

On the Innovative Path of News Communication Talent Training under the Background of New Media

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Abstract

With the continuous development and innovation of the new era, the development of new media is more and more rapid, and the demand for talents is gradually increasing. At the same time, due to the arrival of the new media era, the requirements for news communication talents will also change, and it will also have an impact on the cultivation of news communication talents. Pay attention to the cultivation methods, pay attention to some deficiencies in the cultivation, and then make corresponding improvements, According to the corresponding professional training of news communication talents, we also need to innovate the training path, introduce new technologies in the new era, and improve the professional ability of news communication talents, which will help to promote the further development of news communication.

Keywords

New media; News communication; Talent training; Innovation path.

1. Introduction

With the advent of the new era, the Internet has gradually integrated into our life. With this, there are more and more ways of communication of new media, which are no longer limited to a single way of communication. Therefore, in the context of new media, the cultivation of news communication talents also needs to introduce new technologies, especially the introduction of the Internet, which can effectively promote the further development of news communication, Moreover, we should pay attention to the problems exposed in the training of news and communication talents, and timely analyze and deal with the existing problems. We should reasonably plan the training plan of news and communication talents, effectively improve the quality of training contents, and pay attention to the training of talents' professional ability and professional quality, so as to promote the follow-up sustainable development of news and communication.

2. Deficiencies in the Training of News Communication Talents

2.1. Optimizing Teaching Mode

In the new era, all walks of life are undergoing new development and innovation, and the news and communication industry also needs to keep pace with the times. The deficiencies in talent training also need to be improved in order to better promote the further development of news and communication. For example, the teaching mode needs to be optimized, which is also a problem that needs attention. The traditional teaching mode is relatively single, and the teaching content is too simple and lack of professionalism, Moreover, the talents lack certain practical ability, which leads to the weak skills in all aspects of talents, which seriously affects the implementation of the news communication talent training plan. Moreover, continuing to adopt the traditional teaching mode is not conducive to improving the learning efficiency and professional ability of talents. Cultivating talents can not make talents become a passive party

in the learning process, which is extremely not conducive to the improvement of talents' practical ability. Moreover, a single teaching mode can not show more rich content to talents, and ignores the cultivation of talents' practical ability, resulting in the reduction of talents' learning enthusiasm, Thus, their learning progress will be affected to some extent. In this way, the training plan of news communication talents will be in a passive state, which can not be carried out effectively, and can not meet the current demand for news communication talents in the context of new media. Therefore, the teaching mode needs to be improved.

2.2. Lack of Professionalism

In the past teaching, too much attention was paid to the theoretical knowledge of talents, resulting in the lack of certain practical ability in the actual work, which led to the failure of talents to successfully complete the work task. This is due to the lack of professional training of talents in traditional teaching, teachers pay too much attention to the teaching of theoretical knowledge in the teaching process, and do not reasonably combine theory with practice, Even if talents have strong theoretical knowledge but have not practiced it, they can only explain the theoretical knowledge they have learned during the interview, and this is only a single surface knowledge. Once they encounter too professional knowledge, they can not be answered. Especially in the current era of rapid development, there are still some differences between theory and reality, so they are only limited to theoretical knowledge, It is extremely unfavorable to the cultivation of talents' professional ability. In the development of the new media era, the speed of information updating is also faster and faster. Therefore, if talents do not have strong professional ability, they can not adapt to the current new media era, and it is difficult to be competent for news communication. Therefore, the cultivation of talents not only needs to master knowledge, but also pays attention to the strength of talents' professional ability, and the professionalism of talents should be trained, In order to effectively improve the professional ability of talents.

