

# Research on the Improvement of Teaching Quality of Journalism and Communication Majors in Colleges and Universities by Using Social Media

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**Abstract:** At present, social media has long been an indispensable tool in people's lives. As a new media form, social media also has the characteristics of media. In the field of education, it can also play the role of carrying teaching content and building a bridge of bilateral interaction between teachers and students. This paper discusses the advantages of using social media in the teaching of journalism and communication specialty, such as convenience, effectiveness, extensiveness, interactivity and autonomy, and then discusses the teaching development of journalism and communication from the aspects of integrating multi-party teaching resources, linking academic and industry people, creating independent learning mode, building a new media practice platform, and improving teaching feedback and effect analysis.

**Keywords:** Higher Education; Journalism and Communication; Social Media.

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## 1. The Meaning of Social Media

Social Media is a tool and platform for people to share opinions, opinions and experiences on the Internet. Its communication media include social networking sites, Weibo, WeChat, blogs and forums, and its essential features include commonness, participation, dialogue and community. Social media is changing the communication, interaction, collaboration and learning methods of college students in a subtle way [1], and gradually forms a strong social media atmosphere among college teachers and students. Social media atmosphere is a network environment based on Web2.0 technology, which allows users to create content, interact and share information. This not only affects the motivation, frequency and effect of teachers and students using social media, but also has an important impact on teachers' teaching quality and students' learning effect.

## 2. The Advantages of Using Social Media in the Teaching of Journalism and Communication Major

### 2.1. Social Media is Conducive to Improving the Convenience of Teaching

Social media, with its convenience, low cost and easy access, has brought new development opportunities to cultivate students' practical ability of news gathering and writing. Integrating social media into teaching, breaking the limitation of funds, teachers and high-end experimental platform, is conducive to cultivating new media talents who not only have a broad vision of journalism, but also master modern online media tools and news communication skills.

### 2.2. Social Media is Conducive to Improving the Effectiveness of Teaching

Before class, teachers publish learning materials such as syllabus, teaching plan, case background materials and course-assisted videos through social media to encourage

students to study with questions; In class, teachers encourage students to think independently before and after class, and then organize students to discuss in groups, so as to guide students to analyze the problems in case materials and put forward preliminary solutions; After class, teachers assign personal assignments and team project tasks according to the course objectives and teaching requirements, and it is helpful to improve the effectiveness of teaching through individual independent learning and group cooperative learning.

### 2.3. Social Media is Conducive to Enhancing the Breadth of Teaching

The journalism and communication industry itself is a rapidly developing and changing industry. The content of the frontier field is constantly innovating, so the teaching content is in urgent need of updating, and it is necessary to adjust the outdated and obsolete content, including information, ideas, opinions and cases. Even if the selected textbooks are rich in content, scientific and practical, they can't reflect these changes immediately, and Weibo can solve this problem well. Using social media, we can establish a professional teaching Weibo, organize the scattered high-quality resources on the network, sort out and integrate them, and set up a teaching resource library, so as to expand and adjust the teaching content in time and make it closely integrated with the professional direction and industry development to adapt to the changes in the field of news communication.

### 2.4. Social Media is Conducive to Enhancing the Interactivity of Teaching

Most colleges and universities still follow the traditional teaching mode, that is, teachers are the center to impart knowledge to students through a single channel (offline classroom). In the teaching process, teachers play a dominant role and students passively accept knowledge, which leads to a serious shortage of students' learning initiative and enthusiasm. In the application scenario of social media, not only the teaching activities are effectively supported by various technical means, but also the students' learning

approaches are more diversified, which helps them to master the basic knowledge and understand the key and difficult knowledge. Moreover, the interactive experience creation function of social media is fully utilized, and the two-way interactive experience between students and teachers is realized. The interactive experience supported by various technical means cooperates with the construction of teachers' teaching situation, which effectively improves the teaching effect of the course.

## **2.5. Social Media is Conducive to Enhancing the Autonomy of Learning**

At present, the target of education is post-00 students, whose thinking habits tend to be personalized and interesting. They mainly receive videos and pictures, pursue micro-reading and shallow reading, and have great enthusiasm for new things. Social media provides a creative content platform, and many people grow up in a learning environment of creativity, social interaction and technical cooperation [2]. The use of social media in the teaching of news communication is highly compatible with the information receiving characteristics of the post-00 students. Embedding the use of social media into curriculum design is conducive to improving students' autonomous learning ability.

