

Exploration on the Teaching Optimization of the Communication Course in the Internet Era

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Abstract: Students majoring in journalism and communication in colleges and universities need to learn the course of Communication, which is a very basic course for students majoring in journalism and communication, and has a profound impact on their later study. In the Internet age, spread the field itself is facing a huge challenge, the corresponding way of communication, channels have changed, so in the process of “communication” related course teaching also need to certain optimization change, to combine with time characteristics, innovation more effective teaching measures, to get better teaching effect.

1. Introduction

The so-called communication science refers to the need of human society to transmit social information in the process of development, and the related research content is summarized through communication science. For students majoring in journalism and communication in colleges and universities, in the process of learning related news, information and other dissemination knowledge, the course of communication science is necessary to lay a solid foundation for it, so that students can have a deeper understanding of the major and have more innovations related to communication. In the Internet era, there are some contents in the traditional Communication Science that are not suitable for the development of the current society. Therefore, in the process of relevant teaching, the need to optimize the course and keep pace with The Times is the most effective measure for the continuous development of communication science.

2. To Innovate the Educational Concepts Related to Communication Science

2.1 Actively Change the Role of Teachers and Students

In the traditional teaching process of Communication Science, students are more in the position of listeners, absorb the various teachings of teachers, and then apply them to their own communication behavior. But in the Internet era, students may have more communication-related content than teachers have^[1]. College students belong to a group of people at the forefront of The Times. They come to the Internet earlier than teachers and get information through various ways. Teachers may be more focused on the study of communication theory for professional reasons. Therefore, in the actual process of communication teaching, teachers should timely change their roles of themselves and students, and give more attempts of communication to students. Teachers only need to teach them theories. In the new teacher-student relationship, teachers are never the leader of the classroom, but students give full play to their creativity and create the dissemination mode of some new technologies with the help of the Internet, and teachers can guide them.

2.2 Actively Improve the Teaching Mode

In the process of teaching the course “Communication Science”, college teachers need to actively improve the relevant teaching mode. In the process of learning this course, students should participate more in the classroom teaching activities, promote the development of their own thinking through discussion, thinking and debate, and devote themselves more to the course

learning in this way, which is of great help to the improvement of classroom teaching efficiency. Therefore, in the process of improving the teaching mode of this course, teachers need to set more interesting activities and stimulate students to participate in classroom activities. For example, group students and let them discuss with each other. For example is the creation of communication situation according to a certain event, or for students to simulate and analyze news events, through the improvement of teaching mode to help students have greater interest in the classroom, so as to more actively participate in it.

3. Integrate the Teaching Content of Communication Science

The teaching content of traditional Communication Science mainly involves the research related to the communicators, the communication content, the communication media, the audience, and the final communication effect. Of course, there may be some differences in the process of compiling the textbooks used by various colleges and universities, but they are generally inseparable from these five aspects. For the related majors of learning and communication, the content to be mastered in the different professional focus is also completely different because of the actual learning process. Therefore, in the process of optimizing the teaching of the Communication Science course in the Internet era, universities need to further refine the arrangement of relevant textbooks, and combine relevant communication theories with professional knowledge and skills according to the key majors and the characteristics of the Internet era^[2]. Especially in the Internet age, students in communication related industries in the process of practical work in addition to have related communication skills, also must have enough communication literacy, so communication related teaching content must also be included in students' professional teaching, help students learn to distinguish true and false information but also to ensure that students in the process of information dissemination to keep the moral bottom line and legal standards, not for personal interests.

4. To Innovate the Teaching Means of Communication Science

4.1 Further Strengthen the Optimization of the Course Design

In the process of optimizing the course of communication science in the Internet era, the course design of universities needs to be further optimized. For communication this course, actually news and other professional basic courses, so has a strong theoretical guidance value, but in terms of the practical application of communication, the course is very strong application of a course, so in the actual communication of this course teaching process can not ignore the application practice teaching. Colleges and universities need to further optimize the curriculum design of communication science, mainly to increase the proportion of the originally neglected practical application teaching, and to reflect the importance of the practical teaching of communication science in terms of course hours. In the process of practical teaching for students, teachers can make use of the internal campus radio, network radio, forums, microblog, wechat, etc., and can also sign agreements with social organizations, to create opportunities for practical learning for students, and further strengthen the cultivation of students' practical ability.

4.2 Help the Classroom Teaching to Extend Outward

In the Internet era, the communication teaching can not only stick to the traditional classroom teaching methods. After all, many of the contemporary information communication behaviors are carried out in the Internet. So in colleges and universities in the process of communication course teaching optimization also need to extend the classroom outward, create a combination of online teaching and offline teaching mode, is a reform of classroom teaching methods, help students to have more profound impression, is also to help students first step to adapt to the Internet, convenient students in the spread of the future related work can have a more rapid adaptation. In the process of online teaching, teachers can use live video broadcast, MOOCs and other methods to design more diversified teaching methods and track the whole learning process of students, pay attention to students' learning effect in real time, and promote students to always be in the best

learning state.

5. Optimize the Evaluation Mechanism of Communication Science

5.1 Build an Evaluation Mechanism with Interactive Effect

In the teaching process, communication science needs to pay attention to the cultivation of students' information communication ability, so in the process of evaluating students' learning results, it needs to promote the progress of students' communication ability. An evaluation mechanism with interactive effect can be constructed, but simply put, it is an evaluation system with the participation of the whole people. In this system, teachers are mainly responsible for the evaluation of students' theoretical knowledge and daily performance, usually in the way of examination. Students' mutual evaluation is to evaluate each other's communication works to promote a clearer understanding of their self-ability through communication^[3]. Finally, the audience's evaluation, which mainly depends on the audience's recognition and support. All aspects of the comprehensive consideration and the final weight allocation to get closer to the real level of students.

5.2 Innovation for Students' Ability Assessment

In the process of evaluating the learning effect of students' communication science, the innovation should also be made based on the evaluation method of students' ability. Students' ability may be reflected in many aspects. For example, some students are good at grasping the psychology of the audience, some students will produce attractive works, and some students will have outstanding ability in information acquisition. It is obviously unfair to evaluate the students' ability only based on the number of visits they get, and it is also easy to complete the partial subject problem of the students' works. Teachers should change the evaluation method regularly, and rotate the evaluation from as many angles as possible, so as to promote students to go hand in hand in the learning process and improve their comprehensive ability.

6. Conclusion

In the Internet era, the course of communication in universities mainly needs to be carried out from four aspects. First, it is teachers' teaching concepts, which must be transformed in time, and teachers must find their own positioning. Teaching will be more directional. In addition, the teaching content also needs to be integrated. The optimization of teaching methods is better than the innovation and improving the teaching evaluation methods, fully combining the characteristics of The Times and the needs of students for teaching innovation, the teaching effect will be more ideal.

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