

Analysis of College Students' Innovation and Entrepreneurship Education Based on the Environment of Media Convergence

Zhiqiang Li*, Binbin Fang

Anhui Broadcasting Movie and Television College

Keywords: Media convergence; college students; innovation and entrepreneurship education

Abstract: At present, college students are facing a severe employment situation and are under great pressure of employment. In order to effectively alleviate the employment pressure of university students and encourage them to actively innovate and start their own businesses. Universities in China pay more and more attention to strengthening innovation and entrepreneurship education. Promoting the level of innovation and entrepreneurship education to achieve a substantial improvement. This paper briefly describes the meaning of financial media, analyzes the role of media convergence in the innovation and entrepreneurship education of college students, and explores the strategies of College Students' innovation and entrepreneurship education based on the media environment, hoping to provide reference for students' innovative education.

College students are active in thinking, are good at accepting new things, and are more interested in all kinds of digital media technology. Media convergence can achieve fast and efficient dissemination of massive information, and has diversified ways of communication, and has good interactivity and convenient use. In the media environment, most college students meet their entertainment needs through the fusion media. It has failed to make full use of the media to search and browse all kinds of information about innovation and entrepreneurship. In addition, the media convergence has realized the efficient dissemination of massive information and constructed a colorful virtual environment. A small number of university students lack good self-control, indulge in entertainment games and virtual environments, and lack active participation in the 1 activities of innovation and entrepreneurship. We should take effective measures to strengthen college students' innovation and entrepreneurship education.

1. Overview of media convergence

With the support of information network technology, the digital media has made rapid progress, and has covered many applications. It has had an important impact on all fields of society. Digital media has strong openness and good interactivity, which can effectively compensate for the defects of various traditional media in the means of transmission and carrier, and can effectively break the limitation of time and space. The concept of media convergence and the trend of media convergence have led to the convergence of media operation mode, the convergence of media and the trend of media innovation and development, and the effective combination of the advantages of traditional media and digital new media. Its connotation lies in effectively breaking the boundaries and barriers between new and old media. Based on the media attributes, it can spread information, achieve a high degree of information sharing and effective resource integration, and promote good communication and integration [1]. Traditional media usually have rigorous reports, have strong credibility and authority, digital new media has a faster speed of information dissemination and higher publicity efficiency. It also has a wide audience. The integration of new media and old media can effectively complement each other and form a powerful innovative media.

2. The role of media convergence in innovation and entrepreneurship education for College Students

Specific ways to optimize information dissemination

The traditional innovation and entrepreneurship education in Colleges and universities is mainly interpersonal communication. In the media environment, the innovation and entrepreneurship education in Colleges and universities has achieved the interactive dissemination under the support of multimedia. Interpersonal communication has a relatively small scope of dissemination, and presents a single way of communication. It is difficult to achieve efficient and rapid dissemination of information related to innovation and entrepreneurship. Universities and colleges can spread information about innovation and entrepreneurship through the media, which can effectively speed up the speed of information dissemination, broaden the scope of information dissemination, and enhance the timeliness of information dissemination. It can effectively enrich the way students receive information about new ventures and optimize the way of information dissemination. And effectively improve the actual quality of information dissemination [2].

It can enhance the interaction of information exchange.

With the help of traditional media, colleges and universities carry out innovation and entrepreneurship education, and their teaching forms show a remarkable one-way propagation characteristics. Students can only receive the teaching contents and related information of innovative entrepreneurship teaching unilaterally, and it is difficult to achieve good teaching results. Instead, it can be transformed into the main body of innovation and entrepreneurship education activities. It can effectively mobilize the enthusiasm of students, promote students' active participation in teaching activities related to innovation and entrepreneurship, and promote students' timely communication and effective feedback on innovation and entrepreneurship, and help students understand and master the macro situation, relevant policies and specific methods of innovation and entrepreneurship in depth [3].

It can enrich the form of innovation and entrepreneurship education.

Colleges and universities carry out innovation and entrepreneurship education through traditional media, mainly through teachers' teaching methods. Students can only passively accept teaching contents and related information of innovation and entrepreneurship education. The form of education shows a strong singleness. Under the environment of financial integration, colleges and universities carry out innovation and entrepreneurship education and make full use of the media. The effective combination of online teaching and offline teaching can effectively enrich the form of innovation and entrepreneurship education. With the help of network platform and network resources, students can communicate with teachers and relevant experts in Colleges and universities, and be able to choose flexible teaching mode and related resources based on their own actual situation, and achieve effective control and dynamic adjustment of learning progress. With the help of the media, teachers can create good teaching situations for students, enhance students' learning experience, and effectively improve the actual teaching effect of innovation and Entrepreneurship [4].

