

New Media Curriculum and Teaching Research under the Background of Digital Age

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Abstract: The advent of the digital age has revolutionized the new media field. Digital cameras are facing the contradiction between traditional new media theories and technologies while bringing convenience to people. Faced with such a strong update in the field of science and technology, the development and innovation of new media education in colleges and universities will become a problem worthy of consideration for our new media educators. By analyzing the problems faced by colleges and universities in the new media teaching in the digital context, we believe that we should make corresponding adjustments in the content and form of new media teaching. On the basis of changing the tradition, we will gradually realize digital teaching.

1. Introduction

The setting of digital new media courses in colleges and universities aims to improve the quality of new media teaching. In order to cultivate highly qualified professionals, the curriculum is the key to achieving this goal. The cultivation of talents is not facilitated in one place, but accumulated in the classroom, and is completed in every course and every class. This requires us to delve into the construction of new media courses in colleges and universities, rational arrangement of courses, basic knowledge and professional knowledge, theoretical knowledge and practical content, optional courses and required courses. The commonality of new media teaching does not fully apply to each student's personality, so we need to find a point of convergence to adapt to students' learning ability. In order to improve the quality of teaching, students can enhance their own choice of courses, give full play to students' initiative and enhance their interest in learning. In short, it is necessary to establish a scientific teaching system in the experiment and improve the professionalism and practicality of new media teaching.

2. Correctly face the problems faced by teaching in the digital age

2.1 New media is influenced by traditional education and lacks creative ability

Digital technology has gradually been used in new media. Although many colleges and universities have included courses on digital teaching in the curriculum, they are still affected by traditional teaching concepts, resulting in teachers not correctly recognizing digital teaching. The

true meaning of the innovative spirit, but only on the basis of technological reform to understand digital teaching[1].

2.2 Regarding whether it focuses on art teaching or technical teaching concepts

It is well known that the new media is embodied in the dual effects of technology and art. It is precisely because of this characteristic that there are two tendencies in the teaching of new media. One is to focus on technical mastery and the other is to focus on In terms of artistic performance, the former is too rigid and the latter lacks operational ability, which leads our educators to spend a lot of energy, but they have not achieved good educational results. In order to adapt to the fierce competition in the society, we must let students fully grasp the characteristics of new media: vividness, directness, authenticity, vividness, and the aesthetics of new media is also indispensable. If there is no new media technology as the basis, then The aesthetics of the new media can't be fully displayed, let's talk about letting students shoot the themes that have a solo theme and charm. In short, art and technology are not only indispensable in the teaching of new media, but also need to be perfectly combined to make technology and art work together.

3. Reform of the teaching content of new media in colleges and universities in the digital age

3.1 Strengthen the teaching of professional knowledge and focus on cultivating students' artistic expertise

The application of digital new media makes new media technology easier to master, so the focus of teaching gradually shifts to the teaching of art knowledge. With the continuous improvement of digital camera automation, the learning of new media technology has become simpler. Therefore, the new media teaching pays more attention to cultivating students' sense of innovation. When students learn to use the new media, they learn to use artistic language. The unique technology of new media. In order to cultivate students' artistic thinking and innovative consciousness, two-dimensional basic, three-dimensional design, graphic language and other courses can be added to enhance students' color and composition. Therefore, it is especially important for teachers to combine new media theory and practice in teaching, which is conducive to students to create more prominent new media works[2].The development of new media course teaching is as follows.

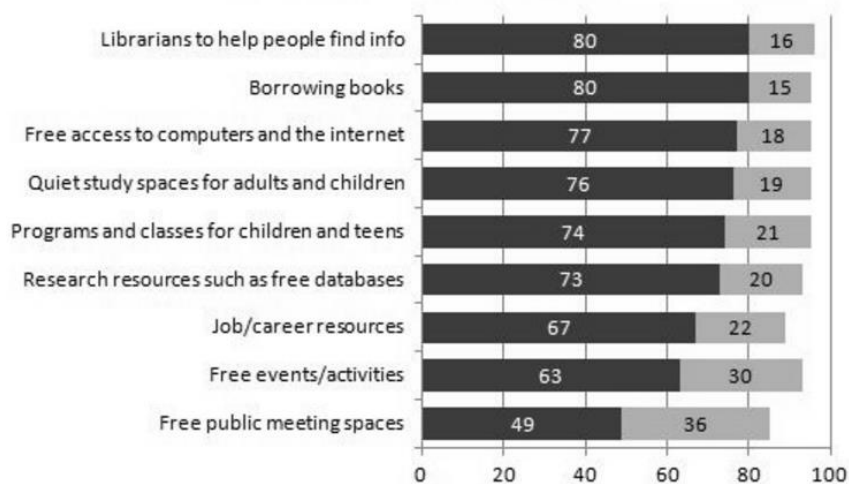


Fig.1 Development of new media course teaching

3.2 Strengthening the practical teaching of digital new media

Theoretical knowledge is the premise and foundation for students to better complete new media learning. Practice is the most effective way to test students' learning effects. In practice, theoretical knowledge guides students to practice. It is recommended that colleges and universities increase the number of practical social courses in the teaching of new media, and provide students with practical opportunities. Teaching can only be combined with practice to enable students to better master their skills and find their own shortcomings, which is more conducive to future employment in society. Schools can provide technology and R&D platforms for enterprises through a model of cooperation with enterprises. Enterprises provide practical opportunities for students to achieve a win-win situation. This creates opportunities for students, and also enables the cultivation of talents to meet the needs of society and cultivate more professionals[3].

