

Current Situation of Journalism and Communication Talents Training under Philosophical Hermeneutics and the Path of Optimization

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Abstract: In the context of media transformation, the cultivation of news and communication talents is receiving increasing attention. To adapt to the development of the times, the goal of cultivating news and communication talents should be expanded, which should include mutual infiltration and intersection to cultivate talents with philosophical and humanistic literacy and strong practical abilities. Philosophical hermeneutics is a discipline that explores fundamental issues such as human thought, language, and culture, and it appears to have no direct relationship with news dissemination. However, in fact, news dissemination is a medium for carrying and transmitting information, and it cannot be separated from the understanding and exploration of fundamental issues such as human thought, language, culture, etc. Therefore, from the perspective of philosophical hermeneutics, a deeper level of thinking can be conducted on the current cultivation status of news and communication talents in China, and optimization can be carried out. The experiment in this article showed that 62.5% of students believed that the infiltration of philosophical hermeneutics was very unimportant in the cultivation of news and communication talents, and 60% of teachers believed that the infiltration of philosophical hermeneutics was very unimportant in the cultivation of news and communication talents. It can be seen that philosophical hermeneutics has not attracted people's attention in the cultivation of news and communication talents at present. Therefore, in response to these current situations, the article also analyzed the corresponding optimization paths.

Keywords: Philosophical Hermeneutics; News Communication; Optimized Path; Personnel Training; Humanistic Quality

1. INTRODUCTION

Philosophical hermeneutics plays an irreplaceable role in cultivating news and communication talents. Firstly, through the study of philosophical hermeneutics, students can better understand language and symbols, which has great benefits for text editing and oral expression in news reporting. Secondly, philosophical hermeneutics encompasses many disciplines, such as ethics, natural philosophy, sociology, etc. Through the study of these subjects, students can possess higher social and humanistic qualities, thereby better handling the complex issues that arise in news. In

addition, philosophical hermeneutics can also guide students to think about deeper issues such as values, beliefs, and power, thus playing a good guiding role in the aspects of justice and fairness in news reporting. Philosophical hermeneutics also involves history and traditional culture, which is also very beneficial for news communicators. Because it enables people to better understand and report on local historical and cultural phenomena, philosophical hermeneutics plays a very important role in the cultivation of news and communication talents. It can not only improve students' practical operation skills, but more importantly, it can enable them to have a high level of humanistic literacy and a broad ideological perspective, thereby better facing the increasingly complex and ever-changing media environment. With the rapid development of network information technology, new media is also constantly emerging, which has brought great changes to the way news communication and thinking in the past. This has brought great challenges to the talent cultivation of news communication. To adapt to this situation, it is necessary to vigorously cultivate high-quality news and communication talents. Wang Min discovered the integration of new ecological media based on new media technology, and Chinese news education has begun to explore innovative practices in training concepts and models, posing new requirements for news communication education in Chinese universities. Faced with the changing demand for news and media talents due to media integration, news and communication education in Chinese universities, with a focus on cultivating traditional media talents, needs to update concepts, change traditional teaching models, and cultivate the news and communication talents required in the era of media integration (Wang, 2020). Jin Jialin believed that in the context of the new liberal arts, universities cannot do a good job in journalism without the construction of professional teaching teams and teaching reforms (Jin & Ren, 2022). It is necessary to establish talent cultivation goals, professional curriculum systems, and professional teaching models to achieve good results. Linghao Jiang found that journalism in practical local universities is facing some unsolved problems (Linghao, 2021). He considered the difficulties in cultivating journalism and communication talents, including education, curriculum management, curriculum inspection, practical teaching and cooperative education journalism, which is a professional development system for practical journalism. Ziani Abdul-Karim conducted research on courses related to journalism education (Ziani et al., 2018), surveyed students' perceptions of the quality of courses they received in universities, and conducted training for journalism students and professionals. Based on the analyzed data, it is

