

Research and Practice on the Mode of Innovation and Entrepreneurship in Journalism and Communication

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Abstract: At present, the employment direction of journalism and communication majors is relatively diverse, and the employment prospects are relatively optimistic. However, there are problems such as low employment rate of mainstream media, low employment satisfaction, increased demand for compound talents by employers, and unsatisfactory employment quality. We can promote the employment of journalism and communication students from the aspects of rebuilding the talent training system, strengthening employment guidance, strengthening general education, improving school conditions, and strengthening the construction of practice bases.

1. Introduction

In the era of "Internet +", modern information communication technology has provided unprecedented technical support for the reform of higher education. Journalism and communication majors in Colleges and universities are facing enormous employment challenges, and are actively exploring innovative practice teaching mode. Under the guidance of "open, free and innovative", the related majors of Journalism and communication in Shangqiu college adhere to the concept of "big communication and great practice", keep pace with the times, actively use the network and new media technology innovation practice teaching methods, build the practical training platform and new media matrix, and explore "practice + theory + practice". The sandwich type classroom and the experiential practice teaching method that teachers and students participate together can achieve micro transformation and micro innovation in journalism practice teaching. The major of Journalism and communication is to pay attention to practice, and the impact of new media on the traditional media. It is imminent to explore the practical teaching methods to enhance the practical ability of the students. Based on the practice teaching activities in Colleges and universities, this paper discusses some viewpoints from teachers, students, classroom and other aspects.

2. Difficulties in Employment for Journalism and Communication Majors

(1) The employment rate of mainstream media is low, and employment satisfaction is not high.

Although the employment rate of graduates of journalism and communication majors is relatively high, the number of people employed in the mainstream media is relatively small. Since the position of the traditional mainstream media industry is almost saturated, there are fewer jobs for recent graduates. Other mainstream media also have limited employment for graduates because of the controls they have compiled. In this case, it is more difficult for graduates to enter a professional counterpart's media unit, and thus a large number of other industries related to the profession. Therefore, students in journalism and communication majors are prone to the gap between actual employment and employment expectations, which affects job satisfaction.

(2) Employers have higher requirements for the level of graduate schools

The news media and some competitive employers often have restrictions on the school level of graduates in the recruitment conditions. "985 and 211 college students give priority to "almost the unanimous requirements of hot units. Although many employers did not explicitly ask for the school level in the recruitment notice, they will actually consider this in the process of reviewing resumes, etc. The journalism and communication majors who graduated from the three colleges have almost no contact with the provincial and central media. The favorite work units are favored. Most of the journalism and communication majors are lower in level, smaller in scale and less well-paid. When media companies or institutions take office, there is a big gap between the expected value of employment and the actual situation, and the quality of employment is not ideal. Under this circumstance, most students will think that the development prospects of employers are small, and they will often leave in the short term.

(3) Unbalanced employment areas

Due to the promising prospects and high treatment of the economically developed metropolitan media industry, a large number of graduates of journalism and communication majors choose to seek employment opportunities in large cities after graduation. On the one hand, this situation has caused the shortage of jobs in large cities, and on the other hand, the loss of news communication talents in underdeveloped cities. Some colleges and universities in remote areas say that graduates stay in the local area for less work, and after a few years of local employment, they also mostly flow into more economically developed areas.

(4) The employer lacks professional awareness

Some graduates reported that many units in the process of applying for the lack of understanding of the journalism and communication majors, so that some professional students lost their job opportunities. For example, due to the adjustment of the professional catalogue, the original "broadcast television journalism" major was changed to "broadcast television". Because there is no "news" or "communication" in the professional name, some employers think that the students of the major are not news. A professional student who disseminates relevant work. For example, employers often think that journalism majors are the most relevant professions in the news media, so they often reject graduates of international journalism, editorial publishing, and other majors in the setting of job requirements. It can be seen that the employer's lack of cognition of journalism and communication majors has set a barrier for graduate employment to a certain extent.

3. The Innovative Significance of Innovative Education in Journalism and Communication

(1) Innovation in the pattern of journalism and communication.

The integration of new and old media in content and form has been greatly improved and developed due to the emergence of innovative education. On the basis of traditional media, emerging media such as mobile phones continue to grow. At the same time, traditional media also fully utilizes and integrates emerging media to make it work for itself, accelerating the process of media integration.

(2) Innovation in information dissemination and reception methods for innovative education.

