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Postprint: Cultivating Television News Communication Talents in the New Media Era

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Abstract

With the advancement of the times, information technology and digital technology continue to develop. People's channels for obtaining information have gradually shifted from traditional media to new media, with increasingly faster information acquisition speeds and more abundant information resources. In the new media era, the television news communication industry faces challenges posed by digital technology and media convergence. To continuously develop and expand amid these challenges, the television news communication industry must prioritize talent cultivation, strengthen talent education in accordance with the demands of the era's development, adjust educational directions and strategies based on practical realities, and contribute to the development of the television news communication industry in the era of new media convergence. This paper expounds upon the characteristics of the television news industry in the new media era and the requirements for cultivating television news communication talents, analyzes existing problems in China's current television news communication education in light of practical realities, and proposes strategies for cultivating television news communication talents in the new media era for discussion.

Full Text

Abstract

With the advancement of the times, information and digital technologies continue to develop, and people's channels for obtaining information have gradually transitioned from traditional media to new media, with increasingly faster access speeds and richer information resources. In the new media era, the television news communication industry faces challenges brought about by digital technology and media convergence. To continue growing amidst these challenges, the television news communication industry must prioritize talent cultivation,

strengthen education according to the demands of the times, and adjust educational directions and strategies in line with practical realities, thereby contributing to the development of the television news communication industry in the age of new media convergence. This paper elaborates on the characteristics of the television news industry in the new media era and the requirements for cultivating television news communication talent, analyzes existing problems in China's current television news communication education in light of practical realities, and proposes cultivation strategies for television news communication talent in the new media era for discussion.

Keywords: new media; television news communication; talent cultivation

With the development of information and digital technologies, the direction of media communication technology has also changed, continuously integrating and updating toward convergence. The new media era is an era of media convergence, where audiences have more channels for obtaining information, and the speed and efficiency of information acquisition have increased. At the same time, traditional media development has encountered more challenges and difficulties in the new media era.

Currently, China's talent cultivation models and strategies for television news communication still have some problems, creating obstacles to the healthy development of the television news communication industry. The new media era has set higher standards for talent in the television news communication industry. Therefore, it is necessary to strengthen the cultivation of television news communication talent by analyzing industry characteristics and requirements, rationally adjusting the current education system, and cultivating professional talent with both theoretical knowledge and mastery of multimedia technologies to promote the rapid development and progress of television media [1].

1. Characteristics of the Television News Communication Industry in the New Media Era

The new media era is an era of media convergence, which generally manifests as the integration of concepts of equal communication, media operation platforms, and media communication methods. First, the development of new media technology has enabled everyone to become an information disseminator through various new media means, greatly increasing the freedom of information dissemination and changing the absolute monopoly of mainstream media in information communication. Second, under the influence of new media technology, traditional media are gradually changing their communication models, integrating with new media according to needs, and continuously exploring their own development paths by leveraging new media technology platforms. Finally, to achieve communication goals, the integration of media communication platforms and the adoption of multiple communication methods for all-media dissemination of news events have gradually become the mainstream approach in tele-

vision news communication. Based on this, the characteristics of information dissemination in the new media era are prominently reflected in the following four aspects.

- (1) In terms of communication subjects, the general public has shifted from passively receiving information to actively participating in information production and dissemination, becoming new communication subjects. Meanwhile, past communication institutions have changed from providing content to providing platforms, creating conditions for the true communication subjects.
- (2) In terms of communication methods, the common one-way linear information dissemination method in traditional media has gradually transformed into multi-directional interactive communication through various channels with real-time participation. One-way communication has become multi-directional interactive communication, with multiple media engaging in one-to-many and many-to-many dissemination.
- (3) In terms of communication content, new communication content integrates rich text, images, video, audio, and animation, shifting from past single forms to multi-form co-dissemination.
- (4) In terms of communication channels, traditional media mostly disseminated independently, whereas in the new media era, multiple media combine and interact [2], integrating newspapers, magazines, radio, television, websites, mobile phones, and other media to demonstrate their respective advantages in content, communication form, and speed.

2. Requirements for Television News Communication Talent in the New Media Era

Based on the above, both the operation models and development environment of the television news communication industry face tremendous changes. Therefore, the television news industry must promptly update its development concepts and follow development trends. Television news communication education bears the important responsibility of delivering media talent and must adapt to the demands of the times by clarifying new requirements for talent cultivation in the television news communication industry in the new media era.

2.1 “All-Media” Talent with Cross-Media Skills

The convergence of multiple media and the digital transformation of traditional media are gradually narrowing and even eliminating differences between communication media. This means that future news communication talent must necessarily be “all-media” talent with cross-media skills [3]. Whether journalists, news editors, or other television news staff, they will no longer serve a single media department but rather multiple media departments or information distribution institutions within a group. Therefore, they must not only master

solid theoretical knowledge of journalism and broadcasting business knowledge but also be proficient in the operational skills of various technical tools, especially virtual image synthesis technology, digital synthesis technology, special effects production technology, as well as program planning, film and television directing, and camera technology. Currently, China's television news communication education model has not yet adapted to the needs of television news communication under multimedia convergence, and "all-media" talent capable of handling such multi-media reporting work remains severely lacking.

