

The Optimization and Reform of the Training Mode of Journalism Professionals under the Background of Integrated Education

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Abstract: With the continuous development of human society, new media forms continue to emerge, and different media continue to merge. Media integration has led to tremendous changes in the entire media ecology. The basic form of multimedia has crossed national borders and spread to other places. The trend of media convergence has led to new changes in the quality and capabilities of media talents, and media convergence requires further changes. Journalism talents are no longer limited to the interview and writing of the traditional four major media, but should focus on the integration of media, skills and education, as well as new talents with diverse knowledge, different media skills, and diverse media education. The new demand for talents in the media industry has brought unprecedented opportunities and challenges to journalism education. China's journalism education should pay attention to the new changes in the industry and cultivate various talents who adapt to the trend of new media integration. This article summarizes the characteristics of news professional training and the composition of news professional training, uses the optimization theory and algorithm research of Internet information technology to analyze the training mode of news professional, and constructs a model diagram of the training mode of news professional. Solve problems based on problem analysis, and suggest that under the environment of education integration, Chinese universities seek to provide existing tools and systematic integration of talents suitable for Chinese universities by clarifying talent training goals, rebuilding a reasonable learning system, optimizing teaching and improving practice. Training strategy.

1. Introduction

With the continuous development of the Internet, people increasingly rely on the Internet.

Thanks to the widespread use of the Internet, the two emerging media, new media and mobile Internet, have considerable room for growth. As more and more people become consumers of new media, the new media market is shifting from expanding resources to adding value, bringing more valuable content to users. At the same time, more and more consumers are spending money on new, higher-quality media. Therefore, the development of the news industry is very promising. In this context, many companies of different sizes and different capabilities have entered the industry, but the news industry has always been a shortage of talents. Although China's higher education has shifted from elite education to mass education, more and more people are receiving higher education and the labor force continues to grow. However, employers in the labor market generally say that they are not recruiting and that the talent training methods of colleges and universities are not suitable. The requirements of social development [1-2].

Many scholars have done a lot of research on the research of journalism professional talent training mode under the background of integrated education. Drawing on the existing research system in the field of credibility evaluation, for example, Sahoo J R proposed the merger between traditional media, the merger between traditional media and new media, the competition among journalists, the emergence of large newspaper groups, etc. All these have had a positive impact on the development of the media market [3]. Garman A proposed the experience learning method [4]. Although the above scholars have rich research results on the training model of journalism professionals, because college teaching has not closely integrated the training of network talents and new media with the industry, the discipline positioning of some colleges and universities is not clear, and there are problems in the connection of college talent training [5-6].

As an important branch of China's higher education, colleges and universities play an important role in cultivating media talents and shaping journalism talents. As part of the new form of media integration, colleges and universities should seize the opportunities of the times and explore the development of journalism talents that meet the needs of the times according to the school education level [7-8]. This article focuses on the development of journalism talents in Chinese colleges and universities under the trend of education integration, and analyzes the problems of talent training in Chinese colleges and universities in the new environment, the education goal is out of touch with the media environment, the lack of integration of the curriculum system, and the lack of multi-dimensional media teachers and internship platforms. This paper analyzes the challenges and measures of improving communication skills training in China through the analysis of the attributes of network talents and journalism professionals training, and explores the development and application of communication skills in colleges and universities. This article enriches the perspectives of journalism research and communication research, broadens the direction of journalism professional education, and expands the space of journalism professional education [9].

2. News Professional Talent Training Model

2.1 The Attributes of Journalism Professional Training

(1) The training model of journalism professionals coexists with educational activities. In the education of journalism, people will choose a certain education concept of journalism, and then choose the content of education. Therefore, some scholars define the concept of the talent training model as follows: The professional news talent training model refers to the establishment of the required educational goals according to certain educational concepts and thinking modes, and the establishment of a specific structural model with the focus on professional news talent training activities. It can be seen that the training model of journalists should be based on certain educational

concepts [10-11].

(2) Educational ideology and mode of thinking play a guiding and leading role in the entire training model of journalism professionals. Educational ideology directly determines the purpose of education, setting professional conditions, constructing curriculum systems and training methods. It can be said that educational thought is the soul of the formation of the entire professional journalism training model. The basic quality of journalism professional training lies in a process that combines the planning, design, construction and management of journalism education and training. The training model of journalism professionals is systematic and functional [12].

(3) Considering the importance of the news talent training model, the extension of the news talent training model should cover the entire talent training process, including the entire design and planning process, goal setting, implementation plan and management process. It is the process of attention, design, structure and management of the learning process. When studying the news talent training model, each link needs to be properly handled and coordinated, so that the overall model can show its overall charm and maximize its effectiveness.

