

Journalism and Communication Education in United States and Britain and the Cultivation of International Communication Talents in China

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Abstract. In the current global situation and environment, international communication has become the core of soft power and external publicity. The development of modern Internet technology makes the communication between countries become more common, so we need to rely on international communication to convey the ideology, culture or other aspects of our country, letting the international community to form the correct cognition of China. In terms of international communication, the United States and Britain have rich experience, and the unique journalism and communication education system of the two countries has a very important reference value for the cultivation of international communication talents in China. So based on the enlightenment given US and UK educational system, this article analyzes the realistic difficulties faced by Chinese international communication talents training, and puts forward the concrete path for cultivating Chinese international communication talents in the new period, aiming at providing some reference value to solve the problem of Chinese international communication talents training in the new period.

Keywords: American and British Journalism and Communication; International Communication Talents; The News Media.

1. Introduction

In recent years, with the constant change of the international public opinion and propaganda environment change, the international speech to become a new battlefield between big countries. Our country also explores actively the ways to communicate China's voice and convey the image of China to the international community, aiming to present true pictures of China to the international community. This requires the talents of international communication who start from the actual national conditions and the international image of China to convey China's voice and establish China's image by virtue of wisdom and certain methods. Therefore, the cultivation of international communication talents is an important direction for the development of domestic media in the new era. American and British rich experience in international communication and their relatively complete educational system can be used for us, but it needs to combine them with China's national conditions to make a Chinese reform, which can speed up the establishment of international communication talents cultivation system, and continuously convey qualified talents to the cause of our international communication.

2. The Enlightenment Given by Journalism and Communication Education in the United States and Britain to the Cultivation of International Communication Talents in China

American and British journalism and communication education has always been ranked among the best in the world. In the U.S.A. and the UK, the media industry competes intensively. The free competitions under market-mechanism economy enable media industry to develop very fast and has gradually reached the current ultimate state of news media. This forces the country such as America and Britain to nourish perfect journalism and communication education mode, From the most basic two disciplines of speech communication and journalism, continuous evolution and progress have

taken place. These new advancements integrated the knowledge of various professional fields into the journalism and communication educational system, conducted in-depth research and analysis of the characteristics of mass acceptance to news and communication, and targeted at training talents. The education model of journalism and communication in the United States and Britain plays a very important role in the training of international communication talents in the new period of China, which is reflected in the following three aspects.

(1) The development of talent training to the general type

In recent years, the development trend of journalism and communication education in the United States and Britain has changed from the training of journalism and communication talents in professional fields to the training of general talents with the background of journalism and communication education, which is also the result of the influence of media environment integration and the change of public aesthetic demand. Although the professional journalism and communication talents in a single field can improve the level of news communication in the professional field, they are easy to make mistakes in other fields, which is not consistent with the public's demand for news diversity in the new era. Therefore, it is necessary to change the journalism and communication education to the direction of general talent training. The same is true for the domestic international talent training. The integration of the old and new media into melting media is not specific to a country or a region, but all over the world. Facing the world, the international communication talent also faced this kind of demand change of the audience. Compared to some professionally complex reports, people would like to pay more attention to diverse and simple news reports, so the versatility of talents becomes particularly important. Only the talents who adapt to the changes in the needs of the audiences in the era of financial media can make the reports in every field deeply popular and attractive, and make contributions to the spread of Chinese voices. Therefore, the cultivation of international communication talents in the new era should develop toward the cultivation of universal talents.

(2) Pay attention to the training of cross-cultural talents

American and British journalism education has always been concerned about multiculturalism, even though the discrimination is the most prominent problem in Britain, but as a member of news media, what we face is all the social people so naturally what we report cannot contain any content about cultural discrimination. This makes the news presents high inclusive to the multiculturalism. In journalism and communication education. This inclusiveness is also the focus. In the cultivation of international communication talents, this inclusiveness is reflected in the cultivation of cross-cultural communication talents. Cross-cultural communication ability is the most basic ability of international communication talent. There are significant differences between Chinese and Western cultures, while a Chinese, the international communication talent faces foreign audience, so if still in Chinese way of thinking, behavior, habits, customs and habits for international communication, there is no doubt that the effect will be poor. Therefore, the cultivation of international communication talents needs to focus on understanding the connotation of intercultural communication and dissemination, which requires that talent has the ability to be transmitted into the native thinking pattern of the audience to spread the China's voice in an understandable way for the audience from other cultures. So, talents should accept different cultures and spread the value of China under the cross-cultural dimensions.

(3) Reform of basic education mode

Journalism and communication education in the United States and Britain is more than a professional education content, because the results of journalism and communication education has influenced the transformation of basic education, and then the results of basic education further promote journalism and communication education, thus forming a virtuous circle. This has also implications for international communication talent cultivation in China. In essence, the basic education doesn't divert form our international communication, for example the English education. English education is always an important part of our country's basic education. It has been constantly on the reform and the effect also has obtained certain achievement. From the perspective of international communication, English education in basic education should not only learn western

language and culture, but also cultivate students' national cultural confidence and national pride in the process of learning. Students should realize that the purpose of learning Western culture is to spread Chinese culture more conveniently and to transmit Chinese voice in the future.

