

# On the Curriculum Reform of Journalism and Communication Theory under the Background of Applied Transformation

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## Abstract

At present, China's overall development is in a critical transition period, and the demand for Applied Talents in all walks of life is extremely urgent. In this context, the traditional training mode of news and communication professionals must be continuously optimized and reformed, and gradually develop towards the direction of training application-oriented talents. In this way, it can not only fully meet the development needs of the times, but also accurately position itself in the context of the new century. Therefore, under the background of applied transformation, this paper makes an in-depth exploration on the reform measures of Journalism and communication theory curriculum, so as to lay a solid foundation for further improving the education and teaching quality of Journalism and communication specialty.

## Keywords

Applied Transformation; Journalism and Communication; Theoretical Courses; Reform Approach.

## 1. Introduction

In order to actively respond to the requirements and calls of the new educational reform, colleges and universities should change to the application-oriented direction in combination with the development needs of the times and their own actual situation. We should not only ensure that the education and teaching objectives formulated can break through the scope of teaching traditional professional knowledge, but also pay great attention to improving students' practical ability and comprehensive quality, and always take the training of senior applied talents facing front-line posts and meeting the needs of market development as the goal orientation. If the journalism and communication major in Colleges and universities wants to make a comprehensive transformation towards the application-oriented direction under this background, it must ensure that the designed teaching mode can not only highly match the cognitive needs and interest characteristics of students, but also fully adapt to the needs of enterprise development and the law of social development. In order to effectively achieve this goal, colleges and universities should completely change the inherent mode of traditional theoretical teaching of Journalism and communication specialty, take targeted measures and methods, promote the transformation and upgrading of theoretical teaching, and ensure that the role and value of theoretical teaching can really play in the work of cultivating applied talents of Journalism and communication specialty[1-2].

## 2. Constantly Enrich the Teaching Methods of Theoretical Courses

### 2.1. Flexible Use of Performance Teaching Method

For news communication work, we pay more attention to the creator's true feelings. Only when the creator can transmit enough sensory experience to the audience, can we ensure that the

communication effect reaches a satisfactory level. Therefore, in order to ensure that students can convey more rich sensory experience in their works, teachers can organize students to carry out live performance according to the specific teaching content in the process of theoretical course teaching. For example, when organizing students to learn the relevant knowledge content of the course "institutional characteristics of mass media", teachers can reserve open tasks for students and require students to design different forms of programs such as sketches and crosstalk according to the teaching content, so as to ensure that students can truly feel the specific division of labor and operation rules of media work. This can not only make students feel more real experience, but also ensure that the theory teaching classroom has high interest and richness[3-4].

## **2.2. Scientific Application of Debate Teaching Method**

In the process of teaching the theory course of Journalism and communication, if students always play the role of audience, their professional ability can not be improved. This is because for students majoring in journalism and communication, they play an important role in responding or expressing, questioning or questioning in the process of engaging in relevant work in the future. Therefore, when carrying out the teaching of theory course, teachers can combine the way of debate, stimulate students' desire for discussion and enthusiasm for debate, ensure the full collision of students' different views and ideas, and deepen students' understanding and memory of relevant knowledge in the process of constantly raising, analyzing and solving problems[5-6].

## **3. Strengthen the Continuous Improvement of the Quality of Practical Teaching**

### **3.1. Strengthen the Continuous Improvement of the Practical Ability of Comprehensive Media**

In the process of organizing students to carry out theoretical and practical activities, teachers majoring in journalism and communication in Colleges and universities should make full use of the third-party platform. For students majoring in journalism and communication, they will inevitably be exposed to diversified media platforms in their practical work in the future. Therefore, during the university study, teachers can provide students with the opportunity to contact modern media platforms such as WeChat official account. Encourage students to publish their own design works in the official account by establishing the official account of WeChat, so that their media practice ability can be further improved. Thus, when they transform the practice results, they will actively reflect on their deficiencies in the theoretical course learning process, and lay a good foundation for the effective transformation of theoretical knowledge into practical ability. For example, teachers can design different topics on western journalism thinking, communication founders and communication revolution according to the specific course progress. Students will make multimedia works according to the theme given by teachers, and publish their works in WeChat official account. This will not only enable students to understand the modern media and symbols in the process of making works and understanding the feedback of official account, but also enable students to fully grasp the audience's ideology and point out the direction for students to continuously improve their professional ability. In the process of making and publishing WeChat official account, students can feel the dynamic process of changing professional knowledge to practical ability, conduct a comprehensive examination of their real learning achievements, and fully appreciate the joy and pride of their works in the process of accepting various feedback. On this basis, it makes a comprehensive reflection on its own shortcomings to improve students' perception ability in the practical teaching of theoretical courses of Journalism and communication[7-8].

