

Research on the Study of Cultural Classics and the Cultivation of News Communication Talents

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Abstract: The conflict and difference of civilizations are currently the forefront of academic issues and the core issue of education. Contemporary cultural construction is facing an important turning point from "westernization of China" to "sinicization of the West". There is a serious contradiction between the historical mission of cultural inheritance and the lack of traditional culture in the cultivation of journalism and communication talents. This article analyzes how to position the role of traditional culture at the current stage and analyzes the "useful use" of traditional culture in the cultivation of journalism professionals from three aspects, and preliminary considerations were made on how traditional cultural dissemination can be integrated with the cultivation of news professionals.

Keywords: Cultural Classics, News Communication Talents

1. INTRODUCTION

In the training mode of news and communication talents, emphasizing the reading and learning of cultural classics is based on a rational judgment of the development trend of contemporary culture, and is a deep reflection on the historical mission of cultural inheritance and the lack of traditional culture in news and communication. Reading cultural classics will make future news and communication workers become inheritors and disseminators of traditional culture. For a long time, in universities, our positioning of traditional culture education has been "a fundamental course to enhance students' humanistic qualities." And our role in traditional culture is also more inclined towards its "useless use."

Believing that traditional culture is the fundamental knowledge that constitutes the bottom layer of students' thinking, it is the knowledge that subtly constructs students' worldviews and values, and its role is difficult to perceive, but it is also indispensable. News dissemination is not limited to information transmission from a theoretical perspective, but rather to information integration and transmission from the perspective of social development needs and the information acquisition needs of the people. At the same time, a large amount of information is mixed with important information related to social development and people's living standards, and the connotation and power conveyed by this information will directly affect the quality of social development.

In the process of news dissemination, corresponding talents must be based on the actual situation, go to the scene, and walk into the lives of the masses, to convey more authentic information. Therefore, it is crucial to pay attention to the practicality of talent cultivation. In the era of media integration, cultivating news dissemination talents also needs to have a clear career direction, which is to adhere to the cultivation concept of practicality. Journalism itself has strong vocational education characteristics and belongs to an applied discipline. Practicality is very important for journalism, and only news communicators with strong practical experience can disseminate high-quality news. Focusing on differences is

a major trend in the contemporary world, which is most typically reflected in the theory of deconstruction.

Subsequently, feminism, postcolonialism, new historicism, as well as Western Marxism, especially the theories of the Frankfurt School, all had a deconstructive color. Many scholars have pointed out that deconstructionism is the inheritance and further development of structuralism. Indeed, both theories are based on examining the relationships between things, but deconstructionism and structuralism are completely different. The overall theoretical pursuit of structuralism is to find the laws that encompass all things, and its "structure" involves the systematization of knowledge. But in the view of deconstructionist theorists, structure is by no means the origin and center of anything, it comes from differences and is determined by them.

2. THE PROPOSED METHODOLOGY

2.1 The conflict and difference of civilizations are not only the forefront of academic research but also the core issue of education today.

As a journalist, one must first abide by the professional ethics of journalism and establish a sense of news orientation. The Code of Professional Ethics for Chinese Journalists clearly stipulates: "promote scientific theories, disseminate advanced culture, shape a beautiful soul, promote social integrity, enhance social responsibility, and resolutely resist content with vulgar style and harmful to people's physical and mental health", and "safeguard the legitimate rights and interests of interviewees, respect the legitimate demands of interviewees, do not disclose personal privacy, and do not defame others. However, in the current era of self-media, there are more and more news aimed at gaining popularity and attracting attention. The reform of news and communication talent cultivation involves many fields and is directly related to concepts, methods, and systems. In the process of reform, most institutions have not accurately positioned the focus of the reform. For example, some universities have focused on

improving students' comprehensive abilities in the process of innovating professional talent cultivation models.

However, the overall reform of universities lacks a solid foundation and guarantee, the perspective of mechanism formulation is not perfect, and targeted analysis and optimization of problems are not implemented based on the actual situation. It only cultivates students based on their individual abilities, resulting in the loss of effectiveness and scientific of the overall cultivation model. The lack of a basic constraint system directly leads to a gradual deviation from the essence and core concepts of talent cultivation in the later stage. In addition to the above cultivation concepts, the concept of keeping up with the times is also a concept that needs to be followed in the process of cultivating news and communication talents.

News communication itself is closely related to the development of the times, technological progress, and environmental changes. In the process of cultivating talents, only by keeping up with the times can the value of cultivating talents be ensured. The overall demand of structuralism is to seek similarities, while deconstructionism precisely seeks differences. Derrida's coined term 'difference', a unique deconstructive term, clearly reflects the tendency to seek differences in thinking. The ideology of deconstruction has greatly influenced postmodernism, which has two main characteristics: one is deconstruction centered and anti-centered, and the other is the emphasis on vulgarity and anti-elitism. Overall, it is deconstruction centered and advocates diversity.