3. University Students' innovation and entrepreneurship education strategy based on the environment of media convergence

(1) Renew educational concept

Under the environment of media convergence, most colleges and universities still follow the traditional way of interpersonal communication to carry out innovation and entrepreneurship education, mainly relying on instructors or faculty teachers to teach students to disseminate information about innovation and entrepreneurship, or to provide students with relevant information consultation and educational guidance. It is difficult to accurately grasp the direction of scientific guidance for innovation and entrepreneurship, and it is difficult to achieve reasonable control of guidance efforts. At the same time, most teachers are busy with related professional courses teaching and all kinds of transactional work, lack of great importance to innovation and entrepreneurship education, and difficult to achieve good teaching results. Therefore, in the context of media convergence, following the traditional concept of innovation and entrepreneurship education, sticking to the traditional way of interpersonal communication to spread the relevant information, it is difficult to effectively meet the needs of college students for innovation and

entrepreneurship education. Therefore, colleges and universities should update the concept of innovation and entrepreneurship education, make full use of the advantages of the media, realize the scientific guidance for innovation and Entrepreneurship education, and achieve the optimal integration and effective promotion of all kinds of resources. To achieve effective deepening of innovation and entrepreneurship education [5].

(2) Optimize material path

Colleges and universities should continue to play the role of all kinds of traditional media, such as newspapers and periodicals, publicity columns, broadcasting and other related education in innovation and entrepreneurship, and flexibly use public numbers, electronic screens and other forms of media convergence to implement network construction of innovation and entrepreneurship education, and supplement and perfect the supporting facilities for innovation and entrepreneurship projects, such as university students' entrepreneurial base and entrepreneurial Project Incubation Park to provides a good place for university students to carry out innovation and entrepreneurship. In addition, universities should actively introduce network learning and simulation practice platform related to innovation and entrepreneurship, and strengthen effective combination of online and offline teaching, enrich teaching resources such as case teaching, and effectively enrich teaching methods. To achieve effective optimization of material path for innovation and entrepreneurship education.

(3) Optimize related systems

At present, the relevant government departments and universities in China are paying more and more attention to innovation and entrepreneurship education. Under the circumstances of media convergence, colleges and universities should optimize the design of various systems, such as leadership, management, protection and supervision, in order to implement the innovation and entrepreneurship education. From the government level, we should make scientific formulation and effective improvement of the legal system involved in the innovation and Entrepreneurship of college students. In addition, we should establish corresponding supervision mechanism for the construction of media convergence, improve the relevant examination and approval system, simplify the examination and approval process, relax restrictions on capital restrictions, and effectively reduce market access threshold [6]. From the perspective of universities, universities can use media convergence as a medium to set up relevant courses for innovation and entrepreneurship education, and effectively integrate them into the corresponding mechanism of curriculum evaluation. Cultivate students' media literacy in a subtle way, and enhance students' ability to use the media convergence.

(4) Optimize publicity path

Colleges and universities should make full use of the media convergence technology to carry out innovation and entrepreneurship education, and effectively play the shared advantages of the media. The relevant departments in charge of implementing innovation and entrepreneurship education within universities should strengthen their association with student organizations and related organizations, rely on the Internet and combine information technology and related means, and adopt a medium cost way with relatively low cost and high efficiency and coverage. We should enrich and enhance the propaganda and practice of college students' innovation and entrepreneurship activities, effectively enhance the entrepreneurial practice ability of university students. In addition, we should use media integration and project approach to carefully plan the specific contents of innovation and entrepreneurship education, not only to emphasize originality, but also to pay attention to relevant details, create a good campus culture, and broaden the publicity scope of innovation and entrepreneurship education. Optimize and integrate the publicity path involved in innovation and Entrepreneurship Education [7].

