

On the Education of Journalism and Communication based on Marxist Journalism Thought

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Abstract

For Marxist news thought, it is a theoretical system formed in the process of long-term development, with high systematic and scientific characteristics, including a large number of basic problems related to the discipline of news communication. It is not only the goal orientation and practical direction of China's news communication, but also the theoretical basis of academic research on news communication. It is also a necessary tool that colleges and universities and news institutions should always learn and use in the process of development. It has an unshakable basic position. Therefore, this paper makes a comprehensive exploration on the education of Journalism and communication based on Marxist Journalism thought, so as to lay a solid foundation for further improving the development level of China's journalism industry.

Keywords

Marxism; News Thought; Journalism and Communication; Educational Work.

1. Introduction

In the process of comprehensively carrying out the education of Marxist outlook on journalism, we should always follow the principle that "outlook on journalism is the soul of news and public opinion work", and guide the majority of journalists and public opinion workers to take the initiative to become propagandists of the party and government, recorders of the development of the times, promoters of social development and guardians of justice and fairness. Therefore, in the process of news public opinion research and news teaching, we must ensure that the Marxist outlook on journalism is fully penetrated, so that students majoring in journalism and communication can establish a solid Marxist outlook on journalism. Especially after China has fully entered the new era, the quality of academic research and education and teaching related to Marxist news thought in Colleges and universities has been further improved. Relevant scholars have gradually focused their attention on the basic theory and practice of Marxist Journalism Education, including not only the research on the historical context of Marxist Journalism thought and the theoretical evolution of the new era, but also achieved ideal results and trained a large number of excellent news and public opinion talents for our country.

2. Fully Infiltrate the Marxist News Theory into the Macro Social Background

In the process of carrying out the teaching of Journalism and communication, teachers should strengthen the active promotion of the original works, guide students to deepen their understanding of the original works, and deeply excavate the advantages of Marxist theory. For example, Marx once clearly put forward the discussion related to "communication with the world" and "communication revolution" in relevant works, which is highly consistent with Marshall McLuhan's thought that "media and global village are the extension of human beings",

but it is 100 years earlier. The idea that newspapers can be used to publish advertisements and carry out various business activities was put forward by Lenin a long time ago. Since the 1980s, China has published advertisements in newspapers. Many excellent leaders have engaged in or contacted work related to newspapers, party newspapers and news publicity, which is also an important basic condition for excellent leaders to have a firm Marxist news thought. Only when students majoring in journalism and communication fully grasp the era background of the birth of Marxist Journalism thought can they deeply understand the historical progress of Marxist Journalism thought. The teaching of Chinese and foreign news history can provide historical materials and rich clues for the effective development of Marxist Journalism ideological education and teaching.

3. Comprehensively Infiltrate the Marxist News Theory into the Commentary of Current Affairs News

For students majoring in journalism and communication, they lack firmness in mastering relevant theoretical knowledge. When facing the complex real world, they can not always consciously use scientific theories to comprehensively interpret the phenomenon of Journalism and communication, and often make incorrect judgments under the influence of bad ideas and bad information. Therefore, after the teaching of basic theoretical knowledge, teachers should try their best to infiltrate Marxist news thought into public opinion hot events and real-time news events, and explain the new policies issued by the state to students in detail through hot events. By commenting, analyzing and discussing the relevant contents to students, we can not only help students correctly understand the hot news events that are happening, but also cultivate students' good habit of consciously using scientific theoretical thinking to treat news communication problems.

In practical teaching, teachers can ask students to comment on hot news events according to their actual cognition in class, and expand students' thinking to the academic and professional evaluation and analysis of a series of "this point" phenomena such as new changes, new problems and new policies in the news field through active guidance. Actively infiltrate practical cases in classroom teaching and guide students to analyze and learn relevant knowledge points, so that students can break the constraints of books and care about national and social hot spots, so as to further improve students' deep understanding of Marxist outlook on journalism in the process of practical analysis and evaluation. This teaching method can not only fully inspire students' enthusiasm and enthusiasm for actively learning Marxist news thought, but also deepen students' attention to news communication practice, fully understand Marxist news thought from the two dimensions of theory and practice, combined with the knowledge content, and further improve students' awareness and ability to analyze and solve problems.

