

The Adjustment and Reconstruction of the Training Mode of Media Talents under the Background of New Liberal Arts

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Abstract. The release of the Declaration on the Construction of New Liberal Arts has pointed out a new direction for the training of applied media talents under the background of New Liberal Arts. This paper discusses the new direction and new requirements of the training of applied media talents under the background of New Liberal Arts, and the adjustment and reconstruction of the training mode of media talents under the background of New Liberal Arts, in order to provide reference for the training of media talents in applied universities.

Keywords: The New Liberal Arts; Media Talents; Personnel Training Mode.

1. Introduction

"New Liberal Arts" is one of the hottest and most concerned topics in the field of higher education in China in recent years. Thirteen departments, including the Ministry of Education and the Ministry of Science and Technology, jointly launched the "Six Excellence and One Excellence" Plan 2.0 and issued the Declaration on the Construction of New Liberal Arts. It is pointed out that the construction of New Liberal Arts is of great significance for promoting the innovative development of liberal arts education, constructing a new development pattern of philosophy and social sciences centered on educating talents, accelerating the training of liberal arts talents in the new era, and enhancing the soft power of national culture.

2. What is the "New Liberal Arts"?

New Liberal Arts, based on the global new scientific and technological revolution, new economic development, socialism with Chinese characteristics into a new era as the background, the integration of new technologies into the traditional liberal arts, the realization of discipline reorganization, the intersection of arts and sciences, to provide students with comprehensive interdisciplinary learning. The traditional liberal arts are a general term for the humanities and social sciences, except science, engineering, agriculture and medicine, which can basically be included in the category of "liberal arts".

3. New Direction of Training Applied Media Talents under the Background of New Liberal Arts

Rooted in China's national conditions, the whole process of cultivating outstanding applied media talents in the new era. Encourage students to consciously pursue their own ideals and integrate them into the cause of the country and the nation, and strive to cultivate talents for the new era who are not only qualified successors of the cause of socialism with Chinese characteristics, but also excellent builders; Both aspirational ideal, but also down-to-earth doer; Can not only serve the national strategy, but also grasp the industry trend; Not only has a solid comprehensive quality, but also has excellent professional talent; It is not only the inheritor of excellent culture, but also the trendsetter of new media. He can not only be a disseminator of China's voice, but also be a performer on the world stage.

4. New Requirements for Training Applied Media Talents under the Background of New Liberal Arts

4.1. The Strategic Cultivation of Applied Media Talents under the Background of New Liberal Arts

Under the background of New Liberal Arts, the training of applied media talents should serve the country to cope with the complicated international and domestic situation and enhance China's voice in the international community. To serve the comprehensive deepening of reform in China's economic and social fields, and to solve problems related to people's ideological concepts and spiritual values.

4.2. The Innovation of Training Applied Media Talents under the New Liberal Arts Background

Under the background of New Liberal Arts, the training of applied media talents should transform, transform and upgrade traditional disciplines through new subject growth points, seek new breakthroughs in the field of humanities and social sciences in China, and realize theoretical innovation, mechanism innovation and model innovation.

4.3. The Integration of Training Applied Media Talents under the Background of New Liberal Arts

Under the background of New Liberal Arts, the training of applied media talents should cover the intersection, integration, penetration or expansion of multiple disciplines in the field of humanities and social sciences, which is an emerging field such as the intersection of humanities and social sciences and the intersection of humanities and social sciences and natural sciences.

4.4. The Development of Applied Media Talent Training under the Background of New Liberal Arts

There are many uncertainties in the research of the media field, and many new problems will emerge endlessly with the development of society, and there is no fixed model for solving problems, so it is necessary to constantly explore and adjust in the practice process and improve day by day.

5. The Adjustment and Reconstruction of the Training Mode of Media Talents under the Background of New Liberal Arts

5.1. Promote Professional Optimization, Integration of Emerging Disciplines and Technologies

The integration of information technology and subject teaching not only helps to improve teaching efficiency, but also helps to improve students' information literacy and cultural level. The builders and successors of the future society should be high quality, high starting point, especially the media talents, they need to fully adapt to the rapid progress of science and technology, comprehensive use of various information technology and effective independent learning ability.

