

Innovation Research on Specialty Practice Teaching Mode of Network and New Media in Application-oriented Universities

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Abstract: The evolution of new media market has provided a good flow base for new media marketing. The market requires proprietary talents to be aware of communication rules and market rules and have a holistic and comprehensive grasp of the operation of today's Internet and digital media industry. However, professional new media marketing talents are still in short supply. This paper analyzes the training objectives of Network and New Media majors in existing application-oriented universities, and carries out innovation research of specialty practice teaching mode based on current theories of talent cultivation and practice teaching problems.

Keywords: Network and New Media, Practice Teaching and Innovation Research.

1. Origin of Research Problem

The education is restricted by society, economy, politics and culture to some extent, and the results of education serve the development of society, economy, politics and culture. The application-oriented universities aim to be competence-oriented, service-oriented, employment-oriented, market-oriented and society-oriented and are aimed at cultivating compound applied talents. The goal of talent cultivation by such universities is the era characteristics and the demand of local economy and social development. Under the background, the college students' ability of practice and innovation ability increasingly receive attention by all sectors of society, and are reflected in the fact that colleges and universities should serve the needs of regional development in their curriculum setting, class hour arrangement, teaching schedule, implementation guarantee and graduation requirements. The specialty has revised the talent training program for many times and increased and adjusted the proportion of theory and practice teaching in some courses, but there are still problems on several levels: firstly, the objective of specialty practice teaching is not clear, and there are no targeted, systematic and hierarchical practice teaching modes; secondly, the implementation of specialty practice teaching is still in the classroom practice experiment dominated by full-time teachers, and there are no actual project incubations or actual operation of enterprise projects; thirdly, the proportion of specialty theory teaching and practice teaching is uneven, as a result, the level of practical operation ability of export professionals is low, and the disconnection between talent ability cultivation and social professional ability demand occurs.

With our university as the research object, this paper constructs the "project-oriented and task-driven" practice teaching mode of Network and New Media Specialty based on the training objective of professionals in application-oriented universities. The situations of practice teaching are created based on "the project as the main line, being task-driven and teacher-guided and the students as the main body", the education and teaching are conducted by the team fulfilling the task, and the one-way learning style of "teachers

teaching and students listening" and students' learning state are changed so that the students take the initiative to construct learning methods of inquiry, practice, thinking, application and problem solving. This paper actively gathers high-quality education resources, optimizes the personnel training mechanism, promotes the cooperation with government departments, enterprises and public institutions (including cooperative education, cooperative employment and coordinated development), emphasizes promoting the practice teaching of specialty by regarding on-campus simulation project, self-built project and off-campus cooperation real project as the module, constantly improves the mechanism of cooperative education and practice teaching, and enhances the achievement of talent training goals and social satisfaction.

2. Innovation in Specialty Practice Teaching Mode of Network and New Media in Application-oriented Universities

The linkage of the first class, the second class and the third class are fully used to set up the experiment and training platforms subject to internal and external collaboration (including professional cognition, course experiment, practice and training, scientific research practice and social practice and other practice teaching platforms) by the method of combining teaching and scientific research, teaching and enterprise as well as teaching and social practice). Project-oriented and task-driven, the practice teaching mode is constructed on the basis of our university cultivating students' Network and New Media professional skills in three aspects ("content production skill + R&D skill + operation skill").

2.1. Focusing on Training Objectives and Constructing Practice Modular Curriculum System

The students are unable to meet the huge demand for compound applied talents in the dynamic modern media industry due to the cultivation of students by the curriculum system of Network and New Media Specialty in colleges and

