

# Analysis on the Innovation of the Training Mode of College News Media Talents

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**Abstract:** In recent years, the development of media convergence has led to a great change in the news industry, but also has a great impact on the training mode of college journalism and communication talents. In the process of training the news media talents, we need to combine the innovation power, and also need to grasp the media form. Only by building a more perfect mode of news media personnel training can we gradually improve the students' professional skills. This paper analyzes the college journalism talents training problems and puts forward some countermeasures for innovation in training college talents of Journalism and communication, which is to cultivate qualified lay a good foundation for the social development demand of high level talents.

**Keywords:** University; News communication; Talent training mode; Problem; Innovation; countermeasure

## 1. Introduction

With the rapid development of Internet information technology, the way of news communication has been shown to be diversified. The spread of traditional books, newspapers, movies, radio and so on has been unable to meet the actual needs of communication, which prompted the new media in the dissemination of news has an increasingly important role. Micro-blog, WeChat, news client to provide a broader and broader platform for news dissemination. With the development of the new media, it has put forward the very high request to the journalists and the media practitioners, which needs to combine the development trend of the news media to realize the Multimedia Fusion teaching. It is helpful to cultivate students' innovation ability and thinking ability through the practice training of the media, and to cultivate the high-quality talents with the social development.

## 2. An Analysis of the Problems in the Training of News Communication Talents in Colleges and Universities

### 2.1. The Concept of Talent Cultivation is Lack of Innovation

With the rapid development of the new media information technology, the educational resources of news communication have been shared and internationalized. With the rapid development of new media, colleges and universities need to combine the needs of social development to cultivate a competitive, high quality and the world's vision of the news media. The training mode of traditional news media talents has been unable to meet the requirements of the development of the times, which requires the combination of new tasks and new requirements to emancipate the mind.

### 2.2. Media Convergence is not Strong

With the development of media convergence, the traditional media has been able to develop the new media development business in order to get better development, which also makes the demand for the whole media talents more and more big. Model has been unable to meet the development needs of the traditional culture media newspapers, radio and television and other professional personnel, which requires the training process to break the barriers in the dissemination of information talents, and gradually adjust the personnel training mode. Colleges and universities need to start from the overall layout in the process of news media personnel training, and realize the interaction between the various professional news communication. This is conducive to meet the needs of the society for the dissemination of news talent training.

### 2.3. Teachers Work Force is not Strong

Teachers play an important role in the process of news communication talents training. Colleges and universities are mostly used to train and introduce a combination of the training model of teachers, which can gradually improve the structure of the professional team of teachers of Journalism and communication. The construction of a number of appropriate and energetic teachers can effectively meet the needs of College Teachers in the training of news media talents. From the point of view of the whole country, the enrollment scale of college journalism and communication major is increasing, which makes the demand of professional teachers increase gradually. Some colleges and universities lack a high level of news communication teachers, which seriously hinder the development of College education.

### **3. College Journalism and Communication Personnel Training mode Innovation Countermeasures**

#### **3.1. Innovating the Training mode of News Media talents**

As a practical subject, the training of news communication talents is facing great challenges. The communication between journalism and education needs to maintain a close relationship with the media, and combine with the characteristics of media development to achieve effective communication between the University and the news media. The innovation of talent training mode needs to start from the national level, and effectively integrate teaching resources. In the process of building the training mode of news media talents, it is necessary to combine the needs of the development of the news media industry to do a good job in the application of the special needs of the news media, while doing a good job in the training of traditional news media personnel training. Talent training mode needs to combine the requirements of news communication for the practice teaching of Journalism and communication as well as the development direction of the teaching of Journalism and communication. Colleges and universities should pay attention to the cooperation and innovation between the new media and the media in the process of news media personnel training. Colleges and universities need to establish the teaching mode of cooperation time. In detail, it is to gradually improve the training mechanism of the media, and through the simulation laboratory, digital language laboratory, experimental theater and other related training venues to encourage students to effectively master business skills. Through radio, micro-blog, digital media and other training base, and through interactive, cross, practical training to practice and exploration. Engaged in journalism practice teaching teachers need to master new media news dissemination technology, news production wave technology development trend, which provides an important platform for the development of cultivating talents of Journalism and communication practice ability and creative thinking.

