

Research on Teaching Mode Innovation of Broadcasting and Hosting Specialty Based on Diversified Teaching Method

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Abstract: At present, the drastic change of media ecological environment has greatly affected the training concept of broadcasting and hosting professionals in Colleges and universities. In the face of the interactive integration of traditional media and new media, the broadcasting and hosting practice teaching system established based on the ecological environment of traditional media in the past, although diversified implementation schemes have been adopted in curriculum setting, teaching methods and practice platform construction, it still lags behind the needs of the times and cannot meet the talent training objectives under the background of media integration. Under the influence of postmodern cultural thoughts, postmodern educational ideas have emerged. Postmodern Education advocates diversified perspectives, pays attention to the richness and relevance of teaching content, and pays attention to the independent exploration and multiple experience of teaching process, which provides some useful enlightenment for the reform of teaching content and teaching methods of broadcasting and hosting specialty. This paper analyzes the current situation of broadcasting and hosting teaching under the traditional educational concept, explores the profound impact of the infiltration of modern teaching methods on teaching, and studies the core of student-centered modern teaching concept.

1. Introduction

Teaching concept is people's views on teaching activities and basic attitudes and concepts. It is the criterion for people to engage in teaching activities [1]. Since the 20th century, the educational circles have realized that teaching should be scientific, and high-quality and appropriate teaching methods can achieve effective teaching [2]. The renewal and iteration of university education ideas and the development of new media teaching methods bring opportunities for the renewal of broadcasting and hosting teaching methods, and teaching reform is imperative [3]. At present, with the continuous development of radio and television, the demand for broadcasters and hosts is increasing rapidly, and host colleges and universities play an important role and platform in providing talents for society and media [4]. The change of society, the evolution of radio and television concept, the change of media communication means, methods, program style and mode, and the reform of operation mechanism have all had a great impact on the teaching order of the original broadcasting and hosting specialty, and put forward the actual requirements of teaching reform for colleges and Universities that set up broadcasting and hosting specialty Means to make some new exploration [5].

Diversified context puts forward higher requirements for broadcasting and hosting Teaching [6]. A large number of professionals in traditional media flow to the new media industry, which greatly touches the training concept of broadcasting and hosting talents in Colleges and universities [7]. The content of practical teaching also did not hesitate to strengthen the application of new media technology. In particular, the "personalized" language expression of "sensationalism" of network celebrities and the high click through rate of divided groups have completely shaken students' confidence in the authority of traditional practical teaching, followed by calls for changing broadcasting and hosting practical teaching [8]. Creating a vivid teaching environment in the classroom with the help of situational teaching method can not only effectively improve students' emotional experience, but also help students deepen their understanding of teaching content and improve classroom teaching efficiency [9]. In broadcasting and hosting teaching, there are a variety

of methods and ways to create situations, which requires teachers to create classroom situations with different atmospheres based on students' actual situation and teaching objectives [10].

2. Presided over the innovation of broadcasting practice teaching system

2.1. Core construction objectives and principles

In the era of media integration, spreading new voice, creating new style, and improving the practical ability and brand influence of radio, television and new media broadcasters and hosts have become the focus of host team construction. The broadcasting and hosting major urgently needs to optimize the talent training structure and focus on cultivating innovative, compound, applied and technical skilled talents. Therefore, the construction of practical teaching system should aim at cultivating students' comprehensive practical ability, based on the traditional broadcasting and hosting talent training concept of integrating collection, editing and broadcasting, focusing on broadcasting and paying equal attention to broadcasting and speaking, Break the boundaries between different disciplines, guide students to form a super domain and interdisciplinary thinking mode, make them break through the traditional discipline knowledge structure system, improve the comprehensive quality and employability of students majoring in broadcasting and hosting art, and improve students' interdisciplinary and interdisciplinary ability to solve practical problems. As shown in Figure 1, the principles of constructing broadcasting teaching system are as follows:

