

# *Path of Improving the Quality of journalism and Communication Education Based on OBE Concept*

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**Abstract:** As an educational concept based on social vocational needs and focusing on cultivating students' comprehensive ability, OBE concept has gradually become the mainstream direction of higher education curriculum reform. Guided by students' expected learning results, reverse organization of teaching content, active implementation of teaching activities, and constantly improve the level of teaching quality. The unique cultivation method can not only effectively improve the learning efficiency, but also greatly improve students' interest in learning. Therefore, bringing OBE concept into journalism and communication major can bring different changes to teaching, and using OBE concept to guide teaching practice has important research value. The research content mainly includes attaching importance to project-based learning in practical courses, providing more opportunities to communicate with classmates and teachers. Group members can also improve learning efficiency by urging each other. OBE concept and project-based learning advocate the cultivation of students' learning habits of independent learning and independent inquiry, and then teaching. As a result, focusing on project-based learning activities in practical courses can not only promote students' meaningful learning, but also cultivate students' comprehensive abilities. Therefore, in the future project implementation process, teachers should be added to guide teaching or teach new knowledge, as far as possible to provide students with teaching services, and form a teaching model that can be promoted. A teaching model in which knowledge can improve the comprehensive ability required by society.

## **1. Introduction**

Along with the development of The Times, in the new era of mass media development, the traditional way of media is no longer applicable, was born now new media communication mode, method and means of access to information resources also more variety, also for our country's development of news industry provides more development space and development opportunities, but also be prepared to bring to this challenge. Therefore, it is particularly important to improve the education quality of our journalism and communication major. The application of OBE concept into the teaching of journalism and communication major can strengthen the learning quality of scholars and improve their enthusiasm for learning.

As for the improvement of the education quality of OBE journalism and communication specialty and its path analysis, many domestic scholars have conducted research on it. Ercan conducted semi-structured interviews with nine journalism students and graduates. The main focus of these interviews was the current state of journalism education and the future of journalism education and journalism profession in this context [1]. Elia's experimental results show that textbooks rarely cover the topic of speech disorders, describing them as "barriers to success" and instead, authors often talk about best practices in radio speaking and the value of demonstrating confidence in interviews and press conferences [2]. Although the contents of news media education are very rich and the methods can be accepted by scholars, in this era of rapid development of information, our educational methods must adapt to the development of The Times and change, and our thoughts must keep pace with The Times. The CONCEPT of OBE emphasizes results orientation and attaches importance to students' actual learning output. Adapt to the new demand for scientific and technological talents in China's social and economic development in the new period.

In this paper, by analyzing the OBE's theory of journalism and communication professional education mode and method, according to new media era news dissemination of professional education put forward by combining the theory of OBE's approach to learning, using questionnaire survey method to study of journalism students, at last, through specific characters and the number of specific data to support the study.

## **2. Path to Improve the Quality of OBE Journalism and Communication Education**

### **2.1 Deficiencies in the Professional Development of Journalism and Communication**

#### (1) Traditional new media cannot adapt to the changes of the era

Some old-fashioned traditional broadcast media in the socialist core values, such as the mainstream ideology, still emphasize communicators as the main body of a single receiving information propaganda and indoctrination, tracking the news too slow, lack of time hot, unable to keep up with the pace of The Times, the lack of sensitivity information, difficult to capture the current hot spots, The topic is not fresh enough to meet the needs of the audience in the current era [3-4].

#### (2) Traditional new media blindly follow the trend

In the current new media environment, platforms for releasing information can be seen everywhere in our daily life, such as Weibo, wechat, QQ and other information dissemination platforms, resulting in a situation where you can see overwhelming news when you open your mobile phone. However, such diversity of information sometimes spreads out like butterfly effect. The same event and different media create different versions of the event, ignoring the authority to realize the truth, and the content has no depth, thus reducing the content to vulgization [5-6].

