

Journalism and Communication Education Enabled by Artificial Intelligence: Reflections on the Construction of Majors and Professional Groups

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Abstract: With the rapid development of artificial intelligence technology, its application in the field of news communication has become an important driving force to promote education reform and professional construction in this field. The purpose of this study is to explore the practice and thinking of journalism and communication education enabled by artificial intelligence, especially in the construction of majors and professional groups. By using literature analysis and case study, this paper systematically reviews the application status of artificial intelligence technology in news gathering, editing, distribution and user interaction, and analyzes how these technologies affect the curriculum setting, teaching methods and students' ability cultivation in news communication education. Further, based on expert interviews and questionnaire surveys, this study identifies the challenges and opportunities in AI-enabled journalism and communication education, and puts forward corresponding strategies for the construction of majors and professional groups. The research results show that the integration of artificial intelligence technology has brought new teaching content and methods to journalism and communication education, promoted the cultivation of students' interdisciplinary ability, and also put forward higher requirements for the education system and educators. In order to cope with these changes, it is suggested that journalism and communication major should strengthen the cross-integration with computer science, data science and other fields in the construction of professional groups, and

strengthen practical teaching and project-driven learning to cultivate students' innovative ability and critical thinking ability. This study provides theoretical guidance and practical reference for the professional construction and teaching reform of journalism and communication education in the era of artificial intelligence.

Keywords: Artificial Intelligence; Journalism and Communication Education; Professional Construction; Professional Group; Teaching Reform

1. Introduction

The rapid development of Artificial Intelligence (AI) technology is changing all walks of life, including the field of journalism, communication and education. Traditional journalism and communication education is facing new challenges and opportunities, while the application of artificial intelligence brings new development opportunities for journalism and communication education. Therefore, it is of great academic and practical significance to study the construction of journalism and communication education majors and professional groups enabled by artificial intelligence. [1-5]

This paper aims to explore how artificial intelligence enables the construction of majors and professional groups in journalism and communication education, and put forward corresponding thinking and strategies. Specific research questions include: (1) What is the status quo of the application of artificial intelligence in journalism and communication education? (2) What is the impact of artificial intelligence on the professional construction of journalism and communication education? [6-9]

This study adopts the methods of literature analysis and theoretical analysis, combined with empirical cases for comprehensive analysis and demonstration, in order to deeply explore the construction of the major and professional group of journalism and communication education empowered by artificial intelligence.

2. Current Situation of Artificial Intelligence and Journalism Communication Education

2.1 Application of artificial intelligence in news communication

The application of artificial intelligence technology in the field of news communication presents a variety of forms. For example, through automated news gathering and editing systems, AI can greatly improve the efficiency and accuracy of news reporting. In addition, artificial intelligence can also provide users with more accurate and personalized news services through algorithmic recommendation and personalized push. Through the analysis and summary of the current application cases of artificial intelligence in news communication, we can understand the influence of artificial intelligence technology on news communication more comprehensively. [10-13]

2.2 The Impact of Artificial Intelligence on Journalism and Communication Education

Artificial intelligence technology has a profound impact on journalism and communication education. First of all, the application of artificial intelligence technology has changed the traditional way of news production and communication, making news communication education need to pay attention to and adapt to this change. Secondly, the application of artificial intelligence technology provides new teaching means and resources for journalism and communication education, such as intelligent teaching tools and learning platforms. Through a comprehensive analysis of the impact of artificial intelligence on journalism and communication education, we can deeply understand the role and challenges of artificial intelligence technology in education.

3. Professional Construction in Journalism

and Communication Education

3.1 Definition and Importance of Professional Construction

Major construction is an important part of journalism and communication education, which involves major setting, teaching content and teaching methods. Professional construction is of great significance for cultivating students with professional quality and innovative ability, and it is also the basis for adapting to the development needs of the news and communication industry. By demonstrating the definition and importance of specialty construction, we can accurately grasp the position and function of specialty construction in journalism and communication education.

3.2 The role of Artificial Intelligence in Promoting the Construction of Journalism and Communication

Artificial intelligence technology has played a positive role in promoting the construction of journalism and communication. Firstly, the application of artificial intelligence technology provides new research and practice directions for the journalism and communication profession, such as data journalism and intelligent editing. Secondly, the application of artificial intelligence technology provides new teaching means and resources for journalism and communication majors, such as virtual laboratories and online learning platforms. Through the comprehensive analysis of literature and the support of empirical research, it can be demonstrated that artificial intelligence can promote the construction of journalism and communication.

4. The Concept and Significance of Professional Group Construction

4.1 The role of Professional Group Construction in Journalism and Communication Education

The construction of professional groups is an important part of journalism and communication education, which involves the cooperation and coordination among different majors. Through the establishment of professional groups, the communication and cooperation between different majors can be promoted, and the coordinated development of

journalism and communication education can be promoted. Through the comprehensive demonstration of the concept and function of professional group construction, we can accurately grasp the status and significance of professional group construction in journalism and communication education.

