

Study on Curriculum Relevance and Professional Competitiveness of Chinese Broadcasting and Hosting Arts Major

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Abstract: With the development of the society, the development of the broadcasting hosting major in China has shown a prosperous trend. Course management and professional competitiveness evaluation have become important factors affecting the survival and development of the major. Therefore, this paper aims to analyze and study the curriculum relevance and professional competitiveness of China's broadcasting hosting major. The significance of this study is to promote the development of broadcasting and hosting profession in China, improve the quality of education of professionals, and enhance their professional competitiveness. This study collected and analyzed the research results of China's broadcasting and hosting major in the aspects of curriculum relevance and professional competitiveness in recent years, combined with existing cases, deeply discussed the current situation and problems of China's broadcasting and hosting major, and put forward corresponding suggestions and countermeasures.

1. Introduction

It is necessary to establish a scientific and systematic curriculum system and education and training model to train talents with certain professional competitiveness^[1]. At present, there are some problems in the education training and curriculum setting of broadcasting and hosting specialty in China. On the one hand, the scientific and systematic training program and the degree of conformity with graduation requirements, basic education and the development trend of teacher education need to be further improved. On the other hand, the scientific nature of the curriculum, the degree of conformity with professional development, the proportional relationship between theory and practice and the degree of combination also need to be studied more deeply.

In terms of curriculum implementation, it is necessary to take occupation as the core of the whole curriculum system construction, effectively integrate the contents of ordinary courses and vocational courses, and constantly extend more extensive significance in practice. In addition, active learning is an effective way for educatees to generate and develop their career interests. Only

in the process of real social practice can people discover their ability tendency and interest, which is extremely critical for educatees to grasp the future career direction and realize social value^[2].

Therefore, this study aims to explore the relationship between the curriculum relevance and professional competitiveness of China's broadcasting and hosting major. By means of literature review, questionnaire survey and other methods, this study analyzes the existing curriculum system and personnel training mode from multiple perspectives, and puts forward suggestions for improvement and perfection, so as to improve the education quality and training quality of China's broadcasting and hosting major. Contribute to talent training and industry development.

2. Curriculum relevance analysis of broadcasting and hosting major in China

2.1 Current situation and problems of host talent training

In the major of broadcasting and hosting art in China, the training of hosting talents is the core goal of the professional education. But there are some problems with the current training model. First of all, students have insufficient practical opportunities, and many students have almost no chance to participate in the real hosting work during the school. Secondly, the content of the textbook is too theoretical, it is difficult to combine with practical application, and there are difficulties in training students to master practical skills^[3]. In addition, the current assessment system is not perfect enough to truly reflect the ability and potential of students.

In order to improve the quality of talent training, the relevance of curriculum is very important. Curriculum relevance refers to the internal connection and interaction between courses. In the aspect of host talent cultivation, the relevance of the curriculum should be considered from three aspects: skill, knowledge and attitude. In terms of skills, students should learn different hosting skills in different courses, and practice and consolidate them through practical opportunities; In terms of knowledge, emphasis should be placed on teaching and hosting related knowledge in each course, such as language expression, speech skills, etc. In terms of attitude, it should run through the whole training process, emphasizing that students must establish a correct outlook on life and values while learning hosting skills^[4].

In order to make China's broadcasting and hosting profession correspond to the development of The Times, curriculum reform is inevitable. The goal of curriculum reform should first be to transform the curriculum from "knowledge imparted" to "practical application"^[5]. The second is to adjust and reform the curriculum according to the changing needs of students and careers. In addition, we should establish a diversified assessment system to gradually realize the actual ability and comprehensive quality of the host talent, and improve the competitiveness of the host talent.

To sum up, to improve the training quality of Chinese broadcasting and hosting talents, we need to pay attention to the relevance of curriculum and curriculum reform. Only by setting up the curriculum correlation reasonably and carrying out the necessary curriculum reform, can we provide students with better hosting training and improve their career competitiveness.

2.2 Correlation analysis of curriculum provision

The curriculum of broadcasting and hosting major in China has always been one of the key issues in the education of this major, which mainly includes basic courses, professional courses and practical teaching. Among them, the relevance of curriculum is particularly important.

For broadcasting and hosting majors, the training objectives not only require students to have solid basic knowledge and various hosting skills, but also need to have strong response ability, communication ability and innovation ability to adapt to the increasingly rich and diverse forms of media communication and program types.^[6]

On this basis, the relevance of curriculum is sorted out and analyzed. First, the basic curriculum should be solid and complete. This kind of course mainly covers the basic knowledge of pronunciation, expression, vocabulary, thinking and so on, which provides sufficient support for the study of professional courses^[7]. Secondly, professional courses should be close to practice. Such courses mainly include hosting skills, program theme and language expression, program creativity, directing skills, etc., to provide students with practical work simulation exercises and theoretical guidance. Finally, practical teaching should be closely linked. From the perspective of curriculum setting, practical teaching is closely related to theoretical courses, which can help students consolidate what they have learned and enable students to better understand the specific operation and process of hosting related industries.

