Practice and Reflection on the Cultivation of Applied Talents in Media Circles in the Era of Media Convergence

Wei Wu

School of Electronic Information, Hubei Three Gorges Polytechnic, Yichang, Hubei, 443000, China

Abstract: Under the background of the media convergence era, media convergence has become the inevitable trend of the industry in the future. In order to cultivate talents with a higher level of media application, open education should be adopted to improve the cultivation of their comprehensive literature. While introducing professional teachers, we should also improve students' practical ability. It is necessary to transform and expand theoretical knowledge through practice so as to realize the co-advancement of theory and practice. It is necessary to establish a media practice platform for colleges and universities, strengthen cooperation with enterprises, improve the teaching model, and cultivate more excellent media application-oriented talents.

1. Introduction

Media convergence is a new concept based on the combination of international media, the Internet, telecommunications network, radio and television network and so on. It really achieves the sharing and unified processing of resources and information, and creates a variety of media-related products. Media convergence is also the inevitable trend of the media industry in the future, which complements the advantages of new and old media and gives a wider space for the innovation, collection, processing and dissemination of information. However, to a certain extent, this has improved the requirements for the professional and technical level of media application-oriented talents. At the present stage, how to train applied talents for media majors in colleges and universities has become the main research topic.

2. The Differences between the Media Convergence and the Traditional Media

2.1 Diversification of News and Advertising Topics

Compared with the traditional media, the sources of news materials in the media convergence era are becoming more and more extensive, which also brings some challenges to today's media industry. In the context of the media convergence era, everyone is a journalist. Sometimes, people choose or judge news in a more diversified way than some media such as TV, newspaper and radio. Usually, the new media will be closer to the audience, more in line with the views of the masses, and the diversification of news topics can also allow the audience to choose and understand the news content. In the era of media convergence, the advertising audience gradually changes from passive to active, and the audience can also become the makers and communicators of advertising. However, while the new media brings the diversification of news and advertising content, it will also bring some adverse effects, such as randomly fabricated online rumors, or some spam with negative influence will also have an impact on the ideological values of the audience. Therefore, on the basis of the rapid development of new media, we must filter some junk information or bad content, stop it in time, prevent adverse social effects, and make news communication more green, healthy and positive in the media convergence era. Effectively and correctly standardizing some opinions in the network is an important condition to ensure the stable development of society, and it is also what the mainstream media need to focus on today. Therefore, the development of media convergence does not mean that mainstream media will eventually be eliminated. On the contrary, the arrival of the era of media convergence requires traditional media to give full play to the

advantages of their solid foundation. Only in this way can we better integrate with the new media and reconstruct the leading force of the mainstream media in the field of network public opinion.

2.2 The Diversification of News and Advertising Communication Channels

At the present stage, the spread of online news and advertising, such as QQ, Wechat, forums, and so on, are closely related to the audience. When an event occurs, every eyewitness may play the role of a reporter at the scene, and use new media technology to spread the actual situation on the scene in real time. As for the traditional media, we also need to keep up with the pace of the times, establish Wechat official accounts, forums and other media-only websites, and release the latest news content for the audience. In the current situation, the traditional television, newspapers and periodicals have been completely unable to meet the faster pace of life of people, the arrival of the Media Convergence era is better to meet people's requirements for the convenience of news access.

2.3 More Timely

Today, more diversified new Internet technology products are also slowly catching people's eyes. From the point of view of the general audience, they record the news scene as soon as they get the news, and obtain the latest information of the news, and then release it, so that they can spread timely news and information to the outside world as quickly as possible. Through effective combination with the network, news events can be broadcast live, and they can also be transmitted in real time by using some live software or communication platforms of relevant official accounts or mobile phones, which is more timely than traditional news dissemination methods.

3. The Demand for Applied Talents in the Media Industry in the Media Convergence Era.

With the advent of the media convergence era, the industry structure of the media industry, the collection and processing of news information and the mode of operation have all changed, and then the demand for the professional ability of news talents has also changed greatly. According to the analysis of the demand for talents in colleges and universities of some large and representative media enterprises in recent years, we can know that in the era of Media Convergence, the demand for talents of media enterprises is mainly reflected in the following aspects:

3.1 New Media Pay More Attention to Technological Innovation

In terms of job recruitment, the demand for talents in media enterprises is mainly concentrated in several main categories, such as content collection, operation, technology development, management and so on, while the demand for talents in some traditional media mainly lies in news content collection, mainly focusing on the collection and editing level of talents. For example, in 2016, a media company recruited a total of 75 people, of which 45 were recruited for positions related to news content gathering and editing, accounting for 60%. On the other hand, the new media pays more attention to the talents of technology development in the process of recruiting talents. For example, in the same year, Sina recruited a total of 125 positions in the college recruitment process, of which 77 were for technical research and development, while only 3 were for news content gathering and editing. Therefore, it can be known that not only the traditional Internet-related media industry focuses on the development of technology, but also traditional media gradually pay more attention to technical talents when recruiting talents on the network platform.

3.2 Pay More Attention to the Information Dissemination Ability of Talents

Media Convergence has broken through the limitation of a single way of transmission of traditional media. Under the background of this era, both traditional media and new media can use multiple ways to spread information on a large scale, that is to say, news and information can be transformed into pictures, videos and other forms. Media Convergence requires that news media talents must break the pattern of single media and become applied talents who can master all kinds of professional skills, not only be able to do basic interviews and reports, but also skillfully use

relevant equipment for recording, and then master pictures, videos and other production technology to meet the needs of various media platforms for news and information to the greatest extent. It can also be seen from the talent recruitment information of media companies that media enterprises have higher requirements for the information dissemination ability of media talents. In the process of external talent recruitment, some large media enterprises basically show that they should not only have excellent news gathering and editing ability, but also have high skills in the design, compilation and processing of graphics, audio and video.

