

# Exploration on the Development Path of Journalism and Communication Education in China in the Context of ChatGPT

Yuxin Wu<sup>1, a</sup>

<sup>1</sup>school of arts and sciences, Fuzhou Institute of Technology, Fuzhou, Fujian Province, 350000, China

<sup>a</sup>Yuxinwu517@outlook.com

**Abstract:** After entering 2023, the cultivation of high-level talents in news communication has once again become a topic of great concern to the education circles around the world. The further development and update of artificial intelligence technologies such as ChatGPT have impacted the social cognitive system. Compared with other industries, the news communication industry has the closest business relationship with ChatGPT, and the news communication industry plays a major role in the production, circulation and service of large-scale knowledge content. Therefore, this paper discusses the path exploration of the development of journalism and communication education in the context of ChatGPT from the perspectives of digital development model, project-based teaching scenario and "publicity" in journalism and communication education.

**Keywords:** ChatGPT, Journalism and communication, Higher education.

## 1. Introduction

A recent evaluation report on GPT-4 published by Microsoft Research Institute shows that <sup>[1]</sup> the latest version of ChatGPT not only shows high proficiency in literature, medicine, law, mathematics, physical science and programming, but also can synthesize concepts and knowledge in many fields, showing a deep understanding of human complex thoughts. With the auxiliary training of big data and big model, ChatGPT has acquired the ability of two-way knowledge exchange with human beings through learning, which is closely related to human thinking logic and cognitive ability. ChatGPT can generate fluent, coherent and logical text according to given keywords or topics. On the one hand, it improves the information production efficiency of the news communication industry and reduces the information production cost. But on the other hand, it means a subversive impact on news communication and a challenge to news communication education.

## 2. The Challenges Brought by The Development of Journalism and Communication Education in The Context of ChatGPT

### 2.1. The knowledge system of news dissemination will be reshaped

In the context of ChatGPT, the core challenge of news communication education lies in that educators do not directly grasp the key to technological changes, and are often forced to adapt to environmental changes because of technological drive or changes in political, economic and cultural structures. The powerful "human-like" knowledge production, exchange and optimization platform is the core terminal product of ChatGPT. With its continuous evolution, it will inevitably have a significant impact on the entire human knowledge education system. The mission of news communication education is to cultivate students' knowledge production,

communication rules and skills in the field of news communication. History, theory and business constitute three parts of the knowledge system of news communication education at home and abroad. In the era when ChatGPT is about to prevail, many of them will be mastered by ChatGPT in the theoretical knowledge and business knowledge section, and with the continuous evolution of artificial intelligence, the scope and level of students' mastery of these knowledge and skills will be greatly adjusted.

### 2.2. Media literacy teaching faces multiple new requirements

In the digital age, students majoring in journalism and communication are faced with new requirements. Media literacy is a complex conceptual system with historical, cultural and developmental features, and its connotation and extension will be enriched and expanded with the changes of history, cultural development and social progress. For students majoring in journalism and communication, media literacy is an indispensable literacy, the core of professional education and the competitiveness of future career development, which will determine the professional literacy of media practitioners and professional institutions in China. In the ChatGPT era, the media literacy of media workers is facing both the requirements of the mass media era and the challenges of deep digital transformation.

## 3. In the context of ChatGPT, the problems of news communication education in China universities.

### 3.1. The course teaching content lags behind

The news communication industry has distinct characteristics of the times. With the rapid popularization of Internet technology and the rapid rise of mobile Internet in recent years, it has greatly promoted the rapid development of the news communication industry. The application of ChatGPT puts forward higher requirements for the media. However, from the actual situation, many colleges and

universities in China have the problem of lagging course content in the teaching process, and both theoretical knowledge and practical skills are at a relatively backward level.

### **3.2. The lack of information technology in curriculum teaching**

The current teaching mode can't meet the needs of the digital media era, and the traditional classroom teaching methods can't fully stimulate students' interest and initiative in learning. Especially in the informationization of course teaching, teachers lack the use of big data technology to integrate diverse teaching resources in the teaching process, which is related to the lack of knowledge about information teaching, big data, artificial intelligence and other related knowledge of some journalism and communication teachers in colleges and universities.

### **3.3. Academic training and social needs do not match**

After entering the ChatGPT context, the form, format and ecology of news communication have been subverted. Although the Journalism and Communication Department has been keeping up with the media development trend and actively exploring and reforming in professional knowledge education, new technology training and media integration, from the employment situation of journalism and communication, these reforms and innovations can not fully adapt to the development and changes of the times and industries, and the mismatch between the training of journalism and communication industry and the needs of the industry has gradually intensified.

