

Research on Guarantee Mechanism of Cooperative Training of Media Talents Based on School-enterprise Cooperation

Bifeng Jia

Xijing University of Xi'an, Xi'an, Shaanxi, 710123, China

Email: 438204866@qq.com

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Abstract: Cooperative innovation of production, teaching and research can help colleges and universities to improve the quality of education in an all-round way, vigorously promote the level of talent cultivation, make talents more suitable for market demand, and enhance the scientific research ability of colleges and universities. In view of a series of problems faced by the media talents in the process of school-enterprise cooperative education. This paper systematically investigates the experience of collaborative education in Colleges and universities at the present stage, and combs the basis, mode design, implementation and effect evaluation of collaborative education. In order to achieve the goal of training journalism and communication talents, it is necessary to take the path of collaborative training between universities and the government, news organizations and industry enterprises. Whether this road is feasible or not depends on whether the guarantee mechanism of cooperative training is perfect and feasible.

1. Introduction

At present, there is a serious problem of decoupling from the needs of the real social and economic industries in the training of innovative talents in various specialties in domestic universities. The education of school-enterprise cooperation is still at a relatively low simple mode level, and most school-enterprise cooperation appears in the form of practical project cooperation [1]. With the rapid development of network and new media technology in recent years, the communication environment and mode are also undergoing rapid changes, which puts forward higher requirements for the training of talents, the practice system and the combination of production, teaching and research for journalism and communication majors. The education mode of cooperative training of innovative and applied media talents by news departments, propaganda departments, news units and industrial enterprises in colleges and universities has become an important measure to deepen the reform of news communication education in colleges and universities [2]. As an important part of China's higher education, local colleges and universities should take the initiative to accelerate the transformation and upgrading in strict accordance with the requirements of the national education concept, rely on serving the local economic development, and train technological and skilled innovative entrepreneurs to meet the needs of society. The new media industry has become the focus of market attention, and the talent gap of new media has been expanding. The school-site cooperation and cooperation in training new media talents is an effective way to cultivate talents, which has very important practical significance.

2. Questions Raised

2.1. The orientation of the main body of collaborative training is unclear, and the responsibility and power are unclear

In practice, the roles of the parties involved in the cooperation are unclear and their responsibilities and powers are unclear. To some extent, there is no consensus among all parties involved in collaborative training, and the awareness of collaborative training is weak. The key to

the transformation of colleges and universities is to clarify the orientation of running schools, condense the characteristics of running schools, change the way of running schools, turn the idea of running schools to serve the local economic and social development, and to integrate production and education with school-enterprise cooperation. New media is based on digital technology and carries out information dissemination through the network [3]. The traditional concept of education is deeply rooted. School-enterprise industry-university-research cooperation education has not received due attention and affirmation in the economic society and enterprise industry, and there are misunderstandings in concept. After the introduction of the national strategy of media integration, the old and new media need to be deeply integrated in terms of content, channels, platforms, management, management, etc., while the traditional journalism communication discipline is based on the media [4]. For universities, talent development and subject development are the core objectives. How the two sides reach an agreement on the target directly affects the media industry's investment in collaborative education. The integration of media functions is the organic integration of traditional media in technology and management based on the Internet.

2.2. School-enterprise cooperation training practice is superficial and simplified

At present, the cooperation between news colleges and propaganda departments and news units is mostly in the form of “cooperative training” at a shallow level, such as signing framework agreements, mutual employment of personnel, arranging students' practice and giving lectures [5]. No matter the country, the enterprise or the universities themselves, they have not paid enough attention to the objective requirements and inevitability of cooperation between colleges and enterprises in higher education. There is not enough attention and support at the national level; Therefore, the goal of the transformation and development of local colleges and universities and the innovation and entrepreneurship education is to cultivate application-oriented, technical skill-oriented and innovative talents, to enhance the application-driven innovation ability of students, and to meet the local demand for diversified innovative talents. Talent cultivation is a relatively long-term goal for the entire industry. Although policy and top-level design are of vital importance in school-enterprise cooperation, cooperation will ultimately be implemented on a specific channel, column or industry expert in the media. Inconsistent interests at a certain level may lead to difficulties in the implementation of cooperation.

