



REVIEW

Research on the Teaching Strategy of Broadcasting and Hosting Specialty in Colleges and Universities from the Perspective of New Media

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ABSTRACT

With the continuous development of science and technology and the comprehensive arrival of the information era, new media has gradually emerged and developed, which has had a serious impact on the original media form. Under the background of new media, higher requirements are put forward for the education and teaching activities of broadcasting and hosting specialty in colleges and universities, and the combination of new media technology and Chinese educational practice is the general trend in the current education field, which can effectively improve students' learning quality and learning effects, and provide a broader space for the development of new media professions. This paper mainly explores the teaching strategies of broadcasting and hosting specialty in colleges and universities from the perspective of new media.

1. Introduction

The emergence of new media technology has changed the original concept of education and teaching, providing more employment opportunities and development directions for students majoring in broadcasting and hosting specialty. The education and teaching activities of broadcasting and hosting specialty in colleges and universities must rely on the characteristics of the current development of the times and the changes of the market environment, to observe the development of new media from an objective and fair perspective, and to strengthen the cultivation of students' professional skills and knowledge. Reform the original education and teaching model, adopt a more scientific and rational teaching strategy for talent training, which makes the quality of tal-

ent training more consistent with the characteristics of the current era, improving students' enthusiasm for learning, and cultivating high-level composite professional broadcasters for the society.

2. The Characteristics of New Media Information Dissemination

2.1 Shareability

Under the circumstance of various new media technologies, information has an explosive growth situation, and all kinds of information data can be transmitted and shared smoothly and stably. The knowledge fields and knowledge systems involved in the dissemination of relevant information are more complete, and the channels for information transmission are also more abundant. People

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can obtain the information they want through a variety of information acquisition methods, and more objectively understand the content of information reports. In the context of new media, various media resources are experiencing a massive growth trend. Different media tend to cause differences in reporting styles due to differences in focus and perspective in the process of broadcasting the same information, which makes it difficult for people to obtain all the information. The broadcasting and hosting specialty needs to combine the information sharing characteristics, systematically analyze the information needs of people, and use this as a basis to carry out information playback and give full play to the characteristics of information sharing, which enables the content and information of the new media to be communicated to the audience in a timely manner.^[1]

2.2 Immediacy

The recipients of information, communicators, and modes of communication have a fixed pattern in the original media era. The traditional forms of traditional media in China include television, newspapers and radio. The publishers of information are consistent with the communicators, and the form of information dissemination is single. The masses often passively accept relevant information and cannot communicate and communicate effectively with the publisher of the information. It is easy to cause problems in information understanding and it is difficult to guarantee the efficiency of information transmission. In the era of new media operations, the way information is transmitted is more interactive, and people can reflect their opinions and ideas to the Internet and explore and interact with others. The background of new media makes everyone become the publisher and disseminator of information. The emergence of the Internet has greatly increased the immediacy of information, and the transmission of information is faster and more accurate. People can get a lot of information in a short time, and the corresponding audience is gradually expanding.^[2]

2.3 Civilianization

In the process of new media operations, more attention is paid to the feelings and thoughts of the general public. Through the analysis of the objective market environment and the research and study of people's thoughts, it is possible to provide targeted media services to the general public. At the same time, each individual can also use the new media communication channels to upload personal works and publish personal information. The operation of new media has changed the form in which information

dissemination was mostly dominated by authoritative figures and public figures. The ordinary people have more and more right to speak, improve the fairness and impartiality of information, and effectively avoid the misinformation of information and the spread of rumors.

2.4 Diversification

In the past, the traditional media had more control over the host and the broadcaster. The broadcast hosted form often had fixed routines and modes, and the old-fashioned formal broadcast form was adopted. The information broadcast process was relatively boring and single. However, it is usually necessary for the host and the broadcaster to have a professional broadcast knowledge, from the broadcasting and hosting specialty, and to have a rigorous work philosophy and sense of responsibility. However, with the continuous development of the new media era, everyone can become the publisher and transmitter of information and the form of the program is more diverse, which has also spawned a large number of moderators with personal style and characteristics, and the number of interlocutor announcers continues to increase, which can better meet the subjective needs of the current people, promote communication and communication between the audience and the broadcast host, in line with the audience's preferences.^[3]

3. The Teaching Strategy of Broadcasting and Hosting Specialty in Colleges and Universities from the Perspective of New Media

3.1 Integrate New Media Education and Teaching Concepts into Broadcasting and Hosting Specialty in Colleges and Universities

The change of the objective media environment puts forward higher requirements for the education and teaching activities of broadcasting and hosting specialty in colleges and universities. In the process of reforming the education and teaching mechanism, it is necessary to accelerate the integration of new media teaching concepts and use the new media teaching concept to construct the education mechanism of broadcasting and hosting specialty in colleges and universities. First of all, related teachers of broadcasting and hosting specialty in colleges and universities need to correctly understand new media teaching activities, and clarify the necessity and implementation methods of new media teaching activities in the new development period. Colleges and universities need to strengthen the training of teachers in broadcasting and hosting specialty, which enables teachers to master the specific methods of new media teaching, and through the

teaching practice of the scientific system, teachers can fully understand the importance and positive significance of the new media teaching activities, and participate in the reform process of new media education and teaching activities. To a certain extent, the broadcasting and hosting specialty in colleges and universities is more to provide professional broadcast host talents for traditional media forms, however, with the continuous changes in the social system, the media operating mechanism and the market environment have also undergone earth-shaking changes. The traditional media market has gradually shrunk and the demand for talent has been decreasing. As a new industry, new media has a strong development momentum and a large demand for talents. students majoring in broadcasting and hosting specialty in colleges and universities also need to change their original learning concepts, fully recognize the value of new media, and combine the specific requirements of current new media work to continuously enrich themselves and improve their ability to operate new media. In the daily learning activities, the information content of the new media is added, so that it can better adapt to the development of the times and realize the comprehensive improvement of the individual.^[4]

