

Idea and Path of News Communication Talent Training in the Age of "We-Media"

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Abstract: The 21st century is the era of the popularization of the Internet, is the media science and technology across the forward era, the Internet information technology on every field of influence is obvious to all. The unprecedented transformation and progress of Internet technology and "We-Media" technology have changed people's life style and further promoted the construction and development of journalism. Therefore, it has become more and more valued by people. At present, under the background of socialism with Chinese characteristics entering a new era, the path and method of news communication have changed a lot, and the cultivation concept and cultivation mode of news communication talents need to be adjusted accordingly. At the present stage, the cultivation of news media talents consistent with the application of "We-Media" has evolved into the only way for the development of news media education. In this paper, starting from the related concept of the media, with the help of the relevant theories of constructivism, an overview of the characteristics of news and media people cultivate and method, and based on the reality, with the help of "mo" put forward the cultivation of the people news transmission path, to the cultivation of the construction to meet the needs of social system, play a quickly out of the value of news and media talents.

1. Introduction

"We-Media" is a kind of information dissemination platform relying on Internet technology and platform. The general public can log on relevant clients, publish their own experiences, news and feelings in real time, and exchange and share information with the majority of Internet users [1]. The so-called "We-Media era" refers to the era in which the influence and scale of "We-Media" have exerted an important influence on the media of the whole society [2]. The emergence and development of "We-Media" has gone through 17 years. With the progress of science and technology and the development of social civilization, "We-Media" has become increasingly influential [3]. Users of "We-Media" platforms such as WeChat and weibo are mostly distributed in China. Most people get information from WeChat every day, and nearly a quarter of them get information from weibo every day [4]. This fully proves that the era of "We-Media" has come. "We-Media" has penetrated into every corner of the society and every aspect of people's life [5].

With the continuous development of economic level, further from the media, news dissemination way also gradually extended to the life of people, affected by the development of science and technology, information communication way also gradually into the news reports of "everyone" s, ordinary citizens gradually become the passive recipients of information into the senders of information, traditional media and new media also set the relevant platform for common people to contribute news, further reflects the interaction of news dissemination [6]. The diversified market environment has led to increased competitive pressure in the news industry. New talents, with new means, break the traditional mode of communication, which is conducive to making programs popular with the masses and increasing the competitive strength [8]. As the information of "We-Media" keeps increasing, the living standard of the masses keeps improving, the appreciation level increases and the demand increases [9]. Workers in the news communication industry need to

constantly improve their self-connotation [10]. The rapid development of various new media has changed the traditional way of information in the press and accelerated the speed of news diffusion. If the traditional media does not develop with the existing "We-Media", it is doomed to be abandoned by The Times [11]. Therefore, we must constantly change the concept of talent training to meet the needs of media market and audience. Only by timely understanding and mastering the needs of the public and cultivating news communication talents that meet the requirements of the broad audience, can we shorten the distance with ordinary people in the process of news communication [12-13].

Based on the research and analysis of the Missouri method and constructivism, this paper analyzes the concept of news communication talent training in the present era of "We-Media", which mainly includes the following aspects: first, the concept of authenticity. The era of "We-Media" brings about the problem of information distortion, which eventually leads to the problem of public opinion [14]. Under the background of "We-Media" era, it has become a new cultivation concept to report authentic news and not spread false information. Second, the concept of The Times. Since its birth, news communication has been continuously advancing with the pace of The Times and diversified development of the media industry. These changes have presented the progress and development of news communication. We should pay attention to the changes in the news industry in real time, actively grasp the hot issues of current events and improve our own level [15]. Third, humanistic philosophy. To ensure that journalists have the spirit of humanistic care is a higher level of their requirements. In order to show social conscience in news reports and carry forward the truth, goodness and beauty in the process of news production, it is necessary to ensure that journalists have humanistic spirit. In some ways, news communication represents the height and depth of a country's civilization. In the era of "We-Media", the cultivation of news communication talents will directly affect the level and quality of the news industry.

2. Method

2.1 Missouri Method

In order to cultivate news communication talents suitable for the development of the we-media era, we can learn from some methods of foreign schools, among which the most representative one is the Missouri method.

The Missouri way is to combine classroom teaching with practical experience. At the heart of the Missouri approach is this: the best way to learn about journalism and advertising is to put it into practice. The Missouri method consists of three parts: first, a diverse curriculum. The Missouri school of journalism treats the relevant course contents and teaching methods differently according to different training objectives. Second, a sound practice system. The diversified practice platform, simulation and even the real practice environment provide a guarantee for students to obtain good practice effect. Third, support systems for curriculum and practice, including faculty, laboratories, and even media relations resources to support teaching.

