

The Innovative Path of Journalism and Communication Education Model under the Background of New Liberal Arts

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ABSTRACT

Under the guidance of the new liberal arts education concept, journalism and communication studies are a comprehensive discipline that combines humanities and social sciences with information technology; The innovation of its educational model has become the key. This paper focuses on the innovative path of the education model in journalism and communication under the background of the new liberal arts, elaborating on the requirements of the times under the background of the new liberal arts, and proposing a series of feasible innovative paths; This aims to actively respond to the changes of the times, optimize the educational environment, improve the quality of education, and meet the new demand for news and communication talents in society.

KEYWORDS

new liberal arts background; journalism and communication studies; educational model; innovation strategy

1 Introduction

With the rapid advancement of technologies such as big data, artificial intelligence, and blockchain, the field of news communication is undergoing profound changes. The current education model of journalism and communication can no longer fully meet the society's demand for diversification, specialization, and internationalization of journalists. The proposal of the new liberal arts education concept clearly advocates interdisciplinary integration, equal emphasis on theory and practice, and a balance between international perspective and local sentiment. It clarifies the path for the reform of the education model in journalism and communication studies.

2 The Requirements of the Times under the Background of New Liberal Arts

As an educational philosophy, the new liberal arts integrates modern technological elements on the basis of traditional liberal arts, and emphasizes the integration of interdisciplinary studies and the cultivation of innovative abilities. It focuses on breaking down barriers between disciplines, actively promoting the deep integration of humanities and social sciences with natural sciences and information technology, in order to cultivate both profound humanistic literacy and proficiency in modern technological means; This is a versatile talent capable of addressing complex social issues. In the context of the new liberal arts, journalism and communication education should not only be responsible for imparting professional knowledge, but also focus on cultivating students' innovative thinking, critical thinking, and cross-cultural communication skills to adapt to the rapidly changing

media environment. The transformation of this educational philosophy aims to enable students to better adapt to the development needs of future society and become outstanding talents with comprehensive literacy and abilities.

In recent years, the country has paid high attention to the development and innovation of higher education. In the *Opinions of the Ministry of Education on Accelerating the Construction of High level Undergraduate Education and Comprehensively Improving Talent Training Capacity*, it is clearly stated that efforts should be made to promote the construction of new engineering, new medicine, new agriculture, and new humanities, with the aim of building a high-level talent training system. In this context, the rise of the new liberal arts signifies a significant change in the demands of the times for talent. [1] On the one hand, with the deepening of globalization, talents with international perspectives and cross-cultural communication abilities are increasingly favored by society. Therefore, the new liberal arts education needs to prioritize the cultivation of students' global awareness and international competitiveness, enabling them to examine and solve problems from a global perspective, and possess stronger international adaptability and competitiveness. On the other hand, with the rapid advancement of technology and the continuous development of society, talents with multidisciplinary backgrounds and comprehensive abilities have become valuable resources for society. New liberal arts education should encourage students to explore a wide range of knowledge and skill areas, promote their formation of diverse ability structures, and better cope with the complex challenges that future society may face. The transformation of this educational model aims to cultivate high-quality talents who possess both profound humanistic literacy and the ability to flexibly respond to diverse social needs.

3 Innovative Path of Journalism and Communication Education Model under the Background of New Liberal Arts

Against the backdrop of the development of new liberal arts, journalism and communication, as an interdisciplinary field, has become particularly important and urgent in terms of innovative strategies for its educational model. Given the rapid advancement of information technology and the profound transformation of the media environment, the existing news and communication education models have shown insufficient adaptability to the needs of the new era. In view of this, we urgently need to actively explore and implement a series of scientific and systematic innovation strategies, in order to cultivate high-quality news and communication talents who can meet the future trends of social development.

3.1 Building a Cross-Border Integrated Curriculum System

The new liberal arts concept advocates the integration and innovation of knowledge across disciplines and fields, aiming to cultivate modern talents with a global perspective, innovative thinking, humanistic literacy, and social responsibility. As a key discipline, the education of journalism and communication also needs to follow this trend, achieving a transformation from knowledge transmission to ability development, and from a single discipline to cross-border integration. The establishment of a cross-border integrated curriculum system should focus on core elements of journalism and communication, such as information dissemination, media technology, cultural understanding, and social responsibility, and build a multi-level and multi-dimensional curriculum system. While strengthening the basic theories of journalism and communication, interdisciplinary knowledge such as data science, psychology, or legal ethics, should be integrated to lay the foundation for cross-border integration. [2] In addition, the core courses of journalism and

communication should be deeply integrated with related field courses, such as *News Editing and Data Analysis*, and *Media Ethics and Social Psychology*, to cultivate students' ability to apply interdisciplinary knowledge to solve practical problems. At the same time, diversified elective courses should be provided, covering multiple fields such as culture, art, economy, or politics, to support students' personalized development. Taking *News Editing and Data Analysis* as an example, this course not only emphasizes news editing skills, but also requires students to master data analysis tools to explore the value of news. During the teaching process, teachers can use real cases and data visualization techniques to enhance students' ability to extract news clues from data. In addition, cooperation with data science majors should be strengthened, and professionals should be invited to participate in teaching, which can further enhance students' data analysis abilities. For example, the course *Media Ethics and Social Psychology* aims to enhance students' ethical judgment and social psychological analysis abilities. Through teaching methods such as case analysis and role-playing, students can gain a deeper understanding of the impact of media behavior on social psychology, and learn to adhere to ethical bottom lines and respect public rights in news communication practice.