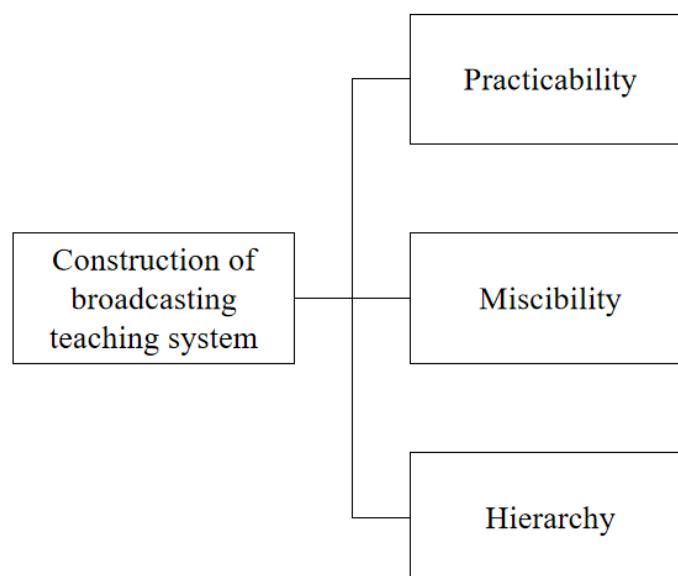


Figure 1 Principles of constructing broadcasting teaching system

Practicability. Practicality means that the current practical teaching system should pay attention to cultivating students' Internet thinking, exercising cross screen broadcasting ability, and strengthening students' skill practice and media professional cognition level; Fully reflect the development requirements of relevant professional posts. **Mixing.** Mixing is mainly reflected in the current practical teaching of broadcasting and hosting specialty. The identity of professional teachers should be changed multiple times with the role of media; **Hierarchy.** Hierarchy means that the practical teaching link should realize the principle of hierarchical, hierarchical and classified training according to the talent training objectives, and scientifically build a practical teaching system suitable for the training objectives of the major in order to cultivate students' professional application ability and comprehensive practical ability.

2.2. Contents and links of the construction of practical teaching system

Postmodern curriculum theory pays attention to the richness and relevance of teaching content, which provides a reference for the reform of broadcasting and hosting teaching content. Dole put forward the standards of designing postmodern curriculum, one of which is richness. "Richness

refers to the depth of the curriculum, the level of meaning, a variety of possibilities or multiple explanations". He believes that the curriculum should have an appropriate amount of uncertainty, ineffectiveness, fuzziness, imbalance, dissipation and vivid experience. Knowledge in postmodern context is not a fixed objective truth, but a process of continuous renewal and expansion, full of uncertainty. Classroom teaching practice focuses on the cultivation of basic skills. As the first step of broadcasting and hosting professional practice teaching, the teaching mode based on "large class theory teaching and small class individual guidance" has been unable to adapt to the current development trend of the changing situation of the media. On the premise of cultivating the basic skills of "broadcasting, speaking, reciting, performing, collecting and editing", classroom practical teaching should pay more attention to the cultivation of students' Internet thinking, strengthen the cultivation of different media management concepts, and strengthen the personalized curriculum. Various recording software, video production, mobile live broadcasting and other contents should be integrated into students' practical courses to exercise students' cross screen broadcasting ability, Strengthen students' skills practice and cognitive ability of media professional characteristics, and cultivate students' awareness of autonomy and innovation. In the reform of broadcasting and hosting teaching content, we can pay attention to richness mainly from the following aspects: reform the original teaching mode and constantly supplement new content. Under the influence of postmodernism, illusory culture and consumer culture in commercial society prevail, the orderly structure of traditional art is broken, postmodern art presents anti aesthetic characteristics such as deconstruction, uncertainty and diversity, and film and television programs also show a diversified pattern under the new situation.

3. Diversified broadcast hosting teaching

3.1. Broadcast hosting teaching under modern teaching concept

John Dewey, the representative of modern pedagogy, put forward the educational concept of "education is society", "education is life" and "learning by doing". It is not difficult to see that modern education emphasizes student-centered and learning efficiency, that is, students not only learn, but also transform knowledge into skills as soon as possible; The teaching environment is no longer limited to the classroom, but advocates learning in social practice; The goal of education should not be limited to the understanding of knowledge, but should be transformed into social behavior and activities. Modern educational idea is not to separate the relationship with traditional teaching, but to undertake, optimize and integrate traditional teaching methods. This has progressive significance in broadcasting and hosting teaching. Traditional broadcasting and hosting teaching takes knowledge transfer as the core. The modern educational concept advocates student-centered, for the development of students, encouraging students to study, explore, practice and learn by doing., Comprehensively coordinate the use of language and paralanguage; It can also stimulate students' creativity and turn recitation into a hosted language. A student-centered classroom can stimulate students' interest in learning, create new teaching models and make the classroom lively and vivid. The modern educational concept focuses on cultivating students' practical ability. During college, students should no longer be limited to learning the knowledge in professional books, but should transform the knowledge into skills: have the comprehensive abilities of broadcasting, writing, commenting, reporting, editing and so on; With the ability of social practice such as unity, cooperation and interpersonal communication, the educational purpose of broadcasting and hosting professionals under the modern teaching concept has the characteristics of practicality and transformation.

