WILEY | Hindawi

*Research Article*

# The Reform of Journalism Education Driven by Digital Technology in the Era of Media Integration

**Fuyin Zhang** [iD]

*School of Literature and Media, Suihua University, Suihua, 152001 Heilongjiang, China*

Correspondence should be addressed to Fuyin Zhang; 2111602012@e.gzhu.edu.cn

Multimedia industry is a combination of economic industry and cultural industry and is a powerful tool to promote national cultural revival. In the process of multimedia integration, the multimedia industry has developed rapidly, and there is a huge demand for talents in this field. However, every year, the graduates of media majors have the status quo that they cannot find a suitable job or leave the original profession. The emergence of this status quo is due to the rapid development of the media industry. We should also see the other side that there is a clear contradiction between the news education of universities and the needs of the industry. In China's journalism major education, there are contradictions between the barriers between colleges and the media industry and the "fine" and "all" dilemmas in the cultivation of talents. The purpose of this paper is to study the reform of journalism major professional education driven by the era of digital media technology. This paper sets up a control experiment to demonstrate that the integration of the concept of media integration into teaching can enable students to achieve greater progress. Through the literature research method, it summarizes the shortcomings of journalism major education at this stage and collects educational reforms from previous students through a questionnaire survey. It is recommended that 79% recommend adding practice links in the teaching process, 45% suggest that network coverage in the classroom is convenient for students to access materials at any time, 73% suggest that practitioners can be invited to participate in teaching, and 63% recommend imitation media. In teaching, 39% suggested that students should be taught according to their individual characteristics. 55% suggested using general education in teaching, and 39% suggested setting up more related competitions.

## 1. Introduction

Education is the cornerstone of national rejuvenation and social progress. It is the fundamental way to improve the quality of citizens and promote the all-round development of people. It is the basic project to promote innovation and cultivate talents, and it carries the people's hope for a happy life. The development of journalism education has been more than 100 years old in the world. It has been in China for more than 90 years. Journalism provides human resource protection for news communication activities. In any industry, education decides the future, including journalism [1, 2]. The media industry has become a sunrise industry. The traditional media such as radio, television, and newspapers are fiercely competitive. The new media with Internet as the main body is later, and the national news communication

industry has entered an unprecedented period of rapid development. In addition, due to the needs of social development and the needs of young students, China's higher education system has undergone reforms, and universities have continuously expanded their enrollment scale. Journalism has become a hot topic in colleges and universities nationwide, and its development is very fast [3, 4]. But behind this noisy and prosperous scene, there are hidden problems that cannot be ignored. Throughout the current situation of journalism education in China, there are some misunderstandings in the training objectives of talents; the past system is still used in the discipline system, teaching content, and teaching methods. The reform of journalism education is slow, which lags behind the development of news communication industry and restricts journalism education. The improvement of quality has caused problems

such as oversupply, disconnection between theory and practice, and deviations between news talents and market demand [5, 6]. Journalism has become an independent discipline, and like any other discipline, it has an irreplaceable position in academia. Today, with the prosperity of journalism, it is necessary for us to reform journalism education to guide the development of journalism [7, 8].

Objectively speaking, the research on talent training mode is not new or beautiful, and it is even stingy to shrink to the study of media talent training mode. However, the mediating characteristics of today's society are becoming more and more obvious, and the integration of the media has become the trend of the times. The media industry is experiencing an unprecedented change. There are indications that we are entering a "big era of the media" [9, 10]. In this "media era," the higher media education as a reserve force for media talents seems to be at a loss in the public voice, but the reform and innovation media talent training model has reached a consensus. In view of this, the author believes that the study of the media talent training model is an indispensable "big issue" in this "media era." The practice of media integration has been flourishing. The new theory and new framework for studying the media talent training model in the context of integration have the dual meaning of theory and practice [11, 12].

