

Research on the Training Path of Data Literacy of Journalism and Communication Talents under the Background of New Liberal Arts

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ABSTRACT

In the context of the new liberal arts, journalism and communication talents should have multi-disciplinary and composite knowledge background, innovation and creativity ability and data literacy. Based on the current situation of the cultivation of journalism and communication talents in colleges and universities, this paper discusses the existing problems such as the imperfect construction of data courses, the single mode of talent training, and the lack of school-enterprise cooperation and practical teaching, and puts forward targeted solutions and optimization countermeasures to the problems, hoping to provide ideas for the reform of journalism and communication education.

KEYWORDS

New liberal arts; Journalism and communication; Data literacy

With the update and iteration of science and technology, the logic and ecology of information communication have changed, the communication technology system and social context have been generated, and social communication is shifting to a virtualized, scenarized and nodal relationship space. People gradually become more random participants in the communication system and are changed by the influence of social media. New communication media and technology are continuing to improve the efficiency of news production, and at the same time, the simulated scenes and social reality are interacting with each other to build a new communication relationship. Therefore, journalism and communication talents are needed to continuously improve the quality of content under the perspective of "scene communication", present more targeted information to users, and give them valuable experience.

1 New Requirements for Cultivating Journalism and Communication Talents under the Background of New Liberal Arts

1.1 Multi-disciplinary and Composite Knowledge Background

In the Declaration on the Construction of New Liberal Arts, it is required to break the inherent barriers between disciplines and specialties to realize the cross and integration between liberal arts and science, industry, agriculture and medicine, and the integration and interaction among liberal arts majors, and to use modern information technology to empower the liberal arts education and carry out reform and innovation. Therefore, journalism and communication talents are required to have a broad international vision, be able to master interdisciplinary theories and rules, be familiar with international relations and trade, such as having certain opinions on artificial intelligence, big

data, carbon neutrality, climate change, etc., and having substance in speech, and have high language ability and humanistic literacy^[1].

1.2 Creative and Innovative Ability

The General Secretary Xi Jinping has explained the concept of all media news and public opinion workers on the News and Public Opinion Symposium of the CPC. The all media news and public opinion workers should have an all media mindset, be familiar with their respective communication knowledge, rules, and skills, and be able to use modern communication methods for creative communication labor. Creative and innovative professionals are necessary to ensure the sustainable and healthy development and optimal transformation of China's news industry. Therefore, journalism talents are required to have strong sensitivity to the international situation, domestic development and social hot events, keep up with the hot spots of the times, accurately predict the trends of topics, and better grasp the law of communication in the digital era. At the same time, they should put forward some new ideas and new viewpoints to enhance the sharpness and attractiveness of news information.

1.3 Data Literacy and Competence

Under the new liberal arts background, journalism and communication talents are required to have high data literacy and competence. The following are specific ability requirements. The first is to have the data thinking, which is the thinking logic to realize the value of data and use it to analyze and solve problems. The second is to have the basic knowledge and methods related to data, including learning and understanding the operation law of Internet data, the social network theory, and the driving force of data in the process of information release and content production, so as to better interpret and make full use of data. Data application technology is the data application technology and ability in the analysis, collection, presentation, prediction and other links. For example, the presented data can be used to judge and predict the future trends of behaviors, hot spots and topics, measure the process of information transmission, and judge the communication power of nodes^[2]. The third is to have data ethics, which means to be able to not violate the basic ethical requirements, follow the moral concept no matter in the interpretation, processing or screening of data, and requires journalists to have a correct and firm political stance, abide by professional ethics, and consciously protect user privacy security and data security.

2 Current Situation of Data Literacy Training of Journalism and Communication Talents

2.1 The Imperfect Construction of Data Courses

On the one hand, some colleges and universities have not yet incorporated the requirements of data literacy cultivation into the training goal system of journalism and communication talents, and lack special data courses, thus resulting in a lack of market foresight in talent output, training goals and teaching content. For example, the communication major of Shanghai Jiao Tong University takes "computing communication, data mining and visualization abilities" as the goal of talent training, but there is no data course, resulting in insufficient integration between talent training and curriculum design, and incomplete construction of data courses. On the other hand, the data curriculum is fragmented. Most of the courses are in the form of thinking and theory, thinking and technology, theory and technology, etc. The lack of data ethics courses and the insufficient

supporting role in the process of data training make it difficult to form an overall engineering map for the cultivation of data literacy of journalism and communication talents.

2.2 The Single Mode of Talent Training

The current training mode of journalism talents in colleges and universities is still in the transition stage from traditional media to digital media, and training content, teaching evaluation and teaching methods are lagging behind. For example, most schools still implement teaching through the explanation and infusion of journalism theory, and the practical way of “collecting, writing, editing and evaluation”. Meanwhile, the lack of integration and complementarity between courses, the limited integration between course content and current digital media, and the insufficient connection and integration between theoretical and practical courses result in low learning enthusiasm of students and poor teaching effect^[3].

2.3 The Lack of School-enterprise Cooperation and Practical Teaching

In view of the current organization and implementation of journalism practice teaching in colleges and universities, some colleges and universities still use traditional institutions such as television stations, radio stations and paper media as practice teaching places, and have less cooperation with new media organizations such as integrated media centers and commercial media organizations, so that they cannot provide students with adequate digital practice training platforms, and there are great restrictions on the connection between the market and the journalism and communication talents.

