

Research on the Establishment of Digital Media Content Management System Based on Core Competence

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Abstract: with the Continuous Development of Internet Technology, Mankind Has Entered the Era of Digital Media. Digital Media Industry with Media Content as Its Core is Growing Rapidly in the World. Digital Media Technology and Industry Have Attracted Great Attention and Great Attention from All Countries in the World. Many Countries or Regions Have Formulated Their Own Development Strategies and Policies. Professional Core Competence is a Practical Working Ability That Enables Students to Perform Specific Job Responsibilities through Planned Training. Professional Core Competence is an Important Sign That This Major is Different from That of Other Major. the Purpose of Digital Media Content Management is Not to Restrict But to Promote Its Healthy and Orderly Development. Two Principles Need to Be Considered in the Construction of Digital Media Content Management System: One is the Principle of Hierarchical Management, the Other is the Principle of Compatibility Management.

1. Introduction

Under the trend of digitalization of various media and continuous integration of various media, content management of digital media has become a brand-new topic. The expansion of enrollment in colleges and universities and the guidance of the times have led to the continuous expansion of the undergraduate base of this major, which has brought good news to major colleges and universities, but also increased the difficulty of preparing lessons for teachers in colleges and universities [1]. There are many problems in the professional construction of various colleges and universities, such as the overall understanding of the professional system is not clear, the professional training objectives are generalized, and the core competitiveness of students cannot be highlighted. In China, with the transformation of the economic development stage, the transformation of the economic growth mode and the change of Chinese demand consumption mode, the digital media industry is increasingly regarded as a new economic growth point and a new consumption hotspot, and has become the current hot direction of market investment and development [2]. At present, "ability orientation" has become an important goal for higher education, especially for higher engineering education. As a new specialty for training engineering talents, digital media technology specialty must pay attention to professional education and improve the quality of personnel training in order to achieve sustainable development [3]. The challenge it brings to the current management system, management concept and management means has attracted the attention of all countries in the world. To explore and establish a new management system has also become the goal of the government and the media industry.

2. Digital Media Technology Connotation and Professional Core Competence

According to the creative design of digital media, supported by digital technology, network technology, multimedia technology, computer image graphics and other technologies, this paper mainly studies the capture, processing, storage, dissemination, operation management and reproduction of digital media such as graphics, text, sound and image, and other technologies

related to each link, namely digital media technology [4]. Compared with traditional media, an important feature of digital media is integration, including media integration and industry integration. At present, people talk a lot about the “triple play”, that is, the integration of “television network”, “telecommunication network” and “computer network”, which is only a prelude to cross-media integration and cross-industry integration. For the same copywriting, the works produced by different people are very different. The traditional technical talents are subject to the innovation ability. They have a high degree of completion for various tasks, but the innovation ability is not enough [5]. According to the above definition and understanding of digital media technology, digital media technology takes media as the operation object, including the understanding and creativity of media objects, media related software, media system development technology and media management. Starting from the provision of public-oriented digital media services, adhere to the openness and integration of third-party-oriented platforms, emphasize the formation of service standards and digital media service pools, and accelerate the construction of modern digital media services. Therefore, media creative ability can be divided into cultural creative ability, technical creative ability and artistic creative ability, which is an indispensable ability for digital media technology major.

Media processing refers to the process of transforming abstract information such as creativity into specific media through computer-related technologies on the basis of media cognition. Media processing capability is the key capability of digital media technology specialty. With the development of the times, there are also some personnel who are against the development of the times in the digital media technology industry. They can produce eye-catching works but forget the social responsibility [6]. At present, digital media is a new industry based on Internet and digital management technology. Its carrier form, mode of transmission and mode of operation are directly related to technological innovation. However, as a new industry, digital media is at an initial stage in the application of digital technology. In the professional education of digital media technology, it is easy to get the misunderstanding of “only technology theory”, that is, pay too much attention to the media processing ability, but ignore the media cognitive ability and media creative ability [7]. In order to cultivate students with high comprehensive quality, aesthetic education should be paid attention to, and students should not only learn Chinese aesthetics, but also study the development process of foreign aesthetics. In addition, not only aesthetics, aesthetics related philosophy and other courses are also very helpful for students to burst out their innovative thinking. Therefore, all sectors of society should be more involved in the research and development of technology related to digital media, so that the application of technology can promote the development of digital media.

