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Article

Iteration and Reconstruction: Research on the Cultivation of Network and New Media Talents in the Context of New Liberal Arts

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Abstract: As a new major in journalism and communication, network and new media is born to meet the needs of the development of the digital information age and the requirements of the integration trend of mobile Internet media. Professional construction and personnel training should be more closely related to the needs of *The Times* and social progress. At present, there are some problems in the cultivation of network and new media professionals in three aspects: concept, model and mechanism. The construction of the major needs to grasp the historical opportunity of the construction of the new liberal arts and upgrade the professional talent training system from the perspective of keeping pace with *The Times*. Specifically, the construction of network and new media major should adhere to the new era education concept of "intelligence and wisdom", pay more attention to the "multi-dimensional" teaching and training model, and try to strengthen school-enterprise cooperation from the mechanism level, and build a new media "campus factory".

Keywords: new liberal arts; internet and new media; personnel training

1. Introduction

In 2018, the new liberal arts concept was firstly proposed. In 2019, 13 departments including the Ministry of Education, the Ministry of Science and Technology, and the Ministry of Industry and Information Technology jointly launched the "Six Excellence and one Excellence" Plan 2.0 to comprehensively promote the construction of new liberal arts [1]. In 2020, the Working Conference on the construction of New Liberal Arts sponsored by the Working Group of New Liberal Arts Construction of the Ministry of Education issued the Declaration on the construction of New Liberal Arts Construction, making a comprehensive deployment for the construction of new liberal arts. At this point, the construction of new liberal arts has been fully carried out [2]. The construction of new liberal arts is a major deployment of education in the new era, a powerful engine for future education development, and an inevitable way of journalism and communication education under the Internet of everything change. As a new major under the category of journalism and communication, network and new media are based on emerging media forms such as the Internet, and are born to meet the needs of the development of the digital information age and the requirements of the convergence trend of mobile Internet media. Its development and update should be more closely related to the needs of *The Times* and social progress [3].

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2. The Background and Status of the Network and New Media Professionals Training

The major of Network and New Media belongs to the category of journalism and communication, which is a new major developed in line with the trend of media industry change in the digital age, and has strong interdisciplinary and applied characteristics [4]. This major requires students to not only engage in digital news and information related work, but also have the ability of communication technology. This major focuses on the cultivation of humanistic qualities and values, emphasizes the mastery of software operation ability and professional skills, and cultivates innovative talents who combine arts and sciences, have both virtue and ability, and can understand concepts and practice. As of March 2024, 337 universities nationwide have opened Internet and new media majors. In other words, in just 10 years, this major has become the fastest growing major in the news and communication discipline, with an average annual growth rate of 31.27%. The increasing popularity of the major in the field of higher education reflects the growing demand for network and new media professionals, and many universities have responded positively to meet the market demand.

Especially with the continuous development of emerging technologies such as artificial intelligence, big data and 5G, the network and new media major has ushered in unprecedented innovation opportunities. These new technologies provide strong support for the production of new media content, the expansion of communication channels, and the improvement of user experience. For example, intelligent recommendation algorithm has changed the way of information dissemination, and short video technology has spawned new forms of content. These changes have provided a broad space for innovation for professional development. However, the continuous superposition of technology has also brought new problems to the professional curriculum. For example, how to let students better balance knowledge learning and innovative thinking, skill acquisition and ethics, professional development and service to society and other relations, we need to think seriously, and build a more scientific and reasonable network and new media professional teaching system.

The research shows that the current network and new media talent training is mainly divided into three categories: “technology flow”, “communication flow” and “news flow”. According to the characteristics of various disciplines, universities have created diversified paths such as “language + major”, “algorithm + major”, and “theory + major”. The research on the cultivation of network and new media professionals mainly focuses on the following three types: Firstly, focus on the construction of network and new media majors in a certain region; Secondly, based on a university’s network and new media major construction plan, and thirdly, network and new media major construction at the macro level. In fact, no matter what kind of training mode and training path, the consensus of network and new media talent training is gradually forming, that is, the diaphragm between knowledge and the boundary between disciplines are being broken and blurred, and an open pattern of “liquid” and “interchangeable” flow is being formed [5]. In this open pattern, adhering to local needs and resonating with local development will become an important yardstick for the future development of network and new media majors.

3. Existing Problems of Network and New Media Talent Training

In the current situation of the development of network and new media major, the talent training of this major must face the existing problems from the three aspects of concept, model and mechanism, and further think and explore.

