

Effective Integration: University Media Platform and Media Professional Practice Teaching*

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Keywords: College, new media, Practice teaching

Abstract: In the tenth year of the 21st century, the world has entered the era of social media, and the media pattern and environment have undergone fundamental changes. In the context of new media, the means and means of information dissemination need to keep pace with the times, innovation and reform, and the means and methods of publicity of colleges and universities should be adjusted accordingly. Based on the reality of the current media platform in Chinese universities, this paper analyzes the great role that college media platforms bring to the school's external propaganda work and the practical ability of students in journalism communication.

1. Introduction

In the 21st century, the new media technology is changing with each passing day. The media ecology and media pattern have evolved rapidly. Media integration has become the trend of the times. New media has dominated the media environment. In the new media environment, the rules and procedures of information dissemination and news gathering activities such as news gathering, processing, and production must be changed to adapt to the development of new media. This is the practical skills of journalists and the practical teaching of journalism in colleges and universities. A new requirement was put forward.

The era of media convergence has placed new demands on journalists. I believe that journalists can not only provide text news articles, but also use cameras and video cameras to take photos, produce video programs, and produce multimedia news. They can provide news for newspapers, radio, television, internet, mobile phones and other media formats. Such reporters are called "all-media reporters."

The media fusion major of Missouri School of Journalism can be said to be one of the earliest media fusion majors in the world. Its training goal is not to be a versatile journalist, but to be proficient in a news reporting technology, skilled in other reporting methods, and have strong teamwork. A journalist with a sense of spiritual and media integration.

At the same time, in the era of new media, universities should reform their methods and means in terms of external propaganda, business notification, and establishment of social image. They should pay attention to the intra-media media platform and play the role of the intra-media media practice platform (public micro-signal, Weibo, website). To better serve themselves, and at the same time, these on-campus media can also become a platform for journalism professional practice and exercise students' professional practice ability.

2. The role of the media platform of the national colleges and universities in the new media era

In the current era of social media, the image communication of colleges and universities is becoming more and more important. The traditional means of communication can no longer adapt to the new media environment. Colleges and universities must keep pace with the times, innovate the means and methods of publicity, and fully utilize new forms of media, especially mobile multimedia. This is in line with the current demand for college students to be younger, in line with the characteristics of the media and the ecological characteristics of the media environment, and is also the trend of new types of communication in the future.

1) The new media platform has become the most important propaganda method in colleges and universities today.

In more than a thousand colleges and universities in China, almost all of them have their own websites, Weibo and WeChat. In the current media environment, using new media to disseminate information and public opinion has become the main channel of colleges and universities, and it is also a message to cater to contemporary young college students. habit.

2) Traditional media is also part of the university's media platform and is also playing an active role.

The school newspaper, school journal and school BBS are the platform for communication and exchange between teachers and students in the school. They are also an indispensable medium for the school's work, and also a base for students' practice in the school.

3) Promotional films are an effective means of publicity in colleges and universities.

The promotional film is highly valued by universities because of its high quality and good visibility. The image of the school is a platform for the display of scientific research and school work. It is an external manifestation of the school's social reputation and a reflection of the overall strength of the school. From 2017 to 2018, many colleges and universities in China produced a series of promotional videos such as "My and my motherland", which showed the good style and social influence of colleges and universities.

3. The way of practice of media majors in ethnic colleges and universities

College journalism majors should use the media in the school to conduct practical training. In colleges and universities, through self-organized newspapers, radio stations, television stations and other media, students are trained to carry out professional training in one aspect, consolidate their knowledge, and improve their practical and professional abilities. Moreover, multimedia news works can be produced through new media such as Weibo and WeChat, so that students can truly have a practical platform for integrating news.

In 2006, the School of Journalism of Renmin University of China borrowed from the model of the School of Journalism at the University of Missouri. On the basis of the self-foundation of Newsweek, students established online TV stations, Internet radio stations and websites to form a "media group" to provide cross-media communication experiment courses for students. Combine classroom teaching with student media construction and explore a new experimental teaching model.

The School of Journalism and Communication of Tsinghua University attaches great importance to the integration of media talents and scientific research innovation. "Tsinghua Media" provides students with an open learning exchange platform in experimental practice and content creation, which makes the practice of intermediary media operation an important part of teaching. .