4. Reform of teaching methods of new media in colleges and universities in the digital age

4.1 Transforming traditional teaching models with multimedia technology to make classroom students more interesting and interesting

The traditional full-fledged teaching mode makes students feel boring and can't fully understand and understand the knowledge, so you can enrich the classroom courseware with multimedia graphics. This will not only help students to better master the knowledge, but also stimulate the students' imagination and achieve twice the result with half the effort. For example, traditional teaching methods, teachers draw structural diagrams on the blackboard, students can only understand the knowledge abstractly, but with multimedia technology, various principles can be displayed directly in the classroom, such as how to expose, how to adjust the depth of field, how to compose Such rules, create a three-dimensional, real learning environment for students, the content is not only illustrated, but also can be accompanied by voice explanations, allowing students to learn digital new media knowledge in all aspects.

4.2 Teachers can use the multimedia to play the excellent works of famous teachers in the classroom

In this way, this can not only enhance the student's ability to appreciate, but also can ask his own questions to learn more. This not only improves the teaching level, but also closes the distance between teachers and students, creates a good learning atmosphere, enhances students' learning initiative, and transforms knowledge reserves into ability applications. In the context of the information economy era, TV media is facing the challenge of new media. In order to realize the long-term development of TV media, the most convenient way is to promote the effective combination of new media and TV media, and use the packaging of new media to make use of TV. The specific content that the media has set up, the brand image of the media platform is established, and the corresponding information dissemination technology is combined to promote the transformation and development of the TV media. In addition, digital TV, IPTV, mobile terminal TV and Internet TV have emerged. In addition, TV media can actively cooperate with major video websites and portal networks to gradually expand the market share. At the same time, the new media must constantly improve its own communication advantages, fine-tune the selection of TV media, adhere to the principle of "original spirit" and gradually establish its own brand image. At the same time, as the basis of the development of new media, user experience is also the key to establishing a bridge between new media and TV media. Both of them must improve the corresponding user services, improve the satisfaction of user experience, and encourage users to

participate in media development. At present, many TV media have established their own "official websites". Online websites include search engines, blogs, life, culture, entertainment, variety, sports, news and clients. At the same time, many TV media also carry out music, ethnicity and education. The division of content such as tourism, home, weather, health, exploration, finance, documentary, TV drama and film. The development trend of new media in China is as follows.

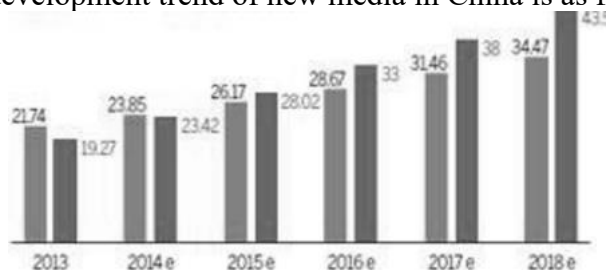


Fig.2 Development trend of new media in China

4.3 Using online means to make students' knowledge more broad

Teachers can introduce articles and tutorials related to new media from the network to enrich students' courses, which can make the classroom more vivid and enrich the students' knowledge reserves. Many cutting-edge new media educators have adopted this approach. The network provides students with an open, collaborative learning environment. Online teaching has a broader generalization, provides resources for teaching, creates opportunities for collaboration and communication, and is a good platform for new media learning and creation. Online teaching is multi-directional, which is more conducive to broadening the horizons of students, allowing students to find problems in time, and timely feedback to teachers, so that teachers can update teaching content and methods in a timely manner. The feedback of online teaching benefits not only from students but also from teachers' teaching work. Online teaching is an indispensable means of new media education in the digital age[4].

4.4 The integration of television and new media in the context of the all-media era

Scientific analysis of the needs of different users to meet user needs. The media industry must change the concept of development, conduct empirical scientific research on the reality of media development, pay attention to the selection and use of research methods, conduct in-depth investigation and research on the widespread communication phenomena in reality, and clarify the differences of local media audiences. The orientation of cultural information needs to clarify the preferences of people in the new era for factors such as time, habits and psychology of cultural columns. In addition, the development model should be innovated according to the actual needs of different users. It can learn from the rapid development of foreign construction experience in the media industry, effectively integrate communication resources and communication means, transform the traditional single transmission mode, and guide the media.

4.5 In line with the trend, TV media should fully integrate with new media communication technologies

With the rapid development of information network technology, new media communication technology has already demonstrated its strong superiority. New media such as news websites, Weibo, WeChat, mobile TV and digital newspapers have been well known by users and have been popular. Alike. For local media, we must adapt to the new trend of the times, use new media

communication technology to achieve the creation and development of new communication platforms, provide a richer experience for users, and broaden the opportunities and channels for users to appreciate the latest modern information. For example, it is possible to promote the construction of newspapers in local media networks, establish relevant WeChat public accounts, and build mobile TVs according to users' needs, so as to realize the precise connection between traditional local media communication methods and new media communication methods, and local media should pay attention to communication platforms. The knowledge, service and fun construction will continuously improve the quality of the content and enrich the spiritual life of the people.

5. Summary

With the wide application of digital technology in society, the curriculum reform of new media majors in colleges and universities has become an inevitable trend. Therefore, as a new media worker, I advocate following the characteristics of the digital age and breaking the traditional new media teaching mode. With the development of the eye to follow the development trend of digital new media, with the advanced awareness has always been at the forefront of digital new media education. Through the use of developed and advanced network means to create a digital teaching environment for students, to give students a more diversified, broad and market-oriented development direction.

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