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An Exploration of Journalism Talent Cultivation in Non-Journalism Industries in the Era of Media Convergence: A Case Study of the Engineering Industry in Central State-Owned Enterprises (Postprint)

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Abstract

With the rapid development of Internet, AI, digital technology, and news publicity in non-journalism industries, media convergence has become the fundamental trend in the development of the media sector. The era of media convergence has imposed higher requirements on the specialization and integration capabilities of journalism professionals, challenging traditional journalism education models. To conform to the developmental laws of journalism, this paper takes the engineering industry of central enterprises as an example to explore the cultivation of news talents in non-journalism industries through a differentiated training philosophy and the optimization of internal and external environments.

Full Text

Preamble

Title: Exploration of Journalism Talent Cultivation in Non-Journalism Industries in the Era of Media Convergence: A Case Study of Central Enterprise Engineering Industry

Abstract: With the rapid development of internet, AI, digital technologies, and news propaganda in non-journalism industries, media convergence has become the fundamental trend in the media industry's development. The era of media convergence imposes higher requirements on the specialization and integration of journalism talent, challenging traditional journalism education models. To align with the laws of journalism development, this paper takes central enterprise engineering industry as an example to explore journalism talent cultivation

in non-journalism industries from the perspectives of differentiated cultivation philosophies and optimized internal and external environments.

Keywords: media convergence; non-journalism industry; journalism talent; cultivation exploration

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1. Characteristics of the Media Convergence Era and “Demand-Side” Changes

The concept of “media convergence” was proposed by Professor Ithiel de Sola Pool of MIT in 1983 to describe a media form where multiple media platforms present integrated multi-functional services. Today, with rapid technological advancement, the application of internet, AI, big data, cloud computing, and VR to traditional media has gradually formed a convergence of technology and traditional media. In the era of media convergence, media are characterized by evolving communication concepts, diverse and differentiated patterns, various forms such as “big data + journalism” and “cross-industry journalism,” and rich dissemination pathways through internet, television, and radio.

In this era, new “demand-side” forces are driving structural and model changes on the “supply-side.” Journalism talent is now required to possess not only traditional skills but also updated communication concepts, abilities in big data analysis, organization, and application, interdisciplinary journalism integration and propaganda capabilities, and higher national consciousness and Marxist journalism thinking. This represents not only a significant challenge for traditional journalism education institutions but also a severe test for non-journalism industries. Taking central enterprise engineering industry as an example, addressing this challenge requires transforming outdated journalism talent training concepts and crude cultivation models, establishing a differentiated talent cultivation philosophy, and emphasizing a cultivation model that focuses on both internal and external development.

2. Exploration of Journalism Talent Cultivation Models in the Media Convergence Era

“Media competition is fundamentally talent competition, and media advantage is core talent advantage. We must accelerate the cultivation of a journalism and public opinion workforce that is politically firm, professionally proficient, and has excellent work style, trusted by the Party and the people.” Reflecting on journalism talent education, particularly in non-journalism industries, training remains stuck in old concepts. Using central enterprise engineering industry as an example, talent cultivation philosophies are general and conservative, and

training methods are unsystematic and incomplete. To meet the talent demands of the media convergence era in non-journalism industries, we must transform cultivation philosophies, eliminate model deficiencies, and strengthen talent cultivation exploration.

2.1 Strengthening Differentiated Journalism Talent Cultivation Philosophy

Journalism personnel in central enterprise engineering industry are complex and diverse, demonstrating interdisciplinary characteristics. They come from journalism, humanities, administrative management, safety management, and the engineering professions specific to central enterprises. Consequently, news propaganda in central enterprise engineering industry exhibits dual-disciplinary features of “engineering + journalism” and multi-disciplinary characteristics of “engineering + journalism + specialty.” Based on the features of the media convergence era and the current state of central enterprise engineering industry journalism, the cultivation philosophy for journalism personnel must emphasize cutting-edge big data, AI, web, and video editing technologies while refining approaches according to personnel’ s different professional backgrounds, establishing a three-dimensional and differentiated cultivation philosophy.

