

# Media Fusion Visual Threshold Under the Network and New Media Professional Talent Training Path Analysis

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## Abstract:

Digital technology and network information technology are developing rapidly, and the barriers between various media no longer exist, resulting in new media. The emergence and development of new media has greatly promoted the deep integration of traditional media and new media. In the development of media integration, on the one hand, it has brought unprecedented changes to the new network media industry, on the other hand, it also urges colleges and universities to train new media talents more actively. Based on this, this paper analyzes in detail the network and new media professional training path under the media fusion visual threshold for reference.

## Keywords:

Media Fusion, Network And New Media, Talent Training Path

## 1. Introduction

Network and new media majors are currently in the initial stage of development, the process of talent training, the need for all-round integration of media development of the main characteristics. At present, the training concept of this profession is in a lagging state, the construction of teachers needs to be optimized, and practical teaching needs to be perfected. In the process of training talents in colleges and universities, we should actively innovate the basic concept of talent training, integrate educational resources according to the new laws and requirements of the development of the new media industry, build a scientific and perfect teaching staff, pay great attention to practical teaching and the rational application of new technologies, so as to train high-level new media talents.

## 2. Establish a Brand-New Concept of Talent Training, and the New Law of the New Media Industry, New Requirements of Organic Combination

Media major is a high application-oriented professional, the professional talent literacy requirements are high, pay special attention to the connotation of knowledge. High-level media people should first become composite talents. In the development of

media integration, it is necessary to attach great importance to the effective integration of different industries and fields, which also expands the boundaries of the traditional news communication industry, and puts forward more detailed and strict requirements for the training of composite talents in network and new media. According to research shows that some enterprises and institutions in the process of development, the number of composite talents is obviously insufficient, analysis of the new media structure and content is not difficult to find, in the process of training new media professionals, we must always adhere to the principle of combining theory with practice, technology combined with art. On the one hand, students should fully understand the theory of news dissemination, literature and art and visual modeling art, on the other hand, schools should also take effective measures to promote the deep integration of computer network and communication technology, scientific application of hardware and software creation tools, in-depth understanding of marketing public opinion monitoring, analysis and management and other content.

In the development of network and new media, we should take effective measures to break through the boundaries between traditional disciplines, highly integrate the background of media integration industry development, reasonably integrate teaching resources with obvious advantages between different disciplines, close the links between different courses, pay attention to the effective connection between different contents, and make the development of new courses and the training of multi-talented integrated talents the focus of teaching work. Under the basis of talents accurately grasping the professional knowledge and skills of news communication, we should also have many professional abilities, such as product planning, marketing, cross-sectional design, data statistics and art design, and truly become the comprehensive talents needed by the industry and society.

### **3. Clarify the Training Objectives of Network and New Media Professionals, and Improve the Relevance and Rationality of Curriculum**

In the training of professionals in network and new media, it is necessary to target the training of talents as a composite talent with system news communication, media fusion and theoretical knowledge of network and new media, comprehensive understanding of the practical ability of new media and information network technology, and the ability of journalists, choreographers, planners and gateways or other information collection, production and dissemination that are appropriate to the development requirements of the new era. However, the main content and goal of the talent training orientation can not show the difference between the network and the new media major and the traditional news communication major, but also can not show the difference between the key universities and ordinary colleges and universities in the training of talents. Therefore, local university network and new media major should be based on the actual situation of local, school and students, according to the development of the media and social development needs, to train students' core abilities, to create a scientific, perfect and effective curriculum system. On the basis of this target positioning, the network and new media professional training focus on new media production, dissemination, operation and maintenance and other content. All three aspects of the above-mentioned work and literature as a new type of talent training model and ideas, based on the background of subject integration, training to meet the requirements of social and industry development. Technical ability is particularly important, so it is important to attach great importance

to students' ability to master and apply new media technology, but also to have excellent programming skills, communication skills and information retrieval and induction skills.

#### **4. Actively Integrate Educational Resources and Create a High Level of Teachers**

Media integration is developing rapidly, knowledge renewal speed is obviously accelerated, so the network and new media professional teachers should also be highly responsive to the changes of the times. First of all, teachers need to deeply study the development of the industry, and combined with professional development to optimize the corresponding knowledge system, improve professional ability, but also can improve their own professional literacy. Furthermore, the establishment of cross-professional and interdisciplinary teacher exchange mechanism, the construction of discipline integration of the teaching team. The sources of network and new media teachers are diverse and require the participation of multiple disciplines and industries. Because teachers come from different colleges, it is difficult to integrate all teachers into the professional establishment, can not form a comprehensive and perfect teaching team, curriculum system convergence and construction there are many problems. Therefore, colleges and universities need to take the initiative to change their working thinking and methods, to create teaching teams with majors as the core, to organize teaching activities, and to lay a solid foundation for the deep integration of teachers' teams and curriculum teaching. In addition, actively introduce excellent first-line teacher team. With the rapid development of the new media industry, colleges and universities can introduce front-line professionals and enterprise personnel into the school, realize the transformation of the enterprise editor-in-chief to the university tutor, and form a new form of enterprise cooperation, which will also help students fully understand and master the knowledge and skills needs of the development of the industry.

#### **5. Conclusions**

In short, media integration is the mainstream trend of the development of the times, on the basis of which a variety of new media forms have emerged. Media fusion is an important opportunity for the development of the media industry, but the corresponding network and new media development process also needs to meet many challenges. In the process of cultivating new media professionals in colleges and universities, we should carefully analyze the connotation and characteristics of media integration, so as to create favorable conditions for the transformation of the industry, enhance teaching ability, while cultivating a large number of innovative high-quality talents, and provide strong talent support for the sustainable development of the new media industry on the network.

#### **Conflicts of Interest**

The authors declare that there is no conflict of interest regarding the publication of this article.

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