3.2. Reform of teaching methods under modern teaching concept

Modern teaching ideas are practical and transformative. It emphasizes the transformation of theory into practice and the promotion of practice into skills; Emphasize the sociality of students. As shown in Figure 2:

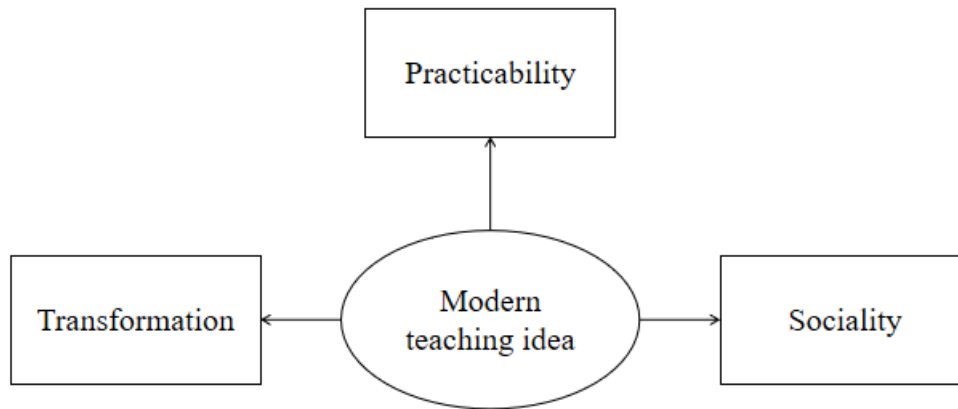


Figure 2 Characteristics of modern teaching concept

The "cramming" teaching method in traditional teaching obviously can not meet the requirements of student training in the new era. The reform of broadcasting and hosting teaching method is imperative. At present, the broadcasting and hosting teaching method in Colleges and universities shows the characteristics of blending and continuity of new and old iterations. Project teaching, task teaching and flip teaching complement the traditional teaching method, which adds vitality to the classroom revolution and plays a key role in talent training. Project teaching method is to hand over a relatively independent project to students under the guidance of teachers. Students are responsible for information collection, scheme design, project implementation and final evaluation. Through the implementation of the project, students can understand and grasp the basic requirements of the whole process and each link. Project teaching method can promote students' social development, enhance the spirit of cooperation, and understand the creative process of the program. Students majoring in broadcasting and hosting can improve their learning ability in the project-based teaching method if they want to better meet the talent demand of "integration of collection, editing and broadcasting" in the new media era. Task-based approach is a teaching method in which teachers guide language learners to complete tasks in the classroom. Taking the course of "TV news live report" as an example, the course is highly practical. The traditional teaching method is only applicable to the theoretical part of knowledge, and the practical part can be completed by task-based teaching method. Task-based teaching method can not only achieve the teaching objectives, make students "learn by doing", but also absorb interdisciplinary knowledge, clarify the context of things' development, and indirectly cultivate students' logical thinking and image thinking.

4. Conclusion

The classroom revolution hosted by broadcasting in the new era is imperative, which will bring new challenges to teachers and broad vision to students. The role of education is to promote one cloud to another. Teachers should become the active Party of teaching reform, take students as the center and promote the reform of teaching methods scientifically and reasonably. Teachers majoring in broadcasting and hosting should combine the characteristics of this major, scientifically and reasonably create teaching situations, make students feel and experience knowledge in different environments, and make students more active and active in learning activities, so as to improve the learning effect. On the one hand, it broadens the idea of situational creation, makes situational teaching more targeted, and realizes the connection with future career; On the other hand, it improves the practicability of classroom situational teaching methods and makes broadcasting and hosting teaching more efficient. In addition, teachers should continue to increase the research on situational teaching method, explore more consistent and in-depth characteristic situational teaching methods with broadcasting and hosting, and promote the continuous improvement and development of broadcasting and hosting teaching.

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