Analysis of the Innovative Path of Higher Education in the Field of Integrated Media Perspective

Lei Wang

School of Language and Culture, Graduate University of Mongolia, Ulaanbaatar, 11000, Mongolia.

Abstract

This paper analyses the significance of the construction of education media integration centre in higher education, professional talent demand, and the construction of education work in colleges and universities. It puts forward a series of measures: in addition to the curriculum construction, systematic cultivation of media skills: the growth of the internal echelon of the student team of the media centre; hand in hand with the public media, in order to enhance the professionalism of the student team of the media centre in colleges and universities by strengthening the media practice of the student team, it should also be a good job to establish the teacher team of the media centre in colleges and universities and to improve their ability. Through the double improvement of the quality of the teacher team and the student team of the university media integration centre, the communication quality of the university media integration centre will be improved finally.

Keywords

Integrated Media, College Education, Innovative Paths.

1. Introduction

Nowadays, the construction of integrated media in colleges and universities can not be delayed, firstly, from the aspect of policy, General Secretary Xi Jinping has emphasised the need to accelerate the integration of traditional media and emerging media, make full use of new technologies and new applications to innovate the media communication methods, occupy the commanding heights of information dissemination, and promote the production of news by using big data and cloud computing technology. And big data and cloud computing is currently representative of the two new technologies, in the process of media integration and development, we need to pay attention to and make good use of these two technologies. Secondly, from a practical point of view, the technology update iteration, so that the traditional media tend to lag behind the way of expression, and by the impact of similar self-media is more powerful, how to maintain the technical advantages, relying on strong content and thus a better show, will become the subsequent key.

2. The significance of the construction of college education media centre

Since the 19th National Congress of the Communist Party of China, the Party Central Committee has attached great importance to the work of news and public opinion and the transformation of media convergence, and the relevant policies and documents have reflected the unity of the same lineage and innovative development. Media convergence is developing in depth and is also the future development direction of education media integration. Previously, the Ministry of Education had launched the pilot work of building integrated media in the education system in May 2019, and after more than a year of exploration by the pilot units, it can be found that the education integrated media centre in colleges and universities has become a breakthrough

in the transformation and upgrading of education journalism, and it is enhancing the communication power, guiding power, influence, and credibility of the work of education journalism.In September 2020, the General Office of the Communist Party of China (CPC) Central Committee and the State Council General Office issued the In September 2020, the General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on Accelerating the Development of Media Integration, and the recent "14th Five-Year Plan" proposal focuses on media integration again, which further indicates that the central government attaches great importance to media integration. Under the continuous promotion of the central and national levels, the development of media integration in China has entered a new stage, from party and government, industry to the construction of educational media integration, all levels and types of media are fully open, and the all-media communication matrix has been initially formed.

3. New media professional training needs of colleges and universities under the media background

China's current media convergence background, students of new media majors in colleges and universities are not only able to master and understand advanced computer network technology and software technology, but also need to effectively innovate the development of the network world through the use of these innovative technologies in the context of the new era. Under the background of new media convergence, journalism students should understand the media language and media technology in the new era, and be able to solve the related problems through media convergence, so that the media information can be effectively disseminated, and the new media theoretical knowledge can be effectively transformed into the level of practical application. Based on this, under the background of media convergence, the talent cultivation requirements of new media majors in China's colleges and universities will be more stringent. Need to cultivate talents at the same time, so that the talents have the new media workflow professional skills needed, so that their practice level to meet the needs of our society on the new media professionals in colleges and universities.

4. The construction of education in colleges and universities for media integration

Compared with the political media centre (focusing on improving the power of public opinion guidance) and the industry media centre (focusing on providing government services, industry big data and industry decision analysis), the education media centre in colleges and universities mainly focuses on improving the influence of publicity and training all-media talents. Therefore, the teaching management of colleges and universities also needs to be innovative.

4.1. Current status of college media integration education

The market of college education media integration centre is relatively broad and needs to be developed, but it cannot be ignored that at this stage, there is still room for improvement in the following aspects of college education media integration.