Throughout the twentieth century and the first decade of the new millennium, journalism has maintained a traditional education mode, which ignores applied research in supporting pedagogy and journalism innovation. Machado and Teixeira believe that the combination of teaching and applied research is necessary to some extent to overcome the current crisis facing media organizations, which are related to the outdated business model established in the last century. One of the main conclusions of Machado and Teixeira's research is that there is currently a lack of interaction between the university and the media industry and should be given a hybrid teaching model that includes multidisciplinary applied research projects with a focus on developing new formats, graphic languages, technologies, content production platform processes, and prototypes [13, 14]. Schmitz Weiss et al. explore the current state of investigative journalism practice in Latin American higher education. They used a metatheoretical framework called the practice community in their research to try to determine whether there were specific learning practices in the area. Based on online surveys of Latin American educators and students, there are gaps in technology and resources between investigating journalism. They also discussed the impact of these findings on the COP methodology and their impact on professional and journalism education in the region. However, it has not been used on a large scale [15, 16]. Vartanova and Lukina presented an overview of higher education institutions offering undergraduate, postgraduate, and doctoral programs in different parts of the Russian Federation. Monitoring the websites of all universities that receive journalism education found 150 such institutions. They are unevenly distributed across the country but represent a unified system of financial support and quality control by the government. Educational institutions, mainly in state-owned universities and private universities, teach future journalists at both undergraduate and postgraduate levels in accordance with the international degree system. Vartanova and Lukina also explored the challenges of the media revolution to journalism education under different market conditions [17, 18]. Indian journalism education is established in the higher education system, including private university courses supported by government and media, as well as on-the-job and short-term courses offered by news associations and other organizations. Whether it is an undergraduate or graduate student, there are different levels of courses from certificate to diploma. In response to this, Bharthur understands that due to the requirements of the media industry, there is always a friction in the need to balance academic and professional aspects in the curriculum, which in the past has led to doubts about the relevance of formal journalism education. However, as globalization and the media sector grow, the demand for professionals grows as well. Many large media groups have launched news programs. Bharthur examined the institutional and professional aspects of the Indian project on this issue and studied related courses, responses, and comments [19, 20]. The above studies provide a detailed analysis of the current state of journalism education and the media industry. It is undeniable that these studies have contributed significantly to the development of the respective fields. We can learn a lot from the methodology and data analysis. However, there is a need to fully apply them to research in the field based on the relatively few studies of journalism education in the era of media integration.

This paper identifies the shortcomings of the current state of journalism education and proposes reform proposals to the graduate students to propose digital technology in the media age. Driven by the news professional education reform proposal and through the establishment of a controlled experiment, the students participating in the new teaching method are compared with the nonparticipating students, and it was concluded that integrating the media into the teaching can make the students achieve greater progress.

## 2. Proposed Method

### 2.1. Fusion Media

#### 2.1.1. Definition of Financial Media.
Financial media has become a hot topic all over the world. Its emergence has brought great changes to modern information communication and has a profound impact on human society in politics, economy, culture, education, and other aspects. Based on the research and discussion on the definition of financial media by scholars, this paper holds that financial media mainly includes three aspects: one is the integration of communication tools, that is, the integration of traditional media and new media technology, which is the basis of financial media; the other is the integration of communication technology and business, which requires journalists to be proficient in using different communication tools and mastering various forms of reporting skills. The third is the integration

of ideas, that is, people's adaptation and recognition of different media communication channels.

*2.1.2. Reasons for the Formation of Financial Media.* Science and technology promote the development of news industry, which is formed by a variety of factors, including digital network technology, competition between new and old media, policy support, and audience needs.

(1) Digital network technology

With the emergence of digital technology, the fixed boundary between the traditional flat text, image, voice, and electronic media image form has been broken. The application of digital technology means that all information can be processed and stored in the digital form of "0" and "1," making it possible to share information content. The emergence of Internet technology provides a broader platform for media communication, which integrates different forms of media information such as text and image. The news media benefits from the development of network, which makes the audience in a diversified network information space enjoy the audio-visual feast brought by digital network technology.

(2) Media market competition

With the rapid development of new media technology, the advantages and disadvantages of new and old media are more obvious, which requires the integration of different forms of media. New media technology is more interactive, creative, and effective. Traditional media requires high investment, strong content profiling, and high authority, but high on top, with stable but flat declining revenue and poor interactivity. Although the traditional media has the resource advantage of information content, but its information dissemination channel is single, the scope is narrow, the information dissemination way lacks the interaction, and the traditional media has been unable to meet the audience's information needs. Information transmission must be timely, fast, and convenient. At the same time, the two-way and even multidirectional transmission of information makes up for the shortcomings of traditional media. Similarly, with the lack of national supervision over new media, the information content and information sources of new media lack certain authenticity. Therefore, it is essential to establish a good credibility and brand effect for new media, which requires the traditional media to carry out publicity and supervision. The fusion media is an organic combination of the content advantages of traditional media and the technical advantages of new media, which complement each other and develop together. Like any enterprise, the media enterprises start fierce competition in order to reduce costs and maximize benefits. In order to achieve the maximum benefit, each media enterprise organization carries out resource sharing by means of integration. The output created by this resource sharing is far greater than the sum of the output of each resource, so as to reduce the production cost of the media enterprise and maximize the profit of the enterprise organization. Media enterprises share resources by means of integration, which is financial media. The competition of media enterprises' ten thousand square data is the driving force for the formation of financial media.

