

The training path of "English + all media international communication" compound talents under the background of new liberal arts

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Abstract: With the advent of the all media era, the rapidly changing international situation and the rapid development of media technology have put forward new requirements for international communication talents. To meet the challenge, it is urgent to explore the "English + all media international communication" compound talent training path. Therefore, this paper puts forward the talent training mode of "three abilities, four modernizations and three systems", and carries out in-depth analysis and research.

Key words: New liberal arts; Omnimedia; International communication; Cultivation of compound talents

The key points of the 2022 work of the Department of higher education of the Ministry of education stresses that we should deepen the construction of new liberal arts, promote the deep cross integration of modern information technology and traditional liberal arts majors, strengthen the cultivation of foreign-related talents in key fields such as international news and communication, and effectively serve the national opening-up strategy and the construction of one belt and one road. Under the background of great changes in the external environment such as the new crown epidemic, how to innovate the path of talent cultivation according to the requirements of international communication in the all media era is not only in line with the requirements of talent cultivation in Colleges and universities, but also in line with the trend of the development of the times.

1. Discipline and specialty integration development under the background of new liberal arts

New liberal arts" was put forward by Hiram college in 2017. Its purpose is to reorganize the traditional liberal arts and implement the intersection of Arts and science. Wangmingyu and Zhang Tao (2019) proposed that the new liberal arts is based on the global new scientific and technological revolution, new economic development, and the entry of socialism with Chinese characteristics into a new era. It breaks through the thinking mode of traditional liberal arts, promotes interdisciplinary intersection and deep integration, promotes the iterative upgrading of traditional liberal arts, shifts from discipline orientation to demand orientation, and shifts from specialty segmentation to cross integration through inheritance and innovation, intersection and integration, and collaboration and sharing. From adaptive service to support and guidance.

In 2020, the Ministry of education proposed in the Declaration on the construction of new liberal arts that "we should vigorously cultivate new people with international vision and international competitiveness". Hukaobao (2020) pointed out that the matching degree between different specialties for integration is required to be high. Only when there are close links between specialties, can the knowledge of these specialties be organically integrated and integrated. He Ning et al. (2021) pointed out that the new liberal

arts should develop "new foreign languages". From the perspective of similar majors and national needs, the integrated development of foreign languages and communication majors is a path worth exploring. At present, domestic scholars have rich research on the concept of discipline and professional development under the background of the new liberal arts, which has laid a solid foundation for the empirical research on the cultivation of interdisciplinary talents.

2. Requirements for the cultivation of International Communication Talents in the all media era

Penglan (2009) pointed out that "all media" is to use all media means and platforms to build a large reporting system, which is characterized by omnipotence, diversification, customization and mass creation. Zhanghengjun (2017) pointed out that the all media era is characterized by the equal importance of communication technology and content, the disappearance of restrictions on communication themes, the organic integration of media and media, and the infinite time and space of communication. In September 2019, the Ministry of education and the Propaganda Department of the CPC Central Committee jointly issued the opinions on improving the training ability of Journalism and Communication Talents in Colleges and universities and implementing the excellent journalism and Communication Talents Education and training plan 2.0, which put forward new requirements for the cultivation of International Journalism and Communication Talents: "we should cultivate a group of high-quality Omnimedia composite expert journalism and communication reserve talents with national feelings and international vision.

2.1 Core qualities and abilities of all media International Communication Talents

Xuyanzhu et al. (2021) proposed that international communication talents should have professional literacy, media literacy and cross-cultural communication literacy. All media international communication practitioners need to master the abilities of media operation and management, media creation and planning, cross media narrative, monitoring, analysis and response

to overseas public opinion. Yang Liu (2021) pointed out that the professional quality, technical quality and social public quality of Journalism and communication are the core qualities of all media talents, and the cultivation of the core should run through the whole process of talent cultivation. Wujunjing (2020) pointed out that talents engaged in international communication work need to have a firm political position, profound international knowledge, high-level foreign language ability and cutting-edge international communication skills. Qiu Ling (2020) proposed "KSC three levels and nine abilities" for international news and communication talents, aiming to improve the comprehensive ability of international communication talents. Liaoxiangzhong (2021) proposed that international communication talents with information communication theory as the guide, cross-cultural communication ability as the core and social responsibility system as the guarantee are important driving forces for the new globalization.

