

Research on the innovation strategy of University news propaganda from the perspective of media integration

Jishan Dai

Guangdong Industry Polytechnic, Guangzhou 510000, China

Abstract: in the era of integrated media, the news propaganda work in Colleges and universities has broken the traditional pattern and is facing great challenges. How to make good use of the integrated media platform to tell campus stories has become an urgent problem to be solved. Based on the significance of University news propaganda from the perspective of integrated media, this paper discusses the innovation strategies of University news propaganda from three aspects: strengthening internet thinking, taking the "branding" route based on characteristics, building a large propaganda pattern, building a "four complete" integrated media platform, paying attention to ideological guidance, and building an "integrated" news propaganda team.

Key words: financial media; Colleges and universities; Press and publicity work; Research on innovation strategy

With the rapid development of financial media, the means of news propaganda are gradually diversified. Facing the new force of college students, colleges and universities, as an important position of propaganda and ideological work, undertake the important mission of cultivating successors to the cause of socialism with Chinese characteristics. In the face of the unprecedented Internet challenge, we should seize the opportunity, integrate existing technologies and platforms, comply with the characteristics of information dissemination, and achieve a high degree of unity in the speed, depth and breadth of news dissemination through media convergence, so as to promote the high-quality development of publicity work in Colleges and Universities.

1. the significance of University news propaganda from the perspective of media integration

Fusion media is not a simple media fusion in the physical sense, but a media platform for information collection, processing, output and fission based on the big data of the new era and "users" and "services". The development of media convergence must conform to the general trend of mobility, strengthen the awareness of mobile priority, focus on the construction of news clients, and form a mobile communication matrix with diverse carriers, rich channels and wide coverage. Because the role and status of the audience have gradually changed with the development of the Internet, and it is no longer the passive reception of information in the past, the construction of the mobile communication matrix should be adjusted at any time with the needs of the audience and the current popular mode of communication, so as to expand the matrix and enhance its influence step by step.

In the past, the traditional media such as school newspaper, radio station, bulletin board and so on were used as the media in the news propaganda work of colleges and universities. The way college students receive information is relatively single and closed. With the rise of the Internet, information dissemination has broken the boundaries of time and space, and the information content appears in an explosive growth for people to browse randomly. This breakthrough has brought an impact on the thoughts of college students, and also brought challenges to the news publicity and ideological and political education in Colleges and universities. We should change the publicity mode, improve the education mode, make good use of the open, diversified and interactive communication characteristics of the media, achieve accurate information delivery to students with the fastest feedback speed, and break the ideological barriers of communication with students, Building a new platform with close ties can not only improve the affinity and timeliness of Ideological and political work in Colleges and universities, but also show a good image of colleges and universities.

2. problems existing in University news propaganda from the perspective of media integration

2.1 insufficient timeliness and interest of news publicity

The audience of news publicity in Colleges and universities is mainly students. The official website and official wechat of colleges and universities have become the main front of publicity at present. However, due to the imperfect working mechanism and inadequate communication among propaganda personnel, it is difficult for the Propaganda Department of the Party committee of colleges and universities to grasp the latest information at the first time, and the publishing time cannot be guaranteed, so the publicity is lack of timeliness. With the passage of time, the students' attention and interest in publicity have decreased significantly, and the communication effect is not good. In the news and publicity team, due to the staff's weak sensitivity to publicity, they often miss the best opportunity to report and fail to seize the first wave of traffic impact brought by the network in the face of some publicity spots that have publicity effect but are more secret, resulting in poor publicity quality and pattern, which is difficult to arouse the deep resonance of college teachers and students.

Due to the massive amount of network information pouring into everyone's mobile phones, students' requirements for information browsing are getting higher and higher, which also causes colleges and universities to put the interest of reading in an important position when doing news propaganda work. Mining interesting and vivid cases has become the key to making publicity "live", but usually the news released by the school in the external window is only the traditional display of the normal work, and does not really soften the "hard

content", nor fully reflect the characteristics of students and the school with interesting graphics or videos, which further aggravates the loss of audience, The publicity failed to achieve the expected effect.