As for the necessity and direction of curriculum reform, we believe that we should pay attention to the following points: First, strengthen the contact with the industry, pay close attention to the latest trends and developments in media communication and program production, and adjust or add curriculum content and Settings in time^[8]. Secondly, expand the diversity of professional courses, including but not limited to different types of courses such as talk show hosting, variety show hosting, and new media live broadcasting, so that the course content is more detailed and easier to match with the target enrollment group. Finally, attach importance to the precipitation and accumulation of practical teaching links, further promote the innovation of teaching methods and teaching means, and improve the quality assurance mechanism of students' practice and training.

2.3 Necessity and direction of curriculum reform

With the development of society and the progress of science and technology, the development of broadcasting and hosting industry is also facing new challenges and opportunities. In this context, the education department needs to reform the curriculum of broadcasting and hosting majors to adapt to the changes and development of the industry. The first is the curriculum reform, the author believes that we can start from the following aspects:

First of all, take the market demand as the guidance, strengthen the setting of practical courses^[9]. At present, although many broadcasting and hosting talents have received professional training, they are faced with many challenges in their practical work, such as hosting difficult problems and insufficient adaptability. Therefore, the curriculum should pay more attention to practical application, strengthen the cultivation of practical skills, and improve students' ability to cope with different situations.

Secondly, strengthen interdisciplinary and broaden students' knowledge. The professional skill demand of broadcasting and hosting industry is no longer limited to laryngeal rhyme training, speech training and other single aspects, but needs to have interdisciplinary knowledge and skills. Therefore, the curriculum should strengthen the interdisciplinary setting, and introduce the knowledge content of relevant core courses into the broadcasting and hosting major, such as psychology, management, journalism, etc., to broaden the scope of students' knowledge and improve their comprehensive quality^[10].

Finally, focus on cultivating students' independent learning ability. In the age of information explosion, only learning traditional classroom knowledge can not meet the development needs of students. Therefore, education and training should focus on cultivating students' independent learning ability and improving their lifelong learning ability, so that they can look at the same issue from different perspectives and actively explore new knowledge, so as to continuously improve their competitiveness.

In a word, the curriculum reform of broadcasting and hosting major is necessary. Compared with the traditional training methods in the past, the curriculum reform will pay more attention to

practical application, strengthen interdisciplinary, pay attention to cultivating students' independent learning ability, and improve the overall quality. In this way, China's broadcasting and hosting profession can better adapt to the development and changes of the industry and improve professional competitiveness.

2.4 Analysis of market demand and discipline prospect

The analysis of market demand and discipline prospect shows the future development trend of broadcasting and hosting art major in China, which is one of the important contents of this paper.

First of all, market demand is one of the important factors affecting the development trend of the industry^[11]. At present, with the rapid development of media technology, the demand for talents in the media industry is increasing, especially for excellent broadcast hosts. Therefore, it has become one of the main tasks of modern media education to train high quality and high accomplishment broadcast hosts.

Secondly, with the social emphasis on quality education and the requirements of the broadcasting and hosting industry itself, the future broadcasting and hosting hosts must have rich industry background knowledge, the ability to control various publicity activities, understand the development trend of modern media and the application of technology, so as to improve their professional competitiveness.

At the same time, with the opening and expansion of China's media market, the media industry will usher in vigorous development and play a more important role in the professional field. Some new information technology will continue to emerge and apply to the media industry, so broadcast hosts must have innovative spirit, sensitivity and flexible skills^[12].

To sum up, the market demand and industry prospects increasingly need high-quality talents, the future broadcast host must have a variety of abilities and technologies, in order to stand out in the competitive market. Therefore, we should fully understand the market demand and industry prospects, provide more targeted guidance for broadcasting and hosting professional education training and curriculum reform, and enhance its competitiveness and development potential.

3. Conclusions

In the major of broadcasting and hosting art in China, the future development direction faces a series of challenges and opportunities. Some of these challenges stem from technological changes and applications, as well as changing market demands. At the same time, based on the needs of talent training, it is also crucial to continue to innovate teaching and training mechanisms.

First, schools and colleges should optimize the professional curriculum system, strengthen the teaching content of the core curriculum, and make the curriculum more targeted and practical. Especially with the popularization of information technology, students need to constantly learn and master new technologies to adapt to the constantly updated industry needs.

Secondly, it is important to expand school-enterprise cooperation and increase practical opportunities for students to enhance their career competitiveness. Students need to be constantly exposed to the most cutting-edge technologies and ideas in the industry to be fully prepared for their future career choices. By cooperating with enterprises in radio, television, journalism and other related fields, the school can provide more job opportunities and practical opportunities for students, and help to do a good job in the employment arrangement of graduates.

In addition, in the face of fierce competition in the broadcasting and hosting industry, it is particularly necessary to cultivate students' solid basic skills and comprehensive quality. Students need to constantly explore their own strengths and be able to flexibly respond to various challenges in the work. Therefore, education and training should cover many aspects, including language,

performance, vocal music, cultural subjects, etc., to help students form a comprehensive professional quality^[13].

In short, the future development direction of China's broadcasting and hosting arts is diversified and personalized. The innovation of education training and teaching mechanism is the foundation, the increase of school-enterprise cooperation and practical opportunities is the guarantee, and the self-development and growth of students is the core. In the face of increasingly fierce career competition, we should seize the opportunity, constantly strive to improve ourselves, and struggle to the end for the desired career goals.

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