

Analysis on the Necessity and Problems of Media Construction in Higher Vocational Colleges

Sa Xiao

Zibo Vocational College , Zibo 255300, Shandong China

Abstract: From December 2018 to now, the national undergraduate colleges and higher vocational colleges have integrated forces to promote the construction of financial media, but only a few colleges and universities really form a scale and play a role, the majority of higher vocational colleges are still in exploration and practice. The era of integration media subverts the macro discourse system of cultural construction in higher vocational colleges and forms a student-centered discourse platform. As far as the cultural construction platform of higher vocational colleges in China is concerned, traditional media include school newspaper, official website, radio station, etc., which are diversified in form but not time-efficient and take a long time to produce. Emerging media forms include Microblog and wechat platforms. Although the word “micro” is in the forefront, it is in line with the taste of modern young people’s “fast food consumption”, and avoids the shortcoming of traditional media’s long production time. Although fusion media dissolves the barriers of text, sound and picture in form, the characteristics of fusion media are not only limited to the simple superposition of traditional media and new media in form, but also the overall integration of ideas, manpower, material resources and terminal channels.

Keywords: College Finance; Media; Higher Vocational Colleges; Ideological and Political Education

Introduction

The research on media and university propaganda is not only the hot spot of scientific research and academic theory, but also the key point of construction and implementation in real life. In general, domestic and foreign direct research on the path of news publicity in vocational colleges in the era of integration of media is still weak, lack of construction necessity analysis and analysis of the problems facing.

1. Necessity of media construction in colleges and universities

The construction of integrated media in colleges and universities promotes the innovative development and integrated development of campus media, which is not only a kind of external times drive, but also a kind of internal responsibility and historical mission. We will promote innovative development of ideological and political education. Ideological and political work is the lifeline of school work. The ideological and political education in colleges and universities must meet the new requirements of the new era, change according to the situation, progress according to The Times and change according to the situation, especially according to the actual situation of young college students, and constantly improve their sense of The Times and attraction. For young college students growing up in the Internet era, the Internet, especially the mobile terminal, is the main source of information. Ideological and political education in colleges and universities must actively integrate into the new era, and with the help of new technology, reshape a new educational model that is suitable for the development of the era. Therefore, it is an important measure for the innovative development of ideological and political education to make full use of campus media platform and promote the high integration of traditional advantages of ideological and political education with information technology. Consolidate the ideological position. Ideological work is an extremely important work of the Party and state. As the center of ideological convergence, ideological work in universities is particularly important. Colleges and universities should constantly improve the guidance of public opinion of campus media and firmly occupy the main position and commanding height of school ideology. The essence of the guidance of public opinion is persuasion. The persuasion logic of media should play a role unintentionally. The on-the-spot testimony in audio-visual media is a powerful logic persuasion. The construction of campus integrated media integrates photos, articles, videos and audio to achieve mutual integration of advantages and improve the guidance of public opinion of campus media. Colleges and universities actively promote the construction of campus integration media, greatly improve the effectiveness of their discourse, in order to be more active in ideological work, to truly grasp the initiative and leading power of ideological work in colleges and universities. We will promote the “three-in-one education system”. General Secretary Xi Jinping has pointed out that education should be realized throughout the whole process and in an all-round way. Colleges and universities implement the requirements of “three integrity education” and strive to build ten education systems, among which campus media is an important link. Promoting the construction of campus media with “teachers and students as the center” can improve the experience of teachers and students, guide students in a subtle way, and cultivate students to

be socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor. Colleges and universities should actively promote the construction of integrated media, make it assume the responsibility of education, improve the effect of collaborative education. Adapt to external changes. As an important subject of modern society, colleges and universities are not closed to society, but closely related, and should lead the development of society. In the face of information technology innovation, colleges and universities should dare to take the lead, be a model of reform and development, and be a model of conforming to The Times. With the advent of media convergence, social media is faced with a choice of survival, making great changes and winning new opportunities for development. The campus media in colleges and universities cannot “stay aloof” and are faced with the dilemma of “self-talk” and “nobody cares”. Adapting to the change of external situation and promoting the construction and development of media are the fundamental outlet and inevitable choice of campus media construction in colleges and universities. Who can seek change earlier and more first, who can win the initiative in the development of campus media.

2. The problems faced by the media construction in higher vocational colleges

The construction of financial media in higher vocational colleges started late, limited by their own conditions, lack of research, and face many problems: inadequate understanding of financial media construction. Some higher vocational colleges do not have a high position and deep understanding of the construction of financial media, resulting in insufficient attention and promotion of financial media construction in schools. Part of the school propaganda work uses the old concept, the old carrier, the old discourse, can not get new ideas, new methods. The official media of the school adopts the traditional way of operation, always lofty, always talking to itself, and gradually losing teachers and students, readers and fans, resulting in the “failure” of publicity and “loss of position”. The “high imitation of the official name” of commercial operation occupy the magpie, which brings trouble to the school’s work of moral education. Integration of media construction is not enough. The weak department in charge of the media center leads to the long-term dispersion and isolation of media resources in the school, and different media platforms in the school are under the management of multiple departments. Lack of unified and effective management, the campus media are independent and unbalanced, with no unified voice, no focus, and no resultant force. There are also many higher vocational colleges, although they have started to promote the construction of integration media, but they are just hanging their cards. Different carriers are “mutually exclusive” and “compatible”. Financial media construction foundation is weak. Many higher vocational colleges in China have a relatively short history of development, weak construction foundation, insufficient resources for running schools, and lack of campus media resources. Lack of equipment has become the main problem restricting the construction and development of campus media in vocational colleges. On the other hand, the construction of financial media has put forward higher requirements for publicity staff, which requires a more professional team. The guidance of media construction is not clear. The vagueness of orientation leads many colleges and universities to stop abruptly after formal integration. They have not continued to do a good job of establishing new work, breaking the original campus media work system, nor establishing a new mechanism of integrating media work.

3. Summary

The construction of fusion media center in higher vocational colleges is not only similar to that in undergraduate colleges and mainstream media, but also has its particularity. The foundation of construction, the setting of functions, the means of management, the object of service and the effect of communication are different. At present, the path and goal of media construction in higher vocational colleges is to integrate the internal resources of higher vocational colleges, to build a relatively perfect modern communication system of multimedia integration with the support of technical platform, the integrated collection and editing as the way, the comprehensive information service as the main content, and the mobile communication as the main channel. Realize the deep integration of content production, process design, broadcast scheduling, effect evaluation, personnel management, performance assessment, technical support and other aspects. At present, some higher vocational colleges across the country are promoting the construction of financial media, but it has not yet formed a scale. In the process of construction, there are widespread practical problems such as insufficient funds, difficulties in integrating resources, and lack of grasp for the construction and management of financial media. Therefore, it is necessary to establish a new platform to effectively promote the construction.

References:

- [1] Research and Exploration on the Construction of Media Integration Center in Colleges and universities under the Background of media Convergence [J]. Jiaren Liu. Standardization of the Masses. 2019(16).
- [2] Construction ideas and Innovation Approaches of Media Center in Higher Vocational Colleges [J]. Huachou Lu. News Research Guide. 2019(11).
- [3] Ruihan Chen, Meng Chen, Hong Zhou. News World. 2019(01).

About the author: Sa Xiao 1989.07- Male, Han nationality, native of Zibo, Shandong, postgraduate, lecturer, Zibo Vocational College engaged in propaganda work.