## **3. The Exploration of the Development of News Communication Teaching based on Social Media**

### **3.1. The Integration of Multi-Party Teaching Resources**

Internet-based social media can make use of its network advantages to expand the teaching resources of news gathering and writing education, including cutting-edge information and network resources, through professional teaching of Weibo and WeChat, so as to broaden students' knowledge and horizons, cultivate their interest in professional learning and lay a solid foundation for news gathering and writing. Teachers can also register social media accounts to become teaching bloggers, and push current news and industry information on their WeChat official account and Weibo. Through guidance and supervision, students can form the habit of paying attention to news information and get the latest news information in time. Students can set the course teacher's teaching Weibo as "special attention", and then they can receive system push and prompt information, so as to receive teaching information in time. At the same time, guide students to analyze news information with news value and master the ability to analyze and master all kinds of facts in news reports, such as learning to analyze the overall situation, main facts, relevant backgrounds, typical examples and details, thus laying the foundation for news gathering and writing.

### **3.2. Linkage with Academics and Industry People**

The use of social media can guide students to pay attention to the industry trends, establish contacts with journalists and people in the industry, and expand professional network resources. Social media, especially Weibo's characteristics of open communication, sharing and commonness, can help students to directly pay attention to and contact journalists and scholars who are less likely to get in touch with high

activity. By participating in topic discussion, comments, private letters, micro-interviews and other ways to exchange and discuss, we can achieve the exchange and collision of different viewpoints and ideas, which will help students accumulate experience, enhance their thinking and stimulate their initiative and exploration in the field of news communication. In the daily continuous information input and accumulation, improve students' ability to discover new things, identify the communication value of objective facts and grasp the needs of the audience, and broaden the knowledge of news communication.

### **3.3. Create an Autonomous Learning Model**

Self-Regulated Learning in education means that students actively participate in their own learning by adjusting factors such as cognition, emotion, motivation, behavior, attention and environment, so as to achieve their ideal learning goals. [3] Social media has the characteristics of participation and dialogue. In the teaching process, teachers can make full use of this feature to create autonomous learning mode for students, such as establishing professional teaching WeChat group and sending relevant teaching cases such as new media planning, hot news, short videos, etc., which are suitable for students' age. Because there is no need to face to face, students' autonomous participation in discussion will be improved, and students can answer course questions, discuss and analyze cases, so as to break the traditional passive absorption teaching mode and promote students' autonomous, cooperative, stimulating and inquiry-based learning.

### **3.4. Building a New Media Practice Platform**

Social media can break the limitation of time and space, establish a channel for information recording, sharing and dissemination between courses and media, turn the classroom into a battlefield for news actual combat, actually connect news gathering and writing courses with social media platforms, and build a skills training platform, which is helpful to effectively improve students' professional practical skills and realize the integration of teaching, learning and doing, so as to solve the problems of insufficient training conditions and limited gathering and writing practice to some extent. If WeChat can be used for the training of WeChat tweet writing, students can focus on the training of WeChat WeChat official account tweets on the new media platform of WeChat, including content editing, multimedia material use, visual typesetting and WeChat official account operation. It is also possible to introduce real work tasks and situations into practical teaching in view of real-time hot spots on the network, so that students can post their completed video clips directly on social media, and truly let students play the leading role and directly test their learning achievements with network traffic.

### **3.5. Improve Teaching Feedback and Effect Analysis**

Social media can be used for various forms of evaluation and feedback, not only for the learning results, but also for the learning process. For example, teachers can browse and view Weibo anytime and anywhere, reply and comment, and use WeChat for instant dialogue, which can help teachers to continuously improve their reflective ability. Based on this, social media provides a good platform for teachers to reflect on teaching, which can help teachers to revise the course content and think about the training of professional talents.

Teachers can collect and sort out the degree of students' communication and cooperation in Weibo, WeChat and QQ before class, their participation in class and their learning status, and finally make a comprehensive evaluation. According to the analysis and evaluation, make appropriate adjustments to the teaching progress, difficulty and teaching methods, and improve the teaching of the course in the process of continuous adjustment and improvement.

#### **4. Conclusion**

The application of social media in news communication teaching shows great development potential, but there are also many problems that need further study. For example, it may lead to information flooding and affect the learning effect; Students are attracted by other novel online content, their study is disturbed, and teachers need timely supervision and guidance. Therefore, we should pay more attention to the

information receiving characteristics of the post-00 students, dig out the task content and learning and communication methods that students are interested in, explore more deeply, and use social media more scientifically, so as to make it more beneficial to the teaching of news communication.

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