

Innovative Paths and Strategies for the Integrated Development of University Campus Media

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ABSTRACT

The development of modern network information technology has enabled new media and all-media to gradually expand widely in society. The application of media forms by the public has become more convenient and smooth, and the media industry is also facing new challenges and practical difficulties. University campus media is an effective way to disseminate campus information and promote campus cultural construction and development. Under the current development pattern of social media, campus media also needs to innovate its development path in line with the requirements of the times. This article discusses the innovative paths and strategies for the integrated development of university campus media, analyzes the current development status of university campus media, the problems existing in its development, the practical reasons, and the innovative paths and strategies for the integrated development of university campus media, aiming to promote the gradual improvement of the development level of university campus media.

KEYWORDS

University; Campus media; Integrated development; Innovative paths; Strategies

Under the overall impetus of social media, campus media in colleges and universities also need to pay attention to the integrated development of media and enhance the cultural value of media to meet the development requirements of higher education in the current social context. Campus media in colleges and universities are the main front for ideological and political education and campus cultural construction, playing a significant role in nurturing students. The current development and integration of the all-media era bring new opportunities for the new development of campus media. Actively promoting media integration is conducive to the sustainable development of campus media. Discussing the innovative paths and strategies for the integrated development of campus media in colleges and universities is of practical significance for promoting the realization of the educational goals of higher education.

1 The Current Development Status of Campus Media in Colleges and Universities

Campus media in colleges and universities and social media have obvious differences in technical characteristics and presentation forms. Currently, there are various types of media in the industry, including traditional media, auxiliary media, and emerging media, such as newspapers, magazines, television, and radio. According to the "2024 Work Report of the China University Media Alliance", the development of campus media in Chinese colleges and universities is relatively rapid. Using the sampling survey method for research and analysis, the types of campus media have developed from traditional forms such as print media and radio media to types such as websites, news agencies, and Weibo and WeChat public platforms. With the application and development of mobile terminals such as smartphones and iPads, the application share of new media forms has gradually increased and may occupy a dominant position in the future development of campus media. The content of campus media in colleges and universities mainly includes news content about major events, consultation content related to life, and information content serving teachers and students on campus. At the same time, social characteristics and educational characteristics can be integrated to form coverage and influence on students' campus cultural life. Campus media mainly serve teachers and students on campus, and the audience group is significantly different from that of social media. Teachers and students are more sensitive and acute to news information and have higher requirements for the quality of news information content, which also raises the overall requirements for media services.

2 Problems in the Development of Campus Media in Colleges and Universities

2.1 Traditional media forms are gradually diversifying

Traditional media forms are gradually in an awkward position of marginalization. Traditional media such as radio and newspapers, due to their own shortcomings such as poor news topic selection, poor information timeliness, and single media dissemination forms, have low attention from teachers and students, and the audience range is constantly

shrinking, further leading to a decline in the quality of traditional media work, forming a vicious cycle of declining content quality and shrinking audience range. In some cases, students have even complained about traditional campus media, considering the distribution of campus newspapers and periodicals as a waste and extravagant practice. Campus radio also interferes with students' lives in an invisible way, which is not conducive to the harmonious development of campus media.

2.2 The development of new media needs to be further strengthened

To keep up with the development trend of the media field, campus media in colleges and universities actively carry out new media construction. Many colleges and universities further optimize the construction of campus portal websites and new media platforms.

Campus portal websites are important windows for colleges and universities to display their images and publicize authoritative information. In recent years, colleges and universities have also been committed to integrating interactive functions such as online consultation and comment interaction to flexibly present the image of the university and narrow the distance between the school and students and parents. However, the optimization of rich content modules, interface design, and other aspects to enhance user experience has relatively high requirements for hardware infrastructure and post-maintenance work. Many schools have also shown many drawbacks in the operation of new media, which has led to the application value of new media forms being limited. The improvement of college students' self-demands has put forward higher requirements for moral education and ideological and political work in the new era. It is urgent to integrate some mainstream social trends and humanistic concepts into the connotation of moral education to make it more rich and complete^[1].