(3) Policy support

With the rapid development of society, in order to cope with the arrival of the era of financial media, all countries in the world have issued corresponding media policies to support the development of financial media, which is the external driving force of the formation of financial media. The national policy actively encourages the development of new media and promotes the diversified and personalized production of media information products, which brings opportunities for the great development of financial media.

(4) Audience needs

The fundamental starting point and ultimate goal of all media activities are to satisfy the audience's ideas. With the acceleration of the pace of life, the audience's demand for information content and speed is also increasing. They want to be able to get new information through different communication channels anytime and anywhere, which requires information communication and timely, fast, and accurate transmission to the audience. When the audience obtains the information, in addition to the convenience of the information, it also requires that the information obtained must be all-round and diversified. While the audience obtains information in a timely and rapid manner, they hope that the information obtained can bring high-quality enjoyment to their senses, such as vision and hearing, rather than simply reading the information. This requires different media organizations, such as newspapers, magazines, and other traditional media forms to integrate with the emerging Internet media forms, so new forms of communication, such as mobile newspapers, e-magazines, and other emerging forms of communication, came into being and constantly satisfy the audience's ideas. The audience is divided into small groups, and each small group or even individual has different information needs. The realization of the information dissemination effect of the media must pay attention to the needs of each subdivided and personalized group, which promotes the integration and reorganization of different forms of media organizations, so that the information produced can satisfy the audience's ideas.

*2.1.3. Characteristics of News Communication in the Context of Media Integration.* Melt media is based on information technology. It not only unites all kinds of media such as newspaper, radio, television, and Internet technology but also links all elements of communication including communicators, channels, contents, and audiences.

(1) Polysemy of communication content

The traditional way of communication has been unable to satisfy the audience's ideas. The audience has been divided into small groups from the original mass groups,

and the choice of information is more and more personalized and diversified. Traditional media dissemination of information is mainly aimed at mass groups, and different audiences get the same information content. With the emergence of new media, newspapers, radio and television, Internet, and other communication media are integrated together to transmit the information needed by different audiences. In this way, different audiences will have different understandings when they receive the same information. Even the same audience will have different understandings when they receive the same information through different communication channels. For example, the audience will obtain news information from newspapers but only transmit words and pictures. The audience's understanding of this information may be the same as that obtained through video on the network. The meaning of information interpretation is different. That is to say, in the context of the financial media, the content of information communication is interpreted by different minority groups to have more meanings; the social location, cultural background, and psychological perception of the audience determine their understanding and interpretation of the news, so it can produce a situation where the communication content has multiple meanings, so that the content of communication has polysemy.

(2) Multidimensional communication form

In today's society, the audience's awareness of information is also increasing. More and more audiences realize that news information is not only a simple text in newspapers, magazines, and other paper media, nor a voice in the radio and a short film on the TV screen, but a series of news information combinations with a wide range of meanings. Before entering the era of media integration, journalists have realized that news information should be spread in a three-dimensional, multidimensional, and all-round way. Therefore, when disseminating news information, there are different forms of communication, such as in-depth report, continuous follow-up report, and link report. Nowadays, under the trend of simultaneous interpreting of different media, the form of news and information dissemination is more multidimensional. After being processed and integrated by Internet technology, the same news information will be transmitted in different media, and different media will be integrated with each other. The audience can obtain this information in detail, comprehensively and stereoscopically in the arbitrary switching process of words, sounds, and images.

(3) Seamless and interactive communication mode

In the era of media, news communication mainly integrates traditional media, wireless digital communication, Internet communication, and other communication methods, so that the audience can get new information through different communication channels at any time and anywhere, regardless of the time and space boundaries, which to a certain extent realizes the seamless communication. Compared with the past, the biggest difference is that the interaction between the media and the audience has been enhanced. In the past communication process, news information is transmitted to the audience in a fixed form. The audience can only passively choose to receive or reject the information. There is no initiative. The interaction with the media is even less, and the transmission of information is unidirectional. In the era of media, the interaction between the audience and the media is becoming more and more frequent. At the same time, the position of the audience in the process of information communication is also improving. In the context of media integration, the audience will take various forms of interaction with the media, including forums, microblogs, and other ways. The audience is actively involved in the news communication activities, which makes the interaction between the audience and the media stronger.