universities. Because the course is fixed and invariable, the development of News Communication Specialty and Computer, Communication, Production, etc. with strong technical skills is restricted. On account of the asymmetry between talent supply and talent demand, the disconnection between talents and the market happens, and the talents hinder the development of enterprises. The curriculum system setting of Network and New Media Specialty differs little from that of traditional Journalism and Communication, and the construction of curriculum system is realized still based on general courses (such as Introduction to Journalism and Introduction To Communications). The Network and New Media Specialty is essentially homogeneous with the knowledge learned by single journalism and communication students and there are no courses exclusively belonging to the Specialty. The multi-layer innovation of knowledge and skills drives the innovation of thinking to inject fresh blood into the creative collaboration among universities, enterprises and research institutes, making the organizations and individuals that were originally entrenched come alive because of the common goal of talent training and their skills and resources in professional training fully utilized. Demand-oriented, the training program is modified duly to comply with "five dimensions" specified by Ministry of Education. According to the objective of personnel cultivation and the objective of talent training in applied universities, the modular construction of specialty practice courses is performed. The basic practice course module, specialty practice course module and comprehensive innovation practice course module are constructed for the cultivation of existing basic ability, professional ability and comprehensive innovation ability of Network and New Media.

2.2. Strengthening the Cooperation Between School and Enterprise and Building the Professional Experiment and Training Project

Enhance university-enterprise, university-university and university-graduate school cooperation, give full play to the role of multi-subject training professionals, focus on cultivating students' comprehensive professional ability and quality, and carry out practice teaching based on the demand for talents and the strict requirements of industry standards to cultivate application-oriented undergraduate compound application-oriented talents with corresponding knowledge, ability and accomplishment. The Network and New Media Specialty relies on group communication and discussion, and team members working together to complete specialty practice tasks. The Specialty teachers should be deeply involved in the discussion, communication and practice of each group, attach importance to stimulating the motivation of students to study independently, encourage students to actively think and explore, stimulate the display of students' innovation ability, pay attention to the personal development of students with exceptional abilities and characteristics and help them turn their mission into a real product. Attach importance to students' actual abilities (such as discovering problems, solving problems and operation) in the task process and emphasize forming independent practice, independent discussion and independent research by the method of "project-interest" driving for the Network and New Media course module in the practical training process stage according to the characteristics (task responsibility, task chunking and task driving). Carry out experiment and training

project design as per the campus practice base and university-industry cooperation project, school curriculum self-built projects, incubation and innovation project and university-industry cooperation project as per the corresponding ability training objectives, and simulation operation, scenario construction and real operation of the project based on the team as the unit.

2.3. Joint Teaching Management and Assessment on the Basis of the Double Tutor System

The experiment and training base is a professional training practice platform provided for college students. As for the college students urged by the previous university-industry cooperation to await job assignment and practice in the enterprise, the barrier in the transformation among enterprise internship, practice and credit of students is caused and the organic transformation fails to be formed due to lack of corresponding both parties' management, assessment and evaluation mechanism. The formation of students' professional practice ability is promoted to implement the spirit of "mass entrepreneurship and innovation education". The training management, assessment and evaluation provide an effective guarantee for students' training experiment behavior effectively transformed into results, A variety of practice teaching assessment methods are designed based on the double tutor system, project outcome and task process, the training practice is included into the basic point of talent training program. The form of specific credits for specific projects (such as website planning training subject to 3 credits) is included into the total credits for cultivation of college students, the students' training, curriculum, graduation practice and graduation thesis are subject to organic combination into the whole practice learning stage of students. Give full play to the power of cooperation, focus on cultivating students' comprehensive professional ability and quality, integrate the project into daily classroom instruction, and carry out semester evaluation pursuant to strict requirements of industry standards. Enable students to fully feel the enterprise atmosphere, and stimulate students' enthusiasm and initiative in learning.

