

Research on the Supply-side Structural Reform Path of News Propaganda in Higher Vocational Colleges

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Keywords: Higher Vocational Colleges; News Propaganda; Total Side Structure

Abstract: Socialism with Chinese characteristics has entered a new era. Strengthening and improving the practice of educating people in Colleges and universities in the new era is the need of the times. Practical education is still a weak link in the cultivation of talents in Colleges and universities, and there is still a gap with the requirements of cultivating top innovative talents in the new era. By digging out the connotation of practical education in Colleges and universities in the new era, combining with the structural reform methods and theories on the supply side, this paper tries to break through the "last mile" of practical education in terms of changing content, grasping quality, optimizing structure, coordinating cooperation, innovative driving and long-term development, and puts forward countermeasures and suggestions for the cultivation of high-quality talents in Colleges and universities in the new era.

1. Introduction

The field of propaganda has never been a quiet place. For colleges and universities, it is a task they should undertake to guide contemporary college students to study and study Marxism, establish socialist core values, and provide talent guarantee and intellectual support for the realization of the Chinese dream of great rejuvenation of the Chinese nation. The propaganda position of colleges and universities undertakes the mission of carrying out and publicizing this task. We need to firmly ensure that colleges and universities adhere to the socialist orientation of running schools. The most important and influential propaganda in universities is external propaganda. At present, the external propaganda of colleges and universities should, on the one hand, promote the socialist core values by establishing positive images and positive models, on the other hand, actively deal with and guide public opinion and fight against negative public opinion. Therefore, we should have a very clear understanding of the importance and role of external propaganda of colleges and universities. At present, there is a certain structural contradiction between the importance of external propaganda and the current situation of external propaganda in Colleges and universities. It is urgent to actively explore the new path of "supply-side structural reform" of external propaganda in Colleges and universities in the new era.

2. Conceptual Analysis of Supply-side Structural Reform in Press and Publishing Industry

As the name implies, the supply-side structural reform of the press and publishing industry is to screen and control the information at the source of the information issued by the press and publishing industry, so as to ensure that the information disseminated to the audience is of high quality, has the mainstream value orientation of the current era, and conforms to the ideological trend of the new era. In the first stage of information dissemination, that is, the stage of information collection by news publishers. Similarly, press publishers are required to focus on the mainstream sources of information such as excellent cultural resources, excellent enterprises and valuable people, increase the supply of high-end information products, give full play to the radiation function and competitiveness of the press and publishing industry, and implement the responsibility of information dissemination and guidance in the press and publishing industry [3-5]. Fig. 1 and 2 are respectively four elements and three demands of supply side structure.

