

Exploration and Practice of Collaborative Training of Excellent Grassroots Journalism and Communication Talents Through “Government, Industry, Academia, Research, Application and Service” under the Background of New Liberal Arts

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Abstract: *Under the continuous impact of the wave of technological innovation, the media industry is undergoing profound changes, which puts higher requirements on the training of news and communication talents in colleges and universities. Interdisciplinary integration and industry-education collaborative education have become the inevitable path to adapt to the development of the industry. The training of media talents needs to be based on regional characteristics, and through the deep integration of “government, industry, academia, research, application and service”, it can achieve precise docking with the development needs of the local media industry. However, in the current training of news and communication talents in colleges and universities, there are generally problems such as the lack of a multi-subject collaborative mechanism of “government, industry, academia, research, application and service”, insufficient resource agglomeration effect, and imperfect supply and demand circulation system, which restricts the improvement of talent training quality. Yibin University actively explores and innovates to build a model of “government, industry, academia, research, application and service” collaborative training for grassroots excellent news and communication talents. Based on the traditional “government, industry, academia, research and application” system, this model establishes “service” (talent delivery and serving the local area) as the core element, and innovatively constructs a SUC (Share-Update-Circle) dynamic education system. By optimizing the multi-party collaboration mechanism, strengthening resource integration and sharing, and promoting the dynamic adaptation of talent training and industry needs, the quality of training for grassroots news and communication talents has been effectively improved, providing new ideas and solutions with practical value for the reform of news and communication education in colleges and universities.*

Keywords: “Government, industry, academia, research, application and service”, Excellent journalism and communication talents, Talent cultivation.

1. Introduction

Chinese national leader General Secretary Xi Jinping pointed out: “The key to media competition is talent competition. We must accelerate the training of a news and public opinion work team that is politically firm, professionally proficient, has a good style, and is trusted by the Party and the people.” This has pointed out the direction for the training of outstanding news and communication talents in colleges and universities. The Ministry of Education of China and the Central Propaganda Department issued the “Opinions on Improving the Ability of Colleges and Universities to Cultivate News and Communication Talents and Implementing the Excellent News and Communication Talent Education and Training Plan 2.0”, proposing the goal of “cultivating outstanding news and communication reserve talents who can adapt to the deep integration of media and the innovative development of the industry, and can tell Chinese stories well and spread China’s voice.” With the strong rise of the Internet and new media, the media industry has undergone unprecedented profound changes. The changes in the media industry have brought challenges to the training of news talents. In the new era, the training of news and communication talents must respond to the changes of the times in a timely and accurate manner, integrate the forces of various parties, and innovate systems and mechanisms to serve economic and social development.

At present, some developed countries have established an innovation system based on industry-university-research cooperation that is in line with the characteristics of their universities, forming a new talent training model of “government, industry, university, research, finance and application”. Some domestic universities have added elements such as “creation”, “capital”, “training” and “finance” on the basis of “government, industry, university, research and application”, and have conducted many explorations on the new model of university education, but there have been few studies on adding the element of “service”. 315 related papers can be retrieved on CNKI with the keywords “university” and “government, industry, university, research and application”. Such research can be roughly divided into two types: schools or a certain major collaborate with “government, industry, university, research and application” to explore new education models. Among them, most of the research with majors as the main body focuses on science and engineering majors. However, there are few studies on the collaborative innovation of liberal arts education systems with “government, industry, university, research and application”. There is only one paper on the collaborative training of media talents by government, industry, university, research and application, and there is still a blank in the research on cultivating grassroots news and communication talents.

Driven by the booming digital economy and the accelerated

transformation of social needs, the traditional talent training model of colleges and universities is facing the pressure of transformation. The deep integration of “government, industry, academia, research and application” has become a key path to break through the bottleneck of talent training. Existing research focuses on the collaborative education practice of science and engineering majors, while research on liberal arts majors, especially the field of media, has long been on the margins. As the core carrier of information dissemination and cultural inheritance, the media industry is undergoing profound changes in technological iteration and industry reconstruction. Grassroots news and communication talents are an important link between policies and the masses, and their training quality is directly related to the ability to guide public opinion and the effectiveness of social governance. However, the current academic community’s exploration of the collaborative training of media talents by “government, industry, academia, research and application” is extremely limited, and there is a lack of systematic research on the training of grassroots news and communication talents, which is in sharp contrast to the actual needs of the rapid development of the media industry. In this context, building a collaborative training system for media talents with “government, industry, academia, research and application” as the core, filling the gap in the research on grassroots news and communication talent training, has important theoretical value and practical significance for promoting the innovative development of media education and helping the cultural communication cause.