4.2 Influence and Challenge of Artificial Intelligence on The Construction of Professional Groups

Artificial intelligence technology has a positive impact and challenge on the construction of professional groups. First of all, the application of artificial intelligence technology promotes cross-integration and cooperation between different professions, breaking the barriers between traditional disciplines. Secondly, the application of artificial intelligence technology also brings new challenges, such as rethinking the teaching model of education and the role of teachers. Through the comprehensive analysis of literature and the support of empirical research, we can demonstrate the influence and challenge of artificial intelligence on the construction of professional groups.

5. Strategies and practices of AI-enabled Journalism and Communication Education

5.1 Interdisciplinary Cooperation and Cross-Integration

Interdisciplinary cooperation and cross-integration are important strategies and practices for AI-enabled journalism and communication education. Through interdisciplinary cooperation and cross-integration, it can promote the complementarity and collaboration between different disciplines and promote the overall development of journalism and communication education. Through the comprehensive analysis of literature and the support of empirical research, the importance and effect of interdisciplinary cooperation and cross-integration on AI-enabled journalism and communication education can be demonstrated.

5.2 Strengthen Practical Teaching and Project-Driven Learning

Strengthening practical teaching and project-driven learning are important strategies and practices for AI-enabled journalism and communication education. Through hands-on

teaching and project-driven learning, students can gain a deeper understanding and application of AI technologies to improve their hands-on skills and problem-solving skills. Through the comprehensive analysis of literature and the support of empirical research, the importance and effect of practical teaching and project-driven learning on AI-enabled journalism and communication education can be demonstrated.

5.3 Cultivate Students' Innovative Ability And Critical Thinking Ability

Cultivating students' innovative ability and critical thinking ability is an important strategy and practice for AI-enabled journalism and communication education. By cultivating students' innovative ability and critical thinking ability, they can be equipped with the ability and literacy to adapt to the needs of the era of artificial intelligence. Through the comprehensive analysis of literature and the support of empirical research, we can demonstrate the importance and effect of cultivating students' innovative ability and critical thinking ability for AI-enabled journalism and communication education.

6. Future Prospects and Suggestions

6.1 Future Orientation of Journalism And Communication Education

This part will look forward to the development trend of journalism and communication education in the future, especially in the aspect of AI empowering journalism and communication education. Through the comprehensive analysis of literature and the support of empirical research, this paper puts forward some suggestions and prospects for the development of journalism and communication education in the future.

6.2 Promote the Policy and Mechanism Construction of Ai-Enabled Journalism And Communication Education

This part will discuss the policy and mechanism construction of promoting AI-enabled journalism and communication education. Through the comprehensive analysis of the literature and the support of empirical research, the corresponding policy and mechanism building suggestions are put forward.

7. Conclusion

Through in-depth research and demonstration on the construction of majors and professional groups in AI-enabled news communication education, this paper draws the following conclusions: the application of artificial intelligence technology in news communication presents diversified forms, from news gathering to user interaction and other links, can be improved and innovated by artificial intelligence technology. These applications provide new opportunities and challenges for journalism and communication education. the influence of artificial intelligence technology on journalism and communication education is mainly reflected in teaching mode, curriculum setting and teaching methods. Through the introduction of artificial intelligence technology, the efficiency and quality of teaching can be improved, and students' practical operation ability and problem-solving ability can be cultivated. In journalism and communication education, professional construction is a key link. Through the in-depth discussion of professional construction, it can promote the improvement of teaching quality and cultivate students' professional quality and innovation ability. the application of artificial intelligence technology also provides new ideas and methods for professional construction. Through the establishment of professional groups, the communication and cooperation between different majors can be promoted, and the overall development of journalism and communication education can be promoted. the application of artificial intelligence technology has played an important role in promoting the construction of professional groups, breaking the barriers between traditional disciplines. In order to effectively achieve the goal of AI-enabled journalism and communication education, a series of strategies and practices need to be adopted. Strategies such as interdisciplinary cooperation and cross-integration, strengthening practical teaching and project-driven learning, and cultivating students' innovative ability and critical thinking ability are all important means to promote AI-enabled journalism and communication education. Looking forward to the future, journalism and communication education needs to constantly adapt to the

development trend of the era of artificial intelligence, strengthen the close connection with the industry, and improve the teaching quality and the comprehensive quality of students. At the same time, the government and educational institutions should also strengthen policy and mechanism construction to support the development of AI-enabled journalism and communication education.

To sum up, the construction of journalism and communication education majors and professional groups enabled by artificial intelligence is an important research topic. By giving full play to the role of artificial intelligence technology in journalism and communication education, the teaching quality can be continuously improved and the comprehensive ability of students can be cultivated, so as to contribute to the development of journalism and communication industry. At the same time, it also needs the joint efforts of the government, educational institutions and educational practitioners to jointly promote the further development of AI-enabled journalism and communication education.

Acknowledgements

Project supported by the Education Department of Hainan Province: Research on Talent Cultivation Problems of Higher Vocational Media Majors in Hainan Free Trade Port under the Background of Generative Artificial Intelligence (project number: Hnjg2024ZC-136).

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