Heavy hardware, light software, not enough investment in intelligent software platform. The existing experimental environment lags behind the industry and has no employment advantage.

Theory and practice are disconnected and cannot be linked. Weak linkage between practical training and internship and employment, still need to improve the whole chain of education and employment pathway.

Talent training system is not perfect, lacking the whole process of talent training system from teaching to practical training to assessment.

Artificial intelligence and big data and other advanced technologies need to be introduced to strengthen the combination of media and information construction, and promote the transformation and upgrading of traditional media to new media.

4.2. Taking curriculum construction as the starting point, systematic learning of media integration skills

Comprehensive training for a larger number of students can be achieved through classroom teaching, which is undoubtedly the quickest and most efficient way to improve the professionalism of the student team in the media integration centre. In actual working practice, according to the different types of institutions, it can be divided into two categories: institutions with film and media majors and institutions without film and media majors, for these two types of institutions, how to cultivate the team of media integration students, there is a big difference in the curriculum.

Media students: the university media centre directly carries out experimental training. Domestic public undergraduate colleges and universities with film and media majors, in addition to special film and media colleges and universities, including many comprehensive universities and teacher training colleges; in addition, there are a large number of private undergraduate colleges and universities are applying for film and media majors. Media colleges and universities generally offer the following majors: radio and television (journalism), radio and television editing and directing, film and television photography and production, broadcasting and hosting art, network and new media, etc., these majors, except for the network and the new media professional network and the new media professional was approved by the Ministry of Education began to be established in 2013, the rest of the time to open a longer period of professional. The above mentioned film and media majors have a blossoming trend nationwide, to network and new media majors, for example, as of 2019 at present, the Ministry of Education has also approved more than 200 colleges and universities to open, and more colleges and universities to open broadcasting and television, radio and television choreography majors.

Colleges and universities with media majors generally attach importance to the construction of school media centres, and the first batch of college media centres were mainly born in colleges and universities with film and media majors. In these colleges and universities, the college media centre has been incorporated into the experimental training of film and media majors on campus. While completing the work of all-media integration and communication, the university media centre also provides a stage for students to show their skills.

For non-media majors: the public election and extension courses attract and cultivate student teams. For colleges and universities that do not directly offer film and media majors, due to the lack of professionally educated students joining the school media centre, training can be provided to students by offering a small number of fine film and media general elective courses. In colleges and universities that do not directly offer majors in film and media, the teachers of the media centre in the college or university can usually offer general elective courses related to film and media as well as professional development courses for all students to choose on their own.

Through the teaching of related courses, the teachers of the media centre can, on the one hand, enrich their own connotation of media integration, and on the other hand, discover talents in teaching, so that the talents can grow up to be the backbone of the student team of the media centre in the university. For colleges and universities with film and media majors, it is also possible to make non-majors master the basic journalism and communication skills by taking part of the film and media courses, so that they can be qualified for the work of all-media integrated communication.

The innovation of teaching resources for integrated media courses. First of all, teachers in the new era need to set up a new educational philosophy, so that classroom teaching is no longer a one-sided indoctrination education, and to change the original classroom mode of "teaching" as the main focus of classroom teaching in the new era should be "learning" as the main focus of classroom teaching, the teacher from the deepest recognition of the student's subjectivity, the teacher should be the main focus of teaching, the teacher from the deepest recognition of the student's subjectivity. Teachers should recognise the subjectivity of students from the bottom of their hearts, which can promote the expansion of students' knowledge. At this time, teachers need to guide students to learn how to "self-learning", first clarify the basic meaning of "self-learning", then clarify the practical significance and value of "self-learning", and finally clarify "self-learning", "self-learning", "self-learning", "self-learning", "self-learning", "self-learning" and "self-learning". Finally, the specific requirements of "self-learning". Secondly, teachers need more teaching skills and academic knowledge in order to keep up with the advancement of the curriculum. In order to promote the long-term development of teachers, schools can provide teachers with a variety of opportunities, and actively encourage teachers to go to the relevant professional institutions for further study, etc., so that teachers themselves can actually feel the progress of the new media industry and learning. Finally, good information technology is more important in the information technology teaching mode in colleges and universities, teachers should play the learning spirit of education practitioners, adhering to the spirit of innovation, actively expanding their own information capacity, information awareness, comprehensive development of information technology teaching mode and the effectiveness of the integration of the innovative education model, to promote the continuous enhancement of education information technology, to achieve timeliness, inclusiveness, high efficiency, to build a good learning atmosphere for students, to comprehensively strengthen the learning motivation of students in colleges and universities. Comprehensively strengthen the learning motivation of students in colleges and universities, prompting students to improve in practice.