2. Analysis on the Problems of Collaborative Training of Journalism and Communication Talents by “Government, Industry, Academia, Research, Application and Service” in Colleges and Universities

2.1 The Problem of the Imperfect Moral Education Model for News and Communication Talents

The training of news and communication talents has clear ideological requirements. Colleges and universities should strengthen ideological guidance and value shaping in the training of news and communication talents, and accurately answer the questions of “for whom to train people”, “what kind of people to train”, and “how to train people” in combination with national and regional development needs. In the practice of training news and communication talents, the construction of curriculum ideological and political education has not yet been fully integrated into the classroom, and the moral education training model of ideological and political education, professional ethics education, and professional knowledge education has not yet been fully formed. The curriculum education function of the news and communication major has not yet been fully exerted, so that students can “enter the grassroots, understand the national conditions, and grow their skills”, and establish a correct view of news in practice, and cultivate deep feelings and sense of responsibility for the party, the country, and the people.

2.2 The Problem of Insufficient Integration of “government, industry, academia, research, application and service” in the Process of Cultivating Talents in

Journalism and Communication

The multiple subjects and elements of “government, industry, academia, research, application and service” have not yet formed an effective coupling mechanism for close cooperation to cultivate outstanding journalism and communication talents, have not yet formed a closer talent training resource aggregation effect, and have not yet realized the sharing-update-circulation mechanism in terms of demand positioning, talent training, equipment resources, etc.

2.3 The Problem of Insufficient Quality Assurance System for Training Journalism and Communication Talents

Against the background of building a new liberal arts discipline, the original talent training quality assurance system is not sufficiently reflected in the cooperation among government, industry, academia, research, application and service to cultivate outstanding journalism and communication talents. There are deficiencies in the timely communication and feedback of demand information, optimal allocation of resources, and coordination of multi-subject relationships. There is also the phenomenon that the “last mile” of talent training has not yet been fully opened up.

3. Working Ideas for the Collaborative Training of Media Talents by “Government, Industry, Academia, Research, Application and Service” in Colleges and Universities

In recent years, “government, industry, academia, research, and application” have shown a new trend of integrated development in talent training. For the training of news and communication talents in local universities, adapting to local conditions and taking advantage of the situation are the keys to the future integrated development of “government, industry, academia, research, application, and service” and combining them with talent training in universities. In order to promote the collaborative cultivation of grassroots news and communication talents by “government, industry, academia, research, application, and service” in local universities, this study is based on the practice of media education in universities and refines the following two working ideas.

3.1 Follow the Basic Path of Multi-party Collaborative Education

In line with the background of the construction of new liberal arts, the path of upgrading and reforming the journalism and communication disciplines is carried out based on the development of interdisciplinary integration, and the depth and breadth of the collaborative education of “politics, industry, academia, research and application” is continuously expanded. The training of media talents in colleges and universities should be guided by serving the local economic and cultural development, increase the key factor of “service” (talent delivery, serving the local area), and innovate the collaborative education mechanism. With moral education as the main line, “politics” (local news and publicity departments) as the guide, “production” (media industry) as the support, “learning” (colleges and universities) as the center, “research” (teaching and research) as the promotion,

“application” (market demand) as the driving force, and “service” (talent delivery, serving the local area) as the foundation, we will build a multi-subject integrated development of “politics, industry, academia, research, application, and service”, and a new model of multi-element collaborative cultivation of excellent grassroots journalism and communication talents, and continuously improve the adaptability of the training of journalism and communication reserve talents to the needs of regional economic and social development.

3.2 Build a Dynamic SUC Education System

We will strive to build a model of cultivating excellent grassroots journalism and communication talents through cooperation between government, industry, academia, research, application and service. We will add “service” (talent delivery and local service) as a core element to “government, industry, academia, research and application”, build a SUC (Share-Update-Circle) dynamic education system, and continuously improve the quality of grassroots journalism and communication talent training.

4. Innovative Measures for Universities to Jointly Cultivate Media Talents Through “Government, Industry, Academia, Research, Application and Service”

4.1 Construct a Full-chain Moral Education Model with “Curriculum Ideological and Political Education” as the Main Line, Running Through the First, Second and Third Classes (Figure 1)



Figure 1: New model for the full-chain moral education of outstanding journalism and communication talents

4.1.1 Grasp a direction

Clarify the fundamental concept of cultivating morality and educating people. Take “curriculum ideological and political education” as the main line, put moral education at the top of the curriculum objectives, integrate national conditions education and mainstream value education into classroom teaching, practical training, graduation design and other systems, and guide students to transform what they have learned into inner virtues and accomplishments on the basis of imparting professional knowledge.

4.1.2 Relying on three main bodies

Give full play to the role of government, industry and academia in educating people through practice. The government, industry and academia work together to optimize the talent training program, connect the first, second and third classrooms, coordinate and promote, implement in stages, create a comprehensive education environment, and cultivate students’ social responsibility and professional responsibility.

