

Teaching Innovation Strategies of Media Majors From the Perspective of Media Convergence

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Abstract: Due to the rapid development of each information technology in our country, the media integration has gradually become a significant trend in the media industry, and the development trend puts forward higher requirements for the training of professionals. This article aims to discuss the innovative strategy of media professional curriculum teaching in the perspective of media convergence, and through analyzing the advantage of teaching innovation, put forward a series of effective innovation paths, hoping to bring certain reference for media education to adapt to The Times.

Keywords: Teaching innovation; Media major; Media fusion; Curriculum teaching

Introduction

Under the background of media convergence, the boundary between traditional media and new media is becoming increasingly blurred, and profound changes have taken place in the mode of information transmission, content forms and audience needs. This change has directly reshaped the ecological structure of the media industry, and also put forward new challenges and opportunities for the professional education of media. Based on this, the development of media courses must keep up with the pace of The Times, and actively explore innovative strategies to adapt to the development trend of media convergence.

1. Teaching innovation advantages of media professional courses from the perspective of media convergence

1.1 Broaden knowledge horizon and enhance comprehensive ability

The core of media convergence is to break the boundaries of traditional media and realize the free flow and integration of information between different platforms and different forms. This trend requires students majoring in media to have a broad vision of knowledge and comprehensive ability across disciplines. Teaching innovation plays a crucial role in this regard. Through the introduction of interdisciplinary teaching content, such as digital media technology, big data analysis, marketing, etc., students are able to access a wider range of knowledge areas during the learning process, thus building a comprehensive and systematic knowledge system. This body of knowledge helps students gain a deeper understanding of the complexity and diversity of the media industry, and also makes them more adept at facing various challenges.

1.2 Enhance practical ability and enhance employment competitiveness

Media convergence puts forward higher requirements for the practical ability of media talents. In the past, the traditional teaching mode usually lays more emphasis on the imparting of theoretical knowledge and neglects the cultivation of students' practical ability. However, the innovation in the teaching of media majors requires teachers to pay attention to practical training. Through simulating real working scenes in teaching and organizing students to participate in school-enterprise cooperation projects, students can continue to learn in practice and grow in actual combat.

2. Effective innovation path for teaching of media courses from the perspective of media convergence

2.1 Optimize the curriculum system and strengthen interdisciplinary integration

Curriculum system is the cornerstone of teaching innovation, and its optimization is directly related to the integrity and adaptability of students' knowledge structure. Under the background of media convergence, the optimization of the curriculum system of media majors should first clarify the core courses of media majors, such as introduction to journalism, principles of communication, media ethics and

regulations, etc., to ensure that students have a solid grasp of professional basic knowledge. At the same time, according to the characteristics of media convergence, the core courses should be appropriately adjusted and supplemented to reflect the latest trends of the industry and technological development trends. Media convergence requires media talents to have comprehensive abilities across disciplines. Therefore, interdisciplinary courses related to digital media technology, big data analysis, marketing and art design should be added to the curriculum system. The implementation of these courses can broaden students' knowledge horizons, promote the cross-integration of different disciplines, and cultivate students' innovative thinking and problem-solving ability. In order to meet the needs of students' personalized development, teachers can also build a modular curriculum system for students, which can be divided into three modules: basic courses, specialized courses and practical courses. Students can choose the corresponding modules according to their own interests and career planning. This kind of flexible curriculum is helpful to mobilize students' own learning interest and motivation, and further improve the learning effect.

2.2 Innovate the teaching mode and focus on actual combat training

In the context of media convergence, the traditional teaching model has been unable to meet the needs^[1] of the industry. Therefore, it is necessary to actively explore and practice new teaching modes and focus on actual training to improve students' practical ability and professional quality.

Project-based learning, for example, is a student-centered teaching model that cultivates students' practical ability and teamwork spirit by engaging them in real projects. In the teaching of media majors, a project-based learning model can be introduced, allowing students to study and practice around a specific media project. Through the planning, implementation and evaluation of the project, students can have a deep understanding of the operation process and working requirements of the media industry, and further improve their actual combat ability. At the same time, flipped classroom is a teaching model that truly subverts the traditional classroom by placing knowledge transfer outside of class and using class time for students' discussion, practice and problem solving. In the teaching of media majors, the flipped classroom model can be implemented using online platforms and multimedia resources. Before class, students can learn independently by watching teaching videos or reading relevant literature. Group discussions, case studies and role playing are required for interactive communication and practical training. After class, students can consolidate their knowledge by completing homework and participating in projects, etc. The implementation of this teaching mode is conducive to improving students' independent learning ability and practical ability^[2].

2.3 Strengthen the construction of teaching staff and improve the teaching level

In the context of media convergence, media teachers need to have interdisciplinary knowledge background and practical experience to effectively cope with the challenges of industry development. At this stage, schools should regularly organize teachers to participate in various training and learning activities, so as to further improve their professional quality and teaching ability. At the same time, the school should also actively introduce a group of excellent talents with rich practical experience and innovation ability to join the teaching staff. The addition of talents can bring more ideas and vitality to the teaching development, and also effectively promote the close cooperation between the school and the society. In addition, schools also need to establish a sound incentive mechanism to encourage teachers to actively participate in teaching innovation and teaching practice. For example, by setting up teaching awards and providing scientific research funding support, teachers can be effectively encouraged to devote themselves to teaching innovation, or teachers' teaching achievements and performance can be included in the professional title evaluation and performance appraisal system to mobilize their enthusiasm and creativity.

2.4 Create an innovative atmosphere and encourage students to participate in innovative activities

In the context of media convergence, schools should strive to create a good atmosphere that is open, inclusive and encourages innovation. In this regard, the school may hold various innovation competitions on a regular basis, such as creative planning competitions and digital media works competitions. The implementation of these competitions can provide a platform for students to show themselves and exercise their abilities, mobilize their innovative thinking and creativity, and promote exchanges and cooperation between different disciplines. At the same time, schools should also set up special innovation laboratories or studios and other places to provide students with a good innovation environment and resource support. In the laboratory, students can freely conduct experiments and research, communicate and cooperate with teachers and classmates, and students can also make use of the equipment and resources in the laboratory to efficiently carry out their own innovative projects or practical activities^[3].

3. Conclusion

To sum up, innovative teaching strategies for media majors from the perspective of media convergence are the key to improving teaching quality and cultivating outstanding talents. Through the reconstruction of curriculum system, reform of teaching content, innova-

tion of teaching methods, deepening cooperation between schools and enterprises and other aspects of efforts, teachers can provide more in-depth and practical education for students of media majors, help students to brave the tide of media convergence, and finally become the leader of the industry.

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