2.3. Improving Teaching Quality

In talent training, teachers are an indispensable part. As the saying goes, good teachers benefit all their lives, so teachers are particularly important in talent training, especially the quality of teachers' teaching. This is like a big ship sailing on the endless sea. It needs a good water hand, who can lift the sails in time, control the wind direction and accurately judge the direction. Teachers are like sailors on board, Only with a certain professional level can we skillfully use it. Therefore, teachers' teaching needs to have a certain professional level. Only by imparting professional knowledge to students can we cultivate excellent talents, and then the requirements for teachers also need to be improved. Teachers' teaching ability should be improved in time, and teachers' Teaching quality should be tested to effectively ensure the improvement of teaching quality, In order to effectively improve the teaching efficiency, there are many factors affecting the cultivation of talents, but teachers and teaching quality are the direct factors related to the cultivation of talents. Therefore, it is not only necessary to improve the requirements for teachers' professional ability, but also strive to expand the training of professional teachers, strengthen the team of professional teachers and pave the way for the cultivation of talents. At the same time, teachers' teaching ideas and teaching ideas need to be adjusted to keep up with the pace of the new era. After all, the communication speed of new media is too fast, and innovation is essential to cultivate talents.

3. The Importance of the Innovative Path of News Communication Talent Training

3.1. Conducive to Improving Professional Ability

With the advent of the new media era, news communication talents are facing more and more challenges, and their professional ability is also relatively weak. In the context of new media, we should learn from experience and innovate new paths for the cultivation of news communication talents. Especially in the era of rapid development of the Internet, news communication is no longer limited to traditional communication methods such as newspaper communication and radio communication, and the introduction of the Internet, With the advent of the new media era, news communication channels are no longer single, but also diversified, which brings more and more challenges to news communication talents. Therefore, the professional ability of news communication talents also needs to be improved. At the same time, news communication talents should have corresponding professional quality and be able to effectively combine professional knowledge for news communication, It is not that news communication can be further developed in the context of new media, which also increases the requirements for news communication talents. After all, digitization has penetrated into all walks of life, so news communication talents also need to be able to skillfully use network technology for news communication. The innovative path of news communication talent training can effectively help talents improve their professional ability and effectively promote the implementation of talent training plan.

3.2. Conducive to Promoting the Combination of Theory and Practice

With the advent of the new era, there are innovations and changes in many fields, not to mention news communication. In today's network era, the transmission speed of information is faster than before, and the transmitted information is more accurate and timely, which facilitates people's life. Therefore, it is more difficult to learn the major of news communication. If we continue to learn only theoretical knowledge in the past, it is completely impossible, For example, the most common advertising nowadays, the earliest way of communication is through color TV. However, with the continuous progress of science and technology, the continuous development of the times and the advent of the digital era, people no longer only see advertisements from TV, but can see advertisements everywhere. Even the most commonly used mobile phones can see advertisements at any time. It can be seen that the development of advertisements has been improved with the development of the times and with the introduction of Internet technology, Advertisements are all over the network. It can be said that as long as there is a network, you can see advertisements. Therefore, it is not enough to only cultivate the theoretical knowledge of news communication talents as before, but also need practical experience. The cultivation and innovation path can effectively solve this problem and make the concept of combining theory and practice go deep into Teachers' teaching ideas, so as to correctly guide students to strengthen the combination of theory and practice and improve students' all-round development.

3.3. Conducive to Promoting the Development of News Communication in New Media

The cultivation of talents is not only to enter the industry to complete the work, but also to create certain value for the development of the industry. This is the case in the news communication industry. It is not only to require talents to complete the news communication, but also to strive for the follow-up development of news communication. Therefore, it is necessary to start from the cultivation, innovate the cultivation path, effectively optimize a series of problems in the previous cultivation, and effectively ensure the implementation of the

cultivation plan. The innovation path is like the problem-solving method of solving big mathematical problems. There are many kinds of problem-solving methods, including complex and simple. These are the problem-solving methods obtained through thinking innovation, but the initial problem-solving methods must be cumbersome and complex. However, with the innovation of students' thinking and different angles of thinking, the problem-solving methods obtained by students are also different. Therefore, when explaining problem-solving methods, we can't blindly tell students that there is only one problem-solving method and don't limit students' thinking. Once students' thinking is limited, another problem-solving method will never be found. Learning requires initiative and passive participation, and there will be no discovery beyond imagination. In addition, the cultivation of news communication talents is the same, which requires continuous innovation and training path. Only by cultivating excellent talents can we promote the development of news communication.