Based on big data technology and using artificial intelligence technologies such as computer vision, deep learning, biometrics and scene construction, the research on media related issues has become the focus of media higher education discipline research. In line with the strategy of developing a powerful country in science and technology, the training of applied media talents needs to be closely combined with the new round of scientific and technological revolution and industrial transformation, integrate into emerging disciplines and technologies such as artificial intelligence, blockchain, 4K, 8K ultra-high-definition, virtual reality technology, drones, 5G, and cross integration with emerging fields such as engineering and science.

5.2. Consolidate the Curriculum System, Curriculum Ideological and Political Morality Education

Curriculum thought and politics is an educational and teaching concept, its basic meaning is that all university courses have the dual functions of imparting knowledge and cultivating ability and ideological and political education, carrying the role of cultivating college students' world outlook, outlook on life and values. Promote the transformation of "ideological and political courses" into "curriculum ideological and political courses", excavate and sort out the moral education elements of various professional courses, improve the curriculum system construction of ideological and political education, give full play to the educational function of professional courses, and realize the whole process of education, all-round education and full education of the college.

Firmly grasp the value orientation of cultivating application-oriented media talents, adhere to moral cultivation, continue to promote the updating of media education and teaching content, comprehensively promote the ideological and political construction of media courses, promote the thought of socialism with Chinese characteristics in the new era into textbooks, classrooms, and minds, and improve students' ideological consciousness, moral standards, and civilization. To cultivate application-oriented media talents in the new era who take on the great responsibility of national rejuvenation. We offer cross-disciplinary and cross-professional courses and practical teaching courses to cultivate students' cross-field knowledge integration ability and practical ability.

5.3. Expand the Curriculum Connotation and Enhance the Media Literacy Education

With the rapid development of science and technology and the popularization of the Internet, the influence of the media on people is increasing day by day. However, most people lack understanding of the operation mechanism of the media, the authenticity of information and the impact of the media on individuals and society, and are easily affected by the misleading and bad information of the media.

With the rapid development of China's economy, the needs of the audience are becoming more and more diversified, and the methods and approaches of media communication are becoming more and more diversified. There is a long way to go for media literacy education for applied media talents as "voice" of the media. The course content should be designed scientifically and reasonably from the aspects of media use skills, media information identification methods, and media-related moral laws and regulations. In order to realize the comprehensive development of college students' knowledge, ability and personality, we should not only pay attention to the education of college students' media use skills and media information knowledge, but also pay attention to the personality education of college students' media ethics and morality.

5.4. Strengthen the Integration of Production and Education, and Build a Collaborative Education Mechanism

The integration of industry and education is an important aspect of strategic development. Market competition depends on technological innovation and upgrading, and competition promotes technological innovation. This virtuous cycle of interdependence and mutual promotion is realized through the role of innovative talents. Colleges and universities are the main force of cultivating innovative talents and the main body of collaborative innovation, bearing the burden of leading the advancement of science and technology.

Through the integration of art and technology, industry and education, strengthening collaborative education is an important way to adapt to the development of media industry and serve local economic and social development. Integrating top-level design, based on the height of application-oriented media talent training, aiming at industry, based on integration, classified exploration, and prominent application, deepening the reform mode of media talent training, integrating production and education into the whole process of talent training, building a five-in-one collaborative education mechanism of "government, production, learning, research, and use" to achieve collaborative education.

5.5. Understand the World Pattern, Deeply Understand the National Culture

On the one hand, science and technology are changing rapidly as an urgent variable, and on the other hand, the international political wind is unpredictable. A hundred years plan, education as the basis; To strengthen the country and enrich the people, education is the first. In the new development opportunity of a century of great changes, we rethink the "essence" of education, the purpose is to firmly adhere to the fundamental task of "cultivating morality and educating people", always grasp the "root" and "soul" of education, and implement it as the main line in all aspects of daily work.

Traditional Chinese culture and traditional ideological value system are instructive for understanding China's development path and the process of globalization. Cultural self-confidence is based on a solid foundation of literature and history, so as to have a deep cognition of national culture, an open understanding of the diversity of world history, and innovative thinking to transcend cultural differences. Cultural confidence is not blind confidence, let alone cultural arrogance, but a high degree of recognition and compliance with their own cultural traditions and their diversity and continuity, and is the development path of "from cultural consciousness to cultural self-confidence, cultural self-improvement and then to cultural greatness".

In short, the New Liberal Arts break through the thinking mode of the traditional liberal arts, and the cultivation of media talents should take inheritance and innovation, cross and integration, collaboration and sharing as ways to promote the cross-integration of media disciplines and related disciplines, and promote the upgrading of media talents training.

Acknowledgments

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