2.3 Lack of organic integration between traditional media and new media

Due to the differences between campus media and traditional media, as well as the influence and restrictions of the university's own operation and management system, campus media in universities have formed a unique operation mode, requiring separate work in news gathering, writing, and editing. At the same time, universities also have problems such as low work quality of media practitioners, poor hardware infrastructure, and insufficient resource investment. As a result, campus media have to adopt methods such as copying news information from social media and conducting simple news gathering and editing of campus information to carry out their work. This has led to the drawback of excessive homogenization of content between campus media and social media, and the inability to fully reflect the advantages of campus media. The deficiencies in the integration methods and innovative integration of campus media and new media have led to the inability to apply media resources at a high quality and form a combined force in media dissemination.

3 Reasons for the Problems in the Development of University Campus Media

3.1 Inaccurate market positioning of campus media

To ensure the efficient dissemination of content among the audience and enhance the comprehensive communication effect, media platforms need to accurately position their functions and development space in the media field, thereby ensuring the personalization of their communication content and methods. However, the current development of university campus media has not accurately positioned their development advantages, directions, and spaces, resulting in the common problem of "old wine in new bottles". The communication forms and contents are largely similar, which is not conducive to the demonstration of their own development advantages and their continuous development in the media field. The media functions of campus media are constantly being strengthened. In the future, ideological and political education in colleges and universities must rationally introduce new media technologies and fully leverage the role of media in ideological and political education^[2].

3.2 Lack of accurate understanding of audience needs

University teachers and students are one of the groups most sensitive to news information in society. They show great interest in major domestic and international news events as well as campus cultural activities and changes in enrollment policies.

At the same time, they have relatively high demands for the interactive functions of media. In the context of the extensive expansion of all-media and self-media, if university campus media remain conservative, only focusing on propaganda and news, and presenting an aloof or "old scholar" official attitude, it will inevitably lead to a decline in

audience satisfaction and continuous loss of audience. The continuous development of university campus media requires constant consideration of the media needs of the audience, thinking and exploring the development direction of media in the changes of their thinking and lifestyle, and taking advantage of the opportunities to promote their own development.

3.3 Unsmooth management and operation mechanism

The management and operation mechanism of university campus media is quite different from that of social media. Social media can achieve separation of management and operation, with different business departments responsible for their respective work responsibilities, and can improve work efficiency and operational capabilities through the division of rights and responsibilities. However, the management and operation of university campus media are generally handled by the university's publicity department. On the one hand, the department has to align with the school's party affairs work, and on the other hand, it is also responsible for the management and operation of media. The work pressure on staff is relatively high, and in daily work, there may be unclear management responsibilities and overlapping business work, which affects the staff's focus and also affects the overall work rhythm.

3.4 Lack of innovation drive in university campus media

University campus media and social media in the market field also have differences in the operating environment. Social media continuously innovate through various means to enhance their comprehensive competitiveness in the market environment and increase the audience's attention and recognition of their media. Campus media in colleges and universities are in a relatively closed environment, lacking market competition awareness. At the same time, there is a low level of attention paid to the operation and management of campus media. From the aspects of management mechanisms and audience demands, they cannot form a driving force for the independent innovation of media work.

4 Innovative Paths and Strategies for the Convergence and Development of Campus Media in Colleges and Universities

"Media convergence" originated in the United States and mainly emphasizes the development trend of media presenting multi-functional integration, including the integration of media content, communication channels, and media terminals. The current social development situation indicates that the development of traditional media must follow the path of media convergence, and campus media in colleges and universities also need to pay attention to media convergence and media innovation to promote their own vigorous development.