Aphasia "does not mean that we cannot speak, but that our discourse content and language are both Western, rather than our own. As Mr. Cao Shunqing said, "After the May Fourth Movement, Chinese culture and academia embarked on a path of Westernization, leaving us in a serious state of 'aphasia'. We found ourselves always following the west and never surpassing them. The result of this great river change is that today we not only forget our own traditions, but also are left behind by world academia, Yang Pu's psychoanalysis of Zhu Ziqing's "Moonlight in the Lotus Pond" using Freudian psychoanalytic theory is a typical manifestation of "Westernization".

In the training requirements for journalism and communication professionals formulated by the Ministry of Education, it is emphasized that students should have broad cultural and scientific knowledge and be senior specialized talents in journalism and communication who can work as editors, journalists, and managers in news, publishing, and publicity departments. The broad cultural and scientific knowledge and advanced specialized talents highlight the cultural content of cultivating news and communication talents, rather than being proficient in a certain technology as a "craftsman". This passage is a classic example of Laozi's argument on the unified law of syndrome differentiation. Although this passage is not many words long, it has a rigorous and progressive argumentation system. Firstly, the concept of dialectical unity between beauty and ugliness, as well as between good and evil, is proposed. Furthermore, from point to surface, a series of dialectical and unified concepts such as existence, difficulty, length, pitch, pitch, sound, and context are introduced. From quantitative to qualitative changes, it is demonstrated that the law of dialectical unity is the main law of Dao change.

2.2 The Role of Traditional Culture in the Cultivation of Journalism Talents

The typical feature of postcolonial theory is to criticize Western cultural hegemony, and feminism also uses the differential ideas of deconstruction to deconstruct male centeredness. In addition, hermeneutics, the Frankfurt School, and Foucault's discourse theory all have a strong deconstructive color. If we want to sort out the 2018 internet buzzwords, I'm afraid "Zuo Ba" will become one of the top ranked ones. Since Dr. Sun became an internet celebrity, there have been endless reports on the popularity of seat bullies on the internet, even forming a happy and harmonious seat bullies' family. For this phenomenon, we cannot help but think, is such reporting beneficial for purifying social atmosphere or accelerating the decline of the world? What is the news value of Zuo Ba? The result we see is that one blockbuster is reported, and countless blockbusters follow one after another.

Enable talents to have access to many contemporary transmission tools and understand their basic audience orientation, usage methods, and value generated. However, in the actual training process, this innovative strategy of the times is not fully implemented. For example, although students are aware of the important impact of the Internet in news media communication, there are shortcomings in the specific use and development methods of network platforms. The poor correlation between information dissemination and the development and use of new media limits the era transformation of talent development, leading to a closed-door situation in the development of news media.

In the era of media integration, news and communication personnel are also facing a more severe environment. To cultivate high-quality talents, it is necessary to carry out professional and curriculum reforms, to cultivate talents that meet the development needs of the media integration era. Therefore, the school of journalism at Fudan university has implemented a "2+2" undergraduate training reform model. In the process of cultivating news and communication talents, different universities should combine their own advantages and teaching traditions and explore a highly distinctive news and communication talent cultivation model while adhering to the laws and standards of news and communication talent cultivation. For example, actively adding new majors that combine "network and new media", adjusting and setting up traditional news and communication courses, and adding courses related to new media.

The conclusion is that if the 'sage' grasps this law, they will act on the principle of inaction. The argumentation process is concise and rigorous, reflecting the speculative beauty of Laozi's philosophy. The training system involves mechanisms, concepts, and methods. Firstly, both universities and social enterprises and institutions need to formulate optimization mechanisms based on their own development concepts and directions, create a sound cultivation system, and optimize the institutional system in combination with the actual growth needs of talents and the development needs of the field of news and communication, ensuring that the institutional system can become the main basis for innovation in talent cultivation plans.

Under the trend of economic information globalization, the process of cultivating news and communication talents in the era of media integration still needs to strengthen external cooperation, to improve the internationalization level of news and communication talent cultivation and maximize the

professional level of news and communication personnel. In the process of strengthening foreign cooperation, there are differences in the actual situation of different universities, so in the process of news dissemination and foreign cooperation, they also face different situations. So, in the actual training process, universities can gradually deepen foreign cooperation from shallow to deep, from point to surface.

3. CONCLUSION

As an effective classroom teaching method, we suggest that students first preview the original text of cultural classics before class. The teacher selects students to read and explain the original text in class, and then the teacher elaborates on the original text. Based on students' understanding of the original text, the teacher delves into the cultural knowledge and issues related to the original text, expands the knowledge range of students' cultural traditions, and achieves the goal of applying what they have learned. Only in this way can they avoid jumping into the air and learn true knowledge, only then can we cultivate a rigorous and solid learning style. We need to shift the positioning of traditional culture as a useless tool for enhancing human qualities and explore and explore the useful uses of traditional culture. It is more important to effectively introduce the essence of traditional culture into the cultivation of news professionals, not only reflected in relevant courses, but also more importantly in students' thinking, work, and learning.

4. REFERENCES

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