2.2 The Composition of the Training of Journalism Professionals

(1) Journalism education in Chinese colleges has developed rapidly in recent years. There are three main types of journalism majors in colleges and universities in China: First, journalism majors in colleges and universities, which are mainly engaged in the cultivation of media talents, have distinctive characteristics in running schools, and have achieved a good social reputation. These colleges and universities rely on the cultivation of media talents, so the media has abundant learning opportunities and abundant teaching staff. The second is the journalism discipline managed by professional academies. Its journalism titles make use of the superior resources of the discipline to cultivate professional journalism talents in economy, legal system, sports, etc., emphasizing the intersection of disciplines and the infiltration of art and science in teaching.

(2) Many media colleges and universities cultivate application-oriented talents for program hosting and news reporting, and their journalism majors are positioned to train high-level journalists, financial reporters, editors, media management, etc. who are engaged in journalism with all-round development in moral, intellectual and physical development. Journalism professionals, including financial news reporting, news regulations and news ethics, financial news work analysis, and other financial-related professional knowledge in the main courses, so as to cultivate financial professional talents. These colleges and universities rely on the advantages of their parental characteristics, and their journalism professional training goals emphasize the intersection and penetration of journalism and other disciplines. The third type is journalism majors run by comprehensive colleges and universities. The journalism majors of such colleges and universities are mostly part of the humanities major, some are independent departments, and some are subordinate to the humanities or Chinese departments, and the direction of talent training is broad. China has a large number of colleges and universities that have opened journalism majors, and the total number of students trained is relatively large.

(3) Generally speaking, due to capital constraints and weak professors, the development of journalism in Chinese universities is relatively weak, and the development of university journalism departments is uneven. Except for a few universities, the training and development of journalism professionals in most universities is not optimistic, and there are many limitations such as insufficient resources and unreasonable education. In the final analysis, journalism education serves the practical activities of news dissemination. Therefore, the training of journalism professionals

should adapt to the needs of the news industry and conform to the trend of education integration. Changes in the new requirements of the news industry for news talents will directly affect the purpose and policies of news education. As an important part of the popularization of higher education in our country, colleges and universities must adhere to the idea of running schools to serve the needs of the industry, and create the basic idea of cultivating talents suitable for their own practice and development.

2.3 Optimization Theory Algorithm

In order to in-depth research on the training mode of journalism professionals under the background of integrated education, this paper uses the optimization theory algorithm research of Internet information technology to analyze the training mode of journalism professionals. Optimization theory is an important branch of operations research. The problem it studies is how to find an optimal solution among a large number of feasible solutions. Many problems in computer science need to use optimization theory. It is simple to assume that all users have the same access pattern, that is, each user's The request probability of each access request is the same form, which is W_m . Obviously, the content stored in each node should be less than the capacity of the node; for a node n, the message sent in unit time the total number of hops is:

$$\sum_{m=1}^M a_m o_{nm} \leq W_m = 1, 2, \dots, N \quad (1)$$

$$C(O) = \sum_{n=1}^n W_n a_n(O) \quad (2)$$

There are N network nodes in the network, each node stores $C_n = 1, 2, \dots, N$, and the total access frequency of node n to the content is that we have a content that needs to be distributed, and the size of the content is $a_m m=1, 2, \dots$. Each content of m corresponds to a variable W_m that indicates how likely each user request is to access content m. The content distribution problem is to choose a group to minimize a performance metric. The placement strategy of minimizing this objective function under restricted conditions, the optimization theory algorithm of Internet information technology can accurately analyze the training of journalism professionals under the background of the integration of journalism and education.

3. Experimental Simulation

3.1 Experimental Background

With the rapid development of journalism education in Chinese colleges, in order to deeply study the training model of journalism professionals under the background of integrated education, this article uses the optimization theory and algorithm research of Internet information technology to analyze the training model of journalism professionals, and constructs the training of journalism professionals. Model diagram of the pattern. As shown in Figure 1:

3.2 Experimental Method

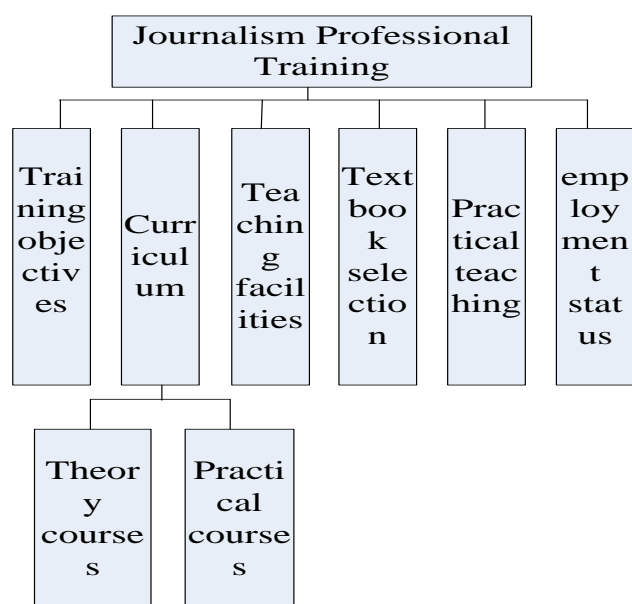


Figure 1: Journalism Professional Training Model

Figure 1 is a model diagram of the training model of journalism professionals, including the training objectives in the training of journalism professionals, the curriculum of journalism, the selection of teaching facilities and textbooks for the cultivation of journalism professionals, the practical teaching of the cultivation of journalism professionals, and the analysis of news Employment of professional students. Among them, the curriculum of the journalism major includes theoretical courses and practical courses

Wait. Cultivate journalism professionals that meet the needs of market talents, set up theoretical and practical courses for teaching, improve the teaching level of teachers, select high-quality textbooks for teaching journalism students, and improve teaching facilities for journalism students to provide A better environment.