found that practical journalism education is both interesting and enjoyable, and requires more practical rather than theoretical methods to prove the quality of news in the region. Jiang Shujun proposed that the development of information and communication technology is rapidly changing the news and communication industry (Jiang & Rafeeq, 2019). Traditional news production practices have been disrupted, and news communication talents should continuously develop to meet the needs of the new era of digital and online news. The above scholars believe that cultivating news and communication talents is imperative. Philosophical hermeneutics includes profound logical thinking, critical analysis, language expression and cultural understanding. In news communication work, it is necessary to support or refute a viewpoint through argument and reasoning. In philosophical hermeneutics, it enables students to recognize various ways of reasoning and problem-solving, thereby forming an efficient way of logical thinking (Willig, 2020; Xu, 2018). In addition, philosophical hermeneutics also emphasizes critical thinking, which is an important skill in the news industry, enabling people to make more accurate and in-depth analyses when facing information. Philosophical hermeneutics also requires careful study of the context and meaning of news. In news dissemination, media coverage often involves many different cultures, eras, and fields. Therefore, this is particularly important, as relevant talents can develop this skill by studying philosophical books or other works related to philosophy. Philosophical hermeneutics trains students' written and oral skills through essays and debates. For the news and communication industry, the above skills are also essential, as news and communication workers must communicate with the audience in concise, clear, and fluent language.

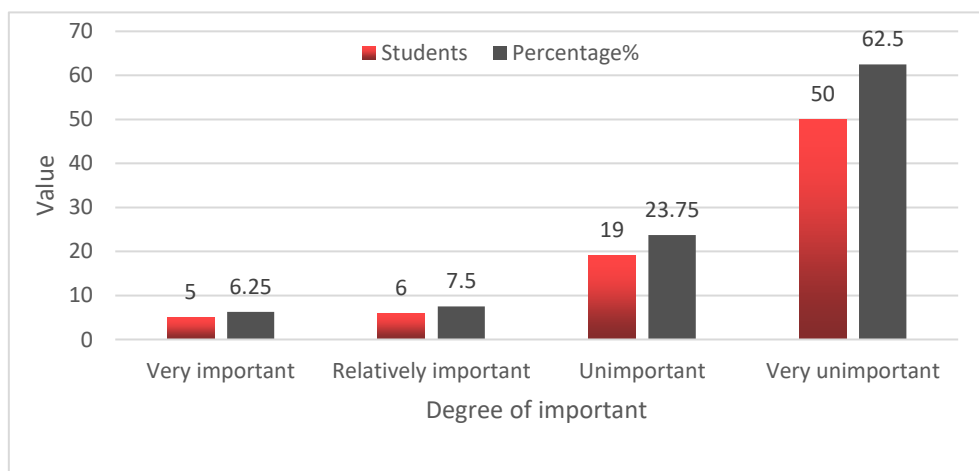
2. CURRENT SITUATION OF NEWS AND COMMUNICATION TALENT CULTIVATION

With the transformation of Chinese society, economic development, and the improvement of internationalization level, the application fields of journalism and communication science are also continuously expanding, and there is a diversified demand for talents. Government communication, enterprise communication and international communication have become new application fields of communication science. The demand for financial news communication talents, military news communication talents, sports news communication talents, and even health communication, crisis

communication talents is also increasing (Buzzelli et al., 2020; Jackson et al., 2020). Taking corporate communication as an example, in the information society, in order to improve their visibility and expand their influence, companies face a significant shortage of news spokespersons, news publicity directors, news supervisors, media relations specialists, media negotiators, news cameras, cultural communicators, and others. Therefore, enterprises are full of desire for talents who understand media, can interact with media, and are good at utilizing media (Brown & Ibrayeva, 2019; Chen et al., 2021). However, few people associate philosophical hermeneutics with the cultivation of journalism and communication talents. In order to understand the current situation of journalism and communication talents under the perspective of philosophical hermeneutics, this article conducted a survey on 80 students and 20 teachers majoring in journalism at a certain university.

2.1 Lack of Philosophical Penetration

From the perspective of the teaching system of China's journalism and communication major, most current teaching does not attach importance to philosophical hermeneutics. Due to the lack of training in practical operation skills of journalism and communication, it is difficult to effectively combine the two, resulting in a dilemma in talent cultivation (Badr, 2020; Boyles, 2020). In today's digital age and the context of communication and interaction worldwide, the ways and forms of news communication have undergone significant changes, which puts forward higher requirements for news communication talents. They need to have a richer, broader, and deeper knowledge structure and quality, as well as various complex abilities such as resource integration, communication and coordination, and problem-solving. Students and teachers believe that the importance of infiltrating philosophical hermeneutics is shown in Figure 1.



