

# Analysis on the Path of Integrating Interactive Media Network Platform into Higher Education and Teaching Based on Mobile Terminal

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**Abstract:** This paper studies the development and construction of the “media integration” network platform based on mobile terminals in universities from the aspects of the concept change and team building of higher education, in order to provide modern ideas for the construction of higher education in the unused era.

**Keywords:** Media Integration; Network Platform

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## 1. Introduction

Under the background of “network +”, the integration of traditional media and modern media accelerated. As a product of the times, “financial media” can be used to coordinate manpower, material resources and publicity, and realize “asset integration, material resources integration, publicity integration and advantages integration”. In higher education, it plays an important role in improving working methods and promoting the feasibility of teaching. How universities catch up with the modern development express train of “integrating media” has become an important driving force for the development of higher education and an important breakthrough topic.

## 2. The opportunity to integrate the media network platform into college education and teaching

The framework development from “educational course” to “educational curriculum” is a careful interpretation of educational philosophy. The teaching strategy with professional guidance as the “main line” and professional moral education as the “auxiliary line” conforms to the laws of educational work and teaching. In the new period, high requirements are put forward for education. How to make education enter the mind and heart is an important topic. In this respect, the educational work starting from the teaching field, from point to surface, from surface to inside, slowly extends to a wider space for advancement. This critical activity provides opportunities for the development of “media integration” in the field of education.

The concept of “media integration” is refers to the method of combining traditional media such as daily newspaper, television and radio with media represented by new technologies such as network and mobile phone to provide data to the public through diversified communication strategies. “Financial media” has opened up advanced channels for multi-party communication and information asset sharing. Some universities have begun to use “media integration” to strengthen education, and have achieved some results by publicizing, promoting display, supporting and optimizing the positive role of “media integration”.

## 3. Create a new field of higher education under the media network platform

The way for college students to obtain information has changed from traditional ways such as newspapers, magazines and television to various Internet resources. It has become a major direction to give full play to the purpose of education, make full use of today’s data equipment, expand electronic communication channels, give full play to the role of civic education, make full use of the most advanced data equipment, develop electronic communication channels, and develop and authorize concept development, carrier development, material display, etc. “Media integration” is an all-round progress in vision, hearing, reading, writing and conversation, which coordinates all components of data information. Driven by the cutting-edge teaching concept of “Internet + Education”, it should also move and improve with the development of the times. We should abandon the general statements of “network is entertainment” and “teaching is classroom”, coordinate the advantages of traditional teaching mode with advanced teaching mode, and construct three-dimensional and common-sense teaching communication.

### 3.1 Higher education in the era of “media integration” should be oriented to students and practice.

Based on practice. The essence of higher education is to enable young college students to have both ability and political integrity, develop in an all-round way, make their ideological consciousness reach a certain level, strengthen the correct political direction, have noble moral quality and strong social adaptability. The practical activities of young college students directly reflect the success of higher education. Therefore, higher education should pay attention to practice-oriented and reasonable guidance of the practical process, so that students can be good at applying theoretical knowledge to practical activities, feel the powerful force brought by education, and become better socialist builders and successors.<sup>[1]</sup>

### **3.2 Build a “media integration” platform and build an excellent team.**

In essence, the education and teaching work in universities needs certain innovation and platform support to go out of the classroom, out of the curriculum books, towards students and towards the development field. Education is a society or social group, which exerts prudent, arranged and organized influence on its individuals with certain ideological concepts, political views and moral standards. Therefore, higher education experts should have grand beliefs and firm beliefs fundamentally, and the characteristics of “media integration” also require experts to have the ability to coordinate and retrieve information, select content and build an operating platform. Therefore, it is indispensable to build an ideological and political work team with high political quality, strong ability and high level. In the era of “media integration”, in order to master the forefront and main channels of higher education, the platform construction is also basic while building a team.

### **3.3 Promote the long-term influence of “media integration”.<sup>[2]</sup>**

In the modern environment, higher education is still facing many challenges. How to design a teaching mode so that all components of education have common advantages and complementarity. It is rich in basic, phased, changes in organizational means, staffing and creative construction, which provide basic conditions for higher education and enable higher education to realize phased joint construction and asset compatibility. At the same time, under the background of “media integration”, in order to study the long-term nature of higher education at a deeper level, we must start from the essence, start from the point of interest, and realize both internal and external repair.

## **4. The specific path of integrating the media network platform into college education and teaching**

### **4.1 Build a humanized “media integration” platform.**

In the data age, college students’ thinking and life tend to be organized slowly. The network provides a basic, useful and fast source of information and data for college students, and the mixed arrangement space also makes their data selection picky. Therefore, higher education should show the characteristics of being close to students, life and reality. Make the “media integration” platform more personalized, grounded, vivid and intuitive to convey profound truth, use more scenes to convey complex ideas, and use big data to build a three-dimensional stage for learning, interaction and communication.

### **4.2 The selection of teaching content for the “media integration” platform.**

The Internet age is also a period of rapidly nourishing culture. A wide range of information and data can easily make college students tired of clicking and choosing, and it is difficult to hold young college students to stop and think deeply. Therefore, the construction of the “media integration” platform should also be well known, and the effective content should be reasonably divided in an arrangement, plate and step-by-step way, and the profound content framework should be from point to surface, giving visitors a fast and effective browsing experience.

### **4.3 Standardization of the operation of the “financial media” platform.**

As an advanced media with fast transmission speed, large data capacity, high audio-visual participation and intelligent transmission mode, “Financial Media” attracts a large number of young students to obtain, collect and publish data here. On the one hand, this requires college teachers to improve the profundity, sensitivity and appeal of data dissemination, grasp the direction of public opinion, strengthen ideological work in universities, and achieve better, higher and stronger; On the other hand, measures should be taken to supervise and supervise the ideological and political education stage, and an effective supervision part should be established to standardize the operation of “media integration”.

## **5. Conclusions**

The platform of “integrating media” coordinates various media resources such as radio, television and network, so that the communication work, quality and value of media can be comprehensively promoted. This operation mode embodies a kind of logic and creativity. This logic and creativity make higher education have an innovative and all-round training mode. This is an inevitable process to fully implement the basic task of cultivating aspiring young people with moral ideals in the new period. In order to deepen this cause, it is inseparable from the joint efforts of society and schools in many aspects. Under the guidance of the socialist ideology with contemporary Chinese characteristics, a feasible improvement plan is worked out to build a new type of higher education and teaching mode and cultivate students to become talents.

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