

Theory, Experience and Practice: “Trinity” Training Model of Applied Journalism Talents

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Abstract: With the modification of China’s instructive policy, superior schools all around China are confronting the challenge and opportunity to confront. Under this constitution, the Journalism in Practical local colleges is facing to some unfinished issues. This paper has estimated and considered the construction and practise difficulties which include the specialty of education, the management of courses, the inspection of courses, practical instruction, the design of graduation, cooperative education in development of journalism majors. We also concluded the accomplishment that We have gained, so that we can benefit from previous experiences to explore a accessible lever for the revolution of the practical journalism majors development system.

1. Introduction

In october,2015, National Educational Bureau; National Development and Reform Commission; National financial bureau launched a opinion about converting the partial local common university to practical college. They also launched we are supposed to promote the transformation of common university with the leading of innovation and revolution spirit. [1]Before that, Guangxi Normal University for Nationalities had decided the thinking and position of running the school, and we promised to convert this school to a practical local college.

To fit with that, Forging the journalism majors, journalism college by publicity department of party committee and university is an innovational action to implement the planing for breeding extraordinary news communication major deeply by publicity department of the opccentral committee and rational educational department. [3]Guangxi Normal University for Nationalities signe an agreement with publicity department of municipal part committee of ChongZuo to corperatively build journalism major, then we will start to exploit and reform the transformation and promotion of journalism major. Since the commencement of cooperative construction,

Department and school had consistently endeavored to explore a beneficial policy for the development of ChongZuo and the university with the guiding of Xi Jinping’s socialist ideology with China’s characteristics in the new era. By an exploration of a long period, we have structured a corporative pattern which includes the union of university, political institution and media; the combination of industry, studying and investigation, and this system has played a crucial role in the servicing for economical society progress. On the way which we reform and explore, we had bred a bunch of excellent journalism majors. Some of them are working in the GuangXi TV station, and some are working in the local Financial media all around China

2. The Constructive Mode of “Trinity “ in Talent Cultivation.

On June 17th, 2014, Guangxi Normal University for Nationalities and the Publicity Department of the Communist Party of China in Chongzuo City ratified an accord on the Opinions on Constructing a Journalism School by the Publicity Department of Local Party Committees and Institutions of Tertiary education to jointly establish the School of Literature and Media of Guangxi Normal University for Nationalities (“School” for short). Seven years later, a trinity and multi-dimensional interaction concerning “school-government media” in cooperative education mechanism of “knowledge, experience, practice” has gradually been constructed. It has led to a road which combines interactions, theory and practice between teachers and students in transforming the way of talent cultivation.[2]

During seven years, based on the fact of Chongzuo City and the development of school, the ministry and university strive to build a characteristic brand that can promote the industrial and academic interaction, penetration in teaching and research and combination in theory and practice. It preliminarily and jointly built the mode of cooperative education concerning “schools, government and media” and “class + experience + practice” which played an important role in serving social development in economy. First, numerous professional practice and innovation platforms have been set up in journalism. Some campus and off-campus training base have become important places for students to practice and create news works. Second, a series of education brands in journalism have been built. With the joint efforts of both schools and teachers, they have already explored and a mature cultivation method which is based on “theory + practice”. Third, it has cultivated a group of Marxist journalism talents, and more than 30 journalism students have been selected and hired to serve and publicize news units at city and county levels. Currently, there are 330 journalism students studying in the school. Fourth, some scientific researches and educational reform projects have been carried out, including one in national social science project, two in humanities and social science research projects of the Ministry of Education, 2 in department-level scientific research projects, one in national social science cultivation project, one in A-class educational reform project of autonomous region level, and won more than 10 awards above the autonomous region level. In the evaluation of undergraduate teaching quality by the Ministry of Education, the collaborative education mode has been highly evaluated by experts as “five things” (systematic, guaranteed, normal, innovative and fruitful). In 2017, Zuojiang Daily reported with the title “Cultivating Journalist Talents in Cooperation between Ministry and School -- Side Notes on the Joint Construction in Journalism Major by the City’s Publicity Department and the School of Literature and Media in Guangxi Normal University for Nationalities” which was republished on the websites of considerable departments. Guangxi Normal University for Nationalities was represented by the Publicity Department of Chongzuo Municipal Committee to give a speech at the 2017 Guangxi Zhuang Autonomous Region Ministerial and University Co-construction Promotion Meeting. In 2018, the university delivered a typical speech titled “Firmly Grasp the Direction of Joint Construction and Continue to Open up a New Situation of Joint Construction between Ministry and School” at the seminar on Joint Construction between Ministry and School and All-media Talent Education and Training in Guangxi Zhuang Autonomous Region. In 2020, in the promotion meeting of the school of journalism school universities jointly built by the whole district, a speech was made on experience exchange with the topic of “planting kapok trees together to look forward to the sun, flowers and trees for spring”, which was recognized by peers and experts of journalism, communication and education in the whole industry. Nearly seven years, the main leaders of autonomous region party committee propaganda department, Guangxi University, Guangxi College of Finance and Economics, Yulin Normal University, and Hezhou College, Guangxi Normal University, Guangxi Science and Technology Normal University, some universities of South Korea

and Thailand, and some medias about 20 batches of peers and experts to have a visit and discussions in Guangxi Normal University for Nationalities. It has played a certain exemplary role in education and transmission of journalism in Guangxi Province.

