

# New Model of College Journalism and Communication Curriculum Reform under the Digital Age

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**Abstract.** Based on the concrete experience and practice of China's journalism and communication education reform in recent years, this paper discusses the needs of The Times, concept innovation and mode exploration. This paper focuses on how to empower journalism and communication education with "practice", puts forward the concept of "practice view of journalism education", upgrades the "practice education" to "comprehensive practice", promotes the innovation of journalism and communication education model, and promotes the high-quality development of journalism and communication education. The article also discusses the opportunities and challenges of journalism and communication education in the new situation, and how to better adapt to the change of media technology and train excellent journalism and communication talents to adapt to the new communication environment.

**Keywords:** digital age, curriculum reform, journalism and communication major, new model

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## 1. Introduction

With the rapid development of digital technology, the news communication industry has undergone earth-shaking changes. New media, big data, artificial intelligence and other emerging technologies have put forward new requirements for journalism and communication education. Under this background, the curriculum reform of journalism and communication in colleges and universities is particularly important. In order to adapt to this change, the journalism and communication education in colleges and universities must keep up with the pace of The Times, innovate the educational concept, adjust the curriculum, and train the journalism and communication talents with all-round quality, professional skills and innovative spirit. In the digital age, the course content of journalism and communication should pay more attention to the combination of theory and practice, and fully integrate into new media, big data, artificial intelligence and other cutting-edge technologies. On the one hand, the basic courses should strengthen the teaching of interdisciplinary knowledge, such as computer science, network technology, data analysis, etc., in order to improve students' comprehensive literacy; On the other hand, professional courses should focus on the hot spots of the industry, pay attention to the latest developments in the field of news communication, and cultivate students' keen news insight and practical operation ability. This paper takes journalism and communication majors in universities as an example to further explore the new model of curriculum reform of subject majors under the background of the digital age

## 2. Literature Review

Western scholars have long studied the mode of journalism education and have achieved great development, especially in the United States and the United Kingdom. The general trend is to pay attention to the teaching of journalism business and improve students' journalism practical skills. The curriculum reform of first-class journalism schools in the United States shows the following three points: First, digital transformation; Second, technology integration; Third, cross-disciplinary. The reform of journalism education in British journalism colleges is manifested in the continuous exploration of teaching means, making it more abundant and distinctive, improving the students' assessment methods and making it diversified. In recent years, due to the rapid development of media technology and the impact of big data on journalism, many western journalism schools have begun to combine journalism with computer science, information science and other science and technology disciplines to conduct interdisciplinary curriculum setting, reflecting the idea of the integration of arts and sciences. In the design of journalism courses,

Western journalism schools are very sensitive to the needs of the media job market, and some of them have set up courses related to media entrepreneurship earlier.

Thoughts on journalism education under the background of media convergence. In recent years, the teaching reform of journalism and communication courses based on the background of media convergence is the focus of research. The practical education system should be layered and progressive, the practical base platform should be rationally utilized, and the case teaching method should be used to strengthen the practical teaching content in class (Luo Diying, 2015). The most effective solution is for colleges and media to jointly shoulder the heavy responsibility of cultivating news talents, and strive to achieve the effectiveness of the trinity interaction between colleges, students and media (Wang Hongchang, 2014).

According to the requirements of national innovation and entrepreneurship talent training, reform the teaching content, teaching methods, teaching means, assessment and evaluation of journalism and communication courses according to the reality of students. [1] The primary consideration of colleges and universities should be the innovation of teaching methods. On the basis of retaining the original highly integrated teaching of theory and practice, journalism and communication majors should carry out more research-oriented, discussion-oriented and participatory teaching to stimulate students' enthusiasm and innovative consciousness.

### **3. The Challenge and Dilemma of Journalism and Communication Courses Under the Traditional Mode**

The news communication industry has undergone earth-shaking changes under the impetus of the information technology revolution. [2] Emerging technologies such as new media, big data and artificial intelligence are constantly emerging, which puts forward new requirements for journalism and communication education. However, in the face of these challenges, the traditional journalism and communication curriculum system exposes many problems. First, under the traditional model, the curriculum of journalism and communication is too old and out of step with the development of the industry.

On the one hand, the content of some courses lags behind, unable to meet students' demand for knowledge in emerging fields; On the other hand, the curriculum system is too closed and lacks the integration of interdisciplinary knowledge, which leads to the narrow scope of students' knowledge and makes it difficult to adapt to the diversified media environment. Second, traditional news communication education is mainly taught by teachers, and students passively accept knowledge. This kind of "spoon-feeding" teaching neglects the subject status of students, which is not conducive to cultivating students' innovative spirit and critical thinking. In addition, the lack of practical teaching links leads to the mismatch between students' theoretical literacy and practical ability. Third, practice teaching is an important part of journalism and communication education, but in the traditional mode, there are the following problems in practice teaching: first, practice teaching facilities are insufficient, which is difficult to meet the teaching needs; Second, the cooperation between schools and enterprises is not close, and students have limited opportunities for practical training; Third, the practical teaching content is out of touch with the actual work needs, and it is difficult to improve students' practical ability.