3. Digital Media Content Management System Establishes Hierarchical Management Principles

In order to clarify the management idea of digital media, first of all, we need to clarify its communication mode. Figure 1 briefly illustrates the difference between digital media communication and traditional media communication mode.

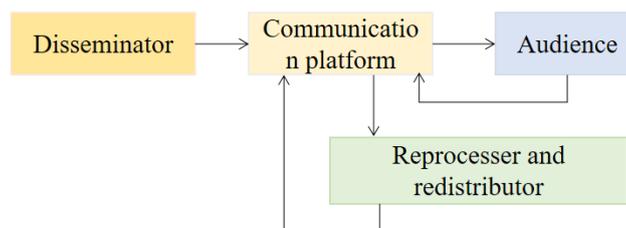


Fig.1 Communication Mode of Digital Media

3.1 Content Provider

In digital media, content providers can be divided into two categories: organization and individual. Organizations can be divided into media organizations and non media organizations [8]. In general, the current social atmosphere tends to benefit. In the process of teaching courses, college

teachers should also pay attention to students' ideas. Only by avoiding impetuosity and being conscientious in their work can they produce excellent products. Works with large flow and high attention are not the real boutiques recognized by the industry. The real boutiques can stand the test of the times and can be used for reference by future generations. After digitalization, media resources have encountered new challenges in production, storage, retrieval and other aspects. However, the new standard, metadata standard, is not yet mature, which is the fundamental problem to be solved in the field of digital media. For content providers of an organizational nature, the current management method in our country is to set up a pre-approval process first. According to relevant regulations, plans to engage in Internet information services such as news, publishing, education, medical care, drugs and medical devices, culture, audio-visual programs (including video and audio products) shall be approved by relevant pre-approval departments. Pay attention to the integration and relevance between courses. Integration refers to the reorganization of independent and unrelated courses into new courses according to the knowledge system so as to reduce unnecessary class hours and make the courses more in line with the objective requirements of the knowledge system. Under the condition of digitalization, although the mode of production and transmission of media content have changed, the status of content as the core value has not changed. As a content provider, we should put the management of content in the first place so as to seize the initiative in the field of digital media.

3.2 Content Reprocessing and Redistributor

Although there are many similarities between content reprocessing and redistributors and content providers, the main management ideas can be the same. However, to emphasize the existence of this role is first to emphasize the communication characteristics of digital media. Secondly, the management of this role is different from the management of content providers. The curriculum system takes into account the three elements of technology, humanities and creative thinking in the professional knowledge system of digital media technology, each of which has a separate curriculum to ensure the systematicness and integrity of the curriculum category. Content management is the guarantee of digital media resources. A large amount of unstructured data is the main resource in the field of digital media. How to effectively manage these content wealth is particularly important to digital media enterprises. Therefore, only by accelerating the construction of content management system can digital resources be centralized. The professional core competence we advocate is neither meta-competence in psychology nor basic competence in pedagogy, but comprehensive competence oriented to professional work. Although they do not provide original content, they can repackage the content of media organizations. Although their roles are similar to those of professional production companies in the television industry. Through practical training and comprehensive practice, the three will be integrated to cultivate students' professional ability and quality, and pay attention to the unity of students' technology, artistry and innovation.

3.3 Platform Provider

In the era of traditional media, the platform provider is the publisher of information, so it is the main link of content control. The state's supervision of the media is ultimately achieved through the supervision of the platform. Due to the mutual penetration and influence of media cognitive ability, media creative ability and media processing ability, there is a spiral progressive relationship, so the arrangement of curriculum sequence should be considered comprehensively. Digital media is a digital content work, with modern network as the main communication carrier, through a perfect service system, it is distributed to the terminal and users for the whole process of consumption. However, in the network, platform providers' control over content may be weakened, for example, blog platform providers and mobile media providers, which are more just providing an information space or channel. Generally speaking, professional core competence is the comprehensive application of professional basic knowledge and skills in a certain professional field. The cultivation of professional core competence is different from the cultivation of general competence. The biggest difference lies in practicality, comprehensiveness and systematicness. Advanced technical

support is the foundation to ensure the sound development of media asset management. At present, digital media is a new industry based on Internet and digital management technologies. Its carrier form, mode of transmission and mode of operation are directly related to technological innovation.