First of all, in the context of the new ecological reconstruction of education in the era of artificial intelligence, how should the teaching concept of network and new media be upgraded to meet the needs of the country, society and industry? That is, how to innovate the teaching concept of network and new media major with updated and iterative thinking? At present, when artificial intelligence is deeply embedded in the field of education and reshapes the new ecology of education, the professional concept of network and new media needs to keep pace with *The Times*. The traditional concept of professional training focuses more on the simple combination of liberal arts knowledge and engineering technology, and now it should move forward to the deep integration of disciplines. In particular, how to break the barriers of liberal arts and engineering courses in a real sense, add integrated courses, combine the principles of artificial intelligence algorithms with new media

content communication strategies [6], and let students understand how to use algorithms to accurately push high-quality content, rather than learning algorithm knowledge and communication theory in isolation, all of which require us to reflect on the rational level.

Secondly, facing the "14th Five-Year Plan" of Hubei Province and the vision goal of 2035, how should education grasp the innovation opportunity of network and new media teaching model? In order to promote the goal positioning of Hubei Province "to build a fulcrum, walk in the forefront, write a new chapter", and improve the construction capacity of the school to serve Wuhan metropolitan area. In other words, how to start with the teaching mode, take courses and practical training as the starting point, really improve students' practical ability and practical operation ability [7], so as to strengthen the talents training purpose of students serving local and social services?

Thirdly, under the overall development goal of "building a high-level applied university with distinctive characteristics", how should the network and new media major adjust its teaching mechanism and highly cooperate with the industry, so as to enhance the core competitiveness of high-quality new media applied talents in local universities? How to establish a close school-place cooperation mechanism, let industry experts deeply participate in the formulation of talent training programs, ensure that the course closely fits the actual industry, optimize the course content in real time, and highlight the core competitiveness of talent training?

Based on the above problems, the training of network and new media professionals should adhere to the fundamental task of cultivating virtues and cultivating people, meet the needs of Wuhan metropolitan area, anchor the school's application-oriented positioning, and promote the training and upgrading of local application-oriented new media talents from three dimensions of "concept innovation–model innovation–mechanism change".

4. The Iterative Upgrade path of Network and New Media Talent Training

The study advocates that the construction of network and new media major should actively enter the depth of the development of *The Times*, grasp the historical opportunity of the construction of new liberal arts, and upgrade the professional talent training system from the perspective of keeping pace with *The Times.*

4.1. Idea Level: The Inspirational Reform from the "Cultural Complementarity" to the "Intelligent Wisdom"

The construction of the network and new media specialty must accurately respond to the changes of *The Times*, fully integrate into the trend of *The Times* to obtain the power of sustainable development, and strive to create a training concept that closely combines the foundation of news communication with digital intelligent technology. The innovation of the teaching concept of this major should clearly explain the problem of "cultivating people for whom" and accurately position the professional framework. The major should adhere to the cultivation of talents for the Party and the country, based on the 14th Five-Year Plan of Hubei Province and the outline of the 2035 long-term goals, combined with the development goals of their respective universities, and put forward the development concept of network and new media majors that are highly compatible with local development. At the same time, professional construction should respond to the national orientation, highlight the educational concept of "intelligent wisdom", keep up with the professional development trend, and fully emphasize the important role of "artificial intelligence" in the process of media integration and development.

In the education concept of highlighting "intelligent wisdom", artificial intelligence should be used to realize the intelligence of media content creation. For example, the use of intelligent algorithms to analyze massive data, insight into the current audience preferences and social hot trends, provide creative inspiration for creators, and quickly generate personalized, targeted new media copy, video scripts, etc. On the other hand, wisdom should be fully reflected in media operation and management. Through the Internet of Things, big data and other technologies to build a smart media platform, accurately analyze user behavior, traffic trends, to achieve accurate advertising, efficient allocation of resources, in order to improve the overall efficiency of media organizations [8].

It can be said that keeping up with the development trend of *The Times* is the key to maintaining the vitality of the profession. With the popularization of 5G, new media communication forms are changing with each

passing day. For example, the current immersive virtual reality news, ultra-high-definition video broadcast and other forms are booming. The Network and New Media program must equip students with the skills to create novel interactive communication experiences using these new skills. At the same time, professional teaching should also cover these cutting-edge knowledge such as blockchain technology, so that students can adapt to the complex and changing new media formats in the future, so as to promote the innovation of the entire industry.

4.2. Mode Level: The Integration and Innovation from "Single Plane" to "Multi-Dimensional"

The construction of network and new media major should integrate science and technology resources and interdisciplinary forces into talent training, and promote the three-dimensional and diversified teaching mode of the major. Firstly, we must innovate the teaching model, clarify "who to cultivate", and create local characteristics talents. Specifically, it is necessary to cultivate new media talents in Wuhan metropolitan area as the goal, form an innovative talent training model that can be improved sustainably in the next 3–5 years, and export new media compound talents with more core competitiveness. At the same time, professional construction should anchor the goals of the school, highlight the advantages of innovation, and create a more distinctive talent training method.