4.1.3 Grasp the three key points

Classroom teaching, practice system and multi-party collaboration. First, enhance the awareness of active practice of “Curriculum ideological and political education” Among teachers inside and outside the school, regularly carry out teaching observation, experience exchange, teaching competitions and other activities to improve moral education ability; second, build a curriculum ideological and political practice system, integrate moral education elements into theoretical learning, professional apprenticeship, and professional internship, and connect the first, second and third classrooms. Third, encourage teachers and students to go deep into the grassroots and the masses, and collaborate inside and outside the school to achieve full-chain moral education.

4.2 Build a SUC Dynamic Education System to Improve the Effectiveness of Collaborative Education Among Government, Industry, Academia, Research, Application and Service

In the SUC (Share-Update-Circle) dynamic education system, information exchange, talent training, and resource circulation are a dynamic process of continuous input and output. “Government, Industry, University, Research, Application and Service” is based on the core element of “service” for coordinated development, comprehensive sharing, real-time update, and multi-directional circulation. The system aims to improve the quality of talent training and strengthen industry alliances. It has the functions of talent training, educational practice, teaching research, curriculum development, and resource aggregation, which can maximize the effectiveness of resources and achieve mutual benefit and win-win results for multiple subjects (Figure 2).

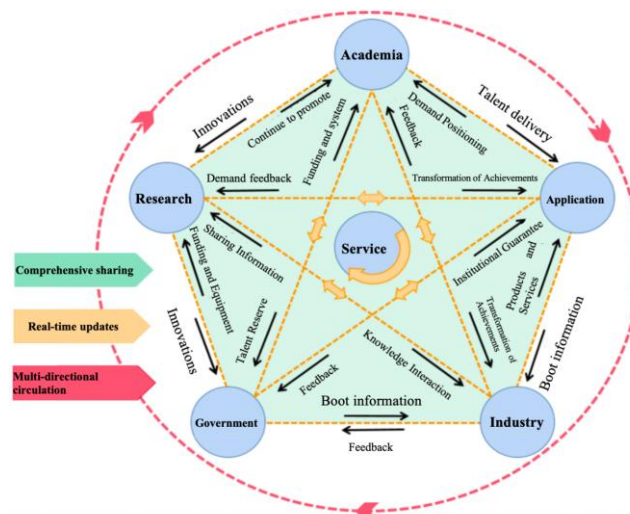
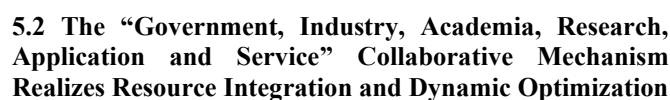


Figure 2: SUC dynamic education system operation diagram

4.2.1 Deepen the concept

The multi - subject and multi-element collaboration of “government, industry, academia, research, application and service” forms a quality assurance system with university self-evaluation as the main body, resource optimization as the means, and normal data monitoring covering the entire teaching process as the means (Figure 3).



The SUC dynamic education system, which introduces “service” (talent delivery and serving the local area) as the core element, solves the problem of ineffective cooperation among multiple subjects by sharing demand information, updating training programs, and circulating resource allocation. Empirical evidence shows that the normalized coordination mechanism between local propaganda departments, the media industry, and universities has significantly improved the adaptability of talent training and regional development. For example, measures such as the joint construction of internship bases and the development of case libraries have maximized the efficiency of resource utilization.

5.3 The Improvement of the Quality Assurance System Ensures the Continuous Improvement of Talent Training

Through the joint efforts of the school, the government and the media, a monitoring and feedback mechanism covering the entire teaching process (such as dynamic revision of talent training programs, evaluation of achievement transformation, etc.) has been established, forming a closed-loop system of “goal-implementation-evaluation-optimization”. Data show that the system updates industry needs in real time, provides timely feedback and adjusts training programs, and effectively shortens the gap between talent training and industry needs, especially in terms of the practical ability and job competency of grassroots news and communication talents.

5.4 Research Innovation and Promotion Value

For the first time, the “service” element was incorporated into the “government, industry, academia, research and application” collaborative framework, filling the research gap in this field for liberal arts majors (especially grassroots journalism and communication talents). The dynamic and regional characteristics of the SUC system provide a replicable education paradigm for local universities far away from central cities, which has practical significance for serving national strategies (such as the construction of the Chengdu-Chongqing Twin Cities Economic Circle) and provides new ideas and reliable paths for local universities to innovate talent training models. In the future, it is necessary to further explore the deepening path of “government, industry, academia, research and application services” in cross-regional cooperation, and use digital means to optimize the response speed of dynamic systems to meet the challenges of rapid iteration in the media industry.

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