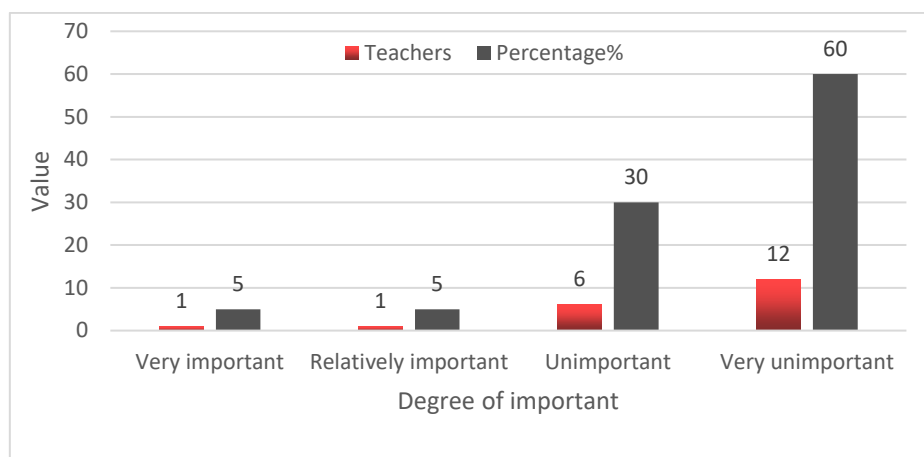


Figure 1: Degree to which Students and Teachers Perceive the Importance of Infiltrating Philosophical Hermeneutics (a): The Degree to Which Students Perceive The Importance of Infiltrating Philosophical Hermeneutics, (B): Teacher's Perception of the Importance of Infiltrating Philosophical Hermeneutics

As shown in Figure 1: Figure 1 (a) found that 5 students expressed the importance of incorporating philosophical hermeneutics in the cultivation of news and communication talents, accounting for only 6.25%; 19 students expressed that it is not important to integrate philosophical hermeneutics into the cultivation of news and communication talents, accounting for 23.75%; Fifty students, accounting for 62.5%, stated that it is not important to incorporate philosophical hermeneutics into the cultivation of news and communication talents. Figure 1 (b) showed that one teacher expressed the importance of incorporating philosophical hermeneutics into the cultivation of news and communication talents, accounting for only 5% of the total; Six teachers expressed that it is not important to incorporate philosophical hermeneutics into the cultivation of news and communication talents, accounting for 30% of the total; 12 teachers expressed that it is not important to incorporate philosophical hermeneutics into the cultivation of news and communication talents, accounting for 60% of the total. In the news and communication industry, different positions require staff with different professional backgrounds and abilities. Therefore, different training objectives must be formulated for different positions (Carpenter et al., 2018). For example, news and communication workers should have strong professional qualities, such as sensitivity to news, literature retrieval, and interview skills; In addition, strong language expression, writing, and editing skills are required, as well as strong comprehensive analysis and judgment abilities, and the ability to adapt to fast-paced, high-intensity, and high-pressure work (Liu et al., 2019; Wai & Perina, 2018). In the cultivation of news and communication talents, the important role of philosophical hermeneutics is to enhance people's

understanding of the essence and value of information, thereby making news and communication talents pay more attention to issues such as ethics, values, and social responsibility.