3.4 End User

The basic principle of end-user management should be to advocate self-discipline and standardize their behavior by law. However, in order to better protect young users, it is also a more practical and feasible idea to adopt user classification system or technology to realize user classification. With the unprecedented growth of these unstructured data and the extension of the life expectancy of digital information, end users need to access a large amount of data at any time. The demand for content management systems in the field of digital media is increasingly strong. Generally speaking, the cultivation of professional core competence requires systematic design, highly integrated practical teaching and near-field practice. The score of students' computer operation should be greatly increased, and the examination items of computer operation should include the contents of all courses, and the practical contents of each subject should be included in the question bank of the school computer examination. In addition to the hierarchical management strategy based on the differences of objects, the hierarchical management of digital media is also reflected in the coexistence and coordination of different management mechanisms. The course will be further refined to make it more targeted, such as the combination of game planning and creativity and game architecture design into game planning and architecture design; the combination of communication, computer ethics and copyright protection into network communication and ethics. In the continuous change, the field of digital media has been brought into a complex and changeable new environment. Whether it's content creation, transformation, distribution and other processes, they are inevitably tied with comprehensive and effective management.

4. Establishment of Compatibility Management Principles for Digital Media Content Management System

4.1 Compatibility of Public Interest and Individual Power

The management of digital media should not only proceed from safeguarding public interests, but also effectively protect individual rights. The rights of individuals are embodied in the general rights granted to individuals by law on the one hand, and in the satisfaction of legitimate interests that individuals should obtain through digital media on the other. Various network resources in colleges and universities have gradually accumulated over time. These network resources can be fully used by schools and teaching. Teachers in colleges and universities can make use of the resources of the alumni association of the school to invite alumni related to the industry to teach students their insights and understanding of the digital media industry in practice, and can also take this opportunity to provide students with internship opportunities. Whether it's content creation, transformation, distribution and other processes, they are inevitably tied with comprehensive and effective management. At the same time, content providers and content service providers promote the formation and development of digital media industry in the interaction with users. The coexistence of all parties in the industrial chain is of course important, and the choice of the end user can not be ignored. The development of mobile Internet pays more and more attention to the end-user experience, which requires the industry to pay more attention to the needs of the end-user and inject new vitality into the development of digital media.

4.2 Compatibility of New Media and Old Media

Digital media and other new media are gradually formed on the basis of the transformation of old media. The coexistence and compatibility of new and old media will exist for a long time. For the digital media technology major with strong operability and high practical skills, more attention should be paid to the assessment and evaluation of students' ability. No matter which industry is going forward, the user demand of the industrial chain terminal is an aspect that upstream

enterprises must consider. Because digital media is a new industry, the user demand for digital media is very unstable due to the limitations of technology and various uncertain factors. The cultivation of professional core competence is mainly realized through courses, which not only refer to teaching subjects, but also include planned teaching activities and expected learning results. Moreover, different audiences have different tastes. Diversified audience tastes also require students to have diversified aesthetic viewpoints. Therefore, schools should pay more attention to the improvement of this aspect of literacy. Therefore, the establishment of a digital media content management system also means a change to the existing content management system of traditional media. The two should proceed simultaneously and eventually be unified into one system.

4.3 Manual Management is Compatible with Technical Management

Digital media content management is becoming more and more difficult. In many cases, manual management is difficult to undertake the management work, which needs technical management to assist. The content management system of digital media needs to consider the coordination and unity of the two. Because, if the management of digital media also completely separates the two, it will not only create a new situation of “painting the ground as a prison and doing their own thing”, but also fail to work at the operational level. Capacity is not a simple hierarchical relationship, but a spiral progressive relationship, which generates creativity and carries out media processing on the basis of media cognition. In the process of media processing, the cognition of the media is deepened, thus stimulating creative inspiration and generating creativity. However, apart from the news and publishing organizations closely related to ideology, which should strengthen centralized management from the perspective of media, other organizations should manage from the perspective of industry management.

5. Conclusions

In the field of digital media in the information age, whether it is the innovation of means of transmission of digital content, the innovation of distribution formats, or the way and system of distribution, all have been focusing on the digitization of media resources. The cultivation of core competence based on digital media technology is an effective way to shorten the distance between the training of school talents and the actual demand of enterprises and institutions for talents. Advanced technical support is the foundation to ensure the sound development of media asset management. At present, digital media is a new industry based on Internet and digital management technologies. Its carrier form, mode of transmission and mode of operation are directly related to technological innovation. The challenge of building an integrated digital media content management system at the national level is unprecedented. It is an impact on the current management system of the media industry, telecommunications industry and it industry. The contradiction and resistance it faces are also huge, but its establishment is imperative.

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