Founded in 1908, the school of journalism at the university of Missouri is the first school of journalism in the world. The biggest characteristic of its news talent training is "learning by doing". The university of Missouri has exerted a great influence on the cultivation of journalism and communication talents in our country. In line with the era of "We-Media", the university of Missouri has set up diversified courses in talent training, mainly including the following aspects: combining news, magazine news, digital news, radio and television news, and communication strategies.

As for the discussion on the training mode of news communication talents in the era of "We-Media", the urgent problem to be solved is the coordination between theory and practice. At present, most of the training of news communication talents in China pay more attention to the imparting of theoretical knowledge. Journalism education in the United States is famous for its emphasis on practical education. The university of Missouri is a typical example. At the beginning of its construction, it clearly proposed the teaching method of the school: "practice is the best way

to learn journalism and advertising." Therefore, in the era of "We-Media", we should learn from the Missouri method to make news talents fully grasp the relevant theories of "We-Media" and put them into the practice of "We-Media" construction extensively and deeply.

2.2 Constructivist Approach

Constructivism originated in the 1960s and was first proposed by the Swiss psychologist piaget. The main point of piaget's constructivism is that the development of children's cognitive structure is gradually constructed through the interaction with the surrounding environment. In the process of interaction with the surrounding environment, there are mainly two basic processes, namely assimilation and adaptation. People's cognitive structure is constructed through constant assimilation and adaptation, and gets continuous progress in the undulating and spiraling progress of balance and imbalance. In the process of human cognition, people's own social environment, social history and cultural background have a great relationship to human cognition. Constructivism focuses on the subject of knowledge, which requires that the person who imparts knowledge should pay more attention to the motivation of learners and attach importance to the communication and interaction between learners. The establishment of constructivism has not only challenged the previous mode of knowledge imparting, but also brought more challenges to the diversity and innovation of learning content.

In the era of "We-Media", everyone is the starting point and acceptance point of information, and the social environment and social cultural atmosphere in which people live are an information explosion and diversified background. Therefore, it is necessary and important to introduce the method of constructivism to update the training mode of news communication talents. Moreover, in the context of socialism with Chinese characteristics entering a new era, the cultivation of we-media talents is in urgent need of keeping pace with The Times and cannot be complacent. At the 20th China journalist day on November 8, 2019, general secretary xi jinping expressed his ten ardent expectations for journalists in the news industry. Second, strengthen communication means and discourse innovation, so that the party's innovation theory "flying into the homes of ordinary people"; Third, constantly strengthen the foot, eyesight, brain, pen; Fourth, keep the people's feelings, record the great era, tell the Chinese story well, spread the Chinese voice, sing the song of success, and gather national strength; Fifth, in a word, we should be journalists trusted by the party and the people. Sixth, to be a communicator of the party's policies and propositions, a recorder of The Times, a promoter of social progress, and a watchman of fairness and justice; Seventh, we must change our style of work and style of writing. Eighth, where the readers are, where the audience is, where the tentacles of the propaganda report should be extended; Ninth, tell good Chinese stories and spread the sound of China in a language that is easy to understand and acceptable to overseas readers. Tenth, we need to do a good job in external publicity, innovate ways of conducting external publicity, and create new concepts, new categories, and new expressions that integrate China and the rest of the world. In this context, the constructivist approach is particularly important.

3. Experiment

The Missouri method and the constructivism method must be used to train the news communication talents in the era of "We-Media". Of the university of Missouri major setting out of the traditional advertising, TV, magazines and publishing, etc., also adapt to the development of the media opened the environment report, strategies, communication, visual editor marketability strong professional courses, such as the direction of more in-depth and detailed, not only kept the direction of the traditional news media, and launched the Internet under the development of the professional media and social practice. At the same time, the university of Missouri clearly indicates whether professional experience is required in the professional direction, which clearly distinguishes the construction of the curriculum system, the editing of teaching programs and the inspection criteria for learners. This can become the new development direction of news communication major in colleges and universities in the new era of China, so as to cultivate better and stronger news communication talents.

The constructivist approach mainly emphasizes the interaction between learners and the surrounding environment and the cultural background they live in. Therefore, as the general trend of the current development of the media industry, the communication and interaction between "We-Media" and learners majoring in journalism is bound to increase greatly. Constructivism is an effective way for the news industry to create new ideas and paths for talent cultivation. The constructivist view of knowledge and the understanding of knowledge characteristics conform to the habits of news communication learners and reflect the essence of news professional learning.

At the same time, under the guidance of constructivism, the goal of talent innovation training should be realized to form innovative thinking, explore creativity and construct personalized knowledge pattern.

