

Research on the Construction of University Media Platform and the Innovation of Professional Practice Mode under Media Convergence*

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Abstract: With the advent of the new media era, the media ecology and media pattern have evolved drastically. The process and characteristics of news communication activities in the traditional media era have not adapted to the development requirements of new media. In the age of media integration, it is necessary to be a versatile journalist editorial talent who is proficient in new media technologies. This will force college journalism majors to carry out teaching reforms. The use of efficient media platforms for professional practice teaching should become a top priority. This paper attempts to give an innovation model and reform path for the extracurricular practice platform of journalism majors in China in the new era.

1. Introduction

Under the current new media environment, colleges and universities are actively constructing a media platform for the purpose of publicity and image communication. Since 2011, with the rapid rise and development of social media such as Weibo, WeChat, and news mobile news clients, colleges and universities have also faced an urgent problem of active transformation.

The rapid development of social media such as Weibo and WeChat has changed the ecology of information dissemination. College students, as a young generation, accept new things quickly, adapt to new media, have high viscosity for new media, and use new media to promote university news. Work services are especially important. Moreover, in the context of “everyone is a communicator”, the public opinion environment of colleges and universities formed by the new media's diverse information is complex, and the information exchange and interaction characteristics of new media make the propaganda authority of colleges and universities face challenges.

The purpose of publicity in colleges and universities is to obtain the society's cognition, recognition and evaluation of the overall school-running work, thus forming a society's cognition and evaluation of the overall image and social status of the university. While demonstrating the achievements of higher education reform and development to the society, colleges and universities should aim at establishing a good social image of the school and enhancing the social influence of the school. Creating a good social public opinion environment is especially important for the development of colleges and universities.

The news propaganda work in colleges and universities should respect the laws of news propaganda and actively respond to the grievances of new media. The rapid development of new media has narrowed the “digital divide” caused by geographical and economic development, and has brought important opportunities for universities in underdeveloped regions to create a good social public opinion environment. The new media has gradually become a public opinion platform that integrates information exchange, exchange of opinions, and expression of social conditions and public opinion. The network public opinion accumulated by social media information such as Weibo and WeChat has increasingly affected the development of China's social economy.

2. The New Media Environment Forced The Reform of the Practice Teaching of Journalism Majors in Colleges and Universities

According to statistics, as of the end of 2015, there were 230,000 undergraduate students in

journalism and communication in China, and the employment pressure of journalism and communication graduates in colleges and universities increased year by year. On the other hand, new media based on digital technology and Internet technology has great development potential and broad development prospects, providing a large number of employment opportunities for journalism graduates, but the university news with traditional media as the main content. Graduates of communication majors have been unable to adapt to the needs of the new media industry. There is a serious disconnect between talent training and talent demand. The reform of journalism majors in colleges and universities is imperative. The reform of journalism practice teaching should bear the brunt.

In the new media era, the media form is complex and changeable, the information dissemination channels are diversified, and the content of the dissemination content is becoming more and more obvious. The media technology must have the ability to use multimedia technology, cross-media information integration, media production capabilities, and big data collection. And the ability to analyze, etc., all put forward new requirements for the training of journalism professionals in colleges and universities. The journalism major has strong practicality and applicability. Under this background, how to effectively carry out extracurricular practical teaching in ordinary college journalism has become an urgent problem to be solved.

Professor Cai Wen of Renmin University of China believes: "In the context of media integration, two types of new types of news communication talents are needed. One is the high-level management talents who can integrate communication planning in the multimedia group, and the other is the all-round type that can use various technical tools. Reporter's editor."

Media colleges and universities can use the first type of talents as the training target, mainly to cultivate students' integrated communication awareness, comprehensive planning, media management and management capabilities. The training objectives of local comprehensive universities can be positioned as the latter, which mainly cultivates students' multimedia skills.

"The best way to learn news and advertising is through practice," which is the core teaching philosophy and method of the Missouri School of Journalism. At the Missouri School of Journalism, the Columbia Missouri Newspaper is the best classroom for journalism students to learn about newspaper interviewing, writing, editing, managing, and advertising. The teacher is an editor, the student is a reporter, the classroom is the media, and the media is the classroom.

3. Analysis of the current situation of extracurricular practice of journalism majors in Chinese universities

The serious disconnection between the training of journalism professionals and the demand for talents in colleges and universities is related to the professional curriculum, teacher structure, teaching concept and hardware facilities of the university itself, and it is also related to the effectiveness of the news practice teaching. Nowadays, there are still many problems in the construction of extracurricular practice platforms for journalism in China.

3.1 Insufficient attention paid to the construction of extracurricular practice platform for journalism majors

College journalism practice teaching can be divided into "first classroom practice" and extracurricular "second classroom practice" based on professional courses. The latter mostly focuses on the practice platform inside and outside the school, with the practice and practice mode outside the school, the school media cooperation mode, The laboratory mode and the campus media mode are the four main methods.