2.2 Insufficient Faculty Strength

With the advent of the new media era, the news and communication industry has undergone tremendous changes, and there has been a significant shortage of talent in the supply of news and communication. Therefore, the talent flow in the news and communication industry is in a period of high-speed rotation. Most experienced teachers in universities are favored by the news industry in society. After entering the news industry, these types of teachers can quickly and better match the development needs of new media. Therefore, they are often easily snatched by the news industry in society, which undoubtedly brings great pressure to the already weak teaching staff. The teacher strength perceived by students is shown in Table 1:

Table 1: Student Perceived Faculty Strength

Strength Degree	Students	Percentage %
Very Strong	4	5
Relatively Strong	6	7.5
In General	15	18.75
Weak	55	68.75

As shown in Table 1, only 4 students believe that the teaching staff is very strong, accounting for a percentage of 5%; Only 6 students believe that their teaching staff is relatively strong, accounting for 7.5% of the total; 55 students believe that their teaching staff is weak, accounting for 68.75% of the total. The teacher's perceived faculty strength is shown in Table 2:

Table 2: Teachers' Perceived Faculty Strength

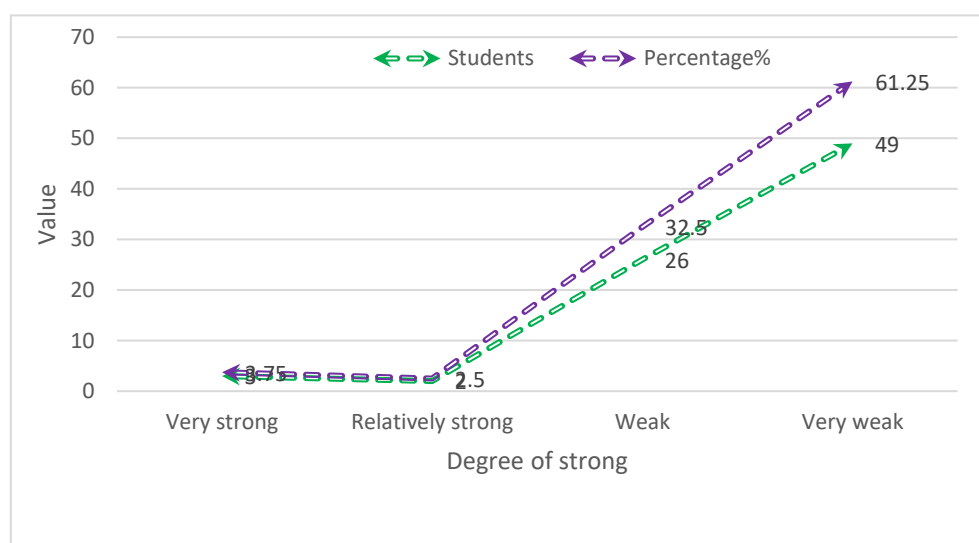
Strength Degree	Teachers	Percentage %
Very strong	2	10
Relatively strong	3	15
In general	5	25
Weak	10	50

As shown in Table 2, only 2 teachers believe that the teaching staff is very strong, accounting for a percentage of 10%; Only 3 teachers believe that their teaching staff is relatively strong, accounting for a percentage of 15%; Ten teachers believe that their teaching staff is weak, accounting for 50% of the total. Because it is difficult to recruit experienced news teachers, most of them are selected from graduates of higher-level universities. Their

work experience and teaching experience are relatively lacking, which directly results in the shortage of journalism teachers. As the imparter of knowledge and skills, teachers are the closest people to interact with students and the first leaders of students in the era of media integration. Therefore, the quality of teachers themselves greatly affects students. Schools should pay more attention to the cultivation of the teaching staff and create excellent teaching staff. They can invite experts and scholars to give lectures, or organize teachers to communicate and learn in the new media environment. Only when teachers can be exposed to and feel the latest trends can they continuously innovate in teaching, combine theory with practice, and instill in students, thus stimulating their interest in learning.

2.3 Lack of Practical Ability of Students

Any discipline is based on practice, and journalism and media, a highly practical discipline, can be difficult to carry out work without practice. Cultivating and enhancing students' practical abilities requires the joint efforts of society, schools, and students. Schools should maintain close ties with society and provide students with more professional practice platforms. Society should also actively accept future outstanding talents who are still in the learning stage. Schools should provide students with opportunities to enter television, enter real-life news situations, and have close contact with new media. At the same time, for students, it is also important to seize every internship opportunity, improve their independent thinking and ability to respond to emergency situations, and prepare for future job positions. Students and teachers believe that students' practical abilities are shown in Figure 2.



