

On the Path Analysis of the University's Journalism and Publicity Work under the New Media Background

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Abstract: With the rapid development of information technology Internet, colleges and universities need to use network information technology mobile technology to carry out news propaganda work flexibly, study modern information technology and propaganda theory, adjust their working methods according to modern propaganda thought, and pay attention to the change of news propaganda work under the new media environment. Therefore, this paper will focus on the new media environment in the university news publicity work innovation way to discuss.

1. Introduction

Under the new media environment, the innovation university social propaganda work becomes extremely important, under the new media environment, the university carries out the news propaganda work, needs according to own development and the work goal flexible design work content, also needs to understand the news propaganda to the school development function, unifies the university own development situation, formulates the development goal flexibly. In the process of carrying out propaganda work, we need to understand the content of higher education, according to the elements of education and the current situation of its development in the new media environment, timely change of work concept, according to the new work development status and communication mode, communication platform, adjust the way of survival, rapid development of news propaganda work, and improve the efficiency of propaganda work.



Figure 1 New media environment

2. The Development Status of the Propaganda Work of Teachers and Students in Colleges and Universities Under the New Media Environment

When colleges and universities carry out news propaganda work under the new media environment, they can not make timely use of news propaganda and expand the influence range of campus activities, which is directly related to the fact that the propaganda concept of colleges and universities has not been changed according to the social development situation. If we ignore the role of teachers and students in the publicity work, it will directly affect the publicity effect of new students, students' daily life is closely linked to the school, during the publicity work, if the news

content can not be popularized to the students, it will directly affect the acceptance of news publicity. In the process of carrying out the news propaganda work, it is necessary to understand the relationship between the students' daily relationship and the teachers and students, adjust the propaganda mode according to the students' daily trend, introduce modern information technology, change the lag problems existing in the traditional media, and use the communication platforms such as WeChat and Weibo to expand the effect of news propaganda. We also need to understand the development of the social communication industry during the work, Weibo, WeChat is the daily use of communication software for students, broadcast information on this platform, can use software to expand the scope of news dissemination, at the same time, students can use the network platform to organize activities through new media to improve the efficiency of communication, using new media activities to strengthen the contact between students, but also a strong guarantee that teacher-student interaction can be carried out frequently. Using new media can effectively spread the news information of colleges and universities, let students master the development trend of the school, and promote the communication and communication among the school members through the new media organization activities. When carrying out the propaganda work of the new media, it is also necessary to solve the problem that the news information in and out of the school is not published in time according to the ideological and political education content, and figure 1 and figure 2 are the use of WeChat and Weibo propaganda information in colleges and universities respectively.

3. The Significance of the Innovative Propaganda Work of Teachers and Students in Colleges and Universities Under the New Media Environment

The use of new media needs to be changed according to the social development form, and the development to the individualized direction is the main trend of the media development. It needs to change the propaganda way according to the specific requirements of the network information system, and at the same time, it needs to analyze the shortcomings of the technology in view of the lagging problem of the news propaganda system in colleges and universities. To understand the gap between the propaganda and the new media, the college news propaganda audience is mainly the students and teachers of the school, to understand the students' ability to accept the new things, to grasp the time of their affection for the information things, to use the new technology flexibly according to the information already obtained, to carry on the news propaganda, to change the traditional media preaching way, to transition and develop it to the two-way communication direction, and to adjust the reading content according to the students' reading habits, to highlight the characteristics of the news content in the form of fragment reading, and to realize the individualized development with the help of the new media. New media propaganda news and traditional ways are quite different. can innovate the propaganda way, broaden the propaganda way, integrate the news media, so as to achieve good news propaganda effect.



Figure 2 New media information

4. The Advantages of News Publicity in the New Media Age

The traditional forms of news propaganda mainly appear in paper form, or television media

propaganda, although the traditional media propaganda, such as magazines, periodicals, propaganda columns or newspapers and other ways, but when carefully analyzing the news dissemination and the scope of influence, we can find the shortcomings of riding in the performance, such as traditional news mode, lack of flexibility, while the speed of updating is relatively slow. Under the rapid development of information technology, the traditional media industry has been hit hard by the new media during the development of electronic reading. The traditional way of news propaganda is very difficult to attract the public's vision, the mobile phone for the emerging media appears to sit on a large audience, and with the increase of the number of users, gradually expand the scope of influence. In the new media era, colleges and universities need to adjust the mode of news propaganda according to the needs of the times, according to the new media tools used by the public, such as official Weibo, public number, QQ and other channels. Carry on the campus news propaganda work, spread the campus culture or the political content, the communication way needs the multivariate design, changes the traditional character narration way, uses the new media to spread the news content, may use the picture, the video, the sound and so on flexible way, lets the public know the school information in time through the intelligent terminal, grasps the information dynamics.