2.2 High-Level Management Talent Adapted to Integrated Marketing

Managers in the new media era must achieve specialized operations in the media industry and should be experts who understand and master multiple communication media. They must not only be able to use new technologies to better present television news communication content and enhance the recognition of communication content but also possess the management concepts and talents of "professional managers," the knowledge structure and moral integrity of "professional journalists," and accurately grasp the development laws and trends of the news media industry to maximize industrial economy and social benefits. High-level management talent with integrated marketing capabilities cannot be simply cultivated in universities but must possess rich media work experience on the basis of mastering theoretical knowledge.

2.3 Communication Talent with Analytical and Summarization Abilities

In the new media era, facing overwhelming waves of information, demands for information are gradually increasing. Media practitioners with single-disciplinary backgrounds have difficulty adapting to the requirements of the times. To achieve in-depth reporting of news events and gain stable reputations, media practitioners must be familiar with not only humanities and social sciences but also natural sciences, and have a profound understanding of contemporary society's politics, economy, culture, and law. Only by mastering a composite disciplinary knowledge structure and possessing strong information analysis and summarization abilities can they distinguish and integrate socially valuable and influential information from vast information waves to provide truly useful news reports for audiences.

2.4 Talent with Innovation Capabilities

The development of any industry cannot be separated from the driving force of innovation, which is a necessary means to maintain continuous industry progress and explore new paths. In the process of television news communication education, it is equally important to strengthen the cultivation of talent innovation capabilities to promote the healthy and rapid development of the television news communication industry in the new media era.

3. Current Problems in China's Television News Communication Education

With the rapid development of media convergence, audiences have increasingly higher requirements for television news communication. However, the cultivation of television news communication talent in China has failed to match demand, and problems persist in television news communication education.

3.1 Unbalanced Major Setup and Incomplete Disciplinary Structure

First, some institutions have set up disciplines and majors in non-specialized journalism and communication departments that have not yet formed stable disciplinary platforms or effective disciplinary construction. Additionally, the teaching objectives of television news communication disciplines in many institutions have focused on meeting the needs of newspaper, news agency, and traditional media reporters, which does not match the current reality of media convergence trends.

3.2 Disconnection Between Teaching and Practice, Insufficient Practical Skills

Television news communication is a relatively application-oriented discipline, but in actual teaching, many institutions only emphasize classroom instruction while lacking cooperation and participation from media organizations. The disconnect between theoretical teaching and practice results in insufficient duration and experience of social practice for most students, leading to inadequate practical operation abilities.

3.3 Weak Disciplinary Construction and Faculty Strength

In many universities, the number of teachers with solid theoretical knowledge and rich media industry experience is limited. In the new era of media convergence, the faculty strength for the television news communication industry in universities is generally in a relatively weak position, which naturally is not conducive to cultivating talent that meets the development requirements of the times.

4. Cultivation Strategies for Television News Communication Talent in the New Media Era

According to the new requirements for television news communication talent in the media convergence era, it is necessary to continuously adjust existing talent cultivation models and strategies in light of practical realities.

4.1 Adjust Professional Direction and Positioning, Leverage Advantages to Create Characteristics

First, institutions should consciously adjust the direction and positioning of radio and television journalism majors to meet the needs of media convergence. Second, some institutions with radio and television majors can leverage their own advantages in law, science and technology, sports, and other fields to create journalism and communication majors with deep professional backgrounds and interdisciplinary requirements, developing distinctive programs [4]. Finally, they can also fully integrate internal and external teaching resources to create cross-institution and cross-major cooperation opportunities for students, cultivating television news communication talent with disciplinary backgrounds and broad perspectives.

4.2 Rationally Setup Media Convergence-Related Courses

University television news communication majors should include education in humanities, social sciences, and natural sciences, as well as professional knowledge in journalism and communication, education in the application capabilities of various media technologies, scientific thinking methods and professional working methods, and finally, cultivation of professional quality and ethics. Simultaneously, in terms of curriculum design, in addition to news gathering, writing, editing, and commentary, content related to media convergence should be added, such as digital media technology application, multimedia information communication, and new media management.

4.3 Establish a Three-Dimensional Practice and Internship Platform

To enhance students' practical operation abilities, universities need to invest greater resources in practical teaching and student internships. The practical teaching system should cover daily practical teaching, specialized practical training, and graduation internships. At the same time, more work opportunities can be provided for students at campus radio stations, campus networks, campus newspapers, and television stations.

4.4 Introduce Senior Industry Professionals as Part-Time Teachers

Diversified faculty backgrounds help cultivate composite television news communication talent. To provide teaching content that better meets the requirements of the media convergence era, universities can maintain close contact and cooperation with the media industry to promote the optimal allocation of learning resources and fully utilize teaching resources.

The realization and development of media convergence brings both challenges and opportunities to the development of the television news communication industry. Only by adapting to the development of the times and changes in the media environment, promptly adjusting talent cultivation models for television

news communication, creating distinctive programs based on practical realities, emphasizing the combination of theoretical and practical teaching, and improving educational standards can we continuously strengthen the television news communication talent team and promote the healthy and orderly development of China' s television news communication industry.

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Note: Figure translations are in progress. See original paper for figures.

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