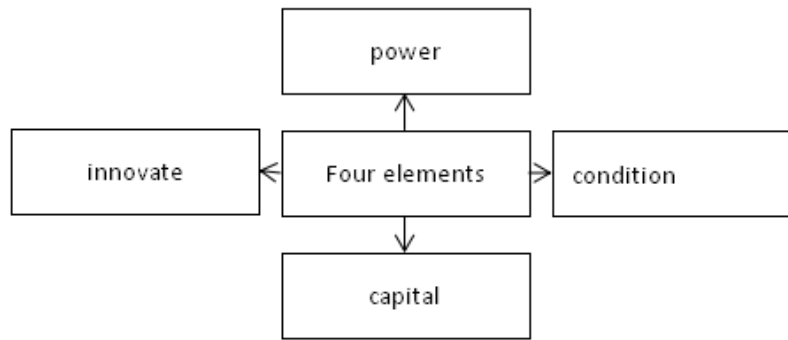


Fig. 1 Four Elements of Supply Side Structure

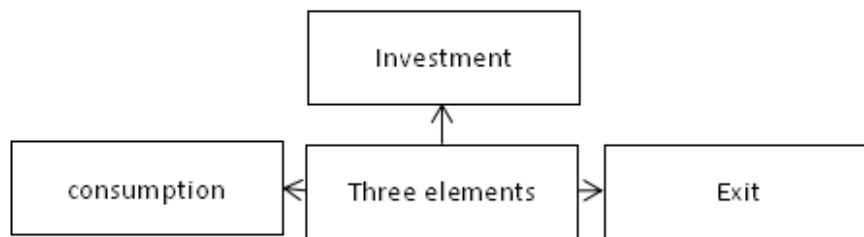


Figure 2 supply side structural three demands

3. The Current Situation of the Supply Side of Press and Publishing Industry

Press and publishing industry is a typical supply-oriented industry. The information it publishes can enlighten the public, and even guide the public's mood and value orientation. However, at present, the information publishing in the news media industry has the characteristics of large amount of information, miscellaneous information types, wide range of coverage, and some information seriously deviates from the mainstream value orientation. Therefore, the reform on the supply side is an important measure for the further development of the press and publishing industry. For example, the press and publishing industry attaches great importance to the private life of stars when reporting information about stars. But the focus on the star's own career is not enough. For example, in its performance, performance level information. Of course, one of the main reasons for this is the public demand. However, if the press and publishing industry can control or screen the content and type of information distribution at the supply side, after a certain period of time, the public demand will change accordingly. Therefore, the press and publishing industry should unswervingly carry out supply-side structural reform [6].

4. The Dilemma of External Propaganda in Colleges and Universities

4.1 Challenges of Current Situation

In the new era, the negative public opinion is easier to ferment under the new media, the competition in Colleges and universities is intensified, and the pressure of propaganda is generally increased. Information dissemination in the new media era is more likely to produce similar "butterfly effect" consequences, some small changes can be constantly amplified, and may be very different from the original intention [7]. The orange maggot incident in Guangyuan, Sichuan Province, originated from a short message, but it showed the hegemony of network discourse, which made the local citrus sales stagnant for a time. College students generally have a strong sense of interaction and information participation. There is no barrier to the use of new media, and it is easy to form a group "group effect", which leads to the difficulty of public opinion management. At present, colleges and universities are also facing various pressures of public opinion to varying degrees, some of which directly lead to a large number of negative effects. For example, after Liu Lingli, a sick teacher, was expelled from Lanzhou Bowen College, "not only did the teachers of the

College leave their jobs, but even the high school graduates who have been admitted to Bowen College may give up their admission" [8]. Figure 3, "Orange Maggot Event".



Figure 3 "Orange Maggot Event"

4.2 Mechanisms of Challenges

At present, in the external propaganda mechanism of colleges and universities, there are widespread problems of inadequate staffing and resources. As a result, when reporting and responding to public opinion positively, the traditional releasing communication methods such as news release can not adapt to the interactive characteristics of the network. Some researchers pointed out that, "Even if so-called attention is paid to formalism, it is important to say, less important to do and less busy to do. For example, some colleges and universities propaganda and ideological work should have basic business funds can not be guaranteed, leading to the normal work can not be carried out; some colleges and universities propaganda and ideological work team has not been effectively constructed, "difficult to arrange" cadres or "nail household" cadres, personnel are often arranged to engage in propaganda and ideological work [9]. The results are as follows: on the one hand, these personnel have psychological gap, which affects their enthusiasm, on the other hand, because their quality is far from meeting the needs of propaganda and ideological work in Colleges and Universities under the new form, resulting in a large number of propaganda and ideological work that nobody does, unwilling to do, and not do well. Although colleges and universities do not necessarily have such a serious phenomenon, but there are such problems. The publicity work of colleges and universities to the outside world is also relatively futile. The importance of external propaganda can not be ignored, but it is difficult for some colleges and universities to put it in place. The importance of external propaganda is only embodied in documents and meetings, and its form is greater than its content. Figure 4 Existing mechanisms.