Thanks to the knowledge, experience, practice “trinity” journalism talents training mode construction, the above achievements have been achieved. The construction mode guiding ideology is adhering to the the concept of integration of “knowledge, experience and practice”, including historical inheritance, realistic experience and practice which are the essential parts, to build a teaching system of three-dimensional interactions . The basic connotation of the teaching system is composed of three aspects: 1. With the course construction as the starting point, the high-level research as the driving force, the establishment of the “Marxist view of journalism” and the “dream factory of journalism” academic platform and the implementation of the “double thousand mutual recruitment” as the help, to realize the benign interaction between teaching and scientific research. Second, with the help of the laboratory project and campus community as a professional experience platform, we could test the professional skills and level of students much better than before. Third, with the construction of professional practice base as the actual combat platform, students can much better acceptance in the test of social media the they used to be. Finally, with the guidance of graduation project and other innovative topics for college students, the students can turn the theoretical knowledge of journalism into practice and use it flexibly.

3. The Significant Content Which is about Athe Talents Person with Ability Being Cultivate of”Trinity”.

In order to change the situation of students who are learning in passiveness and receiving in perification. college has designed trinity that.

Construction and practice of journalism curriculum system characterized by the reform of teaching and assessment of core courses. College set those as compulsory courses which include Marxist view of journalism, news gathering, news writing, news writing, news comments, news photography, TV shooting, video production and post-production in talent training program of Journalism, based on the major courses of Jounalism. The scores of the courses are 3, and totally teaching 51 courses. The teaching method of the theory of the class has been reforming, when in the past almost all teachers say and students listen, leading to little interaction. But now these courses are mainly using the way of cooperating in groups, flipping the classroom to develop, for instance the course of “nows photography”, adopting the way of flipping the classroom which includes “You show up, I viewing. You explain and I commenting. You arrange, I transmit. “, as a result, the students' enthusiasm and participation reach a high level. The methods of course assessment are being reformed, which include transforming the theory test into exhibition and assessment of works, and especially emphasising that students are cultivated in practical and practical ability. For example, the final examination of “broadcast and host” is developing in the form of the report and performance students, achieving wonderful effects.

Our campus has built the five major project and practical platform for Journalism,consolidating inside and outside the school's experinece platform for journalism. The practical platform for interviewing, compelling, broadcasting and commenting on professional skills includes six campus media (the View of Campu, the Spreading center of “Zuojiang Digital Culture, University News Agency, the School Radio Station, the School Information Department, the Class Public base WeChat ID) and normalized, off-campus base for trainees and interships.The harvest of graduation is required to cause a diversion of graduation designs and social investigations from theseses. The topic selection is based on local regional cultural resources and social phenomenons, committing to recording the change of places and the protection of culture in the standard of journalism, to fulfill

social professional requests. The school and local channels cooperate to build programs, which not only apply the social media process to campus media but also translate virtual and situational practice teaching to spot teaching.

College annually at regular intervals or not arranges teachers and students go to training base for visiting, studying, interviewing and so on. Students improve their professional skills in real trainings, which will cultivate News talents fitting the requests of local governments to promote cultural development.

Teachers and students cooperated with local television establishing Zhuang Han bilingual program “Chong zuo Nalai” which has been broadcasted 66 episodes, among them students finished 20 episodes independently. Teachers and students shot five promotional videos for several local working departments. 38 section recorded episodes for geography humanities. These compositions carried off 115 prizes, which includes 25 items at ministerial and provincial level or higher than that. 90 items at city department level or something else. The developed students conform to the personalities needs of local propagandist departments. At present 200 students entered in publicity departments or media units in Guangxi's cities and counties, contributing to our efforts for cultivation of talents in short supply in local areas.

We condensed specialized teaching expert team of Marxist view of news in Guangxi frontier. With the help of ministries and schools jointly building resources and through “Shuangqian' mutually hiring” and “News Dream Works” optimizing the teachers structure. Journalism teaching and research section will intensify joint cultivation intensity with trade unions by various forms and regard mutually hiring linkage between reporters and college teachers as extension point. Many rich-experienced journalism workers stepped on stage, teaching trade union advanced, practical Marxist view of news. The hiring of part-time teachers at our college has reached 16. College invited dozens of media elites and college experts to teach. Teachers have gradually gone deep into classes from lectures classes by setting up a series of lectures like “Marxist view of news” and “News Dream Works”.

