

The Development Direction of Chinese Communication Teaching Reform in the New Period

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Abstract: China's higher education has turned into the connotation of the development period centered on improving the quality. However, only the idea is not enough, we need to education concept into system design and teaching arrangement, compared with our development stage and national characteristics, information transmission mode has changed significantly, but also affects our life, the development of the new media makes us realize the important role of communication, communication also received more and more attention, more people began to want to learn communication, so the author thinks that colleges and universities need to further adjust communication talent training goals and programs, for communication in this paper puts forward the following teaching reform.

1. Introduction

Communication in colleges and universities is mainly a professional discipline for people to conduct social information exchange. It not only contains its professional knowledge, but also widely involves sociology, psychology and economics. Chinese universities will communication as a major subject is mainly in the 1950s, but with the development of our society and change, communication also once stalled, and after the reform and opening up, communication also gradually started on track, with the national policy support and people's ideas, the development prospect of communication is getting better and better. In today's society, with the development and popularization of science and technology and network, the communication in universities also assume more responsibilities, and the research of experts and scholars on the teaching reform and innovation of communication is deepening day by day. The current situation of "diversified symbiosis" education has pointed out the direction for the teaching reform of communication in colleges and universities.

2. Reform and Development Direction of Communication Teaching in Universities

2.1 Base Communication Theory on Practice

Communication science in colleges and universities itself belongs to a kind of social discipline, so with the development of our society and actual has very close connection, in the teaching process must be abstract theoretical knowledge and organic combination of social practice, to ensure that colleges and universities meet the needs of social development, has a strong practicability. Therefore, in the teaching of communication in the new era, teachers can explore educational cases and resources in social hot spots, organically combine them with teaching contents in teaching materials, and increase compatibility in terms of time and region. Students can use the knowledge of communication to analyze cases based on their own life experience. For example, social hot news can not only stimulate students' thirst for knowledge, but also make students enhance their social responsibility on the basis of analyzing hot news, deepen the mastery and flexible use of theoretical knowledge of communication, and improve the effect of communication teaching.

3. Explore the Constructive Teaching Mode

In communication teaching to change the traditional teaching mode into the teaching mode of

teaching mode, make the students on the basis of deep understanding of knowledge, through the implementation of teaching method and group explore cooperative learning way, improve the students' exploration spirit, independent analysis, solidarity and critical consciousness, help students build system, perfect communication knowledge system and meaning structure. Under the guidance of constructive teaching theory, teachers should deeply realize that communication teaching is not a passive process, but to make students actively learn, actively construct and actively accept, so as to increase students' cognition and improve students' ability on the basis of students' existing knowledge^[1]. Therefore, it is necessary to transform the teacher center into student-centered, pay attention to the needs and experience of students, so as to truly develop the classroom, enhance students' sense of ownership, and play the guiding and organizational role of teachers themselves. For example, teachers can put forward exploratory questions, organize students to carry out group cooperation, guide students to division of labor and cooperation, independently collect data, records, conduct group discussion, and share the results of group discussion with students. Finally, the teacher will finally sort out and summarize the students' discussion and sharing. For example, when TikTok became popular in recent years, teachers can take this as a topic to guide students to use the communication knowledge for in-depth thinking and analysis of TikTok popularity through the implementation of constructive teaching methods.

4. Broaden the Content of Communication Science Teaching

Because communication knowledge update speed quickly, but the university teaching material has a certain lag, so in college teaching reform, teachers only constantly optimize the communication of teaching content, can widely attract students' interest and enthusiasm, students can show high enthusiasm in classroom learning, so teachers should fully realize the important role of broadening the communication teaching content, pay attention to the extension of teaching content, make the teaching content become more flexible, more likely to be accepted by students. First, teachers need to optimize the case of communication science, so that students can internalize the theoretical knowledge into their own ability; Secondly, teachers should also introduce advanced knowledge and theories in the society, so that students can also master the latest communication knowledge in school, optimize the effectiveness of classroom teaching, make the students in the future to participate in the work to reduce the time to adapt to the final teacher should innovate the classroom teaching methods, by introducing advanced instructional techniques, make the abstract knowledge more intuitive and interesting, for example, the teaching method of audio-visual combination, by stimulating the students' multisensory, make the students learn the corresponding knowledge and theory in learning, enrich the students' cognition, students can not only learn the knowledge of communication in the textbook, at the same time, you can also learn the advanced ideological and theoretical knowledge in the network and in the society, improve students' ability to analyze and solve problems, cultivate students' social adaptability, reduce the running-in period when students participate in the future work.

5. Improve the Quality of the Course Teachers Themselves

The key to the teaching reform of communication in colleges and universities is the professional quality of teachers. The teaching ability and professional quality of teachers directly determine the quality of communication teaching. Therefore, in the process of the reform of communication teaching, we should improve the quality of teachers from the perspective of teachers. For teachers of communication science, first of all, teachers should have a solid theoretical knowledge, and have a high sense of responsibility, and deeply realize their own role and value in the teaching of communication science^[2]. Before conducting classroom teaching, teachers need to be fully prepared, familiar with the textbook and class students, and prepare lessons. Secondly, teachers should improve their teaching skills, develop new teaching methods, enter the students, build a democratic teacher-student relationship, understand the student learning situation and student feedback, as the basis for improving their classroom teaching. And teachers should set up the consciousness of

lifelong learning, because for communication professional, teachers must fully realize the special nature of communication professional, advancing with The Times, in addition to the analysis of the school communication materials, also grasp the network teaching resources and social communication professional employment trend, summarizes the rules, in order to better apply theoretical knowledge to classroom teaching, make classroom teaching more forward-looking, help students walk in the forefront of the development of The Times.

6. Pay Full Attention to Student Feedback

Communication teaching in colleges and universities is a bilateral process between teachers 'teaching and students' learning, which is relatively unified and unified. Therefore, only by focusing on the combination of teachers 'teaching and students' learning can the effect of communication teaching be effectively improved. In daily communication teaching, we should always pay attention to students 'learning experience and learning results, pay attention to students' feedback, and take students' opinions and suggestions on communication classroom teaching as the theoretical support for the reform of communication teaching^[3]. First teachers can by creating WeChat communication group, WeChat public and microwave, through real-time communication to understand students' opinions and Suggestions on classroom teaching, and teachers to listen to and accept, equal communication with students, discuss the reform of classroom teaching strategy, targeted and purposeful according to the student classroom to make the corresponding correct feedback. Second, teachers can organize students to fill in the questionnaire or secret ballot, understand all students in the class on classroom teaching, make students without scruples to evaluate teachers 'classroom teaching, not only make students' classroom feedback become more intuitive, because is anonymous, students can also fully express their classroom, teachers, and then students' feedback and analysis, and explain their ideas to students, to adjust the existing teaching methods and methods, make the communication classroom teaching in a better and more targeted direction.

7. Conclusion

To sum up, the communication of university teaching itself strong theory, and widely involved in sociology, psychology and other subject knowledge, so for teachers and students also put forward higher requirements, not only to have good abstract thinking, can deeply understand the abstract theoretical knowledge in the teaching material, but also requires teachers can implement the theory with practice teaching strategy, close to students 'life, improve the ability of students' communication of knowledge internalization. In the new period, with the continuous development of information technology and new media, communication also has a broader development prospect. Therefore, in order to cultivate practical and compound communication talents, universities are urgent to reform communication teaching, and the communication teaching in universities is bound to develop in the direction of continuous reform.

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