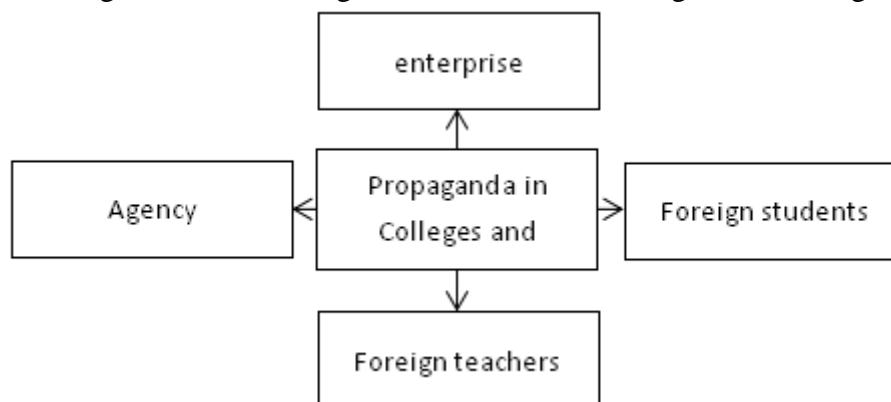


Figure 4 Existing mechanisms

5. Strategies for the Supply-side Structural Reform of College News Propaganda

5.1 Change Content and Control Quality

The essence and goal of higher education is to promote the all-round development of College students. The concepts and modes of emphasizing theory over practice, imparting knowledge over cultivating ability have not been effectively changed. In recent years, although the national policy and policy have strengthened the curriculum orientation of practical education in Colleges and

universities, there are few explorations and implementations on the integration of resources from all sectors of society, the formation of the joint force of practical education, and the construction of long-term mechanism, which lack practicality. With the gradual deepening of higher education reform in China, colleges and universities should take the initiative to change, enrich the content of classroom teaching, improve teachers' diversified teaching ability, and play the role of the main channel of classroom teaching in view of the problems of the current practice education in Colleges and universities, such as the content is not rich, the form is single, and the system is not strong.

5.2 Adjusting Supply on Demand

With the support of the Internet, smartphones and big data technology, the press and publishing industry will be deeply integrated with them, which will bring new opportunities and challenges. Opportunities are that both circulation and reading volumes will face a significant increase, but the challenge is that the public's attention cannot be fully focused on the information. Therefore, the press and publishing industry should not only use the Internet to issue electronic publications, but also use big data and the Internet to analyze the needs of users, and analyze the types of electronic publications read by different age groups, gender groups and occupations. Then, according to these needs, we can classify, channel and direction the target audience of electronic journal information [12].

5.3 Team Building

In the specific implementation of external propaganda in Colleges and universities, colleges and universities can explore the construction of a team of propagandists, including teachers and students to form a media center; in the fight against negative public opinion, we can explore the construction of a team of network commentators and cultivate a group of campus public opinion leaders who are deeply loved and trusted by students; in the team building, we can explore the establishment of a media team composed of teachers and students to strengthen communication and progress. To plan topics and strengthen the training and practice of correspondents. The propaganda department is the core, the departments of each college are face-to-face, with clear powers and responsibilities and clear responsibilities, forming a large network propaganda pattern from point to face.

6. Conclusion

The supply-side structural reform of University news propaganda is not only the requirement of the times, but also the requirement of the current situation of the industry, and also the requirement of national development. Therefore, the school news department should upgrade and update the products provided to the public in an all-round way from the perspective of technical constitution and product demand. On the premise of meeting the needs, adapting to the requirements of the times and having the mainstream value orientation, we should provide excellent information products to the public to the greatest extent. Under the new era of ideological requirements, the news media industry should always uphold the new era of general secretary Xi Jinping's thoughts, publish the spirit banner with the new era Chinese thought and the outstanding products with the theme of the times.

Acknowledgements

Fund project: 2019 Hunan Province vocational college education and teaching reform research project "a study on the construction of" dual "educational discourse system based on the principle of public relations" (ZJGB2019359)

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