2.2 Training path of all media International Communication Talents

Jiang Fei (2020) proposed that the cultivation of international communication talents should emphasize three perspectives, vision, practice, actual combat, diversity and language. Liu Ying et al. (2021) proposed that the international communication talent course should increase the integration of media production courses, cultivate students' technical thinking, and enhance students' planning and pre judgment ability through the construction of case courses. Colleges and universities should seamlessly connect and interact with employers in both directions, and advocate Beiwai International School of Journalism and communication to launch the establishment of the International Communication Education Alliance, Universities and international media institutions work together to create "four platforms" to promote the implementation of international communication talent education. Chenbofei (2019) proposed that the cultivation of International News Communication Talents in the all media era should adhere to the guidance of the Marxist concept of journalism, jointly carry out lectures, forums, report salons and other activities with the industry, create a new media creative competition, build a diversified professional practice system, strengthen school enterprise interaction, build a teacher-student scientific research team, and carry out innovation and entrepreneurship practice. Pangliang et al. (2021) stressed that the cultivation of international communication talents should adhere to the Marxist concept of journalism, promote the deep integration of national education and teaching practice, and focus on cultivating students' cross-cultural communication ability and cross-media narrative ability. Zhanghongmei (2021) advocated that the cultivation of international communication talents should be in-depth cooperation with foreign cooperative colleges and universities, and the government, universities and media should implement cross-border cultivation.

With the development of the times, the way of talent cultivation should keep pace with the times. The unpredictable international situation and the rapid development of all media technology have brought new requirements to international communication. It is a beneficial exploration for the cultivation of compound talents to establish experimental classes to cultivate "English + all media international communication" compound talents through minor courses and double degrees, and to adopt the

talent cultivation mode of "three abilities, four modernizations and three systems".

3. "English + all media international communication" interdisciplinary talent training program design

3.1 Talent training objectives

English + all media international communication" interdisciplinary talent training meets the needs of regional economic and social development, can adhere to the correct political direction, and has the feelings of home and country and international vision; High quality interdisciplinary international communication talents who master solid basic knowledge of English language, theoretical knowledge of international communication and all media technology, have comprehensive ability of English language, cross-cultural communication and international communication ability, and all media practice ability, and can be engaged in international editing, foreign marketing, overseas media operation, foreign project planning and other work in enterprises, institutions, cultural communication companies, etc.

3.2 Talent training mode

English + all media international communication" interdisciplinary talents can adopt the talent training mode of "three abilities, four modernizations and three systems", which mainly includes the following aspects.

3.2.1 Core professional abilities of "English + all media international communication" interdisciplinary talents

Based on the OBE teaching concept, starting from the basic abilities that students have when they graduate to engage in post work, we can deduce the three abilities that compound talents have, namely, the ability to use language comprehensively, the ability to practice all media international communication, and the ability to recognize national conditions. Comprehensive language skills include listening, speaking, reading, writing, translation and cross-cultural communication skills. The practical abilities of all media international communication include collecting, writing, editing, translating, commenting, photographing, recording, producing and broadcasting. National cognitive ability includes national knowledge and global general knowledge ability. According to the new requirements for International Communication Talents in the all media era, we should highlight all media technology, media operation and planning, strengthen the cultivation of students' Internet thinking, improve the cross-cultural communication and cross media narrative ability of international communication talents, and cultivate applied talents for the pan media platform.