First of all, professional development should rely on the strength of industrial colleges, oriented to serve local and docking industries, and professional courses should meet the needs of local new media industries. For example, courses such as live broadcast operation practice and short video marketing skills can be added, so that students can accumulate a lot of practical operational experience during school, and can quickly integrate into the local job market after graduation to promote local economic development. Secondly, innovative education should be integrated into the professional system. The school can set up new media innovation courses, and teachers can guide the whole process from project planning, team building, fund raising to market promotion, and promote a number of campus new media projects, Internet celebrity incubation studios and other entrepreneurial projects to inject innovative vitality into the major. On the other hand, teachers can encourage students to be bold and innovative in course work and graduation design. For example, students can try to integrate virtual reality technology to create immersive news reports, and use big data analytics to optimize social media communication strategies.

In addition, personnel training can also be combined with the regional cultural characteristics of the school, set up cultural heritage new media communication courses, train students to use new media technology to tell hometown stories, at the same time, it can also use the resources of the metropolitan area, strengthen international communication, cross-border new media operation courses, and transport export-oriented new media talents. Network and new media majors can also integrate interdisciplinary knowledge, jointly carry out new media technology development courses with computer majors, and create visual communication design courses with art and design majors, so as to equip students with diversified knowledge and skills, broaden career development channels, and inject a steady stream of impetus into the development of new media industries.

4.3. Mechanism Level: Innovation Upgrading from "School-Enterprise Co-Construction" to "Campus Factory"

In today's era of rapid digital development, the network and new media major bears the heavy responsibility of providing high-quality industry talents for the society. At the level of training mechanism, the profession should standard the needs of the industry and highlight the value of "application". The construction of network and new media major should break the barrier of physical space, and realize the good situation that schools and enterprises can jointly run the major and train talents hand in hand. At present, the construction of major needs to reshape the teaching mechanism of "campus factory" with the help of modern media technology, and constantly promote the expansion of the vision of liberal arts construction and the change of thinking paradigm. For example, this major can keep up with the cutting-edge needs such as "sensor news" and "drone communication" concerned by the industry, and build an application-oriented local new media talent training mechanism with high adaptability and practicality to reflect the change of mechanism.

From the perspective of the construction of the curriculum system, the professional mechanism should closely focus on the actual operation process and skill requirements of the new media industry. On the one hand,

regularly investigate the job requirements of mainstream new media platforms and Internet enterprises, such as short video clips, social media operations, and the application of big data analysis in public opinion monitoring and other popular skills. Adjust the setting of the course module timely through the survey results. Prevent students from disconnecting theory from practice and ensure that they can quickly adapt to the job after graduation. At the same time, we should pay attention to the implementation of practical teaching links. The school should establish a deep cooperative relationship with the new media industry, and build a two-way practice platform of on-campus simulation laboratory and off-campus practice base. The campus laboratory can simulate the environment of new media companies, build content creation rooms, live broadcast operation areas, etc., so that students can experience the real work flow; The off-campus internship base provides students with practical opportunities to participate in real projects of enterprises. For example, new products online promotion, hot event reporting planning and other content, so that students in actual combat to accumulate industry contacts, temper professional skills, improve the ability to solve complex problems. In addition, we should pay attention to the construction of teachers, encourage network and new media teachers to regularly take temporary training, participate in industry training, and bring cutting-edge practical cases back to the classroom; In addition, senior media professionals and Internet executives can be hired as part-time teachers to share first-line insights and practical skills in the industry, and the quality of teaching is guaranteed by double-qualified teachers, so as to promote the continuous leadership of the network and new media major in talent training, academic research, social services and other fields.

In the iteration and reconstruction of the network and new media major, it is necessary to form a "idea-model-mechanism" three dimensions of gradual, deepening and refining, in order to form a network and new media professional talent training system that is highly consistent with the reform spirit core of the "new liberal arts" and adapt to the regional development strategy, and has strong universal significance and promotion value in local colleges and universities. The three-dimensional innovation reform of "idea-model-mechanism" will effectively promote the high-quality development of the network and new media major, promote the network and new media major to be at the forefront of the development of local colleges and universities, provide a referable teaching model and teaching mechanism for the training of online media talents in similar colleges and universities inside and outside the province, and expand the space for innovative thinking for the reform and upgrading of other humanities and social sciences majors.

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