3.3 Pay Attention to the Ability of Talents to Manage and Deal with News and Information

In the media convergence era, the management of news content has been transformed from a single operation centered on traditional media organizations to the situation that media enterprises and the masses participate together. The mode of competition among media enterprises has also changed from the competition of high quality of news content in the past to the comprehensive competition of news information, products and modes of communication. The continuous development of media technology has also promoted the diversification of information dissemination channels and media, and if media organizations want to have an advantage in the fierce competition, they should not only accurately grasp the main points of the news, and produce high-quality news content that is more in line with the requirements of the audience, at the same time, we must also be able to understand the dynamics of the market and grasp the psychology of the audience, so as to select and design the news content. Moreover, we should also be able to skillfully use the new media technology to make the news content more vivid, fit the preferences and habits of different audiences, and provide a more high-quality experience for the audience. Media enterprises require that talents must pay attention to the audience's reading preferences and psychological characteristics, as well as the characteristics of various media, so as to select the news information that the audience may be easier to pay attention to or closer to the audience's favorite news information, and take it as the audience's interest standard, broaden the ways of news and information dissemination, and spread the news and information in an all-round way.

4. Practical Thinking on Strengthening Talent Training under the Background of Media Convergence Era

Under the background of the media convergence era, the training of talents in colleges and universities must carry out the teaching mode of combining theoretical knowledge with practical application. While focusing on students' comprehensive quality and knowledge level, they should also show their practical ability, so that students can improve their comprehensive ability in the process of practice and constantly accumulate practical experience, so as to cultivate senior applied talents with not only relevant media knowledge in the media convergence era, but also have media awareness and practical ability.

4.1 Build a Team That is Both Theoretical and Practical

The construction of teaching staff is also the decisive factor in the process of media talent education. First, it is necessary to establish a professional knowledge framework for media talent training teachers to make it more in line with the training requirements of applied talents in the media convergence era. Second, it is necessary to strengthen the comprehensive quality of media educators to avoid the deviation of theory and lack of practice in the process of education. Third, it is also necessary to introduce some teachers with working background in the media industry, and hire teachers with rich work experience and teaching experience to give lectures in school, so as to further extend the knowledge of classroom teaching to the actual work of the media, and stimulate students' enthusiasm for learning through vivid practical examples. Only this teaching method, which combines theoretical teaching with practical teaching can we further realize the demand for students' theoretical and practical knowledge and train students into talents with rich knowledge reserves and proficient in professional technology.

4.2 Learn New Technology and Train New Talents

With the advent of the media convergence era, the major media's criteria for judging the influence of the media convergence are also judged only against the ratings, and the network provides people with a broader channel to obtain news and information. Therefore, the previous judgment criteria can not show the influence of the media. This also requires that media people must keep up with the pace of the development of the times and better adapt to the technical requirements of news content collection, compilation and post-processing in different environments. Therefore, it is necessary to strengthen the training of media talents, strengthen the competitiveness of media enterprises in the media convergence era, so as to better meet the needs of media enterprises. All-media era can not only publish news and advertising content on a single platform as in the past, but publish news and advertising content on multiple media platforms at the same time, so as to improve the influence of news and advertising more effectively. When teaching in colleges and universities, students must be required to establish a comprehensive concept of multi-threading. The publication of multi-platform and multi-channel news advertisements is also the main development trend of the media industry in the future. Therefore, the cultivation of news awareness of media talents and the learning of new technologies can lay a good foundation for the later work, so that media talents can more quickly adapt to the news communication posts in the media convergence era.

4.3 Improve the Media Teaching System

In January 2011, the program "Cultural China" was successfully carried out in Changsha University. In order to make the program of "cultural China" run smoothly, the whole media-related majors of Changsha University actively cooperate with each other and integrate the laboratory facilities and human resources. In addition to the television production team, an additional television production department was created. Through the guidance of teachers and related people, students with better grades are selected to participate, and give full play to their professional advantages. From the design of the program to the post-production of the program, there are many fields involved. Students are actively and seriously involved in the process of program production. After that, the department has also become a venue for practical teaching and practice for students in the university. At the same time, the use of computer technology and Internet technology to develop a platform for the publication and evaluation of students' works can not only make students' works more convenient to show to people, but also help students to constantly improve their ability.

4.4 Cooperate with Enterprises to Train Applied Talents

With the continuous development of Chinese enterprises, the previous model development model gradually began to transform, and the creation and improvement of corporate culture is becoming more and more important, we need more media talents who not only have a higher professional and technical level, but also have some practical experience. Such as Zoomlion Heavy Industry Science &Technology and other enterprises, have specially established positions like copywriting planning, as well as online information collection, content editing, video editing, as well as corporate publicity and public relations, providing more employment space for media talents. And due to the increasingly fierce competition in the enterprise market, some traditional media enterprises, such as radio and television enterprises and publishing houses, have a more urgent demand for talents with a higher professional and technical level. It has even raised the standard of talent recruitment to some key higher vocational colleges or universities. This also represents that there are greater opportunities for the development of talent training institutions and schools in colleges and universities, as well as the challenges of society. Therefore, the training of media talents in colleges and universities must ensure that when carrying out theoretical teaching, we should also strengthen cooperation with relevant enterprises and work together to cultivate talents.

5. Conclusion

To sum up, under the background of media convergence, in order to cultivate applied talents with high media literacy, we need to pay more attention to the cultivation of applied talents and carry out professional and technical training for applied talents, so that talents can accumulate practical experience in continuous practice and promote the development of the media more stably and smoothly.

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