2.4. Continuously Improve the Provision of Teachers, and Construct the Teaching Team of "Double-professionally-titled Teachers"

The special requirements are put forward against the teachers as per the training objective of colleges and universities, and the construction and cultivation of the teaching team of "double-professionally-titled teachers" with the combination of skills and practice teaching is emphasized, and the faculty is the key factor of cultivating the compound applied talents required by the market and the foundation of university-enterprise collaborative innovation and development. At present, the background of Network and New Media pertains to the multidisciplinary integration of Journalism, Communication, Advertising and Art which is an integrated discipline. It's urgently necessary to build an exclusive teaching team of "double-professionally-titled teachers" for Network and New Media, and carry out construction of teaching staff with reasonable age level, professional title level, education level and learning-origin structure according to the specialized characteristic,

curriculum system, core curriculum setting, the combination of full-time teachers and part-time teachers, and the optimal proportion of double-professionally-titled teachers. The allocation of high-quality teachers under the industry-university-research cooperation collaborative innovation model is realized and the high-quality teaching body subject to the integration of disciplines, teaching and research, industry practice and professional knowledge is emphasized. The teaching staff construction is the fundamental guarantee for talent cultivation, the teachers are encouraged to constantly improve their professional skills by taking a temporary post for exercise to enhance the middle power of comprehensively promoting the construction of teaching body in colleges and universities, the deep integration of teachers is realized by the guidance of the government, the colleges and universities as the main force, the interaction of regional teachers and the initiative of enterprise and industry taking the initiative to realize teachers' incentive and assessment and perfect teachers' management from the perspective of cognition convergence, system guarantee, lifelong learning, combination of industry and learning, structure optimization, and paying equal attention to full-time teachers and part-time teachers. The purpose is to provide the strong professional teaching staff subject to combination of educational circles and industry, and the need for faculty arising from collaborative innovation of Network and New Media is ensured.

2.5. Establishing the Training Center and Guaranteeing the Effective Implementation of Professional Experiment and Training

In the talent cultivation scheme of Network and New Media, plenty of actual operation courses are set, the requirements against students' practical operation ability and professional application ability are extremely high, and the training and improvement of students' practical operation ability are ensured on the basis of the campus training center and off-campus training base. The application-oriented universities should deeply cooperate with famous new media industries in the region. For example, our university has cooperated with Chongqing Sina and Tencent Chongqing Branch in Chongqing, and jointly explored the talent training mode of Network and New Media by the combination of enterprise training courses and enterprise training project as well as college professional courses and teacher training. The training experiment base is a comprehensive platform. There will be no market guidance in case of only school lab, and there will be no combination with professional theoretical knowledge in case of only enterprise training. The experiment and training room subject to "on-campus + off-campus" combination is built to combine the practice and theory for application by the modular and project-oriented special training. The personnel training system subject to "on-campus + off-campus"

combination is formed by the establishment of experiment and training platform, the design of training tasks, the supervision and evaluation of training experiments, and the market launch of training experiments. The cultivation of students' operation and practice abilities (mainly including innovative thinking, innovative ability, entrepreneurial thinking and entrepreneurial ability) is achieved based on the practice and innovation training of Network and New Media students as the major goal and the "mass entrepreneurship and innovation" education as the tenet by the operation of the whole project. The strong platform support is provided to cultivate the compound applied talents.

3. Conclusion

The market puts forward a high requirement against new media professionals' professional skills and abilities, the high expectations are given based on the enterprise business model innovation and reorganization of industrial chain, and the professionals are required to timely and accurately analyze all links in the industry chain, confirm their post positioning and carry out all-round study of consumer-oriented innovative business forms to promote the innovation and development of enterprise products and services. Mainly on the basis of the training room and studio built by the school to lead the practice of students' professional skills from the classroom level, the enterprise is combined to realize the student practice by the determined post to achieve the training of job skills, job expectations and job consilience. However, the university teachers are closed in the university working environment, and fail to timely grasp new media industry policy, market operation environment, professional access mechanism, etc., restricting the innovation practice of teaching and research and intensifying the rupture between talent supply and demand. Under the collaborative innovation mechanism, the combination of professional full-time teachers+ double-professionally-titled teachers and the faculty sharing between universities are conducted to realize the integration of teachers' resources, and young teachers are encouraged to go deep into industrial practice to fully grasp the new trends, new technologies and new demands of the industry so that the demand can drive the training of talents to promote the construction of practice teaching mode for Network and New Media.

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