2.1.1 Emphasizing Specialized Journalism Talent Cultivation Specialized journalism talent primarily refers to advanced-concept, dual-disciplinary cross-trained journalism personnel who deeply integrate and innovatively apply engineering and journalism, and science and technology for corporate news propaganda. This group constitutes the core force of differentiated journalism talent, playing a role in updating concepts and leading the direction of engineering industry news propaganda. From the perspective of interdisciplinary characteristics in central enterprise engineering industry news propaganda, dual-disciplinary cross-training (“engineering work nature + journalism major” and “central enterprise engineering industry news features + engineering major”) forms the main body of specialized talent.

First, regarding journalism concepts, we should continuously strengthen the Party consciousness and social responsibility of specialized journalism talent. Maintaining ideological security is an important mission for China. As a crucial component of ideological work, journalism and public opinion play a vital role in safeguarding China’ s ideological security. Central enterprises, as important components of the socialist economy, bear significant responsibility for public opinion guidance. Therefore, we must integrate news propaganda work into overall corporate construction, establish awareness of the bigger picture, use Party spirit to coordinate various tasks, excavate potential ideological factors behind hot issues and common problems, provide ideological guidance, and strengthen the guiding power, influence, and appeal of mainstream culture.

Second, regarding content, we should focus on audience diversification and differentiation, continuously broadening audience reach. We must improve upon

previous content limited to company policies, leadership inspections, activities, and technological innovation by adding material suitable for different ages and positions, such as policy interpretations, welfare guarantees, worker reflections, and worker feedback that appeal to migrant workers.

Third, regarding editing, we should emphasize breaking conventional engineering news structures and expression methods, as well as universal and cutting-edge techniques in engineering news writing. Based on big data information processing and analysis capabilities, we should provide diverse content for different audiences, using humorous and relaxed approaches to address hot issues, common problems, and personal reflections that concern young employees, breaking the traditional notion that central enterprise news must be serious.

Finally, regarding dissemination methods, in addition to the widely used concepts and forms of integrating big data, AI, web, and video editing technologies with corporate news, we should also possess the concepts and research capabilities to combine VR virtual, three-dimensional, and four-dimensional technologies with journalism.

2.1.2 Focusing on Foundational Journalism Talent Cultivation Foundational journalism talent primarily refers to multi-disciplinary cross-trained journalism personnel who proficiently master engineering news writing characteristics and technological applications for corporate news propaganda. This group constitutes the backbone force of differentiated journalism talent, mainly playing a role in continuously innovating and expanding the influence of engineering industry news propaganda and reserving specialized journalism talent.

First, regarding journalism concepts, based on the current situation where journalism personnel are unfamiliar with both engineering and journalism in multi-disciplinary cross-training, we should adhere to Party spirit, alignment consciousness, and the ideological guidance of Party-managed journalism. We should deeply develop Marxist journalism education, strive to learn and master it, and ultimately establish a Marxist journalism view. We must strictly require foundational journalism talent to be self-disciplined, upright, fair, and incorruptible, with higher and stricter political integrity and professional ethics.

Second, regarding journalism writing skills, we should cultivate personnel' s solid journalism theoretical knowledge and application of the "four forces" (observation, thinking, legwork, writing), as well as abilities in news collection, organization, and editing in engineering contexts, breaking through traditional administrative report-style writing formats and enriching news writing themes and styles.

Third, regarding content, we should deeply expand news vision, collect and organize diverse themes and genres according to company requirements, and provide experience for the development of specialized journalism talent.

Finally, regarding dissemination methods, we should focus on mastering big

data extraction, analysis, processing, and application capabilities, AI integration with propaganda, web design, video editing, and other technological application capabilities in news dissemination, providing theoretical and practical support for frontier technology integration concepts and exploration.

