can complete the overall architecture of new media’s products, projects, and platforms; product managers who ensure quality products are completed and released on time; user experiencers who experience the deficiencies of new media products and constantly improve them from the user's point of view; excellent program development personnel, visual designers, interactive designers, social electricity providers, etc.

On the other hand, on the basis of focusing on orientation and training, it is necessary to cultivate students' awareness and thinking of all-media, their operation skills of various media, the ability of cross media communication, so that students can be more flexible to adapt to the requirements of talents under the background of media convergence when they seek employment in the society.

Carry out the "All Time and All Media" Practice Teaching Mode

The original “post” practice teaching system has been far from meeting the new requirements of
media convergence for journalism students’ professional skills, practice teaching must be embedded in the whole process of journalism education. Through setting up practice base and project cooperation, we should carry out “actual combat oriented” teaching, built the college of journalism and communication into the laboratory, incubator and “production workshop” of the new media industry, introduce the “all time, all media” practice teaching mode of “learning by doing”.

For example, in sporadic leisure time, students can participate in the school press corps, photography society and other organizations, or join in the school journals, radio stations, television stations, websites and other platforms, so as to cultivate their sense of professional identity and interest in journalism; during the whole block of summer and winter vacation time, students can practice in media practice bases, “moving in cognition”, and finally achieve the “unity of knowledge and practice”, accordingly improve and enrich their practical skills, enhance their theoretical knowledge.

Optimizing Course System

Break Disciplinary Barrier and Curriculum Barrier

Guo-Liang ZHANG said: “In the era of media convergence, the barriers and fences between different disciplines must be removed, the academic circles must change the original state of being completely isolated from each other all their lives, turn to integration and common development among disciplines.”[1] Today, the intersection of the press theory with Humanities, social sciences, computers, telecommunications and other disciplines has become the trend of the times, a journalism school affiliated to a comprehensive university should integrate a wide range of educational resources by breaking the discipline barrier and curriculum barrier. “Journalism major should strengthen their cooperation with other majors of the same school in practice teaching, thus, improve students’ professional skills with the help of the art and design department, the faculties of the computer department, the educational technology department and the network institute, moreover, should optimize the curriculum system of news practice teaching.”[2]

Add New Courses

In order to ensure the students’ market competitiveness, the traditional curriculum system should add the courses related to the new media, especially related to the media integration. According to its own actual situation, the journalism colleges of our country can adjust and update the traditional practice courses in different ways. The more powerful news departments can directly offer new courses, such as multimedia technology, network communication, cross media communication experiment, webpage production and cartoon design; due to the limitation of the conditions, local colleges and universities where teachers and hardware facilities are not enough, can add new content in the original course, and arranging the arrangements for teachers according to the new changes in the media.

Construct the Platform of Media Convergence

“In the age of media convergence, content integration, terminal integration, technology convergence and other factors cause the News collection, editing, production and broadcasting to the diversity.”[3] First things first, in order to achieve the fruits of journalistic practice, we should possess complete teaching hardware. Specifically, upgrade the original broadcasting, television, photography laboratory; establish multimedia network and microcomputer operation and other high-end laboratories, thus set up the necessary technical platform for students’ practical training. On this basis, it is more important to build a more open and compatible media convergence laboratory on campus. “Media convergence laboratory is an open platform for teaching practice. Teachers and students need to simulate the operation process under the realistic environment, students make programs in the capacity of a journalist, then teachers correct and release their works as the editor in chief. In simulation teaching, the text, pictures, audio and video files are all practical materials for students, which can be integrated into a variety of media.”[4] In such platform, teachers and students can complete the editing, typesetting, binding and editing of newspapers and
periodicals, as well as the non-linear editing, including animation, pictures of creative design, and other work.

**Establish a Scientific Assessment System for Students’ Practical Ability**

In the management of journalism teaching, it is suggested to introduce “the flexible learning system”, pay more attention to the cultivation of professional talents’ creativity and practical ability, and to reduce general and rigid requirements. It is necessary to encourage students to earn credits and develop their potential in various ways, that is, increase the assessment scores of all kinds of practical activities such as gaining professional prize, getting professional qualification and participating in the news dissemination event competition.

Taking the evaluation of graduation thesis as another example, in the environment of media convergence, teachers should pay attention to the flexible, practical and effective methods of assessment, assess students’ journalistic practice ability by the ways more fit the characteristics of news communication practice. Academic papers, social research reports, news works, photographic works, film and television works, multimedia works and designs, formal award-winning works, etc., these all can be included in the scope of graduation examination.

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