(5) Construct innovation and entrepreneurship education system

Colleges and universities should make full use of the media convergence to build an innovation and entrepreneurship education system, so as to train the innovative thinking of college students, enhance the entrepreneurial ability of university students, and guide college students to choose the way to start business. Scientific guidance for the innovation and Entrepreneurship of college

students can be concretely done from the following aspects: (1) through the theme activities related to innovation and entrepreneurship education, we should strengthen the extensive publicity of innovation and entrepreneurship and create a good atmosphere for innovation and entrepreneurship within the campus. Universities can make full use of the media convergence technology and organize various innovative and entrepreneurial activities based on the media convergence environment. To provide timely and effective information related to innovation and entrepreneurship for college students. (2) Strengthen the close combination of online teaching and offline teaching, and effectively improve the relevant curriculum system of innovation and entrepreneurship education. In the course of setting up the curriculum system, colleges and universities can adopt the "broad-spectrum" mode, and construct the curriculum structure from multiple levels. In the process of implementing innovation and entrepreneurship education, we should strengthen the effective combination of general education, applied education and professional education to effectively improve the educational effect. At the same time, universities should make full use of the media convergence and rely on Internet resources to achieve effective enrichment of online courses.

(6) Build a virtual platform for entrepreneurial training based on media convergence

Colleges and universities should build a virtual platform for entrepreneurship training based on the media convergence, and enhance the ability of innovation and Entrepreneurship of university students from all angles. Universities should build a virtual platform for entrepreneurship training to provide a good environment for the high integration of theoretical and practical education for college students. In order to effectively enhance the ability of college students to choose entrepreneurial projects, identify their entrepreneurial risks, and independently control their entrepreneurial behavior, colleges and universities should thoroughly understand and master the entrepreneurial skills through guiding students to participate in entrepreneurial virtual practice, and guide students to form a correct understanding of the results of virtual entrepreneurship, so as to promote students' understanding of entrepreneurial value. And guide students to fully accumulate business management experience [8].

4. Conclusion

To sum up, the role of media convergence in the innovation and entrepreneurship education of college students is mainly reflected in the specific ways to optimize information dissemination, enhance the interaction of information exchange, enrich the form of innovation and entrepreneurship education, and improve the efficiency of innovation and entrepreneurship education. Colleges and universities should strengthen innovation and entrepreneurship by renewing educational concepts, optimizing material paths, optimizing relevant systems, optimizing publicity paths, building innovation and entrepreneurship education system, building virtual platform for entrepreneurial training based on media convergence integration, cultivating comprehensive educational talents, strengthening the application of media convergence technology in teaching resource pool, strengthening supervision and assessment of innovation and entrepreneurship education, and integrating platforms.

Acknowledgements

(1) One of the research achievements of the Anhui provincial higher education provincial quality project "Li Zhiqiang technical skills Master Studio", Department of education, 2019.12, Project No.: 2019dsgzs32.

(2) One of the research achievements of the "online teaching effectiveness study of Ideological and political education curriculum" in the provincial level quality engineering project of Anhui provincial higher education institutions is the major online teaching reform project, "micro classroom + micro participation". The education department, 2020.4, Project No.: 2020zdxsjg061.

References

- [1] Tian Bingjie. Research on innovation and entrepreneurship education path of universities in Hebei from the perspective of media convergence. [j]. communication research, 2018, 2 (29): 193-194.
- [2] Huang Lihua. The integration of Ideological and political education into the curriculum design of College Students' innovation and entrepreneurship under the new media environment: [j]. computer products and circulation, 2018 (6): 152.
- [3] Chen Kun, Deng Shihua. Research on design teaching integrating into innovation and entrepreneurship practice -- Taking Guangdong University Digital Media Art Specialty as an example, [j]. Design, 2018 (5).
- [4] Pei Fuzhi, Shi Chunwei, Chen literature and art. Research progress of rural university students' innovation and entrepreneurship education in new media perspective [j]. new agriculture, 2017 (7): 58-59.
- [5] Wang Wenwen. From the perspective of new media, "Internet +" private college students' innovation and entrepreneurship [j]. modern economic information, 2017 (22): 283-283.
- [6] Han Jie. From the perspective of creativity education, the education of digital media professional innovation and entrepreneurship is explored in [j]. education and occupation, 2017 (20): 103-106.
- [7] Tang Chao Hui. The reform of Chinese professional training mode under the demand of media convergence and innovation and Entrepreneurship: Taking the Chinese language and literature major of Hunan University of Commerce as an example, [j]. Northern Literature, 2017 (20): 150-151.
- [8] Ma Beilei, Zhao Haixia. Construction and mode selection of legal service system for innovation and entrepreneurship in Universities under the media environment [j]. Journal of Heilongjiang Polytechnic (Comprehensive Edition), 2016, 16 (4): 30-32.