Although specialized and foundational talents are classified based on different professional backgrounds with different goals and measures, both emphasize integration characteristics in the talent cultivation process, focusing on both basic journalism capabilities and literacy as well as understanding of engineering industry knowledge and application of cloud computing, AI, editing, and other technologies. Therefore, while conducting differentiated cultivation, we should also maintain systematic and consistent approaches throughout both stages.

2.2 Optimizing Internal and External Journalism Talent Cultivation Models

Optimizing journalism talent cultivation models requires comprehensive changes to the current state of professional quality and Party spirit education, theoretical knowledge, practical abilities, teacher structure and level, talent awareness, and incentive measures in central enterprise engineering industry, starting from both internal and external environmental aspects.

2.2.1 Enhancing Journalism Talent's Internal Capacity Building First, we must emphasize professional quality and Party spirit education. While reform and opening-up and economic system reform have brought rapid economic development, they have also brought multicultural challenges, particularly money worship and hedonism that challenge socialist values. In this materialistic era, people's critical thinking, resistance, truth-adherence, and persistence are constantly challenged, leading to continuous weakening of journalism talent's professional literacy.

“Journalism view is the soul of public opinion work. Marxist journalism view is the spiritual backbone of the Party's journalism and public opinion work.” We must cultivate Marxist journalism view, allowing “the theories, methods, and models of Marxist journalism view” to permeate every aspect of talent cultivation and address various problems faced by journalism practitioners in practice. We should use multiple methods such as hiring university teachers, training internal teachers, online teaching, internal self-study, and book discussions to seriously develop Marxist journalism education.

Party spirit education in central enterprise engineering industry mainly targets Party members, probationary Party members, and activists, with less attention to journalism personnel. This requires integrating journalism personnel into Party member education to cultivate their Marxist thinking. Using Marxist thinking to deeply explore reality, create in-depth works, grasp the essence of matters, reflect mainstream issues, promote healthy trends, and guide positive energy into corporate and national construction.

Second, we should enhance theoretical knowledge and practical abilities. We should develop a “Central Enterprise Engineering Industry Journalism Staff Tracking Guidance APP” with targeted, differentiated teaching content, forms, and assessment standards to classify, teach, and evaluate dual-disciplinary and multi-disciplinary cross-trained personnel. Based on classification standards, we should focus on remedying different trainees’ weaknesses, forming a long-term tracking guidance and step-by-step cultivation system to provide a foundation for cultivating specialized journalism propaganda talent.

To enhance journalism students’ adaptability to the media convergence era and strengthen their practical abilities, universities both domestically and internationally have made active explorations. For example, MIT’s Media Lab employs diversified cooperation models (consultative cooperation, thematic group cooperation, enterprise-level cooperation), Sichuan International Studies University constructs a “workshop” apprenticeship model, and other Chongqing universities cooperate with online television stations externally and with industrial parks internally to carry out “3+1 training programs” using project-based, rotation-based, and dual-mentor systems. Central enterprise engineering industry can learn from these advanced university experiences to cultivate potential journalism propaganda personnel. Through an “enterprise + school” joint training model, we can implement brief internship systems for university juniors in the form of “student + journalism staff” groups, allowing students to accumulate interdisciplinary journalism writing experience in enterprises while mutually assisting employees and establishing a foundation for potential corporate journalism propaganda personnel. For seniors, we can implement year-long internships and special project research systems, where under mentor leadership, they conduct special research on the current state, problems, causes, and improvement measures of central enterprise engineering industry journalism writing, guiding continuous improvement. We can also establish two forms through long-term employment of university teachers and local media senior journalists: first, a “teacher + journalism staff” model specifically responsible for guiding journalism staff in frontier news communication concepts, technology application, collection and editing methods, and communication forms; second, a “reporter + journalism staff” model mainly responsible for guiding journalism staff to understand local historical and cultural backgrounds, audience characteristics, practical collection and editing skills, and highlights in propaganda dissemination from both macro and micro perspectives.