The satellite program teaching resource platform of the Capital Normal University Foreign Languages School not only shoulders the responsibility of the dynamic notice of the college, but also greatly enriches the resources of teaching, and the resources on-demand, satellite live broadcast and other functions, to facilitate teachers and students to obtain real-time information.

China University of Geosciences has set up an online "Northern Lecture Hall" to create a "net class" on campus, supporting a large number of special lectures, live broadcasts of micro-courses and video review to facilitate students to study at any time.

Zhejiang Media College has developed and built the first media integration practice teaching platform in colleges and universities nationwide. The media fusion cloud platform focuses on the practice teaching of the integrated media business and the production and operation of the media inside and outside the school. It deploys cloud-integrated media production, integrated media interactive operation, full-media news command, online business practice, online learning interaction, and campus integration. Multiple business platforms such as media centers. At the same time, it satisfies the application access of teachers and students at any time and place inside and outside the school, changes the traditional media practice teaching and observes the form of practice, realizes the cloudization, virtualization and wisdom of media practice teaching, and initially forms

“platform + content + channel + Efficient media integration education ecosystem of Terminal + Application + Education.

In addition, the media fusion cloud platform is also equipped with media big data services, providing data support for the real-life column production and operation analysis of the school teachers and students, and will soon be extended to provide big data for school media related majors and news related majors. Operational teaching, public opinion analysis teaching, and precision education support.

The media fusion cloud platform can meet the needs of 200 students for online learning at the same time. According to the actual needs of the teaching, the resources will be expanded to provide practical teaching support for 13,000 teachers and students in Zhejiang.

1) Establish a multi-level practice base inside and outside the school.

In terms of the construction of media in the school, the university news department should closely communicate with the school propaganda department, and focus on building a multi-level campus with campus newspaper, radio, television, website, and dual micro (weibo, WeChat public) social media. Media practice platform. While fulfilling the university's external publicity responsibilities, the platform will also become a “test field for news” for journalism students to improve their professional practice ability before moving to society.

2) Pay attention to the role of new media.

In the era of new media, colleges and universities should pay special attention to the construction of official Weibo and WeChat public numbers in colleges and universities, so as to improve the level of information dissemination and public opinion guidance of foreign publicity, and to train students' new media practice ability. It is necessary to use new media to disseminate information at multiple levels, and to promote the work of the university and the image of the school by means of media such as pictures, texts, videos, and web pages.

3) Strengthen the construction of practice bases for off-campus media.

The on-campus experimental platform and the off-campus media practice base will be connected and cooperated in the business, and encourage the lower-level professional students to practice in the experimental platform on campus, the holiday practice and graduation internship in the last academic year to practice in the off-campus media, and expand the channels of the off-campus practice base. In particular, let students learn from new media organizations.

4) Update teaching facilities, focus on building a mediation experiment platform, and build an interactive new media teaching experiment environment.

Breaking the barriers of the traditional teaching experiment platform based on the media form, and focusing on building a multi-functional, cross-media integrated media practice teaching platform. The teaching equipment of the platform should be updated in time, strive to be new and cutting-edge, focus on the interface between the platform and the industry, and simulate the real media working mode in terms of business process and working environment. It is necessary to build a fusion media experiment platform into a comprehensive platform for practice and experiment inside and outside the classroom, and internships inside and outside the school, share resources, and make full use of the platform for news practice teaching services.

4. Conclusion

The intra-school media platform of colleges and universities is the main channel for the publicity of schools in the current social media era. It is an important platform for the internal integration of teachers and students and the external display of the image of the school. At the same time, these media platforms will give full practice to the students of journalism and communication majors. Opportunities allow them to accumulate more media experience before entering social work, thus better adapting to media work. It can be said that the university media platform plays an important role in these two aspects and is one of the tasks that universities must pay attention to. Only in this way can the university media platform play a real role.

Acknowledgement

*This work is supported by 2017 National Civil Affairs Higher Education Teaching Reform Research Project: Research on the Construction of Media Practice Platform of Ethnic Universities and the Improvement of Media Professional Practice Ability---Taking Inner Mongolia University for Nationalities as an Example (17102).

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