

Original Research Article

On the teaching reform of radio and television editing and directing major under the mode of cultivating applied talents

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Abstract: Radio and television director is an applied subject compared to the basic subject, and its teaching content is often adjusted with the development of mainstream media. However, there is still a serious mismatch between the form and content of professional teaching and the demand for social work posts, which leads to the students' professional knowledge can't be perfectly adapted to the needs of their social work. Therefore, how to fully carry out the teaching innovation of radio and television editing and directing major under the application-oriented talent training mode becomes very critical. This paper analyzes the problems existing in the teaching process of radio and television editing and directing major, and puts forward the corresponding teaching reform plan.

Keywords: Radio and television director; applied talents; teaching innovation

1. Introduction

The major of radio and television editing and directing is closely combined with the development of social media. At the present stage, under the influence of the mode of training applied talents, the radio and television editing and directing specialty is facing the structural adjustment caused by the brand new media such as live broadcast and short video. This new challenge to the rapid development of its many professional teaching methods also usher in an unprecedented great test. So as far as the present stage is concerned, the teaching reform of the major should be further strengthened under the mode of combining the cultivation of applied talents, so that students can really find their own jobs after graduation, which is the current professional need to explore in-depth issues. Therefore, this paper will analyze the problems existing in the current curriculum teaching of radio and television editing and directing industry, and give the corresponding solutions.

2. Analysis of the problems existing in the current curriculum of radio and television editing and directing major

As long as the content of the current course for the major of radio and television editing and directing includes two aspects, one is the professional program editing and directing, and the other is the related basic theory, at the same time, we also need to further strengthen the professional direction of the applied professional skills in a continuous way. Through a deep understanding of the current stage of radio and television editing and directing professional curriculum arrangements, it can be found (**Table 1** and **Table 2** respectively for a university radio and television editing and directing professional education and practical class curriculum).

Course code	Course title	Total credits	Total hours	Timetable hours
FT100	History of Chinese and foreign film and television	4.0	64	64
FT210	Audio-visual Language	2.0	34	34
FT205	Screenplay Foundation	3.0	51	51
FT217	Film theory and criticism	2.0	34	34
FT224	Film editing	3.0	51	51
FT340	Introduction to Western Art	2.0	32	32
FT219	Special effects and packaging	3.0	51	51
FT220	Post production of film and television programs	4.0	68	68
FT321	Fundamentals of film and television performance	2.0	34	34
FT323	TV art director	2.0	34	34
FT327	Film marketing	3.0	51	51
FT328	Documentary director	3.0	51	51
FT329	Film and television director	3.0	51	51
JC322	Video advertising	2.0	34	34

Table 1. Teaching courses of radio and television director major in university

Course code	Course title	Total credits	Total hours	Timetable hours
FT104	Hong Kong and Taiwan film and television research	2.0	34	34
AD901	Art Foundation	2.0	34	34
FT009	Research on film masters	2.0	34	34
FT221	Hollywood film research	2.0	34	34
FT332	TV host art	2.0	34	43
PU356	Introduction to Chinese culture	2.0	34	34

Table 2. Practice courses of radio and television director

At present, there are some differences in the curriculum arrangement and teaching objectives of applied talents cultivation. The main reasons for this problem include the following aspects.

2.1 Emphasis more on theoretical inculcation and serious neglect of practical development

With the reform and development of media field in our country, the demand of professional talents is increasing year by year. In the teaching process of radio and television editing and directing major in many colleges and universities, there is still a situation where more attention is paid to theory inculcation but less attention is paid to practice. This directly leads to the development of teaching and the current stage of social post demand can't effectively match, resulting in the final training of professional graduates can't be competent for the professional post. In recent years, in order to solve this problem well, many colleges and universities' radio and television editing and directing majors have gradually increased the weight of practical teaching, however, there is still a gap between the demand for skills and the demand for relevant talents in the actual field of industry.

2.2 Focus on imitation over creativity

In recent years, many colleges and universities' radio and television director majors take "fully enhancing the

application talented person to cultivate the quality, further strengthening the student comprehensive specialized accomplishment" as the basic principle. Through the current teaching development present situation, we should carry out appropriate teaching innovation system. However, in the process of teaching transition, professional students have a relatively strong ability to imitate but a serious lack of self-innovation. In a word, the basic ability of students' major is relatively good, but the comprehensive ability of practical application is relatively weak. In the teaching process, the actual performance is: in the course practice, the students can produce the related works according to the teacher's guidance, but when they need to create independently, they are often unable to do so. The core reason of this problem is that the whole knowledge structure of students is relatively narrow, their vision is not open enough while the comprehensive quality of specialty is relatively weak, and the teachers have not effectively guided students to participate in the teaching practice. As a result, there are often a lot of finished products having the problem of relatively poor creativity.

3. Analysis on the reform of teaching content of radio and television editing and directing specialty

According to the universal problems existing in the teaching of radio and television editing and directing in many colleges and universities at present, we can fully develop the teaching mode of "foundation + ability", so that students' comprehensive quality can be promoted in an all-round way. The concrete reform measures mainly include the following aspects:

3.1 Improvement of the competency-based curriculum framework

In order to further improve the curriculum structure of radio and television editing and directing major, all kinds of professional courses should insist on ability-based comprehensive curriculum design reform. At the same time, according to the requirements of professional curriculum design, the individual courses should be effectively connected to each practical training link. For example, in Standard Chinese, a basic course for students, many students only have a preliminary understanding of the theory of the Chinese language in the course of study, but in the actual practice application process, the students have not really achieved and the professional knowledge in-depth combination. This shows that such courses are not suitable for the application of the professional requirements, so schools can make appropriate adjustments in the proportion of teaching.

3.2 Create a new teaching system that combines both

Through the creation of a new teaching system, we can effectively integrate the various professional courses in an in-depth way. For example, in a course design, we can effectively integrate the skills of many disciplines, thus creating a diversified form of training. Such a new teaching system can better show the ability of teaching assistance and educational application, and further deepen the students' enthusiasm for learning and the ability to explore and create. Students are better able to combine their practice with their major effectively. At the same time, in order to further enhance the quality of the graduation design, the school can set up the whole practical training in the early stage of the graduation design, so as to further enhance the combination of the students' graduation work and social practice.

4. Conclusion

With the rapid change of the times, the media industry has also undergone a tremendous transformation. At the present stage, the professional demand of media talents is also different from the past. Although the professional skills of radio and television directors in the past are also the essential basic qualities of many posts in the media industry at the present stage, the media industry is more in need of new talents with multi-disciplinary integration. Therefore, the radio and television editing and directing major needs to carry out the reform of teaching under the training mode of application-oriented talents, increase the proportion of practical teaching courses, so as to effectively train the professional talents who match the professional positions of the market.

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