With the increasing functionality of mobile phones, mass communication has become a major feature of innovative education. Mass communication, interpersonal communication, and organizational communication are integrated into innovation and education, and they also permeate self-distribution. Innovative education can not only realize the first-class communication, but also realize the on-demand and download in a non-linear way, so that the simultaneous communication and real-time communication can coexist. The audience can understand the current news through innovative education, and can understand the past release. News. In the dissemination and reception of innovative education, the audience's acceptance of information and the selectivity are constantly strengthened. People can freely select and send information, and realize timely and interactive information.

4. Research on the Training Mode of Innovative and Entrepreneurial Talents in Journalism and Communication

Educating people is the foundation of education, and the practice of reforming talents has undoubtedly become the hottest topic of journalism reform. Focusing on the innovation of talent training mode, the journalism departments have carried out useful explorations.

(1) Interdisciplinary training mode

Interdisciplinary training models are increasingly favored. Students choose one of economics, sociology, electronic information science and technology, law, political science and administration, Chinese language and literature, international political science, and administrative management. The third and fourth year of professional education, Then follow the direction of journalism and communication to conduct professional courses. In the United States, Columbia University School of Journals and other colleges offer dual master's degrees, including journalism and business, journalism and computer science, journalism and international and public affairs, journalism and law, journalism and religion.

(2) Multinational cooperation training mode

In recent years, the "transnational cooperative education" model has received much attention. The School of Journalism of Fudan University has established international cooperation double degree programs with leading universities including the London School of Economics and Political Science, the University of Missouri School of Journalism, and Waseda University of Japan. The School of Journalism and Communication of Tsinghua University regards "internationalization of running schools" as the entry point for the reform of journalism education, and established the first master's program in the Mainland, "Global Financial News", to recruit international students from all over the world. Columbia University has partnered with the French School of Political Science in Paris and the University of Witwatersrand in South Africa to offer a dual degree joint training program for journalism graduate students. In addition, students from the Columbia University School of Journals have the opportunity to travel to Central Europe, Argentina and India.

(3) Adhere to rigorous teaching and break through the shortcomings of scientific research

Teaching and research are the right arm of university teachers. While adhering to rigorous teaching, we must squeeze out time to read books and research to do research. As a young teacher, research is often short-board, so it takes more time to delve into it. At the same time, it can also lead students to participate in scientific research projects, cultivate students' scientific research ability, and lay the foundation for the graduation thesis and postgraduate study.

Teachers in the teaching and research section have achieved good teaching results since their employment, and their evaluation results have been maintained at a good level. Although the teaching tasks are heavy, I still insist on applying for the topic and writing a thesis. At the same

time, the “number media group” prepared by the teaching and research section adopted the “apprenticeship system” to lead excellent undergraduates to participate in various social science research projects of teachers, forming a new situation in which young teachers and students grow together.

(4) to create "practice + theory + Practice" Sandwich-style news communication class

In the new media environment, the rapid development of the Internet has not only affected the pattern of traditional media, but also subverted and reconstructed the university classroom. The journalism communication class must change the teaching method based on the past teaching theory, embed the theory and practice, highlight the proportion of practice, and create a "practice". + theory + Practice "Sandwich classroom teaching mode.

For example, the "Introduction to Journalism" course has realized the transition from teacher-speaking "one-man show" to teacher-student participation and interactive sharing of inquiry classrooms. 15 minutes before each class is the latest media case study or Wenxin Vision (student's own column). This kind of practice + theory + Practice" Sandwich-style classrooms make students become participants in the classroom. The enthusiasm and initiative are high. The classroom becomes a stage for students to show their individuality and talents, thus achieving satisfactory teaching results.

5. Our Country University News Spread Primarily Effective School Entrepreneurship Education

(1) The research results of university news communication and entrepreneurship education are increasingly enriched.

With the continuous development of entrepreneurship education and entrepreneurial activities, the research results of journalism and communication entrepreneurship education in China are also constantly enriched. From a holistic perspective, China's entrepreneurship education research "learning from the foreign model of the entrepreneurial education exploration period" to the employment problem-oriented entrepreneurial education development period "current stage is the promotion of student ability training in the transition period of entrepreneurship education" in the three periods of evolution. In quantitative terms, the number of research results on entrepreneurship education has increased year by year and has remained at a high level in recent years.