4. Experiments on the Training Model of Journalism Professionals

4.1 Analysis of the Training Model of Journalism Professionals

The following are statistics on the importance of the curriculum, teaching facilities, and textbook selection of journalism professionals in a university's journalism majors. The experimental data are shown in Table 1.

Table 1: Analysis on the Training Mode of Journalism Professionals

	Curriculum	Teaching facilities	Textbook selection
expert	27.4%	43.9%	28.7%
professor	35.8%	16.95%	47.25%

Table 1 is a statistical table of the importance of the curriculum, teaching facilities, and textbook selection of journalism majors in a university's journalism majors considered by experts and professors. From the table, we can see that the journalism majors and the The professors respectively considered the important situation of the curriculum setting, teaching facilities, and selection of teaching materials in the training model of journalism professionals. An expert in

journalism in a university believes that the importance of the curriculum in the training model for journalism professionals is 27.4%, the importance of teaching facilities is 43.9%, and the importance of textbook selection is 28.7%; a scholar in journalism in a university thinks The importance of curriculum setting in the training model of journalism professionals is 35.8%, the importance of teaching facilities is 16.95%, and the importance of textbook selection is 47.25%. It shows that the curriculum, teaching facilities, and selection of teaching materials are very important to the training of journalism professionals.

4.2 Analysis of the Curriculum of Journalism

As shown in Figure 2, the following is a statistical diagram of the difficulty coefficients of teaching theory and practical courses in the curriculum settings of journalism students surveyed by three experimental groups (Group 1, Group 2, Group 3).

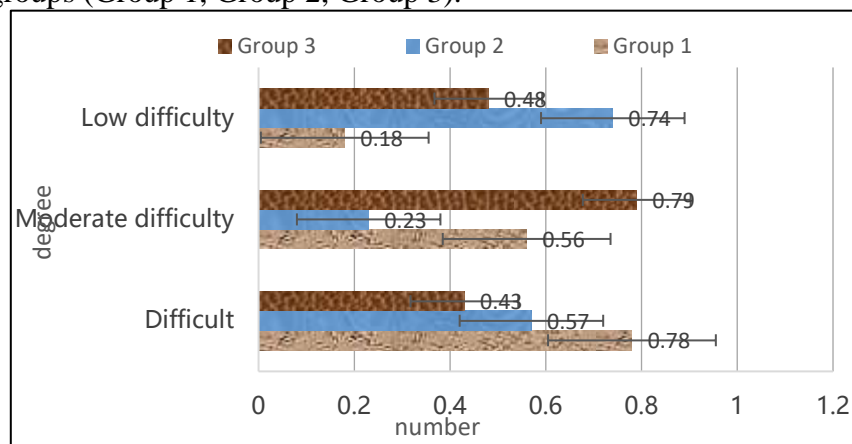


Figure2: Analysis of the Curriculum of Journalism

Figure 2 is a statistical diagram of the difficulty coefficients of teaching theory and practical courses in the curriculum settings of journalism students surveyed by three experimental groups (Group 1, Group 2, Group 3). It can be seen from the figure that the three experimental groups (Group 1, Group 2, Group 3) surveyed the difficulty coefficient of the teaching theory and practical courses in the curriculum settings of journalism students. Among them, the journalism students surveyed in the first group think that the teaching theory and practical courses are more difficult, while the journalism students surveyed in the third group think that the teaching theory and practice courses are the least difficult.

5. Conclusions

With the advent of the era of education integration, new changes have taken place in the Chinese news media industry. Changes in journalism will inevitably lead to changes in the required talents, talents with complex knowledge of things, a lot of media expertise, and the demand for highly cultural industries. After continuous exploration and in-depth understanding of media integration, this article proposes many useful mechanisms to respond to the demand for talents in modern education integration. Through a large number of literature readings and investigations, this article summarizes the attributes of journalism professional training and the composition of journalism professional training, uses the optimization theory and algorithm research of Internet information

technology to analyze the training mode of journalism professional talents, and builds journalistic professional talents The model diagram of the training model; based on the model diagram of the training model for journalism professionals, this article proposes to train journalism professionals that meet the needs of market talents, set up teaching theory and practical courses, improve the teaching level of teachers, select high-quality textbooks for journalism students, and improve Teaching facilities for journalism students provide a better teaching environment for journalism students. The research results of this article have a certain guiding role in the training model of journalism professionals and other industries in the context of integrated education.

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