3. The Practical Difficulties in the Cultivation of International Communication Talents in China

At present, there are also some practical difficulties in the training of international communication talents in China, among which the most prominent problems the training system, and then is the difference between Chinese and Western cultures. All these problems restrict the development of international communication talents in China in the new period. To be specific, the current difficulties in the cultivation of international communication talents in China mainly include the following aspects.

(1) The imperfect talent training system

At present, there are still many problems in the training system of international communication talents in domestic media colleges and universities, and the current universal training system for international communication talents is not perfect. From training target, curriculum design, curriculum practice and teaching evaluation, career guidance, etc., the international talent training system in each aspect has more or less some problems. Especially with rapid rise of the new media and great changes taken place in the international media situation, the problems on the talent cultivation system increasingly stand out. These problems have seriously affected the training effect of international communication talents in China. In terms of the training goal, it not fully takes the new era of new media technology environment situation and international propaganda and cultural confidence into consideration to make the goal, not fully realize the importance of universal talent training, and without training goal changing towards universal comprehensive talent. Curriculum design is also lack of practicality and characteristics of the age. New media communication is still not as the focus of curriculum teaching. Apart from these, there are also many deficiencies in other links.

(2) The serious impact caused by difference between Chinese and Western culture

The difference of cultural connotation between English and Chinese is not only the difference in the connotation of two languages, but also the cultural difference between Chinese and Western nations and different religions. In the past thousands of years, China and Western countries have taken two completely different paths, but both have formed brilliant cultural achievements. Therefore, there should be no superiority and inferiority between them, but just some differences in cultural connotation. Cultural differences between English and Chinese, although in the form of national cultural and religious differences, but in the final analysis, is a class differences. The will of the culture is the embodiment of the ruling class's will, but also is the content that the ruling class wanted to change and optimize, so the class antagonism the main cause for the different cultural connotation between English and Chinese.

The formation of a nation's cognition is influenced by its philosophical background and cultural traditions for a long time, thereby a nation could form its unique way of thinking. People with different ways of thinking pattern will have unique feelings towards everything. And the lack of knowledge of things will lead to the lack of language and culture. This cultural difference between English and Chinese has caused a very serious obstacle to the cultivation of international communication talents, which makes it difficult for international communication talents to firmly stand their own national position on the basis of understanding Western culture and carry out the export and communication of China's international image.

4. The Training Path of China's International Communication Talents in the New Era

In view of the many problems existing in the cultivation of international communication talents in China, and fully learning from the news communication education model of the United States and Britain, this paper puts forward some specific strategies to promote the cultivation of international communication talents in China in the new period, mainly including the following aspects.

(1) Improve the training system of international communication talents

Learning from the news communication education model of the United States and Britain, we should improve the international communication talents training system in China. In terms of training objectives, we should take the training of universal international communication talents in the new period as the goal, pay attention to the cultivation of comprehensive quality and the ranges of knowledge, and make the international communication talents in the new period more competent. In the course design, more content about new media communication should be added, such as Instagram, Twitter, Facebook and other social media and new media platforms that are widely used by foreign people, so as to teach students how to carry out international communication and promote Chinese culture based on these platforms. In terms of course practice, students should be allowed to participate in more course practice, so that students can practice in relevant domestic media enterprises, understand the actual operation process of international communication work, so as to enhance students' application ability, and also help students understand the international communication environment in advance. In terms of teaching evaluation, it is necessary to evaluate the comprehensive quality of students. It is not based on the results, but to let students get full display, and then evaluate according to the content of students' display, so that students' strengths can play a role in international communication.

(2) To enhance the cultivation of cross-cultural communication

Intercultural communication refers to the language communication activities carried out by two parties from different cultures in the same environment. That is, the communication carried out by two parties from different cultural backgrounds and using different languages in the same context is intercultural communication. As international communication increasingly frequent, the international population flow increasingly common, and therefore there is fertile soil for the development of cross-cultural communication. In the process of cross-cultural communication, the most basic and most important principle is to respect and understand different cultures. language barriers of communication can be solved through learning, but the cultural respect in communication is the content of the thinking level. It is only by changing our thinking that can we achieve this. In cross-cultural communication, the contrast between English and Chinese culture is the key to improve the quality of communication. It is an objective fact that English and Chinese cultures are significantly different, but it does not mean that there is a distinction between them. On the contrary, it is precisely because of this contrast and difference that the significance of cross-cultural communication is deepened. Through in-depth analysis of the contrast between English and Chinese cultures, cultural differences can be more fully understood in cross-cultural communication, and the culture of the other side can be more respected and understood in the process of communication. Although the cross-cultural communication are all in the same language environment of communication, but the understanding of cultural background and connotation was central to promote cross-cultural communication. Only to understand the cultural difference between English and Chinese can we are able to avoid the cultural conflict, find the similarities and cultural advantages in communication, and to achieve better communication effect.

5. Summary

To sum up, in the current our country's training of international communication talent, American and British education model has an important enlightenment value. The training of versatile talents, the cultivation of intercultural communication ability as well as the effect of basic education are all

the direction of training in the next stage in our country for nourishing competent international communication talents. Although there are still some difficulties, it is bound to solve the difficulties and improve the quality of international communication personal training as long as we pay more attention to the personal training system and the cultivation of cross-cultural communication ability.

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