#### (3) Lack of well-rounded teachers

Journalism is not only a social discipline, but also a technical discipline. Practitioners should not only reserve writing knowledge, but also master photography, photography and other technologies as the basis of professional interview skills. However, traditional journalism education pays more attention to the explanation and teaching of theoretical knowledge, which makes teachers pay more attention to teaching learning ability and scientific research level, but seldom pay attention to practical ability. As a result, teachers lack the motivation to understand enterprises, leading to the lack of "double-qualified" teachers [7-8].

(4) The course arrangement is not reasonable enough to meet the needs of the current news media major

The curriculum aims at cultivating technical talents. The curriculum should reflect the specialty characteristics, especially the characteristics of higher education and vocational education news gathering and editing. In the long-term practice of journalism education, particularly in the higher vocational education news, in professional education, "news: an introduction course of professional post skills, employment demand and extreme lack of the professional ability of students, in terms of structure and the demand analysis, the course was almost entirely and reference directly following the undergraduate journalism education, Teaching methods and methods do not pay attention to the cultivation of students' professional ability, and also ignore the actual needs of enterprises and industries for talents [9-10].

## **2.2 Methods to Improve the Quality of Journalism and Communication Education Based on Obe Philosophy**

### **(1) Attach importance to project learning in practical courses**

Organizing project-oriented students can facilitate effective interaction between professional knowledge and real life. It provides more opportunities to communicate with classmates and teachers, and group members can also improve their learning efficiency by urging each other. In this expanded learning atmosphere, students can have a kind of immersion learning in the process of class. As a result, focusing on project-based learning activities in practical courses can not only promote students' meaningful learning, but also cultivate students' comprehensive abilities.

### **(2) Provide corresponding learning materials and learning platform**

OBE concept and project-based learning advocate the cultivation of students' learning habits of independent learning and independent inquiry, and then teaching. Under the background of education modernization, open online course resources appear to be particularly important. Students can watch videos to learn new knowledge in advance, content, or choose interesting topics for self-study. This not only reduces teachers' burden, but also improves students' autonomy. Learning ability also broadens students' knowledge. Teachers provide high-quality teaching resources according to the needs of students, avoiding the phenomenon of students blindly looking for resources in various video libraries, which not only saves time, but also improves learning efficiency [11-12].

### **(3) Emphasize teachers' teaching methods**

In the project exploration stage, teachers do not uniformly teach all the knowledge and skills in the project, but students. Teachers' independent inquiry or one-to-one problem guidance will lead to poor performance of students with weak foundation. Acquire knowledge and skills. For students with weak autonomous learning ability or self-control ability, the learning progress will be too slow or even incomplete. Like the curriculum today, this not only reduces the quality of learning, but also frustrates students. Although the OBE concept and project learning advocate student-centered, the leading role of teachers in the teaching process should not be ignored. Therefore, in the future project implementation process, teachers should be added to guide teaching or teach new knowledge, as far as possible to provide teaching services for students.

### **(4) Improve the professional level and cultural quality of teachers**

The project learning teaching mode under the guidance of OBE concept puts forward higher requirements for teachers. It is not only the degree degree of the program that fits students' future development, but also the program setting that should be close to students' life. All these need to be mastered strictly by teachers. However, teaching knowledge and skills from books can no longer meet the needs of talents in the intelligent age. Teachers need to constantly update their knowledge

system and professional skills. Facing heavy scientific research tasks, teaching tasks and even transactional work, this is also no small test for teachers. Pay attention to the hot technology of the current position, to ensure that what students learn will not be eliminated by the society.

### 2.3 Self-Exploration of Journalism and Communication Based on OBE Concept

#### (1) Positioning of my role

"Role" was originally a noun in drama, which is a kind of performance to show the content of the script to everyone. Later, some experts and scholars brought it into the field of sociology. Role is the reflection of social existence and social relations in a certain period, the generation of role is a certain social history and culture, and the process of accumulation is the inevitable result of social reality. Restricted by science and technology, ideology, behavior and other disciplines, the original connotation of role will constantly change under the influence of view factors, which needs to be based on role participants. The change of social environment should adjust the concept of role, strengthen role learning, and make its role play adapt to the social living environment.