In addition, the direction of new media integration should reasonably use the combination of online and offline teaching methods to help students grow faster.

Self-growth of the internal echelon of the student team in the media integration centre of colleges and universities. In addition to curriculum construction and classroom education, the most important part of the formation of the student team in media integration centre is the self-growth of the internal echelon of the student team. Establish a complete and orderly internal echelon of the student team.

The formation of three-stage echelons within the student team of the media integration centre in colleges and universities. According to the current situation of student team training in colleges and universities, from the point of view of each student who joins the student team of media integration centre, the internal echelon will be divided into three different stages of echelons after self-growth: the echelon of the interest cultivation and ability enhancement stage, the echelon of the maturity and perfecting stage of professionalism, the echelons of the employment and entrepreneurship as well as the stage of academic qualification enhancement. Students who join the student team of the Media Centre first enter the interest cultivation and ability enhancement stage. Each student who joins the team of the Media Centre chooses his/her suitable position according to his/her own hobbies and strengths, and then improves his/her own ability by learning from the backbone of the team through shadowing, so as to meet the needs of the positions in the Media Centre. For example, students in the camera position need to learn the composition of the screen and the lighting arrangement of the camera, especially familiar with the studio equipment, and finally learn many post-production editing tools such as PR, AE, etc. In general, the whole freshman year is devoted to the study of the media centre, and the students have to learn how to edit the film. Generally speaking, the entire first year belongs to the interest development and ability to enhance the stage.

Entering the second year of college, it is the echelon of maturity and perfection of professionalism, and the student team members in this echelon have already become the backbone of the media centre, with the ability to independently complete various interview tasks and independently operate various photographic and video equipment. If the first stage is the learning of skills with the help of external forces, then this stage is the self-learning and quality enhancement of the student team members of the Media Centre.

In the third and fourth year of college, it will be a natural transition to employment and entrepreneurship as well as academic upgrading stage echelon, through the accumulation of the first two years, the student team members gradually cultivate their interests and hobbies in film and television communication, so as to form the ideals and directions of life. Teachers of the media centre should encourage students of the media centre to take film and television communication as their lifelong goal, develop the student team of the media centre into a professional, research-oriented and study-oriented team, and encourage the student team members of the media centre to transfer to bachelor's degree or graduate school.

At the same time of encouraging learning, the university media centre should also create conditions for the employment and entrepreneurship of the student team: on the one hand, it actively guides the student team members to flow to the domestic famous film and television production companies and radio and television stations; on the other hand, it carries out the cultivation of innovation and entrepreneurship education, and the media centre has the ability to become an incubation base for film and television production and communication companies, and encourages the student team members to set up a limited liability company for culture and media, for example, to better realize the value of life.

The on-campus apprenticeship model facilitates the cultivation of internal echelon. As an up-to-date campus cultural communication centre, the university media centre should not only implement the education, training and management of the student team members of the media centre by the teachers, but also implement the training of the new members by the backbone of the student team of the media centre. Generally speaking, it is more suitable to equip each new member of the student team of the media centre with a dual mentor system, i.e. one instructor plus one backbone of the student team of the media centre. From the viewpoint of related practice of the university media centre, a teacher of the media centre + a student backbone of the media centre's sophomore and junior students + a freshman of the media centre, such a 1+1+1 small-team apprenticeship cultivation mode can not only satisfy the general task of media reporting, but also exercise the newcomer cultivation team, which has a certain practical value and replicability.