2.2.2 Strengthening External Environmental Impact on Journalism Talent While emphasizing internal factors, we must adopt effective measures to actively guide and expand the influence of the external environment on journalism talent cultivation, continuously making effective adjustments in teacher structure, teacher level, talent positioning, and incentives.

First, we should improve teacher structure and enhance teacher levels. Current teachers in central enterprise engineering industry are mostly promoted from

grassroots positions, with few external hires, and those hired are mostly short-term. Although internally promoted teachers have advantages such as high seniority, extensive experience, and in-depth research, they inevitably carry characteristics of outdated thinking, excessive caution, and insufficient adaptability, making it difficult to adapt to media convergence era development. Improving the existing teacher structure requires introducing, promoting, and hiring external teachers and journalists through various means. We must continuously enhance teachers' current levels and capabilities, adhering to both the focus on internal enterprise teachers and the comprehensive approach based on hired teachers, orthodox media journalists, and online propaganda teachers.

Internal enterprise teachers are the core force for training internal journalism propaganda talent. They have profound theoretical foundations in project construction and engineering industry characteristics, deep understanding of engineering news features, and have accumulated rich engineering news writing experience in practice. What needs to be supplemented are advanced news communication concepts, detailed and specific guidance on Marxist journalism content, and integration, application, and innovative application of technology under big data and intelligent technology backgrounds. The advantages of hired university teachers, senior journalists, and online lecturers lie in their frontier theories, practical foundations, and intelligent technology application capabilities, but they lack understanding of central enterprise engineering industry, insufficient research on news features, inadequate analysis of news problems, and low integration between news guidance and enterprise needs. To deepen understanding of central enterprise engineering industry, we must transform the one-sidedness and superficiality of previous short-term teaching, construct long-term cooperation systems, continuously provide internal information about central enterprise engineering industry (project positioning, overview, characteristics, key and difficult points, highlights, etc.), and current state and problems in news collection, extraction, editing, and dissemination, allowing hired teachers to have profound understanding of central enterprise engineering industry news writing and journalism staff strengths and weaknesses, thereby enhancing the relevance, depth, systematic nature, comprehensiveness, and guidance of their research on central enterprise engineering industry news propaganda work.

Second, we should clarify talent status and motivate talent advancement. The nature of central enterprise engineering industry causes companies to focus on engineering construction, paying insufficient attention to news propaganda work. This neglect manifests in the status and performance assessment of news propaganda personnel. Except for company-level news propaganda personnel who are full-time, project-level news propaganda personnel are all part-time. While engaged in news propaganda work, part-time personnel also manage Party-mass work, personnel work, or logistics work. Although news propaganda work is complex and demanding, in both daily and annual assessments, news propaganda staff coefficients are at the company's lowest level, far below those of engineering and safety personnel.

To build a professionally proficient team, we must reverse the company's secondary positioning of propaganda work. We need to improve company news propaganda work systems for engagement, implementation, and assessment, raising assessment coefficients and reward standards. We must transform leadership's unclear understanding of news work, emphasizing spiritual guidance alongside economic construction, and striving to create a favorable atmosphere for news propaganda. News information collection is inherently time-consuming and labor-intensive. To enhance news propaganda personnel's capabilities and literacy, we must guarantee their learning and working time and energy. We should improve service, support, and maintenance attitudes toward news propaganda personnel in field and daily work, avoiding the provision of simple, incomplete information, or even interview prevention.

Media convergence, characterized by content polysemy, multi-dimensional forms, interactive methods, and multi-layered object relationships, has challenged the authority of traditional media in discourse power, creating a good foundation for interdisciplinary-based non-journalism industry news communication, particularly central enterprise engineering industry news development. Simultaneously, we must recognize that the media convergence era has placed higher demands on central enterprise engineering industry journalism talent cultivation philosophies and models, and acknowledge that existing cultivation philosophies and models require further improvement.

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