3.2 Strengthening the Practical Teaching Process

The proposal of the new liberal arts concept has brought new development momentum to journalism and communication education. Currently, educators not only need to solidify students' theoretical foundations, but also focus on cultivating their ability to solve complex problems, innovative thinking, and professional qualities. In this context, it is particularly important to innovate the education model and strengthen the practical teaching process. To this end, a diversified practical teaching system should be established; cooperation with media, advertising and other industries should be deepened; internship and training bases should be established; virtual reality (VR) and augmented reality (AR) technologies should be introduced; simulation training platforms should be built, and students should be encouraged to participate in news communication projects such as campus news gathering and writing, or social media operation, in order to enhance their practical abilities.

At the same time, interdisciplinary integration and innovation should be promoted by offering interdisciplinary courses such as *Data Journalism* and *Computational Communication*, and jointly developing training plans with disciplines such as Computer Science and Technology and Data Science. This can promote interdisciplinary communication and cooperation, cultivate students' innovative thinking and research abilities. [3]

In addition, it is necessary to improve the evaluation system and feedback mechanism, incorporating students' practical abilities, innovative achievements, teamwork, and other aspects into the evaluation system; We should also strengthen the monitoring and evaluation of the learning process, establish a multi-party feedback mechanism, and continuously optimize the education model to adapt to changes in market demand.

3.3 Promoting Personalized and Differentiated Teaching

Personalized teaching aims to accurately design teaching plans and methods based on students' interests, abilities, and needs, in order to achieve the educational goal of teaching according to their aptitude. In the field of journalism and communication, this requires educators to pay attention to each student's unique areas of interest, such as in-depth reporting, data analysis, or short video creation, and provide corresponding learning resources and practical platforms accordingly. Differentiated teaching is based on recognizing the internal differences among student groups,

adjusting teaching content, difficulty, and teaching modes to enable each student to achieve optimal development based on their current abilities. They complement each other and jointly construct an educational philosophy that meets the needs of the new era. Personalized and differentiated teaching models can fully stimulate students' enthusiasm for knowledge, lead them to explore their respective fields of interest, and fully tap into their potential, cultivating news communication talents with unique personalities. By teaching according to the personalized needs and characteristics of students, the targeting and effectiveness of teaching can be significantly improved, students' learning motivation and participation can be enhanced, and ultimately the overall teaching quality and effectiveness can be optimized. Given the increasingly diversified demand for talent in the news and communication industry, promoting personalized and differentiated teaching is crucial for cultivating composite talents who meet industry needs and possess innovative and practical abilities. To further implement this teaching model, teachers can refer to the development trends and industry requirements of journalism and communication, and construct a diversified curriculum system covering basic, professional, elective, and practical courses, providing students with diverse learning choices.

At the same time, implementing a tiered teaching strategy based on students' academic foundation, learning ability, and other factors can ensure that each student receives teaching content and difficulty that matches their abilities. In addition, modern teaching methods such as case-based teaching, project-based learning, and flipped classroom are widely adopted to stimulate students' active learning willingness and exploratory spirit, which can promote the development of their self-learning and exploratory abilities.

Actively establishing close cooperative relationships with media organizations and advertising companies can provide students with rich internship and training opportunities, allowing them to hone their skills, accumulate experience, and comprehensively improve their professional ethics through practice.

3.4 Strengthening the Construction of the Teaching Staff

The importance of an excellent teaching staff in the field of journalism and communication is self-evident. They are able to keep up with the forefront of the discipline, lead research directions, and promote the deep integration of theory and practice. The professional competence and teaching ability of teachers have a direct impact on students' learning outcomes and growth quality. By emphasizing both introduction and training, we can actively attract well-known scholars and industry experts from home and abroad to join us, and encourage teachers to participate in academic exchanges and further training at home and abroad, in order to improve the overall level of teaching staff. [4]

At the same time, emphasis should be placed on interdisciplinary team building, encouraging news and communication teachers to collaborate with teachers from other disciplines to jointly carry out interdisciplinary research and teaching activities, in order to broaden research perspectives and teaching content. We should also strengthen the practical teaching process, establish cooperative relationships with mainstream media and new media enterprises, provide internship and training platforms for students, and cultivate their teamwork, problem-solving, and innovation abilities.

In addition, incentive mechanisms and evaluation systems should be improved. By establishing teaching and research awards, green channels for professional title promotion, and other means, teachers' work enthusiasm and creativity can be stimulated, and their career development needs can be addressed, providing personalized career planning guidance. Building a diversified and comprehensive evaluation system can promote the all-round development of teachers.

4 Conclusion

In summary, in the context of the development of new liberal arts, the innovative path of the education model in journalism and communication studies is accompanied by many challenges and also contains vast opportunities. Only by keeping up with the trend of the times, actively facing changes and challenges, and continuously exploring and practicing innovative educational models and teaching strategies, can we cultivate more news and communication talents who are in line with the needs of the times, possess innovative spirit and practical ability.

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