Shaping the Image of Colleges and Vniversities in the Era of Self Media

Zhao Jing Zhe[1, a], Wang Wei[1, b], Dong Xing Zhe[1, c], Luo Jing[1, d]

[1]School of business administration, University of Science and Technology Liaoning, Anshan 114051, China.

[a]3023118826@qq.com, [b]58206630@qq.com,

[c]wasyf2@foxmail.com, [d]2363453374@qq.com

Abstract

With the rapid development of the times and the arrival of the era of self media, the competition among colleges and universities in China is becoming more and more fierce.This competition is not only reflected in many aspects, such as scientific research strength, school-running ability and talent acquisition, but also the competition of university image building quality. Some colleges and universities begin to publicize the image of colleges and universities by releasing relevant information of their own schools through self media platforms. As a reflection of the comprehensive strength of schools, the image of colleges and universities can directly affect the image of colleges and universities in the minds of the public. From this, it can be seen that the image building of colleges and universities is particularly important in the competition of colleges and universities.This paper will start from the importance of the image building of colleges and universities and the characteristics of the era of self media, to analyze and discuss how to promote the image building and promotion of colleges and universities through publicity in the era of self media.

Keywords

Self media, University image, Image building.

1. Introduction

Since the era of self media has come to us, its biggest characteristic is spread quickly. Some colleges and universities have grasped and utilized its rapid characteristics of communication and started to shape the image of colleges and universities through new ways of self media platform,such as, in MicroBlog, Tiktok short videos, WeChat,etc. to introduce the general situation of their schools, the construction of campus culture, or to display the real-time dynamic of campus to shape the image of the school. Through the self media platform for image building and publicity, it can strengthen the public's understanding of all aspects of the school and help to improve the image of the school in the public mind.In addition, various types of self media platforms have been sought after by many young people, who are also the educated in the work of colleges and universities. They can obtain the information of colleges and universities through various ways in the era of self media, which can promote the image publicity of colleges and universities to a certain extent.

2. The importance of image building in Colleges and Universities

2.1 The essential elements of the image building of colleges and Universities

To the university image this term, different people have different interpretation. The widely accepted meaning of university image is the public's cognitive level of the overall situation of the University. Including the influence of the school in all aspects and the public recognition of the University. Specifically speaking, if colleges and universities want to create a good image, they must have the following elements: historical evolution, academic and scientific research force, school running

conditions and scale, teachers and campus culture construction, etc. All colleges and universities should start from these elements to create a better image.

2.2 The role of university image building

In order to stand out in the increasingly fierce competition of colleges and universities, image building should not be neglected. Having a good university image can enhance the influence of the University in the society, and also can improve the public's attention to the University. Strengthening the academic research force and the level of running a school will greatly promote the popularity of the school. Vigorously developing and promoting the construction of campus culture will play a certain role in promoting the public image and social reputation of the University. After shaping a good image, it is bound to leave a deep impression on the public, which is not only conducive to the enrollment of colleges and universities, but also plays a positive role in the employment of college graduates.

3.   Characteristics of the era of self media

3.1 Rapid dissemination

In the era of self media, communication channels include MicroBlog, Post Bar,WeChat, etc,they all have the characteristics of immediacy, and they spread very quickly and quickly. The biggest characteristic of the Internet is its fast communication. With the emergence of the self media platform, the public can imagine the speed of receiving Internet information.

3.2 Rich content

The content conveyed by self media platform is often rich and covers a wide range, including both national affairs and trivial matters in life. Social software in the era of self media has become an indispensable tool in public life, because users can get rich information on these platforms. In addition, the convenient and quick feature attracts many users.

3.3 Wide coverage

Self media covers a wide range of places at home and abroad.The information released by the publisher can cover the whole network in a short time and has a great influence. At the same time, no matter where you are, just open the self media to search for the information you want to know.

4.   How to promote the image building of colleges and universities in the era of self media

It has been more than 10 years since the emergence of the era of self media. It appears in the public's field of vision with many characteristics that traditional media did not have. Nowadays, one of the important tasks of some colleges and universities is to shape the image of colleges and universities. These schools can shape the good image of colleges and universities by virtue of the advantages of the era of self media.

4.1 Fully display campus style through self media platform

It is very important to show the campus style for the shaping of the image of colleges and universities. It is a good choice to show the history, scale and culture of their own schools through the unique public platform in the era of self media, which is helpful for the public to understand the school more carefully and improve the image status of colleges and universities in the public mind. At the same time, we should bear in mind the characteristics of rapid dissemination in the era of self media. The information to be released should be repeatedly modified and confirmed to achieve the expected purpose.

4.2 Follow the trend of public interest and choose to publish content

Public interest has been changing over time,colleges and universities should make a relatively accurate prediction of the trend of public interest,for example, in the college entrance examination season, colleges and universities should first predict the interests and doubts of college students, and then release some relevant information, so as to attract more attention of college students. Colleges

and universities can change the starting point of their image building according to the changes of the times and the public interest, so as to get more people's attention and promote the promotion of social influence.

4.3 Combining with social reality to shape the image of colleges and Universities

When colleges and universities show the construction of campus culture to the public through the self media platform, they should take into account the current situation of the society, because these information is to be spread to the public, so the construction of campus culture combined with the actual situation of the society will be more likely to be widely concerned by the public.When colleges and universities hold large-scale activities or important meetings, they can promote the image of colleges and universities by broadcasting the whole process through the self media platform or inviting some professional media to participate.

5. Conclusion

In a word,colleges and universities should rely on the advantages brought by the era of self media. Then they start from self analysis, find their own accurate positioning, pay close attention to social changes, and adapt to the characteristics of different times. Colleges and universities should start from the reality, explore more ways to create a good image of colleges and universities, so as to show a positive campus culture atmosphere to the public, and make continuous efforts to shape a good image of colleges and universities.

Acknowledgements

References

[1] Wu Hua: News publicity and school image building, Journal of Provincial Party School of CPC Sichuan Provincial Committee, Vol. 1 (2014), p.116-119. (In Chinese).

[2] LAN Xiao Xia: Communication thinking of image publicity in Colleges and Universities, Beijing Education (Higher Education Edition), Vol. 2 (2014), p.34-35.(In Chinese).

[3] Li Xiao Xiao and Zhao Li AI: Research on the innovation of college propaganda work in the era of self media, Shandong Trade Union Forum, Vol. 24 (2018) No.3, p.45-49. (In Chinese)

[4] Wang Fuyu: On the publicity image of colleges and Universities, Journal of Social Science of Shanxi University, Vol. 13 (2001) No.1, p.76-77.(In Chinese).

[5] Kong Wei Li and Zhao Wen Tao: The innovation of image publicity in Colleges and universities in the new media era, Examination Weekly, Vol. 83(2015), p.153-154.(In Chinese).