5. Under the New Media Environment, the Innovation Approach of the Journalism and Publicity Work in Colleges and Universities

5.1. Renewal of Publicity Concept

When carrying on the news propaganda work, colleges and universities need to adjust the way of news propaganda work according to the change of social form, integrate the new media into the campus work in the new media era, at the same time, change the propaganda idea, use the modern angle to think about the new propaganda work, use the school resources flexibly, use multimedia as the platform of information propaganda, make clear the main body, expand the way and scope of news propaganda, take the school as the center. Use teaching and scientific research, international cooperation and other content, select materials for news dissemination. In the new media environment, colleges and universities need to pay attention to innovation, change the traditional achievements of the work style, explore new topics, contact new things, student-centered new publicity work, flexible choice of new media publicity methods and propaganda channels, push campus hot information, and use WeChat, platform Weibo and other ways to push information, so that students can use intelligent terminals to obtain campus news information from the network platform in time, to ensure that the news propaganda work has innovative and effective, can play a good role in the process of school civilization construction.

When colleges and universities enter a new round of propaganda work, they should attach importance to innovation, at the same time, they should make flexible use of modern information technology, innovate the way of news propaganda, understand the disadvantages of traditional media propaganda work, optimize news propaganda work with the help of modern information technology, and expand the effect of news propaganda. When carrying on the news propaganda work, need to know the public daily information channel, therefore the university may establish the wechat platform or the micro-blog platform, and push the campus information on the platform, in the network platform, the information changes quickly, then can let the student in the first time, through the new media communication platform, understands the campus information, grasps the campus dynamics. In order to expand the influence of campus news and propaganda work, we can choose the news content flexibly and push the relevant information according to the characteristics of students' preference, so as to achieve a good promotion effect.

5.2. Innovative Means of Publicity

When carrying out special propaganda work in colleges and universities, it is necessary to ensure that the working mechanism is scientific and reasonable, and at the same time, to understand the way of transmitting information through media channels under the new media environment.

Considering the main receptor of news dissemination, the content of news push should focus on teachers and students, highlight the rich diversity of information in colleges and universities, ensure the effectiveness of information push, change the malpractice of traditional news push mode, and push information in time, so that teachers and students can grasp the campus information dynamic in the first time. In the new media environment, colleges and universities also need to strengthen contact with the outside world and establish a good communication mechanism according to the information transmission content, which becomes extremely important, and then realizes the requirement of frequent interaction between teachers and students. Establishing the communication mechanism of interaction with the outside media can also make their own voice through the communication mechanism, which is also the main change of the news propaganda work in the new media era. Through the establishment of the communication mechanism, the influence scope of the news propaganda work in colleges and universities can be further expanded, and a good image can also be set up for colleges and universities.

5.3. Improving the Working Mechanism

Media propaganda needs to change the traditional way, according to the innovation of modern information technology, but also need to take into account the needs of the masses, constantly improve the way of propaganda, propaganda channels to enhance, propaganda impact to improve the content of propaganda, and according to the characteristics of different media in propaganda work, combined with the characteristics of different media, screening news content to integrate information capital, change the way of propaganda, highlight the focus of news propaganda content. At the same time, we also need to understand the trend of social development, colleges and universities should develop in a diversified direction according to the development form of news dissemination, pay attention to the problems existing during the development of news and propaganda work, think about the solution measures in time, perfect the propaganda plan, and ensure that the effect of news and propaganda work can reach the expected goal. Figure 3 shows the construction of teachers' team in colleges and universities.



Figure 3 Team of teachers

6. Conclusion

Under the background of new media, colleges and universities need to understand the changes of modern new propaganda work, and need to grasp the changes of communication mode and means of communication under the background of new media, from the social and cultural point of view, think about new media news propaganda work, change communication mode and communication means, analyze the influence of news communication work on school students, introduce modern information technology on this basis, construct information platform, use network information technology flexibly according to the actual needs of students and teachers, innovate communication mode, enrich communication channels and utilize new media, Improve the quality of campus news and publicity services.

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