2.2 insufficient integration of news and publicity media

There are many media platforms in Colleges and universities. Administrative departments and secondary colleges basically have their own portal websites and official wechat public accounts, video numbers or microblogs. Each platform outputs the publicity information of its own department or college, which has different characteristics and is relatively independent of each other. The self-contained proofreading and pushing system has led to the lack of linkage between the media platforms of various departments, which has troubled the integration and publicity of information. As a result, valuable content has not been promoted on a high-level publicity platform at the first time, and the overall situation of news publicity cannot be truly constructed.

In addition, the publicity platforms owned by the Department, such as the official website, Douyin, wechat official account, video number, microblog, BiliBili, and N video, have not been closely integrated. The publicity mechanism of multiple copies of one manuscript remains superficial, only uploading the same content and publicity copy to multiple platforms synchronously, without carefully evaluating the differences between platforms and the characteristic needs of fan groups, Without targeted multiple publications, not only can not improve the quality of publicity, but also there is a potential risk of scattered reading, which fails to realize the practical significance of media convergence in the new era.

2.3 lack of specialization of news propaganda team

All functional departments and secondary colleges have correspondents, but they are all part-time publicity work of other administrative staff. They are not professional, and they do not have much time and energy to focus on publicity business. This also leads to their insufficient awareness of publicity, low standing, and easy to miss valuable news points and time nodes of publicity reports, which brings trouble to the news publicity of colleges and universities.

At the same time, the update of network information technology is changing with each passing day, and college students' requirements for publicity content are getting higher and higher. However, the staff responsible for publicity in Colleges and universities have neither experienced systematic professional training before carrying out their work, nor have they lost the awareness of self-learning in their spare time due to the busy work on weekdays. Instead, they are difficult to keep up with the pace of technological innovation, In addition to expressing the current life or reflecting the realistic theme, the content of the output is very lack of a sense of modern science and technology, which can not make students feel the surprise brought to them by University publicity, and it is difficult to meet their actual needs and obtain their recognition, and the final publicity effect is mediocre.

3. innovative strategies of University news publicity from the perspective of media integration

3.1 strengthen Internet thinking and take the "branding" route based on campus characteristics

The rapid development of the Internet has accelerated the pace of the era of integrated media. Compared with the past, the audience is no longer a single and passive receiver, but a diverse and active participant and creator. The change of audience status has also brought about the change of communication mode. The communication has changed from a single linear to a multi line joint voice, and the audience has changed from a single and silent receiver role to a dual role of combining transmission and reception and being able to voice at any time. the technological revolution brought about by the Internet has changed the aesthetics, vision and browsing mode of college students, as well as the timeliness, authenticity, interest, and Characteristics and other aspects put forward higher demands.

The journalists and propagandists in Colleges and universities should improve their ability from three aspects of ideology, technology and content to promote the further development of college propaganda. Ideologically, propaganda workers should abandon the traditional concept of news propaganda and innovate new methods to effectively combine traditional media and new media. It can not only apply the original traditional propaganda channels, but also add modern propaganda methods, so that the propaganda of colleges and universities can cause extraordinary influence among college students. In terms of technology, propaganda workers should maintain their thirst for knowledge, improve their learning awareness and ability, and keep their professional quality up with the current pace of information technology development. In terms of content, creation should be based on Internet thinking and guided by the number of views, likes and forwarding. Only content that is authentic, reliable and humorous can win the favor of netizens and traffic.

In addition, from the perspective of the school, highlighting the school's history, educational philosophy, scientific and technological achievements, teaching ability and other contents with university characteristics in the news publicity can better show the uniqueness of the school. In the network publicity, special column publicity can be carried out according to the theme, through regular series of push or video publicity, Make the audience form a thematic online browsing memory, which is conducive to the formation of a "brand" publicity pattern of the school.