3.2 Strengthen New Media Theory Teaching Activities

Under the guidance of the new media concept, the students majoring in broadcasting and hosting specialty must have certain news literacy and news sensitivity, and understand the main features and development direction of the current new media operation. In the actual education and teaching activities of broadcasting and hosting specialty, students need to master the necessary theoretical teaching knowledge to improve students' professional theoretical quality and cultural quality. The broadcasting and hosting specialty needs to offer theoretical courses in communication and journalism, which enables students to clearly judge and understand the events and news broadcasted, and to trace the essential meaning of the event through the surface features of the reported news, to clarify the methods of news expression and the highlights of the interpretation. From the current learning process of students majoring in broadcasting and hosting specialty in colleges and universities, the students are over-emphasizing the cultivation of their professional skills, and neglecting the study of the theoretical knowledge of the broadcasting and hosting specialty, failing to lay a solid foundation, which is not conducive to the improvement of students' comprehensive quality. In the era of new media, viewers have more choices, and they have created greater pressure on the media operating industry. Students must combine

the development characteristics of the times and the needs of the current news industry, constantly adjust their own training direction, learn more comprehensive knowledge of broadcasting and hosting specialty, so as to better stimulate the emotional resonance of the masses and improve their competitiveness.^[5]

3.3 Change the Original Textbook Mode

The continuous development of new media technology and the effective integration of the education and teaching activities of broadcasting and hosting specialty in colleges and universities have new requirements for textbook content and textbook models. The traditional solidified textbook format cannot meet the needs of new media education and teaching activities. Many textbooks have cross-links and deficiencies, which affect the quality of students' training. In the process of cultivating education of broadcasting and hosting specialty, the vast majority of colleges and universities in China will arrange related course contents of broadcast broadcasting and hosting & broadcasting and hosting in the two semesters of third year. However, from the actual situation, the curriculum design is not reasonable, the content is small, and the training form is single, which cannot improve the students' comprehensive media operation ability and news broadcast level. Therefore, schools need to recognize the problems and deficiencies of traditional textbooks, based on the actual characteristics of new media operations and the boundaries of broadcasting, and re-arrange and set teaching materials according to specific value objectives and teaching content, which ensures that students can master the relevant knowledge of the system's broadcast host, so that they can better adapt to the needs of society. For example, to strengthen the education and teaching of the specific processes and details in the news broadcast process, specifically to explain the various problems and precautions which are easy to occur, so that students can master the specific expressions before the camera and the expression of the language. Through different forms of news broadcasting activities, students can fully grasp the specific characteristics of news broadcasting and improve their comprehensive performance.^[6]

3.4 Cultivate the Overall Quality of Students

In the context of new media, the competition between the media is more intense. If media companies want to survive and develop steadily in a fierce social environment, they must strengthen the introduction of talents and the allocation of professional talents. The fierce competition in the market has also put forward higher requirements for

media practitioners. The broadcasting and hosting specialty in colleges and universities is the main source of new media practitioners, and its education and teaching level is directly related to the sustainable development of the new media industry. Under the background of new media, new requirements have been put forward for the students majoring in broadcasting and hosting specialty. The broadcasting host is not only able to reasonably express the news content, but also has the ability to plan editors and manuscripts, and the requirements for students' comprehensive ability are getting higher and higher. Therefore, colleges and universities need to provide students with opportunities to practice their exercises in light of the current background, which enables students to truly participate in the operation of new media, understand new media news release, news planning, program production and other related content and processes, fully integrate cultural theory and practice activities, and improve students' comprehensive quality. Secondly, in the actual teaching activities, teachers can also make students have a comprehensive understanding of their own advantages through the form of competition incentives, which can stimulate students' learning potential, improve students' interest in learning and enthusiasm for learning, and encourage students to learn independently and independently, and continuously enrich learning materials and learning content, so that students can actively expand their horizons and achieve their own comprehensive development.

3.5 Establish a Sound New Media Teaching Environment

The scientific and stable new media teaching and operating environment is the prerequisite for ensuring the smooth and steady development of the education and teaching activities of broadcasting and hosting specialty in colleges and universities. In the process of constructing a new media teaching environment, the school needs to increase the investment of professional funds and the support of human resources, and obtain special funds to build a new media teaching environment. Secondly, colleges and universities should be based on the actual situation of education and teaching activities of broadcasting and hosting specialty, and introduce professional broadcast-based educational teaching software to provide students with more targeted and flexible educational services; and accelerate the upgrading of new media teaching hardware, improve the educational and teaching environment, create

better conditions for the learning and practice of students majoring in broadcasting and hosting specialty, and fully cultivate students' ability to broadcasting and hosting.

4. Conclusion

In summary, the education and teaching activities of broadcasting and hosting specialty in colleges and universities from the perspective of new media have also undergone tremendous changes. Traditional education and teaching content is difficult to meet the needs of the increasingly competitive media environment. This paper mainly probes into the characteristics of new media information dissemination, points out the relevant countermeasures of broadcasting and hosting specialty in colleges and universities under the new media background, and hopes to improve the comprehensive quality of students majoring in broadcasting and hosting specialty in colleges and universities, and promote the overall development of students.

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