Our college practiced “The view of 'Maxin’”, building a big pattern of “design and ideological instruction” gradually. We adhere to the view of Marxist news in the process during finishing graduated design. Through optimizing topic selection. The journalism major student attached and understood the masterpieces of cultural nationality, the cultural revolution and the advanced socialist culture in the process of finishing graduated design. In the finished works of students include amounts of the selection content for folk customs, the red history theme “Longzhou revolt” of Chongzuo, focusing on the border checks of China and Vietnam, advertising patriotic ideas video which is called “Love Store Impression”, following the current politics hot spot “First Secretary Yang Zhihen”. These exercises highlighted the cultivation in the aspects of spiritual ideas, professional ethics, value concepts, gradually building educational patterns of “Design and Ideological instruction”. [4]

4. Experiences in Training Innovative and Applied Talents Based on Regional Advantages

We should break the fixed mode of professional talents training, vigorously publicize the deep integration of the system and update the construction of major. Publicity Department of Chongzuo Party Committee not only plays the role of ideological guidance and direction control, but also actually participants in every link of school construction. To be more specific, it has created a new mode of co-construction between department and university through full participation and deep integration of practice base, school media practice mechanism and laboratory construction and teacher sharing, etc. However, it is not just a single word difference between “school media” and “school political media”. Publicity Department of Chongzuo Party Committee has explored the

training mode of journalism talents from several aspects that are to construct the publicity organization of joint government, the mainstream media of prefectural level and training mechanism and update the educational concept, strengthen the teaching objectives, reform the curriculum system, strengthen practical teaching links, innovate the teaching methods and perfect the examination and evaluation standards and so on.

We should break the single direction of professional talents training and create a collaborative education mechanism of multi-directional interaction. Excellent journalism talents training mechanism of multi-directional interaction and trinity collaborative education has been built through the trinity teaching mechanism of school theory teaching, school experiment platform experience and off-campus media post practice, the construction of university-government-media collaborative education platform and the gradual reform and improvement of concept, system, method, assessment and operation, which deepened the advantages of co-construction between department and university and significantly boosted the quality of talents training. [5] In order to promote the integration of education and practice of journalism, we select no less than 6 senior journalists (including retired old journalists) from Zuojiang Daily and Chongzuo Broadcasting and Television Station every year to teach students professional knowledge of gathering, writing, editing and evaluating news. At the same time, we have set up a studio of “thousands of people engaging each other” in the school of literature and media of Guangxi Normal University for Nationalities to provide lesson preparation, office and rest places for journalists who teach in our university. Chongzuo Broadcasting and Television Station specially arranges an office for the teacher of the school of literature and media of Guangxi Normal University for nationalities who are assigned to be the deputy director in the station, and makes it clear that what the deputy director is responsible for in the station. This series of measures have promoted the organic combination of local university and media resources, and better promoted the normalization of the work mechanism of mutual employment in our city.

We should deal with the issue of fewer ways to cultivate professional talents and integrate multiple resources to strengthen brand application. In terms of the business brand of the major, the training mechanism made use of the advantage of co-construction and integrated resources to carry out a series of activities such as “Marxist News Viewpoints Lectures” “News DreamWorks Lectures” “Reading Classic Books” and “Constructing Campus media platform”. Currently, the Publicity Department of Chongzuo Party Committee, the Organization Department, Fire Rescue Detachment and Traffic Police Detachment of Chongzuo, Chongzuo TV station, Zuojiang Daily, the Publicity Department of Jiangzhou District Party Committee and the Publicity Department of Fusui county Party Committee all set up training base of Chongzuo Normal University for Nationalities, which is equipped with fixed places and management system and is responsible for regular arrangement of students' practice. *Chongzuo Nala* of Chongzuo cultural tourism program and *Campus Sight* of Campus TV Station that were jointly established by Chongzuo TV station and our school, both of which have received good social benefits. *Campus Sight* column not only undertakes the propaganda task of the university, but also provides journalists for news press at all level. At the same time, it also has become a brand column at our school' major construction. Guangxi TV station has received two groups of 10 interns from our school, among which 2 interns works in there, 1 in Ten-cent, 1 in Netease, 5 in Chongzuo Daily and 6 in Chongzuo Daily. As for the brand of cultural communication, our school has participated in some major activities organized by municipal party committee and government, such as “Zhuang's Double-Third Festival•the International Cultural Tourism Festival in Huashan, Chongzuo”, “ Celebrating the 60th anniversary of the founding of autonomous region and the 15th anniversary of the founding of Chongzuo city-saluting advance figures”. Besides, we actively set up research projects with strong local characteristics, such as “villages in Zuojiang River Basin” and carried out field research in villages

and towns. As a result, more than 90% senior graduates of our school in 2018-2019 chose the inheritance and protection of folk culture as the theme of their graduation thesis.[6]

5. Conclusion

There is no end to reform. we are allowed to have trial and error and early piloting and implementing. The reform of training mode of applied talents in journalism requires bold innovation in curriculum system, teaching contents and methods, practical teaching, professional skills assessment and graduation design as well as strengthening the cooperation between the government, media and enterprises inside and outside the university and establishing a perfect collaborative education platform so as to form our own characteristics of running a school and make the talents majoring in journalism better make contribution to the development of local economy and society.[7]

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