4. Fully Infiltrate Marxist News Theory into News Business Training

In the process of carrying out the education and teaching of the course of Journalism and communication specialty, due to the large content of theoretical knowledge and heavy teaching content, and the specialty has another systematic journalism practice course, therefore, in the process of carrying out the theoretical course, teachers usually adopt the method of theoretical teaching and rarely add the teaching content related to practical training. There are many disadvantages in this curriculum design mode, which leads to the students' inability to effectively integrate the news communication theory and practice. Although students can fully master the theoretical knowledge, they can not convert the relevant knowledge content into practical skills, and can not flexibly use the theoretical knowledge in the process of learning the news communication practice.

In order to effectively reverse this situation, college journalism and communication teachers should always take the practical application as the guidance in the process of carrying out the theoretical course teaching, take the professional needs of journalism as the core, and improve students' comprehensive quality and professional ability as the goal, and personally demonstrate to students how to integrate journalism theory into journalism practice and how to guide journalism practice. For example, in order to ensure that the theoretical study of Marxist Journalism can fully penetrate into practice, students should be actively encouraged to actively participate in the social research activities carried out by the school in the winter and summer vacation, social practice projects to support rural construction, and independently carry out professional practice teaching activities. Students can fully use their professional knowledge in the process of news communication, so as to ensure that they can fully improve their professional understanding and practice.

5. Fully Infiltrate Marxist News Theory into News Ethics Education

For moral education in Colleges and universities, we should not only cultivate students' political literacy, but also educate students' professional ethics. As the staff responsible for disseminating social information, journalists are faced with many temptations, but some behaviors that violate professional ethics are difficult to be found and investigated. Under the background of the all media era, journalism and communication work puts forward higher and strict requirements for journalists' personal media ethics literacy and moral quality. Therefore, colleges and universities must carry out strict professional ethics education for future journalists - students majoring in journalism and communication, and take professional ethics education as an important task of Education.

Marxist Journalism thought believes that we should use advanced theories to arm the thought of "people", which is very suitable for the Enlightenment of professional ethics education for students majoring in journalism and communication. Therefore, in the process of designing the curriculum of Journalism and communication specialty, teachers should ensure that the curriculum content of Marxist Journalism thought and the curriculum content of Journalism and communication ethics always complement each other, echo back and forth and highly agree, so as to ensure that they can jointly establish a curriculum system of Marxist Journalism and moral education with complete content and reasonable structure.

6. Fully Infiltrate Marxist News Theory into Academic Enlightenment

Strengthening the education of Marxist outlook on journalism for students majoring in journalism and communication is a highly systematic, long-term and developmental work. Teachers should strengthen the further consolidation of students' theoretical basis, and carry out practical training to enable students to take different methods to learn relevant knowledge and skills, so as to cultivate a large number of excellent talents who can face the future news communication work for our society. In the field of news communication, Marxist news thought can not only provide scientific guidance for the effective development of news communication practice, but also guide the direction of academic research of news communication.

Marxist journalistic thought is the most powerful ideological weapon for journalistic communication researchers. Scientific researchers should always follow the guidelines of Marxist journalistic thought and must have the consciousness and ability to consciously resist the invasion of bad theories and ideas. After China's society officially entered the new media era, news communication work put forward more strict and even harsh requirements for relevant staff, and the demand for technical journalists, expert journalists and research journalists is increasing. In view of this, in the process of carrying out journalism and communication education and teaching, colleges and universities should organize students to

carry out necessary academic training in combination with the actual development needs of the journalism and communication industry and the actual educational ability of Journalism and communication major in Colleges and universities, create scenes highly similar to the future journalism and communication work for students in the school, and ensure that students have the ability to fully adapt to the future working environment. The course education of Marxist Journalism thought major can start from the two levels of qualitative research and quantitative research, carry out the enlightenment education of Journalism and communication academic major for students, and further improve the students' academic research level by scientifically designing research topics and adopting reasonable research methods.

7. Conclusion

As the cradle of cultivating professionals in journalism and communication, colleges and universities must take Marxist Journalism and communication thought as the core foundation to provide support for the effective development of Journalism and communication education and teaching, which is also the responsibility and mission of Journalism Major in Colleges and universities in the new era. Improving the basic position of Marxist Journalism thought in journalism and communication education and teaching can not only cultivate students to establish a correct outlook on journalism, but also carry out professional ideological and political education for students. Therefore, colleges and universities and teachers majoring in journalism and communication should start from a diversified perspective, constantly update their educational ideas, improve their educational and teaching skills, and ensure that the emotional training mechanism, value shaping mechanism and thinking training mechanism can be continuously strengthened in the process of education and teaching. Fully integrate the Marxist outlook on journalism education into the process of news business training, current affairs news comments, theoretical education, macro social background and academic enlightenment, so as to point out the direction for students to establish a solid Marxist outlook on journalism.

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