(4) Multilevel communication object relationship

With the coming of the era of media integration, the relationship between communication objects and media has also changed. In the past, the relationship between the audience and the mass media was unidirectional, but today, the relationship between the divided audience and the media has gradually developed into two-way and interactive media. In the era of financial media, audiences are divided into different minority groups. Due to the enhancement of the interaction between the audience and the media, the relationship between the audience and the media is not a simple one-level relationship between the communication object and the communicator, but a multilevel network. This network can be divided into four different levels: the first level is the relationship between the audience and communication information, the second level is the relationship between the audience and communication media, the third level is the relationship between the audience and communication media workers, and the fourth level is the relationship between the audience and the audience. The first layer starts from the news information itself and is the most basic relationship between the audience and the media. With the deepening of the relationship, the relationship between the audience and the media gradually rises to the organizational level, the personality level, and the group level. The relationship between the media and the object of communication is multilayered, which is the most significant communication feature in the era of media integration.

2.2. Challenges of Media Integration to Journalism Education. The traditional way of information dissemination has been changed by the Internet, resulting in the formation of a big integration between different media. The era of media integration has given new features to news communication activities, which has greatly impacted the news media industry, and the global news education is also facing unprecedented challenges.

2.2.1. Outdated Education Concept. Educational idea is the core content of educational work and determines the direction of educational development. In the era of media

integration, journalism education is facing a huge challenge, and the old ideas of journalism education seriously restrict the development of journalism education. The traditional idea of journalism education is to regard journalism education as a kind of miscellaneous education, so the curriculum of journalism is not systematic. Some journalism and communication colleges generally offer basic general courses. The students cultivated by these colleges have the characteristics of homogeneity in general and lack creativity and personality. In addition, the school also separates the cultivation of students' general education from the education of professional skills, which makes the level of students' knowledge and skills unbalanced. The gap between the old educational concept and the reality of communication is becoming increasingly obvious. It is difficult to adapt to the new media environment for students for a long time after graduation and taking up their jobs.

*2.2.2. Narrow Scope of Specialty Setting.* The trend of media merger and integration is more and more obvious. In the past, the fields of communication mainly included newspapers, radio, television, new media on the Internet, and so on. They did not interfere with each other or affect each other. Therefore, journalism departments in colleges and universities mainly focus on journalism, radio and television, advertising, network, and other majors. These major settings frame students in a narrow field of professional research, and there is no connection and intercommunication between majors. There is a tight wall between journalism majors, which leads to students' narrow professional knowledge.

*2.2.3. Lagging Curriculum System.* Therefore, it is another serious challenge for journalism education to adjust the traditional curriculum system of journalism and communication. The traditional curriculum system lags behind mainly reflected in the single curriculum, the heavy proportion of professional theoretical courses, and the neglect of the integration trend between different media, which limits journalism education in the era of media integration. News departments have a single content in curriculum arrangement, and there is no obvious difference in curriculum arrangement between different colleges and universities, lacking characteristics. In the course setting, the proportion of theoretical courses is large, and the emphasis on professional practice courses is not enough. Under the background of media integration, many journalism departments fail to realize the importance of teaching new media technology and neglect the education of media integration for students.

*2.2.4. Weak Teachers.* The strength of teachers is related to the speed of the development of school education. The speed of the school's development requires, on the one hand, attention and strong support from the state and the education sector, and on the other hand, schools and teachers need to improve mainly the content of the curriculum and the quality of teachers' teaching and seek opportunities to enhance teachers' professional practice. Strong teachers promote the development of school education, while weak teachers will seriously hinder the development of education. The same is true for journalism education. The weak teachers will seriously affect the progress of journalism education. With the continuous strengthening of the trend of media integration for the construction of journalism faculty, teachers of journalism are required not only to have theoretical research ability but also to have rich practical experience. At present, there are many journalism teachers with high academic qualifications, and the proportion of teachers with doctor's degree in the total number of teachers is increasing, and only a few teachers had rich professional experience. The continuous integration of media leads to the interdisciplinary interaction between disciplines. Because of the influence of professional segmentation, many journalism teachers only teach one course, but they do not know much about other related courses and are at a loss in the face of interdisciplinary situation. Many teachers focus on academic theoretical research; few teachers go out of the school to enter the media unit for business practice; in the continuous integration of the media today, the lack of practical experience of teachers is difficult to satisfy students' need for new knowledge. Under the background of media integration, the faculty of journalism department in universities is weak, and the teachers with rich professional experience are seriously lacking, so it is difficult to improve the development level of journalism education.

The old education idea, the narrow scope of specialty setting, the lagging curriculum system, and the weak teachers are all the challenges faced by the news education in the era of media integration. If these problems cannot be solved, the news education will not advance.