In the traditional mode, these problems become increasingly prominent and become the bottleneck restricting professional development. [2] First of all, outdated teaching content is one of the main problems. The traditional curriculum system has not been updated in time, resulting in a disconnect between the content of teaching materials and the reality of the rapidly developing news and communication industry, and it is difficult for students to master modern communication means such as new media and digital technology. The lag of knowledge structure has seriously affected the quality of talent training. Secondly, the single teaching method is also a big problem. The teaching mode based on classroom teaching lacks interaction and practicality. Students passively accept knowledge and lack the ability to actively explore and innovate thinking. The deficiency of practical teaching links makes it difficult for students to effectively improve their hands-on ability and practical operation skills.

In addition, the shortage of teachers has become a key factor restricting the quality of courses. The low proportion of teachers with rich practical experience leads to a large gap between the teaching content and the actual work demand, and the imbalance of the teacher structure makes it difficult for students to acquire cutting-edge knowledge and skills in the industry. Unreasonable curriculum is also a prominent problem. [3] The curriculum system that focuses too much on theoretical teaching ignores the training of practical skills. The lack of interdisciplinary courses makes it difficult for students to form a diversified knowledge structure and adapt to the comprehensive needs of the news and communication industry.

In addition, the lack of practical teaching resources has become a bottleneck restricting the development of students. [3] The lack of resources such as laboratories and practice bases, as well as the lack of close cooperation between schools and enterprises, lead to the lack of high-quality internship opportunities for students in the industry, and the cultivation of practical ability is limited. The unscientific evaluation system is also a problem faced by journalism and communication courses under the traditional model. The evaluation method that excessively relies on exam results ignores the cultivation of students' comprehensive quality and practical ability, and cannot reflect students' actual learning results comprehensively and objectively.

Finally, the lack of students' employment competitiveness and poor adaptability to the industry are the direct consequences of traditional journalism and communication courses. Due to the lack of practical ability and innovation ability, the competitiveness of students in the job market is insufficient, and it is difficult to meet the demand for high-quality and compound talents in the news and communication industry. To sum up, the challenges and dilemmas facing journalism and communication courses under

the traditional model urgently require us to carry out curriculum reform to meet the development needs of the new era and cultivate more excellent journalism and communication talents with innovative spirit and practical ability.

#### 4. Curriculum Reform of Journalism and Communication Specialty Based on the Background of Digital Age

First of all, the renewal of curriculum content is the core of the reform of journalism and communication education. In the digital age, the course content of journalism and communication should pay more attention to the combination of theory and practice, and fully integrate into new media, big data, artificial intelligence and other cutting-edge technologies. On the one hand, the basic courses should strengthen the teaching of interdisciplinary knowledge, such as computer science, network technology, data analysis, etc., in order to improve students' comprehensive literacy; On the other hand, professional courses should focus on the hot spots of the industry, pay attention to the latest developments in the field of news communication, and cultivate students' keen news insight and practical operation ability.

Secondly, the innovation of teaching mode is the key to the reform of journalism and communication education. [4] Traditional "spoon-feeding" teaching can no longer meet the needs of modern education. Journalism and communication education in colleges and universities should actively adopt diversified teaching modes such as hybrid teaching, flipped classroom and project-based learning, which combine online and offline. Through case analysis, practical exercises, simulated interviews and other ways, students can master the skills and methods of news communication in practice, and improve the ability to solve problems.

Thirdly, the construction of practical teaching system is an important link in the reform of journalism and communication education. Colleges and universities should strengthen cooperation with news media, enterprises and other industries, build practical teaching platforms, and provide students with practical training opportunities. At the same time, students are encouraged to participate in practical activities such as campus media and we-media, so that they can practice professional skills such as news gathering, writing, editing and planning in actual operation. In addition, news communication skills competition and innovation and entrepreneurship projects are held to stimulate students' innovation potential and teamwork spirit.

In addition, the construction of teaching staff is the foundation of the reform of journalism and communication education. Colleges and universities should strengthen the training and introduction of teachers to improve the overall quality of teachers. On the one hand, teachers are encouraged to participate in academic exchanges and industry training at home and abroad to master new knowledge and skills in the field of journalism and communication. On the other hand, entrepreneurs and media professionals with rich practical experience are introduced as part-time teachers to provide students with more practical guidance.

Finally, the reform of evaluation system is a powerful guarantee for the reform of journalism and communication education. Colleges and universities should establish a diversified, whole-process, practice-oriented evaluation system, including students' classroom performance, practice, innovation and entrepreneurship achievements. At the same time, pay attention to the process evaluation, pay attention to the attitude, ability and quality improvement of students in the learning process, so as to better stimulate the enthusiasm, initiative and creativity of students.

#### 5. Conclusion

In short, it is a long way to go to reform the journalism and communication courses in the digital age. Only by keeping up with the development of The Times, constantly innovating educational concepts, optimizing the curriculum system, strengthening practical teaching, improving the level of teachers and improving the evaluation mechanism can we cultivate news and communication talents who meet the needs of the new era and contribute to the prosperity and development of China's news and communication cause. On this basis, the journalism and communication education in colleges and universities should continue to explore and have the courage to practice, and provide strong support for the realization of China's development from a big country of news and communication to a strong country of news and communication.

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