

Explore the construction of integrated media studio in technical colleges and promote the high-quality development of skilled personnel training

—Taking the construction of “skills +” Media Integration Studio of Guangdong People’s society of Zhuhai Technician College as an example

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Abstract: “integrated media” is a new hot word in the field of media communication in recent years. This paper focuses on the construction of integrated media studio in technical colleges, and puts forward specific views and strategies from the aspects of structure, form, operation and significance.

Key words: financial media; Publicity; Construction; Operations

In September, 2018, the Ministry of education and the Propaganda Department of the CPC Central Committee issued relevant documents, focusing on cultivating high-quality Omnimedia compound news and communication talents who adapt to the deep integration of media. It can be seen that the construction of University Media Integration Center is an inevitable requirement of serving teaching, teachers and students, and campus under the strategic background of national media integration. In 2021, the Department of human resources and social security of Guangdong Province officially proposed to build the “skills +” media integrated studio of Guangdong People’s society in various technical colleges, comprehensively improve the overall combat effectiveness of the external publicity of Guangdong People’s society system, and escort the high-quality development of skilled personnel training.

1. Unique innovation, rich connotation, activating the construction of integrated media center and studio in Technical Colleges

The construction of the financial media center and the financial media studio is an important measure to enhance the overall combat effectiveness of the Guangdong People’s social service system’s external publicity and enhance the overall publicity and social influence of Guangdong’s technicians.

Establish a media center at the level of the provincial human resources and social security department, contact professional media externally and link colleges internally, and build a media platform integrating production, communication, management, training, event organization and other functions. At the level of technical colleges and universities, we will establish a financial media studio, which will mainly focus on the themes of Guangdong technicians and skilled talents, participate in specific key publicity tasks, and provide personnel, funds, mechanisms and other safeguards to encourage the establishment of new media and other related majors and closely integrate with the operation of the studio.

Establish a media studio at the level of mature technician colleges, mainly focusing on the themes of Guangdong technicians and skilled talents, and participate in the key publicity tasks of the provincial department. In 2022, Zhuhai technician college was officially awarded the “skills +” financial media studio (hereinafter referred to as “studio”) of Guangdong People’s society and received a government support fund.

2. Reform the structure, break down barriers, and actively build a harmonious “big publicity” pattern

Under the background of the establishment of the studio, the key to the development of media convergence in technical colleges lies in the reform of the organizational structure and evaluation mechanism. Only by comprehensively reforming the factors hindering the development of media convergence in post setting, professional title evaluation and performance evaluation can we promote the natural flow of media resources from simple “addition” to “intersection” and “integration”.

First, strengthen the top-level design, break through the barriers of information communication, establish the Propaganda Department of the Party committee as the leading management department, directly manage the studio, equip at least three key teachers to play the role of “command center”, directly operate the platforms such as official wechat, official website, video Number, school newspaper and bulletin board, and be responsible for the overall planning of brand construction and cultural publicity. Overall planning and coordination of important publicity activities, brand visual management, publicity resource scheduling, etc. Set up student associations with both work and interests, such as campus TV stations, radio stations, reporter stations, cultural beautification stations, photography agencies, literature agencies, etc., as auxiliary, and continue to cultivate fresh troops. The business development of the studio is divided into four forms:

First, overall planning. The studio command center has unified command in the planning of large news events, activity reports and

special topics, and has established a content production link of “one planning, one editing, multiple generation and multiple dissemination”, so as to improve the communication efficiency and resource utilization. The studio should also regularly organize topic selection meetings and training meetings, plan topic selection based on the needs of school brand construction and teachers’ and students’ needs, collect materials in the form of text, interviews, pictures, videos, etc., and process them according to the characteristics of different media, so as to form different kinds of personalized news products for subsequent multi-channel release.

Second, material processing. The business department actively explores and provides recent business highlights, collects process data, organizes the publicity framework and submits it to the studio, and the command center conducts preliminary review or re composition of important news releases. Therefore, in order to improve the quality of the materials submitted by the front-end, it is necessary to regularly take the lead in holding technical training meetings to carry out training on ideology, editorial thinking, topic selection planning, news writing, photography and other aspects.

Third, auxiliary support. When there is a major news or activity requiring studio assistance, the demand sheet for auxiliary publicity support such as photography and video can be submitted, and the command center will determine whether auxiliary support and specific forms of support are needed according to the important nature of the event, the degree of urgency and the scheduling of personnel and equipment.

Fourth, ability training. In order to attract more teachers and students to join the team, we can explore the construction of personalized studio oriented by interests and business expertise. For example, in the form of teachers and students’ team actively applying for projects, we can apply for equipment on demand, stimulate everyone’s enthusiasm for creation, and cultivate their ability and quality in actual creation.

3. As a cultural person, spring breeze turns into rain and becomes the “source of water” for ideological and political education and cultural inheritance

Rongmedia studio is not only a business department to build the external brand of the campus, but also an important platform to directly serve the cultural life of students. On the one hand, the studio is the carrier for the implementation of quality education, providing a platform for teachers and students to show themselves. On the other hand, it is also a window for news dissemination, representing the overall image of the college.

This requires the financial media studio to improve its overall planning ability in Ideological and political education and cultural inheritance. Strengthen the planning of “guiding” campus cultural activities internally. Carry out more campus cultural activities that teachers and students love to see and have brand value guidance, such as classroom beautification, dormitory beautification, standardized appearance and appearance, reading month, skill competition and other cultural activities, and integrate the core values of the college brand into them. Through these “guiding” activities, more and more technicians in Zhuhai accept and internalize campus culture, Condensed into a value, a spiritual thought, or can be said to be a rational force in the soul, through long-term accumulation and precipitation, the brand culture will continue to grow and inherit.