## 3. Experiments

### 3.1. Research Methods

*3.1.1. Questionnaire Survey.* This paper mainly uses the method of questionnaire to investigate the subjects.

*3.1.2. Literature Research Method.* In the process of writing, this paper mainly uses professional books, magazines, and networks to collect and sort out a large number of domestic and foreign literature on journalism education, combining the development process and teaching practice experience of journalism education, from which a lot of valuable materials are obtained.

*3.1.3. Interdisciplinary Research Method.* In the process of writing, this paper mainly involves journalism, pedagogy, and communication. From the perspective of the media age for news talents, link to the current situation of many problems in news education in reality, and using the relevant theories of journalism, pedagogy, and communication, this paper puts forward a feasible plan for the reform of news education.

*3.1.4. Research and Design of Education Design.* Educational design research, also known as design-based research, is a new orientation of educational technology research. This research takes the media personnel training mode as the

research object; the research on educational design was implemented by interviewing relevant scholars as well as professional professors. Organically combine the learning scientific method with the educational technology, through the analysis and design of repeated circulation, while improving the media personnel training practice and revising and developing the new theoretical principles. Educational design research is a methodology with both systematization and flexibility. It can be regarded as an innovative research paradigm of educational technology. In this paper, the basic learning and training process of media talents are carefully studied. The theoretical analysis is carried out in the real teaching and learning scenarios, and the design is repeated to optimize the quality of media talents training.

### 3.2. Experimental Object and Implementation

*3.2.1. Subjects.* In this paper, 120 students from four classes of sophomore journalism major in a university are selected as the experimental subjects, and one semester is taken as the experimental cycle.

*3.2.2. Preparation before Experiment Implementation.* Before the beginning of the experiment, the basic learning situation of the students in the four classes was investigated to make sure that the basic learning situation of the students in the four classes was similar before the experiment.

*3.2.3. Experiment Implementation.* The four classes are divided into an experimental group and control group. The experimental group is the students of class 1 and class 2 of freshmen majoring in journalism. The experimental group is called class 1 and class 2 of the experimental group. The control group is the students of class 3 and class 4 of freshmen majoring in journalism. The experimental group is called class 1 and class 2 of the control group. Class 1 and class 2 of the experimental group will accept the new teaching mode of digital technology in the era of media fusion. Class 1 and class 2 of the control group will accept the traditional journalism course. The experimental period is one semester. After one semester, the students of the experimental group and the control group will be examined. The students of the four classes will be investigated in all aspects through the questionnaire survey method, and the results will be sorted out. The students in the experimental group will integrate the concept of media into the teaching of journalism by means of adding practical links, realizing full coverage of the network in the teaching environment, adjusting courses, and teaching students in accordance with their aptitude.

## 4. Discussion

*4.1. Discussion on the Disadvantages of Traditional Education in Journalism.* This paper uses a literature research method to collect and arrange abundant domestic and foreign literature materials about journalism education by using professional books, magazines, and networks, combs the development process and teaching practice expe-
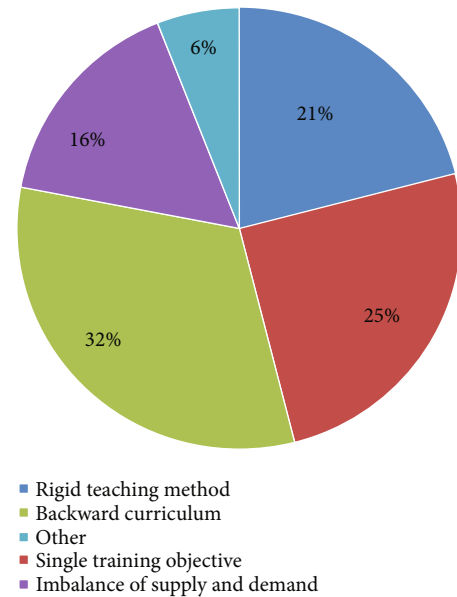


FIGURE 1: Analysis of the disadvantages of education mode.

- Rigid teaching method
- Backward curriculum
- Other
- Single training objective
- Imbalance of supply and demand

rience of journalism education, obtains a lot of valuable materials, sorts out the collected materials, and analyzes the disadvantages of traditional education methods of journalism major. The results are shown in Figure 1.

As can be seen from Figure 1, the disadvantages of the current education methods of journalism major can be roughly summarized into five categories, namely, rigid teaching methods, single training objectives, backward curriculum, imbalance between supply and demand, and other reasons. Among these five kinds of reasons, the proportion is 21% for rigid teaching method, 25% for unitary training goal, 32% for backward curriculum, 16% for unbalanced supply and demand, and 6% for other reasons.