(2) Establishing student media and providing a multi-form practice platform

For example, the campus student media of the NPC School of Journalism, "News Weekly" and the "Fresh Media" of the School of Journalism and Communication of Tsinghua University. At present, "Qingxin Media" has a flat media practice platform "Fresh Times", a documentary-oriented image creation practice platform "Qingying Studio", a video program production platform "Fresh Vision", and a network practice platform "Fresh Network", etc. News production practice in a multimedia context can be achieved without leaving school. Sun Yat-sen University has established a photojournalism laboratory, a video editing laboratory, a big data dissemination laboratory, an audience behavior and psychological testing laboratory. It also cooperates with Nandu University City APP and Guangzhou Youth Daily to cooperate with the University City Weekly. Community media for the services of Wancheng University Islanders. The School of Journalism of Wuhan University has successively held the "Mr. News, Miss News" contest to strengthen the social practice effect of the second class.

(3) Introducing industry resources, and integrating classroom teaching into actual combat elements

For example, the School of Journalism of Renmin University of China has set up a number of lecture courses such as the “Special Lectures on News Communication” for graduate students'

elective courses, and invited many leading figures in the media industry to go to the podium to share their experiences in real-life experience; hire senior media people to serve as “news interviews and writing”. For class teachers in specialized courses, excellent classroom assignments are directly recommended to the public for public publication. At Tsinghua University, well-known media people were invited to become special tutors for “Fresh Media”. The School of Journalism of Fudan University held the “Fudan News Lecture Hall” and invited the industry to teach students the cutting-edge knowledge of new media. Liu Shengyi, President of Tencent’s online media business group, Sun News, Director of News and Events, and Sun Xiang, Director of News Products, etc. Classroom teaches new media experiences.

(4) Application of resource search algorithm in innovation and entrepreneurship education

With the development of Internet technology, all kinds of preschool education institutions or individuals have released their educational resources on the Internet. The abundance of these resources surpasses the resources of any single unit in the past, and it can provide almost all of its own resources on innovation and entrepreneurship education in journalism and communication. The use of noise filtering algorithms can provide relevant personnel in the field of education with innovative and entrepreneurial education resource retrieval services.

In the vector space model, each document is regarded as a vocabulary set, and then expressed as a vector of term weights: $d_i = (w_{i1}, w_{i2}, \dots, w_{in})$. Among them, d means not the same document, and n means the dimension of the term space. The weight of each entry represents the importance of the entry in the document. Usually use the TFIDF method or some of its variants to calculate the weight of the entry. The similarity of two documents is expressed by the cosine value of the angle between their corresponding vectors, as shown in formula (1):

$$Sim(d_i, d_j) = \frac{\sum_{k=1}^n w_{ik} \times w_{jk}}{\sqrt{(\sum_{k=1}^n w_{ik}^2)(\sum_{k=1}^n w_{jk}^2)}} \tag{1}$$

The various forms of TFIDF calculation weights are widely used in retrieval systems. As a measure or rating of the degree of correlation between documents and user queries, the most commonly used TFIDF formula is shown in formula (2):

$$w_i(d) = \frac{tf_i(d) \times \log(N/n_i)}{\sqrt{\sum_i (f_i(d) \times \log(N/n_i))^2}} \tag{2}$$

(5)1 News communication innovation and entrepreneurship education courses

In order to understand the current situation and existing problems of innovation and entrepreneurship education in journalism and communication, 200 journalism and communication students from H University were selected and conducted a questionnaire survey. In the survey on whether innovation and entrepreneurship concepts are permeated in this professional course, the results are shown in Table 1. 36 and 50 people strongly agree and relatively agree, accounting for 18% and 25% of the total number of people, 56 and 32 people Those who expressed disagreement

and strongly disagree, accounting for 28% and 16% of the total number of students, and 13% of students said they were not sure.