3.2 build a big publicity pattern and create a "four complete" media platform

On the basis of integrating the media thinking, highlighting the reports with the characteristics of the times, publicity can attract people's attention and attract people's attention. In order to form a unique publicity pattern from the perspective of integrated media, colleges and universities should first establish a systematic publicity mechanism, improve the overall publicity system of the whole university from the perspective of system and mechanism, and guide the publicity work of the whole university with the propaganda management measures of colleges and universities as the regulations. Through the establishment of a system of linkage and timely feedback, the publicity

responsibilities of secondary units are clarified. Guided by the incentive measures for publicity work, the publicity enthusiasm of secondary units is driven and their subjective initiative is improved. Second, we should strengthen the top-level design. In the field of publicity and ideology, we should adopt the one vote veto system of year-end evaluation. If there are major mistakes in the publicity of secondary units, it will be directly linked to a series of awards at the end of the year. At the same time, the university will also provide accurate guidance and regular inspection of materials to the secondary units according to the relevant publicity regulations, so as to ensure the implementation of the publicity work of the secondary units. Third, we should improve the construction of the media platform. Colleges and universities should rely on the law of information dissemination and the growing rise of Internet websites, apps and other platforms, integrate resources, standardize production, and strive to build a "full process, full staff, holographic, and full effect" integrated media platform.

The "four complete" media platform aims to use the latest technology, gather the most complete manpower, and always run through the whole process of information dissemination to create a remarkable news publicity effect. This kind of comprehensive and perfect media platform can make the news communication channels more rapid and diverse, and the content displayed can better adapt to the aesthetics of the public, and the influence of communication is also more profound and extensive. With the support of the "four aspects" integrated media platform, the publicity of colleges and universities can not only lead the ideological trend of teachers and students internally and gain a lot of attention, but also show the school style and students' demeanor from all aspects and multiple angles externally, so as to enhance the social influence of the school.

3.3 pay attention to ideological guidance and build an "integrated" news publicity team

The key to doing a good job of propaganda and ideological work under the new situation lies in people and team³ □ the rapid emergence of the trend of integrating media has also accelerated the further requirements for high-quality publicity talents. First, colleges and universities should establish relevant recruitment and training mechanisms for publicity talents, so that publicity workers can establish a systematic concept of publicity and form a professional awareness of publicity. Second, colleges and universities should carry out systematic training for the propaganda team. They can invite external propaganda experts to give lectures and regularly and quantitatively instill knowledge into the propaganda team from different dimensions. Third, colleges and universities should upgrade the existing media equipment, update the technical service system, use the most advanced hardware equipment and software facilities to promote the promotion of the professional ability of the publicity team, provide a more convenient, fast and time-effective channel for campus publicity, and promote the development of news publicity in Colleges and Universities.

Taking multiple measures to build an "integrated" propaganda and ideological work team is the key to doing a good job of propaganda and ideological work in Colleges and universities, and it is also an important guarantee to improve the innovation and development of propaganda and ideological work team in Colleges and universities. It is of great significance to build an "integrated" news and publicity team by encouraging the enthusiasm of the news and publicity team, strengthening the team's awareness of innovation, and letting propaganda workers take the initiative to carry the banner of University propaganda and burst out the vitality of University propaganda.

References:

- [1] China news network. Tuozhen: the development of media convergence must strengthen the awareness of mobile priority and maintain technology sensitivity [eb/ol]. (2017-08-19) [2020-02-05].Http: | www.chinanews.com /gn/2017/08-19/8308824.shtml.2017-08-19
- [2] Ailing Zhao,Qimiao Wang. Opportunities and challenges facing the innovation of University news publicity based on the cluster effect [J]. News knowledge, 2017 (7): 65
- [3] Kunming Huang. Strengthen feet, eyes, brains, pen skills, keep upright and innovate, and do a good job in propaganda and ideological work under the new situation [J]. Qiushi, January 2019
- [4] Wentong Dou Research on improving the effect of positive publicity in Colleges and Universities under the background of media convergence [j]Think tank era, 2019 (13): 93