4. Analysis and Discussion

4.1 Application Analysis of the Missouri Method

This paper analyzes and compares the courses offered by the journalism and communication major in three universities in China, applies the corresponding measures of the Missouri method, analyzes the current situation and predicament of the journalism talent training in local universities, and analyzes the international and domestic well-known journalism schools

Based on the practice of teaching methods, this paper puts forward the training strategies and new approaches for news communication talents in the current era of "We-Media". In this paper, the courses offered by journalism and communication schools of three well-known universities in China and the corresponding credit comparisons are selected. The comparison results are shown in table 1.

Table 1. Comparison results of the percentage distribution of various courses in domestic universities

Course category College	Basic skills	General education	Practical course	Development guidance
Renmin University of China	24.9%	31.8%	35.6%	7.7%
Fudan University	23.6%	36.4%	31.5%	8.5%
Huazhong University of Science and Technology	28.3%	39.5%	30.1%	2.1%

Based on the comparison of domestic university courses and combined with the practical methods of the university of Missouri, this paper makes the following analysis on the cultivation idea and path of news communication talents in the era of "We-Media". Students majoring in news communication should be actively guided to set up a good news concept, under the support of existing educational means to promote the transformation of students' thinking concept and values, have accurate and objective understanding of news work, and stick to news principles and ethics in the process of news communication work. Second, reform the news communication education system. Innovation is the source power of talent training, which can promote the overall improvement of the quality of talent education in news communication, and provide more support for news communicators to better adapt to the society, adhere to the original intention and never forget the mission. Therefore, in order to ensure that news communicators can adapt to the requirements of the development of the we-media era as soon as possible, we need to innovate from the news education system to ensure that the trained talents can better adapt to the work needs of the new era of we-media.

4.2 Application Analysis of Constructivism

This paper USES constructivism to analyze the main factors influencing the cultivation of news communication talents in four countries, and the analysis results are shown in figure 1.

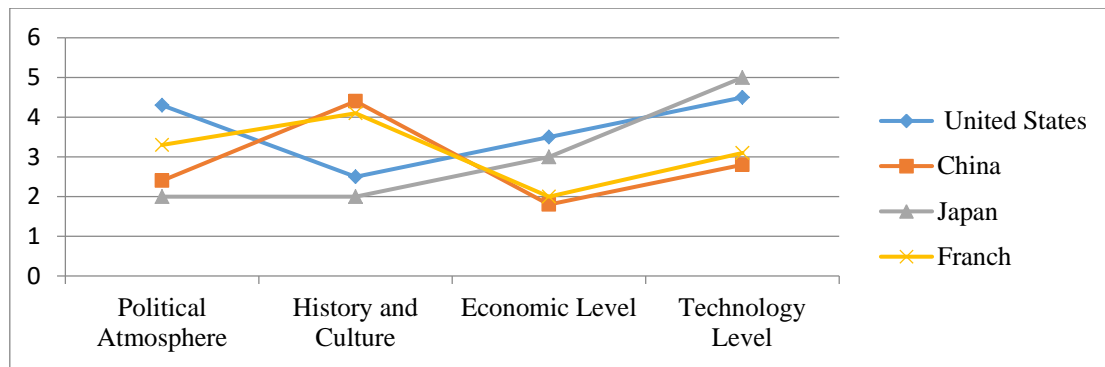


Figure1. Comparison of influencing factors on the quality of news communication talent training in different countries

Constructivism emphasizes that different backgrounds have different impacts on knowledge understanding. Therefore, based on piaget's concept of constructivism, this paper analyzes the training concept and path of news communication talents in the era of "We-Media" from the following aspects: first, strengthen international cooperation in education. Bilingual courses are offered to broaden the range of students by introducing foreign teachers to explain the courses. Establish the corresponding mechanism, and build the corresponding curriculum, optimize from multiple aspects, so as to improve the quality of talent. At the same time, increase the practice teaching that ADAPTS to "We-Media". To strengthen the proportion of practical teaching of journalism students and give full play to the role of practical teaching activities. Build the corresponding practice platform, so as to provide students with better links, improve the overall efficiency of learning. At the same time, the corresponding standard system is established to ensure the overall time and efficiency, improve the effective integration of media, better meet the development needs, and train more excellent talents.

5. Conclusion

The environment of "We-Media" requires that news talents must be all-round talents, who can not only know how to interview and write, but also know how to operate. They can make full use of the characteristics of new media and traditional media for innovation and reporting, and fully integrate various resources to present news to the audience in a comprehensive and complete way from all angles. Must be the "integration" road, focus on the teachers and management, the innovation education mode, reform teaching methods, give full play to the function of the media, to further deepen and the relationship between the audience and cultivate a batch of talent to able to adapt to the requirements of media news, comprehensive update news spread of the concept of talent cultivation, blaze a new path of news and media personnel training.

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