### **3.2. Strengthen the Active Exploration of Cross-border Practical Teaching**

Driven by the continuous improvement of the development level of China's social modernization, the demand for new composite communication talents in the news and communication market is increasing, which requires students majoring in journalism and communication not only to have rich and solid professional basic theoretical knowledge, but also to establish a highly integrated knowledge structure system and have strong comprehensive ability. Therefore, colleges and universities should strengthen the exchange and communication between journalism and communication and other majors, fully integrate the existing resources, ensure that the knowledge framework system established by students is highly comprehensive, and improve students' cross-border exploration ability. For example, students can be assigned the task of developing mobile app, encourage students majoring in journalism and communication, electronic information technology and Internet to actively cooperate, design, produce and promote app in combination with the actual development requirements of the market, and select the winners in the form of competition. This can not only effectively improve students' sensitivity to new media, but also further strengthen students' teamwork ability, organization and planning ability and comprehensive management ability.

Colleges and universities can also actively encourage students to go out of school and actively participate in Cross School and cross regional practical activities. For example, students one should actively participate in one belt, one road cultural exhibition held by different universities in the city. Students should formulate specific plans and participate in bidding according to their actual conditions. Colleges and universities should cooperate with personnel from different institutions such as cultural industry, learning and engineering departments and enterprises to create a good competitive environment for students, select winners from students' planning schemes, and the designer should contact relevant departments to turn the specific scheme into reality as far as possible.

## **4. Formulate a Highly Scientific and Transparent Learning Feedback Mechanism**

### **4.1. Data Transformation of Knowledge Achievements**

Teachers majoring in journalism and communication in Colleges and universities should make full use of modern Internet technology, establish a teaching platform, input the relevant contents of theoretical courses into the corresponding question bank one by one according to specific chapters, and then set up mobile phone QR code to ensure that students pass the code scanning test and learn relevant knowledge more conveniently in the classroom. After the test, students can log in to the platform to query their scores and form a personal history score comparison table.

### **4.2. Public Display of Capability Achievements**

For journalism and communication majors, theoretical and practical activities are usually oriented to the public and society. Therefore, the final results of such practical activities will feed back the corresponding evaluation from the society, which requires students to have the courage to intuitively face the feedback results. For example, when students publish their works in WeChat official account, they must have the courage to face the praise and click. In the process of carrying out app promotion activities, we must have the courage to face the promotion data results. Through the effective display of such ability achievements, students can intuitively judge the real level from the feedback results, so as to find and correct their own short board problems in time. After officially entering the job, students majoring in journalism and communication need to receive more feedback from different aspects. Therefore,

improving the publicity of feedback results can effectively exercise students' pressure resistance and psychological endurance.

#### **4.3. Give Full Play to the Function of Interactive Evaluation**

After entering the university stage, students pay more attention to the management of their own interpersonal circle, eager to get the recognition of teachers, but also hope to get the support of their peers. They not only attach great importance to whether their teammates affirm their contribution to team activities, but also care about the evaluation of their peers, people in the industry and parents on their learning results. Therefore, more excellent students can be invited to participate in the communication of theory and practice in combination with their parents in the same grade, so as to encourage them to actively participate in the communication of theory and practice with their parents in the same grade.

#### **4.4. Strengthen the Active Exploration of Incentive Mechanism**

In the process of organizing students to carry out diversified practical activities, teachers majoring in journalism and communication will produce a large number of excellent students. For example, in the planning bidding activities, students who design the winning scheme, students who get the highest marks in the knowledge contest, students who design APP good operation results, and students who have made a larger response to WeChat official account. For such students, colleges and universities should not only give necessary material or spiritual rewards, but also formulate a highly open incentive mechanism and evaluation mechanism, so that students can really feel the feedback of their own efforts. By giving full play to the role of incentive mechanism, students' learning achievements can be fully presented and their learning enthusiasm can be fully stimulated.

### **5. Conclusion**

In the environment of application-oriented transformation, both the changes of the times and social development put forward higher and stricter requirements for the teaching quality of theoretical courses of Journalism and communication specialty. In order to ensure the effective realization of the goal of teaching reform, journalism and communication major should completely change the traditional teaching concept, and make a bold attempt and active exploration on the new teaching mode from the diversified ways of curriculum objectives, teaching methods, teaching design, teaching practice, evaluation feedback and teaching environment. The theoretical course of Journalism and communication will face more challenges in the process of continuous reform. Therefore, colleges and universities should grasp the specific changes of the news and communication industry in real time, and improve the comprehensive strength of the teachers' team by adopting scientific docking means, which will inevitably enable the theoretical curriculum of Journalism and communication specialty in Colleges and universities to fully realize the reform goal under the background of applied transformation.

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