3.2.2 Ways to cultivate interdisciplinary talents of "English + all media international communication"

① Modular curriculum system. Set up a modular curriculum system with "national education + English + all media practice + social practice" as the core. The general education curriculum module is divided into three categories: Ideological and political education, information technology application and Humanities and Social Sciences, which focus on improving the basic political quality, language and computer ability, and comprehensive

humanistic quality. Professional modules include English courses and international communication courses. English courses include listening, speaking, reading, writing, translation and cross-cultural communication. The course content strengthens language training and application. At the same time, English for special purposes such as news and communication English, news English listening and speaking, English news compilation, and all media external reporting are offered. In addition to offering basic communication courses such as journalism and communication and international communication, international communication courses focus on building all media practical courses, such as all media operation practice, video we media creation and operation, digital media technology, documentary practice, etc., closely following the development of new media, focusing on the internalization of Technology into all media application ability. Expand the course module to fit the discipline advantage of "foreign language + communication" and do a good job in positioning the external communication of local culture. Set up a lecture salon on national conditions, world conditions and traditional culture, carry out Chinese excellent culture education, pay attention to the connotation of excellent traditional culture and advanced culture, improve the international communication power of excellent cultural products, and tell Chinese stories well.

② Linkage practice teaching system. Based on the cultivation of practical ability in the major of acquisition, writing, editing, translation, evaluation, photographing, recording, production and broadcasting, and relying on the Omnimedia practical teaching platform and local media and other platforms, practical teaching with the characteristics of Application-oriented Colleges and universities is constructed. With cognitive practice, on-campus practical teaching, graduation practice, graduation design, innovation and entrepreneurship, and social services as the main contents, the on-campus and external linked practical teaching system integrating "basic training - skill training - professional comprehensive application ability training - innovation and entrepreneurship training" is actively creating practical training courses including media production, documentary creation, and television program planning relying on the modern media practical teaching center, Create an international communication studio to carry out innovation and entrepreneurship training and discipline competitions.

③ Innovative teaching methods. Actively explore innovative teaching methods. The creation training course adopts the workshop mode, the news compilation adopts the scene simulation teaching method, and the new media frontier adopts the auxiliary teaching method of interactive virtual courses. It undertakes and completes the practice projects of media enterprises in the form of a group. It employs senior experts in the industry to form a teaching team, participate in the course design, and improve students' copywriting,

planning, creativity, video production, data mining and analysis New media application capability.

④ Diversified international cooperation has carried out in-depth cooperation with foreign colleges and universities, carried out joint training, carried out in-depth Sino foreign joint teaching, joint research and development of courses, students' overseas media practice, and explored the "undergraduate and master through" training. Exchange and learning projects also include exchange, internship and short-term projects. Professional teachers lead teams to supervise the internship, and carry out short-term visits and internship projects around the world during the winter vacation and summer vacation, so as to realize diversified international cooperation.

3.3.3 Guarantee mechanism of "English + all media international communication" compound talent training

Give full play to the leading role of high-level teachers and launch the tutorial system of experimental classes. Employ high-end scholars from universities with strong scientific research ability, rich practical experience in international media institutions, and foreign cooperative colleges as mentors to improve students' scientific research literacy and innovative practice ability by conducting academic seminars, research projects, major innovation projects, and discipline competition guidance; Through the selection of college entrance examination and the selection of major categories after entering the University, select excellent students from English majors, and explore the dynamic management mechanism of "rolling elimination"; Further improve the competitiveness and comprehensive strength of the experimental class, set up academic awards, academic innovation awards, practice excellence awards, and explore the incentive mechanism of the experimental class.

4. Conclusion

The "new liberal arts" proposed to carry out interdisciplinary training to meet the needs of the market and the country. With the advent of the all media era, new media products such as short video and internet live broadcasting have been formed. Especially with the regional development of the global market of emerging media, new challenges have been put forward to the traditional international communication talents. The Omnimedia era needs applied international communication talents with solid language skills, skilled Omnimedia technology, media operation and planning, Internet thinking, cross-cultural communication and cross-media narrative ability. The "three abilities, four modernizations and three systems" talent training mode of "English + all media international communication" provides a reference practice mode for all media international communication talent training in application-oriented undergraduate colleges.

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