Table 1. The school has set up compulsory or elective courses for innovation and entrepreneurship

	Frequency (person)	percentage(%)
Very much agree	36	18%
Quite agree	50	25%
uncertain	56	28%
Disagree	32	16%
strongly disagree	26	13%

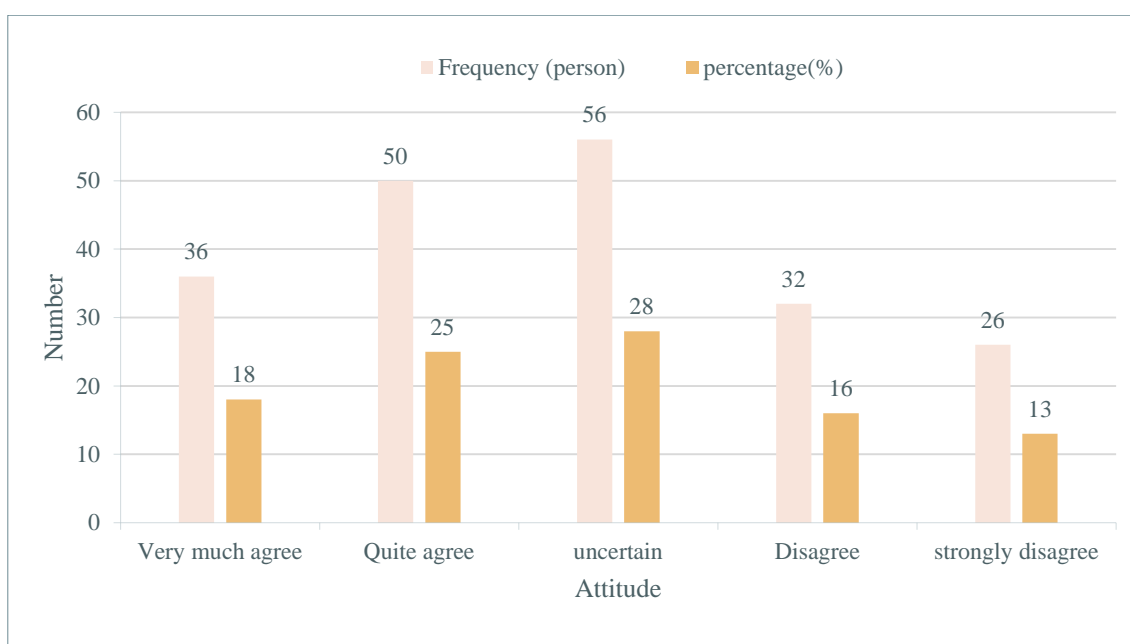


Figure 1. The school has set up compulsory or elective courses for innovation and entrepreneurship

It can be seen from Figure 1 that the concept of innovation and entrepreneurship is not well penetrated in the professional courses of journalism and communication. And the survey found that most students said that the innovation and entrepreneurship courses of journalism and communication majors are mainly based on teachers' theoretical explanations. In the classroom, teachers still occupy a dominant position and still adopt the traditional "indoctrination" teaching method. This teaching method Although it is convenient for students to master theoretical knowledge as soon as possible, for innovation and entrepreneurship education, only theoretical preaching cannot meet the needs of students at all.

(6) Resource support

It can be seen from Table 2 that when asked about “the establishment of innovative and entrepreneurial associations in journalism and communication”, 22% of the students expressed their strong agreement, and 20% of the students expressed their agreement, and the number of those who agreed accounted for the total number. 62%, indicating that the school's innovation and entrepreneurship student associations are well developed. Regarding whether the school often organizes innovation and entrepreneurship competitions and activities, 12% of the students strongly

agree that the school often organizes innovation and entrepreneurship competitions and activities, and 36% of the students believe that the school sometimes organizes innovation and entrepreneurship activities and agree that the school often conducts innovation and entrepreneurship activities. Students accounted for 48%, and those who disagreed accounted for 12%.

Table 2. Resource support for innovation and entrepreneurship

	Numbering	Very much agree	Quite agree	uncertain	Disagree	strongly disagree
Innovation and Entrepreneurship Society	1	22%	40%	14%	14%	10%
Carry out events	2	12%	36%	40%	8%	4%
Conduct lectures	3	12%	32%	28%	14%	14%
Entrepreneurship support funds	4	10%	16%	30%	18%	26%
Publish relevant policies and information	5	10%	28%	22%	20%	20%