In order to improve the teaching level of teachers, we implement the system of course leaders, organize lecture competitions for young teachers, and write high-quality teaching materials and increase the number of young teachers to work in the media and journalism internship or do some part-time work, so as to increase the media experience.

### 4.2. Analysis and Discussion of Teaching Experiment

*4.2.1. Analysis of Students' Learning Situation before the Experiment.* Before the experiment, this paper investigated the students who participated in the teaching experiment and evaluated the students' learning situation. The results are divided into three grades, and the results are shown in Figure 2.

It can be seen from Figure 2 that the performance distribution of the four classes is generally normal, and the overall performance is similar, which is very important to carry out the control experiment, making the control experiment more valuable. As can be seen from Figure 2, class 1 in the experimental group has 5 in class A, 18 in class B, and 7 in class C; class 2 in the experimental group has 4 in class A,
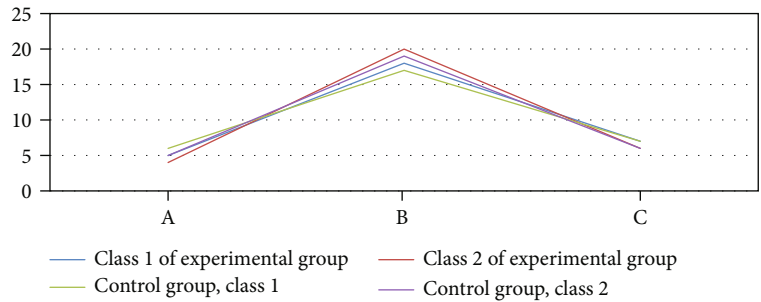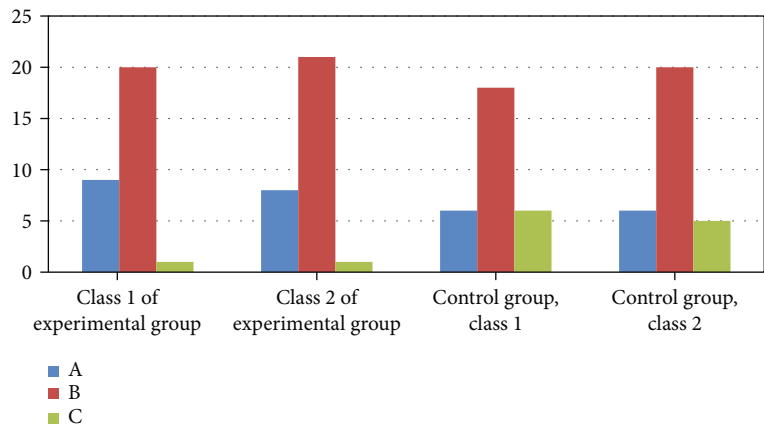
FIGURE 2: Students' scores before the experiment.



FIGURE 3: Students' performance after the experiment.

20 in class B, and 6 in class C; class 1 in the control group has 6 in class A, 17 in class B, and 7 in class C; and class 2 in the control group has 5 in class A, 19 in class B, and 6 in class C. The learning situation of the four classes before the experiment is almost the same.

*4.2.2. Analysis of Students' Learning Situation after the Experiment.* At the end of the one semester experiment period, the students participating in the experiment are investigated at the end of the term. The results are shown in Figure 3.

As can be seen from Figure 3, after a semester's control experiment, the students in the experimental group have made great progress, while the students in the control group have not. It can be seen from Figure 3 that after a semester, class 1 in the experimental group has 9 in class A, 20 in class B, and 1 in class C; class 2 in the experimental group has 8 in class A, 21 in class B, and 1 in class C; class 1 in the control group has 6 in class A, 18 in class B, and 6 in class C; and class 2 in the control group has 6 in class A, 20 in class B, and 5 in class C. The progress of the control group is not obvious, almost no progress; the progress of the experimental group is very large; the number of people in A level is 8 more than before the experiment, the number of people in B level is 3 more than before the experiment, and the number of people in C level is 11 less than before the experiment; the progress is very obvious.