4.3. Joint public media, strengthen the media practice training of student teams in winter and summer holidays

The student team of the college media integration centre should actively go out in addition to receiving training on campus. In the strategy of going out, on the one hand, it is to strengthen the communication with sister colleges and universities to realize the inter-school communication and exchange of talent cultivation, and more importantly, it is to take the initiative to join hands with the public media, and organise the student team to take advantage of the summer and winter holidays to carry out practical internships in the public media.

At the same time, the university media centre should take the initiative to strengthen communication with the public media where the school is located, and send the backbone of the student team of the media centre to carry out media practice in the summer and winter vacations, in order to further improve the professionalism and establish the spirit of professionalism, and these targeted practice internships can effectively improve the overall quality of the student team of the university media centre.

From the current development of local media, whether it is the newspaper media, radio and television agencies or media companies have carried out all-media convergence communication, opened all kinds of new media accounts or self-managed media apps, which is a large number of practice opportunities for the student team of the media integration centre of the university to learn and exchange with the industry, and to enrich their experience.

Pay attention to the organic combination with traditional media. In the process of using new media, attention should be paid to the combination of traditional media to improve the competitiveness of management. It is true that the media facilitates teachers and students to query teaching information and data, but there is also the risk of insufficient timeliness, comprehensiveness and security of stored data. Therefore, we should pay attention to the combination of management work and traditional media, to develop the strengths and avoid the weaknesses, so that the teaching management work has more depth, breadth, height and flexibility.

5. Conclusion

The college media centre is a new thing, how to run the college media centre well, the key is in the establishment and cultivation of the talent team of the media centre. In addition to taking the curriculum construction as a hand to systematically cultivate the skills of media integration: the growth of the internal echelon of the student team of media integration centre; hand in hand with the public media, in strengthening the media practice of the student team to improve the professionalism of the student team of the university media integration centre, we should also do a good job in the establishment of the teacher team of the university media integration centre and the ability to improve. Through the double enhancement of the quality of teachers and students, the quality of communication in college media centre will be improved in the end.

References

[1] Chen Zhankun, Zhang Baojun, Innovation and Practice of Teaching Mode under the Perspective of Integrated Media in Higher Education Institutions[J]. Research on Science, 2019(12):83-86.

[2] Zhang Hongtao, Wang Rui, Research on educational reform and innovation in colleges and universities based on the perspective of integrated media [J]. Journal of Northern Institute of Vocational Technology, 2018, 17(2):92-94.

[3] Zhang Xiang, Guo Wenpeng, Research on education innovation in colleges and universities under the perspective of melting media [D]. Shandong Normal University, 2016.

[4] Wang Liya, Research on the construction of panoramic teaching scene of integrated media teaching in colleges and universities [J]. Journal of Guangzhou University (Social Science Edition), 2019(5):135-141.

[5] lu Lele, Research on curriculum innovation in colleges and universities based on the perspective of melting media [J]. Resource Environment and Engineering, 2017(7):97-101.

[6] Zhao Chunwen, Liu Haichao, Research on educational change in colleges and universities based on the perspective of integrated media[J]. Education Teaching Forum, 2018(2):139-141.

[7] Liu Runtao, Innovation and practice of teaching mode in colleges and universities based on the perspective of integrated media [J]. Yunnan Social Science, 2017(6):137-139.

[8] Cheng Fangfang, Huang Wenjing, Research on the innovation of teaching mode of new media majors in colleges and universities under the perspective of integrated media[J]. Guangdong Journalism and Communication Research, 2019(1):98-103.

[9] Guo Yaqin, Research on curriculum innovation in colleges and universities based on the perspective of integrated media [J]. Teacher Research, 2015(12):91-93.

[10] Song Yuzhen, Innovation of English Teaching Mode in Colleges and Universities Based on the Concept of Integrated Media Teaching [J]. Journal of Hubei University (Education Science Edition), 2018(3):71-73.