4. Innovative Training Strategy of News Communication Talents

4.1. Formulating Training Strategies

The problem of talent training needs to be cautious and cautious, which is not formed at will. Therefore, for professional training, we need to have certain strategies. As the saying goes, if you don't fight an unprepared war, you can't talk about victory if you are unprepared. This is also true. Without complete strategies, how can you improve students' professional ability and cultivate talents? Therefore, we need to formulate perfect strategies. First, we need to formulate corresponding rules and regulations. In addition, the implementation should be carried out in strict accordance with the rules and regulations, and the training content should be planned in detail, so as to effectively improve the students' professional knowledge, especially the teaching concept must be implemented in place, the role of practice cannot be ignored, the combination of theory and practice should be realized, the improvement of students' professional ability should be paid attention to, and the training plan can be better implemented with detailed strategies. In order to implement the training work in place and effectively promote the training of news communication talents. Unscheduled training will only waste students' time. It can neither let students learn more professional knowledge nor effectively promote the implementation of the training plan. Therefore, it is very necessary to formulate effective and reasonable training strategies. Therefore, we also need to pay more attention to the training strategies and effectively implement the strategies in the training.

4.2. Clarifying the Training Purpose

Both teaching and training need to have a clear purpose in order to better achieve a certain efficiency, and the innovation path needs to improve this problem. We can't let the training be carried out aimlessly, which will not only cause a waste of resources, but also affect the development of the news and communication industry. Therefore, when carrying out talent training, we should first clarify the purpose of training, and then carry out it in strict accordance with the purpose, just like shopping. When you go to the mall, you can only stroll at will because the purpose is not clear. You may buy what you see just because you see it, which will cause a certain waste. However, if you stroll with a clear purpose, you will know what to buy and what to buy. This will not waste energy, time and money. The same is true for a clear training purpose. With a clear purpose, You will know how to do and what to do. These are carried out in a planned way, which can effectively improve the level of training, so as to effectively improve work efficiency.

4.3. Implementing Training Measures

Even if there is a perfect plan, the goal cannot be achieved without practical implementation. For example, a fat man who weighs 200 kg wants to lose weight, but he has no detailed weight

loss plan and won't even stop eating. So how can he lose weight successfully? How to implement it? How many meals a day, what to eat for each meal, how much to eat, reasonably arranging the amount of food to eat, when to exercise, etc. These are the first steps in the implementation of the weight loss plan. Only by taking practical action can we effectively implement each step later, and then train talents. No matter what the strategy, scheme and plan are, we should first implement each step in place, Only in this way can we find and deal with problems in time, effectively improve the training efficiency and complete the work with high quality. The implementation of training measures can effectively improve the professionalism of news communication talent training. It is not that news communication is more persuasive, can attract people's attention and pay more attention to news communication. The training work can not be completed overnight. It needs accumulation over time and continuous efforts, The training process also needs continuous improvement, so as to effectively promote the influence of news communication in new media and promote the rapid development of news communication in the new era.

4.4. Optimizing the Competitive Environment and Create An Atmosphere for Talent Training

Under the background of new media, China's news organizations are under the great competitive pressure in the industry on the one hand, and face the strong impact of we media on the other hand. Therefore, in order to stabilize the excellent talent team within the news organization, we need to optimize the internal competitive environment and create a good atmosphere. First of all, according to the quarterly requirements, journalists can be required to prepare proposals to improve the news communication power in the new media environment, so that practitioners can have a clear understanding of the market environment and trends, which can be used as an important basis for their personal job promotion and salary reward, so as to stimulate the subjective consciousness of journalists to pay attention to the improvement of their own business ability. Secondly, strengthen the construction of learning culture within news organizations. The management can regularly organize and hold discussions on the improvement of news communication power in the new media environment, so as to provide behavior demonstration for the construction of learning culture.

5. Conclusion

In a word, there are still many problems in the cultivation of traditional news and communication talents, which need continuous improvement and the introduction of new technologies and new forces to promote the development of news and communication. At present, digitization has been widely used in various industries. Therefore, the previous training methods of news and Communication Talents can not meet the current standards. We should keep up with the pace of the new era and innovate the training path, The innovation path can improve the professionalism of the training to the greatest extent, so that the trained talents can have strong professional ability, be able to cope with the ever-changing changes in the new era and new media, and be not afraid of the challenges ahead.

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