3 The Paths of Data Literacy Training for Journalism and Communication Talents under the Background of New Liberal Arts

3.1 Promote Interdisciplinary Collaboration and Consolidate the Knowledge Structure of Journalism Communication Talents

On the one hand, under the background of the digital era, journalism and communication has changed from the original simple news and information communication to “surrounding media”, and the extensibility and expansion of news information are higher. Therefore, interdisciplinary talents with interdisciplinary characteristics and cross-disciplinary background are urgently needed. According to the “compound” talent training goal, and combined with professional characteristics, the course rectification direction is adjusted around “journalism and communication plus”, and the compound course group is constructed to promote the “integration and communication” of discipline integration. In the specific implementation process, disciplinary knowledge, ethics, practice, professional ability, international vision, lifelong learning, innovative design, and information technology are taken as classification criteria, corresponding to the eight categories of liberal arts, such as Marxist news concept, history of Chinese and foreign journalism and communication, science, agriculture and medicine, Chinese communication, international and cross-cultural communication, creative communication, etc., to list a matrix relationship diagram between journalism and communication courses and the requirements of the new liberal arts, and form a systematic and perfect interdisciplinary curriculum system, so that students can get access to knowledge in multiple fields, have interdisciplinary innovative thinking, and further enhance their interdisciplinary integration ability.

On the other hand, it is necessary to establish and perfect the digital curriculum system and

improve the training plan. Colleges and universities can learn from the successful cases of other colleges and universities, and combine their own curriculum systems, student characteristics and professional characteristics to make optimizations, so as to train students' thinking in calculation, connection and data classification. In major elective courses, the database, visual communication and intelligent communication courses should be introduced. Social network dynamics, data interpretation and algorithmic journalism can be introduced into major basic courses to further improve the communication curriculum system^[4]. For example, the data course of the communication major in Huazhong University of Science and Technology has been relatively perfect designed and planned, including computer and programming foundation in general compulsory courses, digital communication technology foundation, artificial intelligence and data science in subject basic courses, and Python language, data mining and C language programming in subject elective courses, which is clear in the vertical level, and is diverse, scientific and reasonable in the horizontal level. On this basis, colleges and universities also should collect and sort out some classic digital communication cases, and analyzes their design concepts, technology used, data sources, advantages and disadvantages, so as to enrich teaching content and broaden students' knowledge horizon.

3.2 Use Innovative Technology and Further Promote the Upgrading of Teaching Formats and Modes

Colleges and universities should rely on innovative technology to actively explore innovative teaching modes and teaching methods. A collaborative teaching team can be set up to jointly negotiate and formulate teaching content and develop teaching plans. And relying on the media ecology of "multiple teachers in the same class", experts and scholars in the field of communication format and new media format are connected in the form of short classes, live broadcasts and cloud tasks to improve the thickness, depth and breadth of knowledge. It enables new media students to have access to the professional knowledge of different disciplines, have a clear understanding of the structure and correlation of knowledge in various disciplines, and enhance the comprehensiveness of students' abilities. At the same time, the autonomous identification and decision-making functions of AI, algorithmic tools and big data have an impact on the logic and path of information transmission, which requires students to be proficient in modern technology and intelligent tools. Colleges and universities can also create teaching situations of news gathering with the help of virtual space. It requires students to think based on task requirements, sort out knowledge points, flexibly use information gathering skills, and cooperate with news robots to complete corresponding tasks, thus effectively enhancing students' ability to produce multiple intelligent news and improving students' data literacy.

3.3 Strengthen the Cooperation between Schools and Enterprises and Improve the Practical Ability of Journalism and Communication Students

First of all, colleges and universities should focus on cultivating students' ability to manipulate and cite digital technology, and enhancing students' ability to predict and perceive the future development trends of media technology and communication industry. Second, universities and media practice institutions should strengthen cooperation and reach a consensus on practical teaching, curriculum optimization, platform construction and student internship, so as to provide more opportunities for students to participate in digital communication projects. For example, they can jointly build an online and offline technology teaching platform, list a panoramic practical operation platform, and form a teaching model that integrates theoretical learning, practical

operation exercises, and cooperative competitions. Qualified schools can also set up the intelligent practical laboratory, integrated media training center, "cross-border industry information processing and future media application laboratory", "public opinion laboratory" and so on for students, which have new liberal arts characteristics, so as to support the development of intelligent teaching and digital training. Therefore, under the leadership and guidance of the project applicant, students can jointly incubate the project, and with the project as the intermediary, in-depth cooperation can be conducted to enhance students' digital application skills and ability in practical training.

4 Conclusion

To sum up, under the background of new liberal arts, the improvement and optimization of the data literacy training of journalism and communication talents in colleges and universities should focus on three aspects, which are promoting interdisciplinary collaboration and consolidating the knowledge structure of journalism and communication talents, using innovative technology and promoting the upgrading of teaching mode, and strengthening the cooperation between schools and enterprises and improving the practical ability of journalism and communication students, so as to further improve the education and teaching effect, cultivate students' comprehensive ability and digital literacy, and better meet the new needs of the intelligent media era.

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