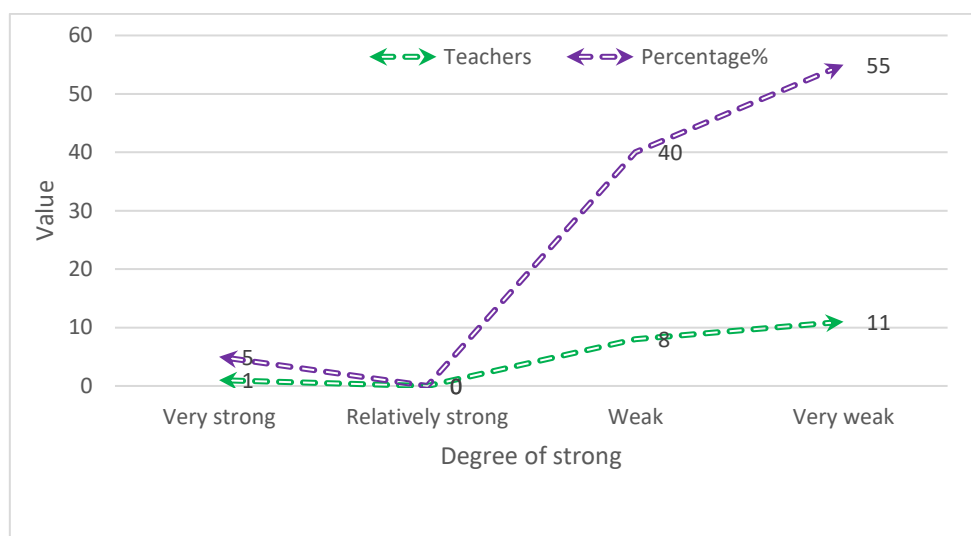


Figure 2: Students and Teachers Believe that Students' Practical Abilities (a): Students Perceive their Practical Abilities, (B): Teachers' Perception of Students' Practical Abilities

As shown in Figure 2: Figure 2 (a) shows that three students believe that their practical abilities are very strong, accounting for 3.75% of the total; 26 students believe that their practical abilities are weak, accounting for 32.5% of the total; 49 students believe that their practical abilities are very weak, accounting for 61.25%. Figure 2 (b) shows that only one teacher believes that students' practical abilities are very strong, while 11 teachers believe that students' practical abilities are very weak, accounting for 55%. Schools only focus on mastering theoretical knowledge, which leads students to devote a lot of energy to daily learning without the idea of practice. Students only learn mechanically without thinking, and they do not actively recognize and learn about the new media they are about to face, let alone participate in any practical activities.

2.4 Neglecting the Cultivation of Humanistic Literacy

From the perspective of training mode, news communication mainly focuses on the single mode of training professional knowledge and skills. If the division of disciplines is too detailed, students' knowledge structure can be too single, their thinking perspective can not be broad enough, and their ability to deal with complex problems can be insufficient. Excessive emphasis on professional theoretical education and the cultivation of practical abilities can inevitably lead to students having a narrow range of knowledge, unreasonable knowledge structure, narrow horizons, and weak humanistic literacy. The degree to which students believe it is necessary to cultivate humanistic literacy is shown in Table 3:

Table 3: Degree to which Students Believe it is Necessary to Cultivate Humanistic Literacy

Degree of Necessity	Students	Percentage %
Very Necessary	6	7.5
Relatively Necessary	11	13.75
In General	20	25
No Need	43	53.75

As shown in Table 3, 6 students indicated that cultivating humanistic literacy is very necessary, accounting for 7.5%; Eleven students, accounting for 13.75%, stated that cultivating humanistic literacy is necessary; 43 students stated that cultivating humanistic literacy is unnecessary, accounting for 53.75%. The degree of necessity for teachers to cultivate humanistic literacy is shown in Table 4:

Table 4: Degree to which Teachers Believe it is Necessary to Cultivate Humanistic Literacy

Degree of Necessity	Teachers	Percentage %
Very Necessary	0	0
Relatively Necessary	2	10
In General	7	35
No Need	11	55

As shown in Table 4, 0 teachers indicated that cultivating humanistic literacy is very necessary, accounting for 0%; Two teachers indicated that cultivating humanistic literacy is quite necessary, accounting for 10%; Eleven teachers, accounting for 55%, stated that cultivating humanistic literacy is unnecessary. With the development of the information society, enterprises tend to prioritize “ability” over “literacy” when selecting talents. In fact, no matter in which period, a good media person must have critical thinking, problem solving ability and business ability.