2.3. The operation mechanism of collaborative cultivation is not perfect

The lack of a complete system, mechanism and system guarantee in the practice of collaborative training and the lack of strong measures for overall planning, unified layout and overall promotion of policy guidance have resulted in the ineffective integration of high-quality resources and the failure to give full play to the effectiveness of collaborative training, which ultimately affects the realization of the goal of collaborative training. Education is a booster to enhance students' employability and entrepreneurial ability [6]. In recent years, the employment situation of college graduates in our country is not optimistic, although it is related to the changes in the demand for talents in the development of economic and social industries. In the school-enterprise cooperation, the school is in the absolute driving subject position, but also in the great passive position of cooperation. The school only uses various resources and social relations to find enterprise cooperation. However, the resources that the school has are very limited. At present, the main mode of collaborative education between universities and media industry adopts the mode of practice base construction and the mode of media collaboration. There are many shortcomings in these modes, and the training of practical ability, especially innovation and creativity ability, is insufficient in personnel training. Therefore, the major of new media in Colleges and universities needs to strengthen cooperation with the media, enterprises and other industries to help students adapt to the working environment as soon as possible and be competent for their jobs.

3. Design of School-Enterprise Co-Construction of All-Media Platform for Cooperative Cultivation of Media Talents

In the design of school-enterprise collaborative education, we should first identify the interests of cooperation between the two sides, so as to help both sides continue to promote the project. With the help of the operation of the cooperative cultivation of University Students' channels, the boundaries of the training of Journalism and communication professionals are broken, and the cooperative mechanism of professional resources is formed. The guidance of news and public opinion needs the help of university teachers in theory to clear up all kinds of cognitive puzzles and paradoxical problems, and to clarify their responsibilities more clearly. Colleges and universities mainly educate students in theoretical knowledge, including entrepreneurial knowledge and skills, entrepreneurial spirit and entrepreneurial consciousness, while enterprises train students in a way that meets production needs and economic benefits. Break the traditional teaching mode, pay attention to the combination of knowledge and practice of various courses, focus on strengthening the cultivation of innovative practical ability, and follow the teaching reform ideas of "dividing levels, multi-modules, strengthening comprehensive practice, developing professional characteristics" [7]. Attention should be paid to the expansion of students' knowledge horizon and the interdisciplinary courses should be emphasized when making the training plan. Emphasis is placed on students' professional practice and cooperation with the industry in running schools. Teachers in colleges and universities can take part-time jobs in government departments and media enterprises, and bring new media technology and experience to the classroom so as to combine students' professional knowledge learning with the media industry.

Clarify the division of labor and responsibilities between the two sides, and strengthen the cooperation between the two sides in the aspects of training system, curriculum, practice, graduation and employment, etc.; We will strengthen case teaching and practice and embed the operation of the collaborative platform deeply into the curriculum teaching. Collaborative innovation urges new media majors in colleges and universities to keep up with the trend of new media development, formulate personnel training programs, and design teaching contents [8]. The school-local cooperation in training new media talents should be evaluated in many aspects, whether it is to select outstanding interns or to issue qualified certificates. Colleges and universities should focus on the integration of school-enterprise culture, attract more outstanding enterprises to join the ranks of school-enterprise cooperation, and enrich the connotation of campus culture by drawing on advanced enterprise culture. Establishing the integrated education and training mode of production, teaching and research under the management of the board of directors is conducive to the personalized training of talents, highlighting the characteristics of professional school-running, and improving the efficiency of personnel training. It is conducive to stimulating students' creativity and cultivating students' professional skills and professional accomplishment. To improve the influence of the platform, we should take the opportunity of the formation of University Communication Alliance to expand to other universities in the province, and explore the self-profitability of the platform on the basis of project cooperation and advertising revenue. Let them personally operate, personally experience, find problems, solve problems, until the completion of the task. Through the whole process to train students' practical ability and creative ability.