The students in the experimental group were surveyed to see their satisfaction with the teaching reform of financial
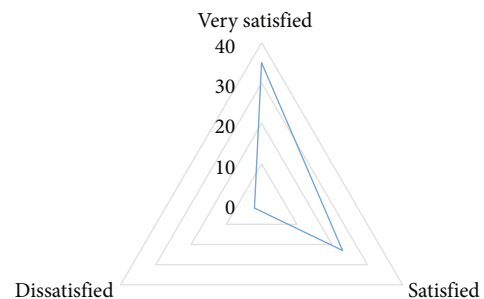
media. 60 questionnaires were sent out, 60 effective questionnaires were recovered, and the recovery rate was 100%. The questionnaire is sorted and summarized, and the results are shown in Figure 4.

As can be seen from Figure 4, there are 35 people who are very satisfied, 23 people who are satisfied, and only two people who are not satisfied, with a satisfaction rate of 96.67%. It can be seen that students are quite satisfied with the teaching reform of financial media.

*4.3. Discussion on Reform under the Concept of Media Integration.* Invite former graduates to participate in the questionnaire survey, ask for suggestions on education reform, and sort out the questionnaire. The results are shown in Figure 5.



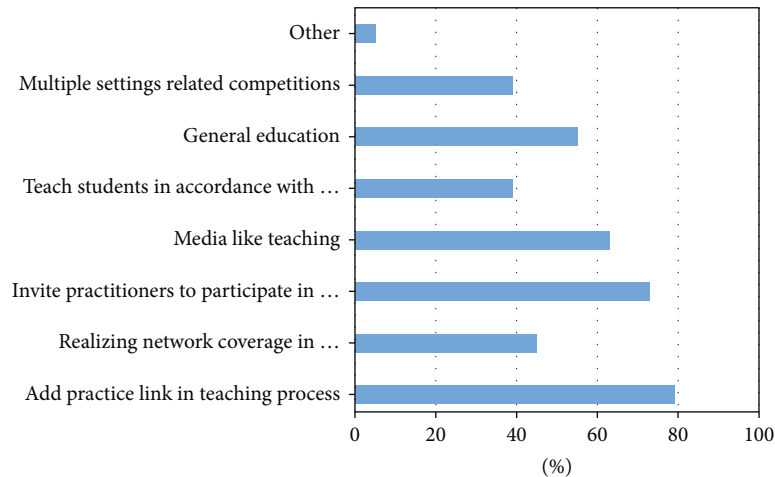FIGURE 4: Student satisfaction survey.

Figure 5: Suggestions for education reform.

According to the data of the questionnaire survey, the past graduates generally reflect that the school's news education in the era of media integration should make the following changes: increasing the practice link (79%) in the teaching process, realizing the network coverage in the teaching classroom, facilitating the students to look up the materials at any time (45%), inviting the students to participate in the teaching (73%), carrying out the imitative media teaching (63%), teaching according to students' individual characteristics (39%), using general teaching method in teaching (55%), setting more relevant competitions (39%), and other suggestions (5%).

## 5. Conclusions

In the era of new media, the trend of media integration from the Internet is clear. The trend of new media development is the development and change of integration, mobility, broadband, and personalization. The form of new media is emerging in an endless stream, and a lot of new technologies and knowledge need to be mastered, which urges news education to change the traditional education mode and puts forward new requirements for news education. The reform of journalism education is a systematic project, involving journalism, communication, sociology, psychology, and many other disciplines. Although the academic circles have made and accumulated some research achievements in the research of news education reform, they are still in the stage of exploration and research and have not yet established a mature theoretical system. The reform of news education under the background of a new media era is only a simple confirmation and explanation.

Under the background of media integration, it is urgent for news talents with interdisciplinary knowledge, new media technology, and high professional spirit. Based on the experience of news education reform in other countries, this paper tries to find a way suitable for China's news education reform from the aspects of training objectives, curriculum, professionalism, news practice, capital investment, and teaching staff. This paper analyzes

the disadvantages of the current news education industry by consulting materials and literature, combined with the questionnaire survey method, and concludes that the integration of the concept of media into teaching can make students get greater progress. And through the questionnaire survey method, yearning for the reform suggestions of student recruitment, through the collection of relevant materials, strengthens the analysis of the current situation of journalism education in China, and the grasp of relevant trends, combined with the track of journalism education in various countries, systematically extracts the feasible countermeasures to deal with the existing problems of journalism education in China. However, the article still has shortcomings; in the experimental design, only the importance of students in the reform of journalism education in schools was considered and experimentally analyzed, but the personal thoughts of another important player in this teaching activity, the teachers, were not taken into account.

## Data Availability

No data were used to support this study.

## Conflicts of Interest

The author declares that there are no conflicts of interest regarding the publication of this article.