3. OPTIMIZING THE PATH

3.1 Cultivating Practical Abilities of Talents

Philosophical hermeneutics is the process of interpreting and analyzing a text or speaker to derive concepts, meanings, and the underlying worldview. This helps people gain a deeper understanding of the meanings expressed in media reporting and information transmission, while also helping people avoid simple and direct understanding of information content. News communicators must master basic concepts such as meaning and apply them to practical work. Journalists must be proficient in the analytical methods of philosophical hermeneutics, which includes

but is not limited to understanding the structure of the text, the use of language, and the understanding of its underlying meanings. Journalists can improve their philosophical literacy through reading, studying, and other means, and use hermeneutic methods to solve problems through the interpretation and analysis of philosophical books. In practice, it is necessary to use hermeneutics to judge the rationality and reliability of news reporting or information dissemination. In the process of self reflection, one can clearly recognize the effectiveness of their work and make corresponding adjustments and improvements based on the shortcomings of their work, in order to continuously improve their practical operational skills and methods. In the process of communication and discussion with peers and relevant experts, journalists can share their understanding and application of philosophical hermeneutics, and also use the opinions and opinions of others to improve their methodology and ideas. In summary, it is necessary to have a comprehensive understanding of the basic concepts and analytical methods of philosophical hermeneutics, and to practice and reflect in the process of reading classic works and texts in order to continuously improve methods and techniques. At the same time, it is necessary to communicate and discuss with others to broaden one's horizons and thinking, so that news communicators can have a better understanding of the concepts and meanings in information communication, and thus improve their practical abilities and analytical skills.

3.2 Cultivation of Thinking Ability

Philosophical hermeneutics encourages individuals to think and analyze problems in order to explore various ideas and perspectives. This ability is very important for news communication talents, as they must understand different populations, cultural backgrounds, and perspectives, and exhibit a relatively objective and neutral attitude in their reporting. Philosophical hermeneutics can promote the process of innovative thinking, bring different perspectives to individuals, and also provide them with a way out. Journalism and communication talents can apply the ability of philosophical hermeneutics in their daily work, presenting more information and perspectives from different perspectives of philosophical hermeneutics. Philosophical hermeneutics is a discipline centered on reasoning and logic. In the daily process of news reporting and analysis, it is necessary to have clear organization and logical thinking in order to establish more accurate and authoritative news reporting. Philosophical hermeneutics focuses on the understanding of philosophical books,

especially their original meaning and cultural implications. In such an environment, journalists can obtain fresh thinking materials, understand the “news rules” that are in line with the world, and better engage in cross-cultural communication of information. Therefore, the application of philosophical hermeneutics can be applied to interpret news reporters from multiple perspectives, in order to improve their abilities in their work.

4. CONCLUSIONS

Philosophical hermeneutics provides a framework for analyzing social phenomena and human activities through its study of the nature of society and human activities. This is essential for journalists to understand society and grasp the root causes of events. This article analyzed and found that there was a lack of infiltration of philosophical hermeneutics in the cultivation of news and communication talents, and students and teachers did not feel its importance. The analytical and critical methods contained in philosophical hermeneutics enable journalists to think independently about problems, thus viewing the world and things more objectively. They can obtain information more accurately, evaluate the quality of information, and better express their values and viewpoints. This article also found that news disseminators should possess certain humanistic qualities in order to better understand and disseminate culture. Philosophy is a challenge to people’s thinking methods, which can stimulate their rational understanding and creativity. Through the study of philosophical hermeneutics, students majoring in journalism and communication can have a deeper understanding of different cultural backgrounds, and staff can also analyze problems from multiple perspectives, making their news style more insightful. This can not only provide students with interdisciplinary thinking patterns and analytical methods, help them better adapt to the constantly changing social environment and news formats, but also cultivate their independent thinking, critical spirit, and cultural qualities, thereby enhancing their influence and better serving society.

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