#### (2) The cultivation of self-will

Power exists, and we have to learn how to control it. Do a positive person, overcome their own inertia, do everything into every attention, stick to it. Find out their shortcomings, what is the cause of the shortage, and then targeted to solve.

#### (3) Clear goals

With a clear goal, we can have direction and motivation to do things. Most of the reason why some people feel bored, disgusted and lack passion in life is because they don't have a goal in their heart.

## 3. Investigation and Research on the Exploration Path to Improve the Quality of Journalism and Communication Education Based on OBE Concept

### 3.1 Research Methods

This paper adopts online questionnaire survey method, through the public based on the OBE concept of journalism and communication teaching quality improvement path of questionnaire survey.

### 3.2 Data Collection

In this paper, questionnaires were mainly distributed online by Questionnaire star, and a total of 200 questionnaires were distributed online. Since there was a small reward after filling in the questionnaire, the efficiency of the collected questionnaire was 100%.

### 3.3 Data processing and analysis

In this paper, SPSS 22.0 software was used for statistical analysis and t-test. The t-test formula used in this paper is as follows:

$$t = \frac{\bar{Y} - \mu}{\frac{\sigma X}{\sqrt{a}}} \quad (1)$$

$$t = \frac{\bar{Y}_1 - \bar{Y}_2}{\sqrt{\frac{(a_1 - 1)S_1^2 + (a_2 - 1)S_2^2}{a_1 + a_2 - 2} \left(\frac{1}{a_1} + \frac{1}{a_2}\right)}} \quad (2)$$

Where, Formula (1) is the single population test, Y is the sample mean, S is the sample standard deviation, and A is the sample number. Formula (2) is the double population test, and is the two-sample variance, and is the sample size.

#### 4. Investigation, Spplcation and Research Analysis of the Exploration Path to Improve the Quality of Journalism and Communication Education Based on OBE Concept

##### 4.1 The employment orientation of scholars in journalism and Communication major

In order to effectively implement the project-based learning teaching model based on THE OBE concept, the author conducted a simple questionnaire survey on the personal situation of 200 undergraduate students majoring in Journalism and Communication in 2020. A score of 10 represents a complete failure, 20-30 a complete failure, 40-60 a fair one, 70-80 a complete one, and 90 a complete one. The survey questions and results are as follows table1:

Table 1: Question 1" Population distribution

	Totally out of line	Do not conform to the	Generally conform to the	Conform to the	Very much in
Thenum ber of	25	60	56	27	32

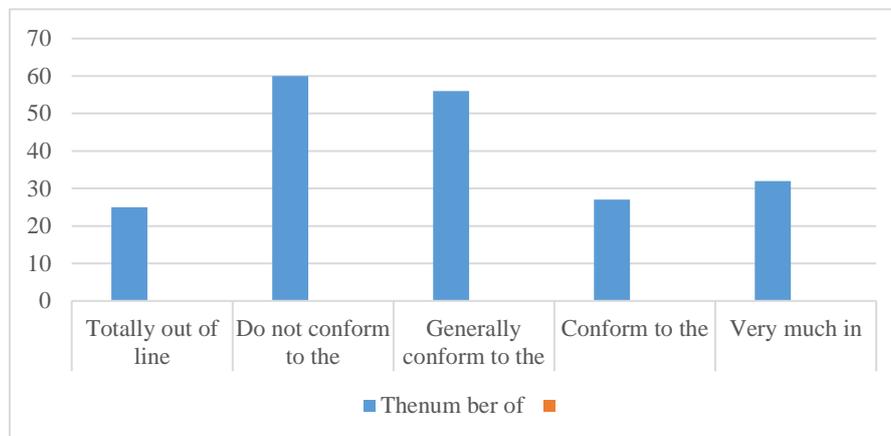


Figure 1: "Question 1" Population distribution

As can be seen from Figure 1, only 59 people are quite clear about their employment situation, and more than 141 people are confused about their future employment direction. It can be seen that although students choose this major, but the future employment direction and employment situation, do not understand. Therefore, it is extremely important to adopt the OBE concept to guide teaching. In the normal teaching process, teachers need to share current employment information with students in addition to setting goals to meet the needs of social talents.