## **4. The Development of News Communication Education in The Context of ChatGPT**

### **4.1. To create a digital-oriented talent training model**

Journalism and communication colleges should break the existing training mode with media as the major distinction and face the digital survival and development mode. When social robots and artificial intelligence gradually become the main tools or technologies to influence or even master the media, how to define the work scope of social robots and artificial intelligence and bring them into the training links within the power of journalism and communication science also requires educators to have the cognition and logic to turn technology into dialogue. Journalism and communication majors can be co-cultivated with computer and artificial intelligence majors. For example, the School of Computer Science of Georgia Institute of Technology opened computational journalism in 2006, which became the early source of computational journalism. Subsequently, Syracuse University launched the research direction of computational journalism jointly cultivated by the College of Arts and Sciences, and the Communication Department of Stanford University set up a computational journalism laboratory, and at the same time opened a computational journalism course. Columbia University School of Journalism offers double master's degree programs in journalism and computer science. <sup>[2]</sup>Computer-related interdisciplinary elective courses can also be added to realize multiple perspectives of course content, so

as to help students build a digital way of thinking and ability, and enhance the ability of information specialization and in-depth dissemination.

### **4.2. The use of project-based teaching to build news education scenarios**

At present, the development of artificial intelligence technology has had a great impact on the technical environment for the training of news and communication talents. From a deep logical point of view, the technical development represented by ChatGPT is not only a technical application, but also a scene update and iteration. The situation of journalism education is characterized by specialization and professionalization. The whole process of professional work can be completely restored in education, or the relationship between education and practice can be better connected through the reconfiguration of various elements in educational activities. According to the educational concept of Situationism, cognition is in harmony with the social system. Cognitive activities have both the group characteristics of cooperative activities and the individual characteristics of each member. Learning and possessing knowledge is in harmony with the regularity of activities, which includes the content provided in social practice and the giving in the material and skill system. <sup>[3]</sup> Education, as a kind of cognition, needs to accept the giving and combination of group scenes completely. When it is transformed into journalism education, the situation of journalism education includes not only the group characteristics of the media environment, but also the adaptation of individual students to the media environment, as well as the technical stage we are in. Therefore, project-based teaching is an important means to build a news education scene, that is, teachers set up a complete working system for students through project design, and students use the basic network knowledge and basic operation skills related to project topics and combine their professional knowledge to complete the project operation. In the process of project practice, students can be exposed to a lot of information and public opinion, which is helpful to help students improve their basic knowledge and operational skills of the network and understand the real news scene.

### **4.3. Pay attention to the "publicity" in news communication education**

With the popularity of ChatGPT, algorithmic news, immersive news and data news are developing rapidly, and at the same time, it also involves how journalism serves the public interest, how to show the public spirit of news in public news, and how to attach importance to citizen privacy and news ethics in the process of news dissemination. In news communication education, the cultivation of the concept of "publicity" needs special attention. The American Journalism and Communication Education Review Committee (ACEJMC) is an education evaluation committee composed of experts from American journalism and communication industry and academic circles. Its goal is to evaluate and standardize the journalism and communication education effect in journalism colleges. In recent years, ACEJMC's evaluation of the publicity of journalism education has become more and more important. It advocates that the objects of journalism education need to be diversified, to prevent the bias of news content, to attach importance to the implementation of education among different gender, race, age and other groups in the process of journalism education,

and to promote the participation of children, women, disabled people and ethnic minorities in journalism education under the background of digital public communication. Therefore, the current news communication education should not only undertake the functions of professional education, but also undertake the responsibility of promoting public media literacy, promoting the popularization of news education, strengthening the social responsibility of news communication education and improving the responsibility and media literacy of the public.

#### **4.4. Strengthen the construction of teaching staff through cross-border two-way mutual employment**

The famous Missouri method of journalism and communication education focuses on cultivating applied journalism talents, emphasizing both theory and practice.<sup>[4]</sup> Journalism and communication colleges need to employ both academic and practical teachers, and strengthen the construction of teaching staff through cross-border two-way mutual employment, which has become an important way for academic and industry to integrate and build together and bridge the distance between industry practice and personnel training. The two-way mutual engagement between academic and industry personnel is reflected in two aspects: on the one hand, the elite of the industry is introduced into the teaching classroom; On the other hand, college teachers enter the industry for attachment cooperation. A large number of industry elites are introduced into the classroom through employment, and college teachers are encouraged to join the industry for cooperation. With the support of effective personnel and management system, large-scale and normalized talent interaction between academia and industry is formed in two-way mutual employment. At the same time, the open teaching mode and the broad platform for students' internship and employment have also been realized in two-way mutual employment.

## **5. Conclusion**

Generally speaking, the core of the training of news communication talents lies in how to better adapt to the changes in the media environment and how to train talents who participate in, serve and even lead the changes in the media environment. We need to recognize the dynamic nature of the knowledge system of journalism and communication, but we also understand that this knowledge system is based on modernity and represents the development direction of humanism and rationality. In such an era of rapid development of information technology, not only journalism and communication, but also most humanities and social sciences have a certain degree of autonomy anxiety, and they have also made in-depth reflection on talent training. This means that traditional subject classification needs to innovate ideas and educational models in the digital media environment. Therefore, effectively exploring the path based on discipline development and redefining the new goal of talent training will help to better promote the training of professional talents.

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