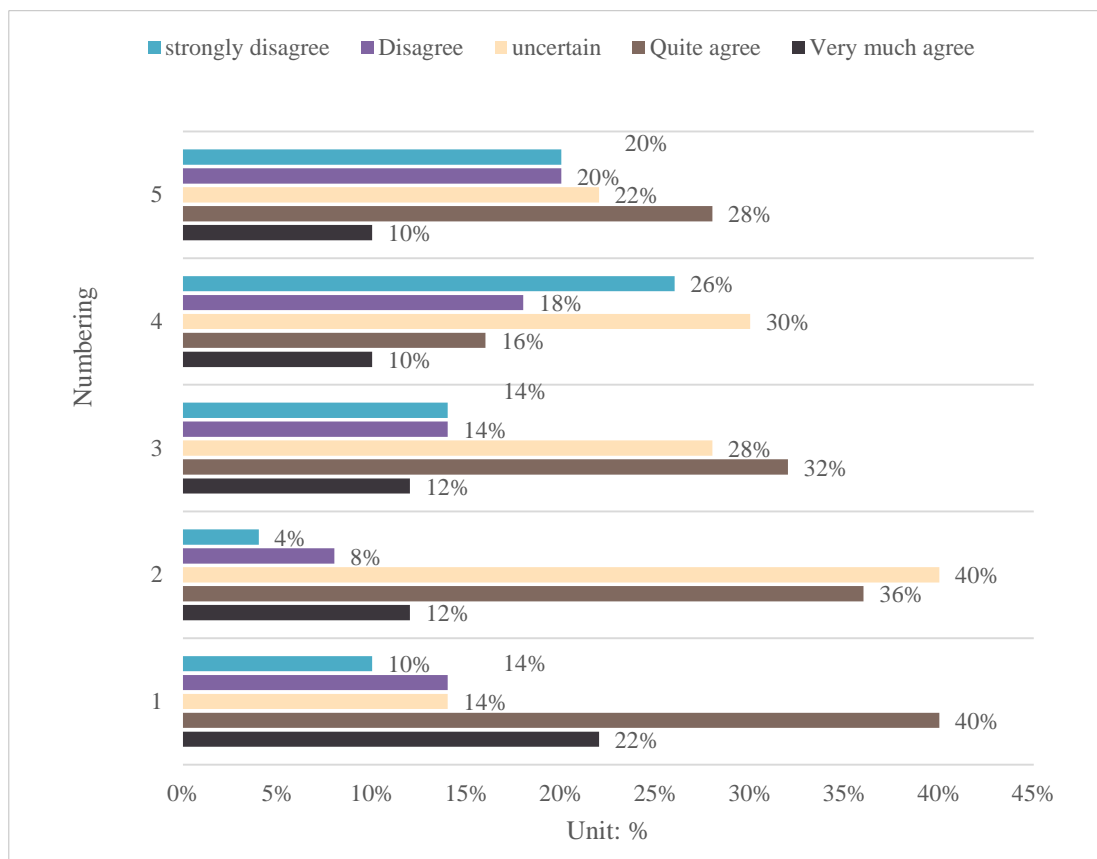


Figure 2. Resource support for innovation and entrepreneurship

It can be seen from Figure 2 that the innovation and entrepreneurship competitions and activities of the journalism and communication major of H University are well developed, and most of the students know that the school has launched innovation and entrepreneurship activities. The school's provision of sufficient entrepreneurial funding support for students has not been universally recognized by students. Only 10% and 16% of the students strongly agree and quite agree that the school provides adequate entrepreneurial funding support, and 30% of the students are not sure, and

18% and 26% of the students strongly disagree and disagree that the school has provided sufficient entrepreneurial funds, indicating that the school's entrepreneurial funds are insufficient and do not meet the students' expectations. The school still needs to increase entrepreneurship. Regarding whether the school frequently publishes policies and information related to innovation and entrepreneurship, 10% and 28% said they strongly agree and quite agree, 22% said they were not sure, and 20% and 20% said they strongly disagree and disagree. It can be seen that students have a low degree of recognition of the school's innovation and entrepreneurship policies and information publicity, and the school's publicity is not strong enough.

6. Conclusion

Although communication communication cannot find its own academic identity in a short period of time, it can clear its own research core and clear its own research subject in the various news communication fields caused by big data. On the surface, various disciplines are now involved in the field of news communication, but the research entry points of different disciplines are different. Big data is more typical in the study of journalism and communication, such as the study on elections. The entry point and focus of research are a series of related issues around the innovation system. In the field of economic and financial, big data is often used in economic trends. Analysis; In historical studies, big data can be used to support and illustrate the historical evolution of events or knowledge. Information dissemination and related issues in these studies are often used as a supporting basis, but for journalism communication research, the author believes that the law of information dissemination is the main subject of research. The difference between research perspective and core concern is to distinguish news communication research from other social science research from one aspect.

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Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

Conflict of Interest

The author states that this article has no conflict of interest.

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