Most colleges and universities pay enough attention to the first three modes, but ignore the construction of the "campus media" platform. The role of the school media practice platform has not been effectively implemented. Many colleges and universities do not pay attention to the media in the school from the height of extracurricular practice ability, enriching campus culture life and publicity, which fundamentally hinders the development of campus media.

On the whole, the laboratory of journalism in Chinese universities is single, and the construction

is lagging behind the development of media technology. As a humanities and social sciences department, the journalism profession has a relatively low opening cost. This is one of the reasons why Chinese universities have started journalism since the mid-to-late 1990s. Due to the differences in the economic conditions of running colleges and universities, professional laboratories are not “standard” in colleges and universities. Even in universities with professional laboratories, there are relatively independent and common phenomena in laboratory settings, such as newspaper editing laboratories, photography laboratories, radio and television program editing laboratories, etc. This relatively independent laboratory cannot meet the fusion. Sexual experiment teaching. On the other hand, media technology is changing with each passing day, and the update speed is fast. The aging phenomenon of existing professional laboratory equipment in colleges and universities in China is more common and cannot meet the practical teaching in the new era.

3.2 Out-of-class practice platform facilities are outdated

The development of new media technologies is changing with each passing day, and the update cycle is short. The existing practice platform facilities in colleges and universities cannot keep up with the development speed of new media. In addition, some comprehensive schools pay insufficient attention to the media platform on campus. Nowadays, most universities have an old ageing phenomenon of news practice platforms. Meet the requirements of full media news production.

3.3 Extracurricular practice platforms are mostly concentrated in traditional media

Due to historical reasons, most of the campus media in China are affiliated with the propaganda department of the school party committee. “Promotion” means redundant “news”, which restricts the vitality of the campus media. Coupled with the lack of new media concepts, most university media are still concentrated in “traditional media” such as school newspapers, radio stations, TV stations, websites, etc., and they are not paying enough attention to new social media.

4. The new era of college journalism extracurricular practice platform construction model innovation

In the current era of new media, the media platform of colleges and universities should become the medium for the practice of journalism and communication, using new media clients such as Weibo and WeChat to widely publicize the work of the school and publicize the image of the school. In terms of the construction of media in the school, the university news department should closely communicate with the school propaganda department, and focus on building a multi-level campus with campus newspaper, radio, television, website, and dual micro (weibo, WeChat public) social media. Media practice platform. While fulfilling the university's external publicity responsibilities, the platform will also become a “test field for news” for journalism students to improve their professional practice ability before moving to society.

In the era of new media, colleges and universities should pay special attention to the construction of official microblogs and WeChat public accounts in colleges and universities, so as to improve the level of information dissemination and public opinion guidance of external publicity, and to train students' new media practice ability.

4.1 Focus on building a multimedia practice platform

In January 2015, the “Opinions on Further Strengthening and Improving the Propaganda and Ideological Work of Colleges and Universities under the New Situation” issued by the General Office of the CPC Central Committee and the General Office of the State Council pointed out that it is necessary to do a good job in the news propaganda work of colleges and universities, and improve the release of news information and spokespersons. The system establishes a three-way joint propaganda mechanism for universities, propaganda departments, and news media to create a good public opinion atmosphere for the reform and development of colleges and universities.

In the new media environment, colleges and universities should focus on the all-media practice

platform to produce multimedia news works that are popular among college teachers and students. Through the media in the school, especially the “two micro” social media, they will integrate the teachers and students’ recognition of the school development. A sense of belonging creates a good social public opinion atmosphere for the development of colleges and universities.

4.2 Give full play to the positive role of the “two micro-ends” in colleges and universities

Colleges and universities should recognize the important role of the “two micro-ends” of new media, and give full play to the advantages of social media in terms of timeliness, multimedia, and interactivity. Special attention should be paid to the construction of official Weibo and WeChat public accounts in order to enhance publicity. The level of information dissemination and the ability to guide public opinion, exercise students' new media practice ability. Opening the official microblogging WeChat of the school will not only help the students of the school to understand the real-time news dynamics, school performance and development prospects of the school, but also make up for the shortcomings of the traditional media. It can effectively improve the coverage of education and teaching information, and the form is also popular among teachers and students. It has a good communication effect and provides a good platform for the community to understand the school.

4.3 Open up the practice media platform in the school and the cooperation channels of the external media

The media platform of colleges and universities should rely on the local media to open up the practice media platform in the school and the cooperation channels outside the school to effectively achieve media integration. On the one hand, it can widely publicize the performance and development of colleges and universities through the external media, on the other hand, it can enrich media reports. Content, increase the cultural content of media content in colleges and universities.

Strengthen the construction of the practice base of the off-campus media, and coordinate the cooperation between the on-campus experimental platform and the off-campus media practice base, encourage the lower-level students to practice in the school, the senior students to practice in the media, and expand the off-campus practice base platform to the network and new media. Tilt, effectively exercise the new media practice ability of journalism students.

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