#### **3.2. Constructing the Training mode of Diversified News Media Talents**

Colleges and universities need to pay attention to the reform of news media personnel training, as well as the innovation of the concept of Journalism and communication education. The construction of the new era and characteristic personnel training system needs to be combined with the law of higher education and the development of the industry. At the same time, it is necessary to cultivate the comprehensive quality of the college students as well as the cultural foundation of the theoretical

knowledge and practical teaching. With the rapid development of multimedia technology, the news communication is characterized by individuation, speediness and diversification. New media has a strong interactive, high speed and other characteristics, which provides free reading space for the public. This realizes the effective interaction between the media and the audience, but also to create a personalized public opinion environment, hot spots, hot spots, etc.. Through personalized reading to absorb information and communication, which can effectively compensate for the shortcomings of traditional news media in the way of receiving. To change the state of the traditional passive acceptance, which put forward higher requirements for the training of college news media personnel. Under the background of the development of media convergence, the requirements of the comprehensive quality and professional skills of the news media are getting higher and higher. However, at present, the news media do not understand the digital media and other issues, which requires teachers to change the traditional concept of education and traditional education. Teachers need to combine the development environment of the news media to enrich the content of Journalism and communication, and realize the teaching of cross media communication. As a key link in the reform of Journalism and communication, the media practice teaching reform of news media has a direct impact on the training program of news communication talents and the curriculum design of Journalism and communication. Break through the traditional media environment, and combined with the diversity of media and formation, which can cultivate college journalism talents with all-round thinking and comprehensive ability.

#### **3.3. Adhere to the Scientific Training of News Media talents**

Colleges and universities in the process of news media personnel training need to combine the general goal of talent training to determine the characteristics of news communication. In the process of personnel training, we should adhere to the principle of connotative development, and combine with the characteristics of news communication to achieve the personalized training of news media talents. Adhere to the principle of diversity and identity can be achieved by the characteristics of college journalism talents. In the development of college journalism talents training target in the process requires a combination of Journalism and communication characteristics and the dissemination of information to determine the professional advantages of professional characteristics, and clear training objectives of university talents of Journalism and communication. The need to combine the professional teaching, training and research activities in the news dissemination process of personnel training to clear news personnel training objectives, but also need to

avoid the consistency of journalism talents training target and talent cultivation between the overall goal. From the perspective of talent training target, professional development history and professional objective facts, this paper makes clear the goal of training the talents of news communication. The overall goal of the training of news communication talents is an important prerequisite for development, and the combination of history and reality. Combined with professional expectations, professional advantages and professional characteristics of the reality of the development of more specific, more scientific training objectives. In addition, colleges and universities need to do a good job in journalism and communication practice at home and abroad. Constantly update and adjust personnel training objectives, combined with the reality of talent training objectives and the times. Combined with the needs of social development, while adhering to the principle of keeping pace with the times. Through in-depth investigation and study of the development of Journalism and communication professional practice at home and abroad to achieve the scientific nature of the news media personnel training objectives. In short, colleges and universities need to develop targeted training talents of Journalism and communication in the process of talents of Journalism and communication, which can effectively enhance the University of Journalism and communication training.

#### **4. The Optimization of Teachers' Ability in Journalism and Communication**

The teachers of Journalism and communication in western universities often come from journalism. These teachers have a very rich experience in the practice of news media. However, the teachers of Journalism and communication in domestic colleges and universities often lack the work experience of the news industry, which seriously hinders the development of the talents of Journalism and communication. Colleges and universities need to learn from the teaching experience of the advanced countries in the west, at the same time realize the important role of the teachers in the process of training talents. Colleges and universities need to adhere to the "please come in" and "going out" combination of teaching staff building model. On the one hand, colleges and universities need to hire senior professionals in the news industry. Journalists with full-time or part-time as a way to engage in the dissemination of news teaching, which can improve the teaching quality of University news

spread gradually; on the other hand, the need to encourage teachers to participate in professional school of Journalism and communication media, media communication activities to observe the activities and media editing practice. This can enrich the news professional teachers in the news industry inaugural energy, but also through the promotion of news professional teachers to understand the news industry. At the same time, through the communication and communication between the foreign and the College of Journalism and communication, we can expand the teaching field.

#### **5. Conclusions**

Because of the great changes in the news communication environment, it puts forward higher requirements for the comprehensive quality of the news media. In this paper, combined with the existing problems in the operation mode and the division of labor structure of the news media industry, the paper puts forward that colleges and universities need to combine the social characteristics to gradually improve the training mode of news media talents. Only to meet the needs of the industry and industry needs, which can gradually improve the professional knowledge and professional skills of college journalism and communication professionals. Only by improving the college students' cross media ability and the ability of comprehensive integration, this can indicate the direction of the development of college media personnel training.

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