Strengthen the planning of “exhibition” public activities. According to the actual situation and characteristics of the college, keep in mind the audience standard, and create dominant brand projects for the public, such as undertaking high-level and influential events or activities; Participate in the planning and exhibition projects of major events and exhibitions; Design cultural and creative products, such as photo bookmarks, postcards, notebooks, calendars, T-Shirts, etc., and even design cartoon characters with professional characteristics to make key chains; Packaging the achievements derived from cooking and nutrition, tea art, ceramic art, wood art, design and other skills that are easy to display into brand products, etc.

In the construction of the integrated media studio of Zhuhai technician college, it once planned to publicize the MV “youth comes at the right time”, which integrates new media technology, ideological and political education and campus culture, and received full applause. The MV was shot by the school dance team, which well showed the positive and sunny youth style of campus students, created a beautiful and progressive campus culture, improved the brand image of the college, and effectively assisted the enrollment work.

4. Focus on practice, project operation, and present the “shining business card” of innovation and Entrepreneurship of technician students

As the saying goes, “practice produces true knowledge”, in the integrated classroom teaching in technical colleges, “work study integration”, “group cooperation” and “project teaching” have become the customary teaching methods. Then, in the operation and training of the studio team, we should pay more attention to the practice and project driven, and improve the “foot power, eye power, brain power and pen power” of the publicity team, Consciously cultivate all-round publicity talents who not only have solid publicity skills and literacy, but also understand the application of network skills and modern equipment operation, including “collecting (interviewing), writing (writing), photographing (photographing), recording (video), directing (editing), editing (art editing), packaging (packaging)”.

How to cultivate omnipotent propaganda talents? It is the best way to let the teacher-student team exercise in practice through project operation. During the construction of the studio, some projects that can be publicly put into the public are often used to guide the team of teachers and students to create. For example, many works created by teachers and students can be directly put into public publicity by initiating or participating in new media creation competitions such as “Zhuhai Tong publicity short videos”, “choosing to achieve dreams”, “you and me read together in World Reading Month”, “looking for skilled people around us”.

The professional skills and professionalism of the teacher-student team who have been fully trained in the studio are also in full bloom, showing their outstanding style in the comprehensive competition with strong practicality. For example, in the first Rural Revitalization live broadcast e-commerce competition in Zhuhai, members of the financial media center formed two teams to compete, including the first and fourth place of the competition and all individual awards. Such competitions compete for team planning, short video shooting and production, language expression, live broadcast and other skills.

In addition, members of the financial media center formed a team to participate in the Zhuhai Jinwan District college students' entrepreneurship competition. They built a college students' entrepreneurship practice platform of "moving with the 'shadow' and 'seeing' embracing the mountains and seas". They stood out from dozens of Rural Revitalization and entrepreneurship projects and won the Gold Award. This project mainly focuses on providing creative design, film and television production, market promotion. The event planning and implementation services provide tourists with supporting value-added services. In order to fully display the project and give full play to professional advantages, the team of teachers and students investigated and visited the natural and ecological resources of "mountains, waters, forests, fields, lakes, grass and sand" and human resources such as home stay, food and intangible cultural heritage in Sanzao town. Relying on the characteristic stone houses in mutuchong village, hengshiji village and lankeng village, The creative design and film and television production are carried out on the carriers such as Zhuji mountain and sea, and the gate Wetland Park. These real project achievements are closely related to the skill training and exercise of the publicity team of the financial media center.

5. Propagandize for oars, do a good job in "drum call", and escort the high-quality development of skilled personnel training.

In order to better play the influence role of the studio, encourage the extension of radiation to the outside of the school, actively build a composite media platform integrating "media production + social services", realize the outside radiation of the school media, take publicity as the oar, and do a good job in the "drum" and "shout" of the high-quality development publicity work of skilled personnel training.

For example, we can explore cooperation with mainstream media, activate the platform resources of both sides, integrate their respective advantages in talent team, venue hardware, educational resources, media publicity and other aspects, strengthen in-depth exchanges in talent training, professional construction, project cooperation, school enterprise co construction and other aspects, and work together to create a "Zhuhai model" of the integration of media and technical colleges; Plan short video + live broadcast activities such as "traveling around the campus", let the professional media team help the students' publicity team grow, carry out professional training and synchronous guidance in the aspects of mirror design, video shooting, post production, host expression, etc., and work together to tell a good story about the cultivation of skilled talents on campus and spread the good voice of the high-quality development of social skilled talents.

The publicity touch extends outward and forward, and can also focus on in-depth reports on outstanding graduates, outstanding interns, school enterprise cooperative enterprises, famous teachers inside and outside the school, and representatives of highly skilled talents; Select characteristic specialties, excellent associations, campus brand activities, etc. for packaging and promotion, so that the public can fully understand the importance attached by Zhuhai technician college and the state to the cultivation of skilled talents; Hold more micro video, micro film and new media competition, promote the positive energy of youth, and show the quality of the school to the outside world; More interaction with the society, such as skills Festival and open day, can not only invite students to participate in the school, but also invite people to participate. These offline activities can also be considered to be held in the city's big parks and squares, so that the public's participation and awareness will be higher.

Propaganda workers in technical colleges should firmly adhere to the correct guidance of public opinion, firmly grasp the theme, actively innovate and explore with a strong sense of responsibility and mission, and accelerate the construction of school media integration; All technical educators should establish the sense of "ownership", pay attention to mining highlights and providing materials, master certain publicity laws and media technology, and work together to create a new situation of publicity and ideological work in the school.

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