## 4.2 When encountering problems, they will solve them by themselves

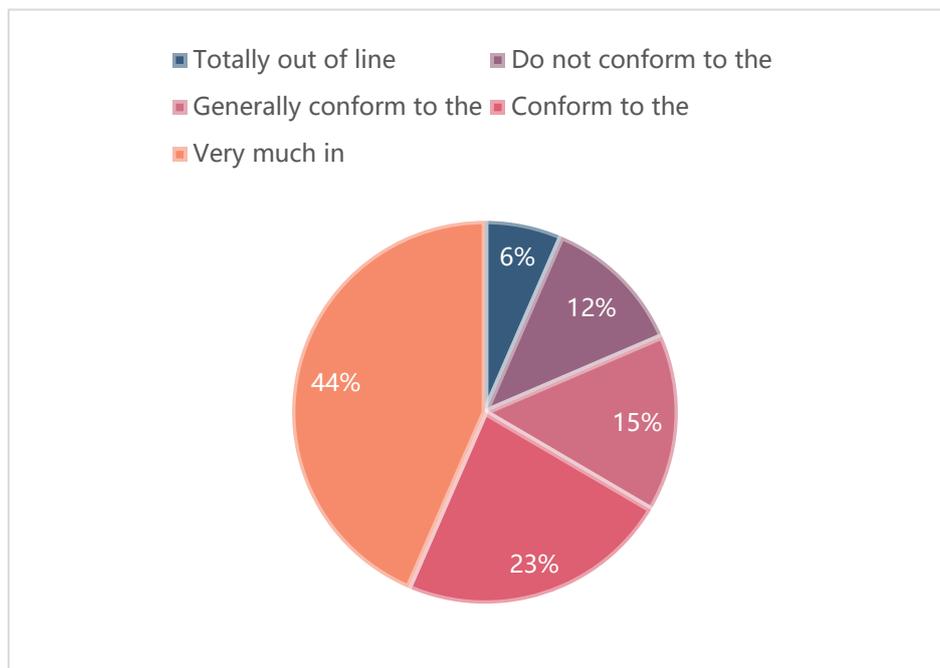


Figure 2: Question 2. Distribution of measuring points

As can be seen from Figure 2, 103 people fully meet the requirement, including 35 people fully meet the requirement, and 42 people completely and completely meet the requirement. It can be seen that the students have the basic ability of independent inquiry and problem solving. However, as they are freshmen, they are not successfully liberated from the comprehensive study of high school, sometimes they rely on teachers and escape from difficulties. Therefore, teachers should give students trust and opportunities, let students learn, enjoy learning, change students' learning thinking, and gradually realize the student-centered teaching thought, which is in line with the implementation principle of OBE concept to expand opportunities and raise expectations.

## 5. Conclusions

This paper analyzes the shortcomings of project learning in teaching, discusses the integration of OBE concept in project learning, and designs a project learning teaching mode based on OBE concept based on feasibility and advantages. It mainly includes guiding learning results, carrying out teaching activities, evaluating learning results and applying learning results. Through the implementation of six steps of the project, supplemented by online and offline teaching means, the adoption of a variety of evaluation methods, the formation of a teaching model that can promote knowledge can improve the comprehensive ability of the social requirements of the teaching model. This paper analyzes the shortcomings of project learning in teaching and discusses the integration of OBE concept and project learning.

On this basis, a project-based learning and teaching model based on OBE concept is designed. It mainly includes identifying learning results, carrying out teaching activities, evaluating learning results and applying learning results. Through the six steps of the project implementation, supplemented by online and offline teaching methods, a variety of evaluation methods are adopted

to form a teaching model that can be promoted. Grasp knowledge can improve the social requirements of the comprehensive ability of the teaching model.

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