

# **A Study on the Construction of Media Talents in Undergraduate Universities from the Perspective of Management**

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**Keywords:** Financial media, Management, Talent team construction

**Abstract:** Under the development of The Times, it is a major task for every university to promote media convergence. To really make this work, you have to build up the talent pool. Based on the resources of colleges and universities, we must follow the principles of management in the process of building a team of relevant talents. From the perspective of planning, organization, command, coordination and control, further analysis is made on the construction of media talents in universities and colleges. In this paper, the author based on their own work experience to talk about the construction of university media talent team based on the perspective of management.

## **1. Introduction**

The development of human society has entered the information age. In the current era, knowledge can be directly transformed into economic benefits, and at the same time, knowledge has become the core element of economic development. Only by applying knowledge can talents truly realize knowledge. In order to accelerate the development of media convergence, build an omnimedia communication path, and become a new type of university in the new era, we must respond to the media advantages emphasized by General Secretary Xi Jinping, the core of which is the talent advantage. In colleges and universities, there are natural resources for talent reserve, so we should set up different forms of financial media centers, integrate the existing various channels and resources on campus, and coordinate the advantages of all aspects, so as to create a practical campus financial media matrix with university characteristics and wide influence.

## **2. Correct Understanding of Financial Media**

Media is the main carrier of information transmission. With the change of The Times, the definition of media has been constantly enriched. The earliest media refers to newspaper. With the development of industry, television has also become the main position of media. In today's information age, network media emerge in an endless stream and are rich and diverse, giving media more forms and carriers of communication. Nowadays, we generally combine traditional media such as newspapers and TV with emerging media such as handheld intelligent terminals, which is unified as financial media. Under the guidance of the concept of integrated media, we can make the information collected at one time into different forms of content through various ways, and carry out diversified communication according to different audiences and different platforms. In the era of financial media, our process of collecting and editing has also changed. It is not only more convenient to obtain information from various aspects, but also to further verify information, which makes the financial media platform truly become a multi-functional and integrated new media platform. Nowadays, the establishment of the integration media center in colleges and universities is to realize the flat dissemination of information and pursue the best effect of information publicity. From the connection of online resources and the actual needs of offline students, it can better serve the various work of colleges and universities as well as the students in colleges and universities. Nowadays, in the actual use situation, the university financial media platform is generally composed of a full-time instructor leading a certain number of students.

### **3. Problems Existing in the Construction of Media Talents in Colleges and Universities**

#### **3.1 Staff Redundant**

As colleges and universities attach greater importance to publicity, the demand for media talents and the effect of media communication is also on the rise, which leads to the increasing number of staff in various student media organizations. In fact, there is a misunderstanding here, we look at the professional news organizations in the society, even some specialized in information gathering and editing and professional news reporting organizations do not need too many personnel to enter. In fact, many seemingly complicated jobs can be completed with only a few people working in a fixed position. However, in some colleges and universities, the number of students in the media platform often has dozens or even nearly 100 people. In fact, in the process of work, such a large and complex personnel system can not make full use of its talents, and the work schedule is not saturated. In many cases, we can see that students are idle when they work in the media center. This not only creates a bad impression that the media center is idle and idle, but also makes people less dedicated to the media work in this environment. Sometimes, conflicts between students are caused by the uneven distribution of work. According to the types of media, newspapers, magazines, broadcasts and Weibo, WeChat, Douyin, should have corresponding independent groups to take charge of it. However, in each independent group, only about three students are needed to complete all the information editing and distribution work. If the staff is too many, it may cause overlapping functions and waste of resources. Some departments fight alone, while others do nothing, which will bring a burden to the operation of the financial media platform.

#### **3.2 Unbalanced Personnel Structure**

If we carefully observe the current construction of financial media platforms in colleges and universities, we will find that there is a serious imbalance in the development of relevant personnel structure in many schools.

First of all, there will be a situation that students are proficient in individual skills, but they are not good at comprehensive editing ability of graphic and image network. This phenomenon is generally related to the distribution of majors among different majors and colleges in colleges and universities, and also related to the nature of colleges and universities themselves. Some schools tend to specialize in science and engineering, so students' main ability may be in drawing, etc., while the editing of characters is slightly weaker. Secondly, there are many talents with application-oriented skills, but few strategic talents with political acumen, market thinking and global thinking. What we do not lack most in universities are energetic students and fresh ideas. It can be said that the students gathered by media platforms are all excellent talents with active thinking, good at communication and dare to express themselves. But we want to set up the sustainable development of a mature financial media, the platform not only requires good creativity and vitality, need more stable operation and globalization thinking, in the actual work process, we will find that the students have a lot of jobs in the media as a challenge and creative thinking, without considering the details of technical problems. Aware of the problem, many students refuse to learn about market thinking or political sensitivities, which limits their opportunities in financial media. It can be said that students' active and creative energy is a good resource, but at the same time, young students' dedication to a certain aspect of content may also limit the development of financial media platforms.