## Acknowledgments

# References

[1] C. Stanford, R. Cole, J. Froyd, C. Henderson, D. Friedrichsen, and R. Khatri, "Analysis of propagation plans in NSF-funded education development projects," *Journal of Science Education & Technology*, vol. 26, no. 4, pp. 418–437, 2017.

[2] A. Godulla, *Schmidt, Christoph (Hrsg.): Standards of Journalism Education. An International Comparative Study in the Context of Media and Development*, vol. 61, no. 4, 2016Publizistik, 2016.

[3] C. A. Dralega, A. Jemaneh, M. Jjuko, and R. Kantono, "Gender mainstreaming in media and journalism education – an audit of media departments in Uganda, Rwanda and Ethiopia," *Journal of African Media Studies*, vol. 8, no. 3, pp. 251–266, 2016.

[4] A. Wake and N. Bahfen, "Redefining radio: implications for journalism education in an era of digital audio storytelling," *Radio Journal International Studies in Broadcast & Audio Media*, vol. 14, no. 2, pp. 231–242, 2016.

[5] B. Shao and Q. Dong, "An exploratory study on joumalistic professionalism and journalism education in contemporary China," *Journalism and Mass Communication*, vol. 6, no. 4, pp. 187–200, 2016.

[6] P. N. Thomas, "Observations on journalism and communication education in India," *Klinische Wochenschrift*, vol. 1, no. 34, pp. 1683–1685, 2016.

[7] H. Fong, E. Harris, and D. Tuller, "Integrating journalism and public health to promote training and education on global health reporting," *Lancet Global Health*, vol. 3, p. 5, 2015.

[8] A. Widener, "Education postdoctoral system needs reform," *Chemical Engineering News*, vol. 92, no. 50, p. 7, 2015.

[9] F. Yang, D. Qian, J. Chen et al., "Prevalence, awareness, treatment and control of diabetes mellitus in rural China: results from Shandong Province," *Diabetic Medicine*, vol. 33, no. 4, pp. 454–458, 2016.

[10] D. W. Gallez, "Training army personnel for motion pictures and television," *Journal of the Smpte*, vol. 72, no. 4, pp. 281–283, 1963.

[11] W. H. Ting, F. S. Peng, H. H. Lin, M. P. Wu, and S. M. Hsiao, "Safety and efficacy of distending media infusion by manual syringe method for hysteroscopic procedures: a retrospective analysis," *Journal of Minimally Invasive Gynecology*, vol. 22, no. 6, pp. S47–S48, 2015.

[12] D. Yang, T. Heaney, A. Tonon, L. Wang, and P. Cudré-Mauroux, "CrimeTelescope: crime hotspot prediction based on urban and social media data fusion," *World Wide Web*, vol. 21, no. 5, pp. 1323–1347, 2018.

[13] E. Machado and T. Teixeira, "Innovation as an essential part of journalism education in contemporary societies," *Journal of Applied Journalism & Media Studies*, vol. 5, no. 1, pp. 103–116, 2016.

[14] B. Meijns, "Between the empire and the reform papacy: the Abbey of Saint-Hubert and the impact of its papal bull 1074 on ecclesiastical tradition and on monastic identity in the diocese of Liège," *Biological Bulletin*, vol. 210, no. 1, pp. 51–63, 2015.

[15] A. Schmitz Weiss, V. de Macedo Higgins Joyce, M. Saldaña, and R. C. Alves, "Latin American investigative journalism education: learning practices, learning gaps," *Journalism & Mass Communication Educator*, vol. 72, no. 3, pp. 334–348, 2017.

[16] A. Garman and M. van der Merwe, "Riding the waves: journalism education in post-apartheid South Africa," *Journalism & Mass Communication Educator*, vol. 72, no. 3, pp. 306–318, 2017.

[17] E. Vartanova and M. Lukina, "Russian journalism education: challenging media change and educational reform," *Journalism & Mass Communication Educator*, vol. 72, no. 3, pp. 274–284, 2017.

[18] R. Teodorescu, D. Racoceanu, W. K. Leow, and V. Cretu, "Prospective study for semantic inter-media fusion in content-based medical image retrieval," *Medical Imaging Technology*, vol. 26, no. 1, pp. 48–58, 2016.

[19] S. P. Bharthur, "Journalism education in India: quest for professionalism or incremental responses," *Journalism & Mass Communication Educator*, vol. 72, no. 3, pp. 285–296, 2017.

[20] B. Kjersem, "Careers and emerging opportunities in visual communication in medicine: medical photography in Norway," *Journal of Audiovisual Media in Medicine*, vol. 38, no. 1-2, pp. 114–116, 2015.