4. Main Contents of the Construction of Cooperative Training Guarantee Mechanism

4.1. Policy guarantee

Macro-policy of collaborative training. At present, China's macro policies concerning cooperative training and school-enterprise cooperation are mainly some documents such as "decision" and "opinions" outline, such as "outline of China's educational reform and development" and "opinions on further deepening undergraduate teaching reform and comprehensively improving teaching quality". The integration and development of the talent training chain has become an important measure of strategic significance for China to further implement the innovation-driven

national development strategy, form new advantages in international competition, and enhance the long-term power of development. In fact, school-land cooperation is the concrete manifestation of university's social service function. There are four main modes of school-land cooperation: comprehensive cooperation, joint school-running, school-enterprise cooperation and project entrustment. Specific policies for collaborative training. At present, although China has issued some specific policies concerning school-enterprise cooperation, such as the Notice of the State Administration of Taxation of the Ministry of Finance on the Policy of Education Taxation, and the Notice of the State Administration of Taxation of the Ministry of Finance on the Policy of Income Tax on Enterprises' Payment of Student Practice Remuneration, etc. To this end, the school can take the lead in establishing a school-led personnel training mode system with the participation of the board of directors in the form of management of enterprises and institutions in off-campus practice bases.

4.2. Guarantee of laws and regulations

Collaborative training is not enough to be supported or constrained by general policies such as notifications, decisions, methods and opinions. Some important supporting policies, such as financial subsidies, tax incentives, training safety, acceptance and training of interns, must be upgraded to the legal level. Therefore, it is particularly important to construct a long-term mechanism for the cultivation of innovative and entrepreneurship talents in school-enterprise cooperation. Colleges and universities should provide free office space for small and medium-sized enterprises and other measures to enhance the attraction of enterprises. At the same time, modern information technology plays a decisive role in promoting the development of media. Whoever masters advanced information technology will occupy the commanding heights of public opinion. Responsible for the mutual communication and student management in the process of practice. Establish a long-term incentive mechanism for students and teachers in off-campus practice. Synergy can produce innovative behavior and innovative results. The main operation form of collaborative innovation is collaborative innovation of production, teaching and research. Clarify the division of labor and responsibilities between the two sides, and strengthen the cooperation between the two sides in the aspects of training system, curriculum, practice, graduation and employment, etc.; We will strengthen case teaching and practice and embed the operation of the collaborative platform deeply into the curriculum teaching. The enterprise elements and professional standards will be integrated into the personnel training program to fully improve the quality of applied personnel training.

4.3. Operational management support

Organization and management mechanism. First of all, set up a “council committee” or “joint management committee”. The committee's main responsibilities are macro-management, including formulating and amending the committee's articles of association and internal management system, preparing for the annual meeting of the committee, and formulating medium-term and long-term plans for collaborative training. On this basis, colleges and universities should strengthen in-depth cooperation with enterprises, guide enterprises to participate in the whole process of personnel training, and establish a long-term mechanism of school-enterprise cooperation in training “dual-innovation” personnel. In addition, government departments have limited human and material resources. In the era of big publicity and big data, they are unable to handle many publicity affairs and government data. Students have multiple identities in this training mode. They are not only the participants of cooperation, but also the participants of education, but also the main body of self-cultivation. Therefore, all educational activities must focus on students' innovative needs. For colleges and universities, special funds can be set up to support teachers to participate in business practices and reward teachers who have made outstanding contributions in collaborative training. We should carry out cross-specialty collaboration and use the platform to develop new programs, implement the Double Tutorial System of practice and practice links, highlight the consciousness of broadcasting works as the guide, and explore innovative practical teaching system.

5. Conclusions

Collaborative innovation of production, teaching and research is an important form of service industry and social development in Colleges and universities, and also a way to cultivate innovative talents in Colleges and universities. Strengthening the collaborative innovation of industry, University and research institutes can make enterprises, universities and research institutes form a synergistic force, so that all elements can be organically linked up and play the greatest role. The comprehensive and systematic evaluation of collaborative training is carried out, and the quality of each link of collaborative training is assessed. Whether the interests of all parties are maximized under the premise of cost saving is assessed. This is the basis of rewards and punishments. The reward and punishment mechanism should be based on the evaluation system. For colleges and universities, the rich experience of teachers' temporary job training and guiding students' new media practice provides vivid practical materials for their academic research, making academic research more problem-oriented and targeted. School-enterprise cooperation to train innovative and open schools is the key to implement quality education and strengthen the training of innovative talents. School-enterprise cooperation is an effective way to implement the integration of production, teaching and research to cultivate innovative talents.

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