#### **3.3 Talent Training Cycle is Too Long**

From the above discussion, we can see that the development of university financial media platform has higher requirements for talents. To set up a new team, it is necessary to train each member's skills and consciousness first, as well as cooperate with each other in tacit understanding. The cultivation of this kind of talent is often to consume a lot of time and energy. However, the length of schooling in colleges and universities is generally four years. Many students join the financial media platform in the freshman year, but they usually quit before the senior year, so to speak, they only have three years to use it, while most students will quit the

platform in the second semester of the freshman year or the first semester of the sophomore year. This also makes a lot of our investment in the early stage not receive a return in the later stage. This situation also makes the development of university financial media platform is restricted to some extent.

#### **4. Based on the Perspective of Management to Strengthen the Financial Media Platform Talent Team Construction Related Strategies**

##### **4.1 Make a Good Talent Development Plan**

Since we want to establish a complete and professional financial media platform, we must have a scientific and detailed plan for its development. At the same time, relevant planning should also be made for talent cultivation, the functions of building and integrating media organizations at various levels should be understood, and duplicate or redundant organizations should be merged or canceled.

A good plan should be forward-looking and holistic. The speed of development in the information age is far beyond our imagination, and the media, as a platform for constantly reporting new information, should even catch up with this rapid pace of development. This requires that we must make plans at the same time, the quality of talents in the first place, skills is the second. If a student has to learn, dares to challenge, willing to accept criticism attitude and ability, so whatever the future media technology development, how to change society, its core competitiveness is the same, we can also based on the high quality talent, after the new technology new situation happened, for training in a timely manner.[1]

##### **4.2 We Will Optimize the Talent Management System**

Under the guidance of scientific and reasonable plan, colleges and universities should innovate and optimize the talent management mechanism of the media center. This kind of management should not only be for students, but also take into account the construction of teachers' team.

First of all, for the teacher team, we should adhere to the combination of external introduction and internal training, establish a reasonable salary system, the remuneration and work performance to attract external talents, but also to retain internal talents, and constantly stimulate the potential of talents. Secondly, the key incentive measures should be implemented continuously. Colleges and universities should pay attention to the guarantee measures of living environment, salary, job promotion, title rating, external training and so on. In the process of appointing talents, we should pay attention to ability, flexibly use talents, enhance teachers' sense of belonging in colleges and universities, stimulate teachers' enterprising spirit. In colleges and universities have a very real problem is due to talent gathered themselves together, and in general in administrative jobs relative degree is low, the teachers work as a teaching as the main content of colleges and universities, the lower degree is often difficult to produce a good sense of belonging, so we are going to break the barriers of as much as possible, to break the boundaries of identity, With the help of the Financial Media Instructors' Studio, the professional knowledge and experience skills of the team members can be improved, and the sense of honor of the Financial Media Instructors can be continuously enhanced.[2]

For the cultivation of students to adopt the teacher training, student backbone, student backbone training students novice model. On the one hand, it can highlight the important position of teachers in the whole media center. On the other hand, the good style of mentoring can be played to realize the alternation of new and old among students and make up for the problem that students will graduate and quit within a few years.

##### **4.3 Improve the Comprehensive Quality of Personnel**

As mentioned above, the same problem exists in different colleges and universities, that is, students in the media platform tend to have partial ability in some aspects, but lack the overall concept and ability in comprehensive consideration. Faced with this problem, the managers of the financial media center need to solve it from two aspects.

First of all, it is necessary to promote the ideological change of the whole team of teachers and students, so that they can realize the great responsibility they assume, and consciously maintain the image of the school media and the school. While recognizing this important responsibility, more people are willing to learn other skills. Secondly, it is necessary to improve the professional ability and quality of teachers and students through professional training, so that they are not only interested in the work of financial media. I am able to look at my current work level with a professional eye.[3]

To sum up, in the current construction of university media integration, talent is still our core focus. Considering the particularity of financial media platforms in universities and the resources of universities themselves, we should further integrate management with financial media platforms, constantly explore the reform and innovation of talent team management, and then improve the quality and efficiency of financial media platforms.

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