4.1 Emphasize organizational restructuring and optimize the operation and management mechanism

The organizational management mechanism is an important foundation for ensuring the stable operation of media departments. Colleges and universities should draw on the operation and management mechanisms of social media, actively promote organizational restructuring and process reengineering. The specific implementation includes: First, establish an independent operation news center for campus media, centralizing the management of media forms such as campus newspapers, radio, and the Internet. This can not only integrate and efficiently allocate media resources but also separate work contents through the establishment of departments such as the reporting department, editing department, operation department, and technology department. Second, the news center needs to formulate annual, quarterly, and monthly work plans based on the needs of campus media work, pay attention to news planning and quality, and ensure product quality. Third, the reporting department is mainly responsible for collecting news materials, controlling the quality of materials from aspects such as text, pictures, and videos. The editing department should focus on the arrangement and processing of news materials to ensure that the characteristics of terminal products are in line with the form of campus media in colleges and universities. The distribution department should focus on channel expansion and market development, while the technology department is responsible for the development and operation of various media platforms. Each department should perform its own duties to achieve efficient media convergence and maintain an orderly operation.

4.2 Emphasize the accurate positioning of news products

The innovation of media convergence development needs a stable audience base as a foundation. The integration of various forms such as text, sound, and light into the content of new media convergence will make news products more

diverse. The characteristics of different media should meet the needs of the audience for media content and form, reflecting the targeted nature of media content. News products from the perspective of media convergence cannot merely be the replication and pasting of content from other media channels. They need to be reprocessed and recreated from the perspective of college students and teachers to achieve a comprehensive display of the content. The news content needed by college students and teachers has its own characteristics and highlights. Campus media that accurately position themselves in line with the needs of the audience can more easily highlight the characteristics of campus media and the differences between campus media and social media. Many colleges and universities use new media to promote activities such as the selection of new dishes in the cafeteria, maintenance notices for dormitory buildings, and the most beautiful scenery on campus, expanding the coverage of campus media and reflecting the vivid, novel, and fresh features of new media. Various forms of campus media should complement each other, maximizing diversity in content and form of communication, bringing campus media closer to the campus life and inner world of students and teachers, and achieving the goal of stabilizing and expanding the audience through accurate product positioning. Colleges and universities should strengthen the production and dissemination of innovative campus cultural content, organically integrating social hotspots, illustrations, real-time interaction, promotional titles, and content, cultivating brand awareness, and strengthening ideological education for college students^[3].

4.3 Emphasize the cultivation of high-quality media talents

Under the background of media convergence, the comprehensive quality requirements for campus media workers are relatively higher. The traditional single form of the news gathering and editing team is gradually transforming into a professional and all-round type, which requires more compound and skilled talents to carry out the work. Relevant staff not only need to be familiar with traditional media forms but also grasp the medium characteristics and task demands of various media to achieve the mutual synergy among media. Traditional campus media in colleges and universities are mostly in the form of student participation in club activities for news gathering and editing, with the characteristic of high personnel turnover. Therefore, there is also the problem that the comprehensive quality of the staff needs to be improved urgently.

To expand the innovative path of media convergence, it is necessary to attach importance to the construction of high-quality working teams. Through various measures such as cooperating with professional teachers to conduct regular training to hone skills, establishing incentive mechanisms to provide internship and competition opportunities as substantive rewards for outstanding members, and inviting industry experts to give lectures to broaden students' news capture vision, the problems of high personnel turnover rate and poor work quality in the campus media working teams can be gradually improved. A long-term mechanism for talent cultivation should be established to continuously improve the work quality of campus media.

4.4 Build a media convergence technology platform to achieve the integration of media resources

Technical support is an important foundation for the development of campus media convergence. Colleges and universities should form the aggregation effect of various media forms and actively create campus media forms under the background of media convergence.

Currently, many colleges and universities are actively conducting extensive cooperation with social media, learning media convergence technology from social media, transforming traditional campus newspapers into online newspapers, and endowing them with interactive functions such as comments, likes, and shares to meet the media interaction application needs of college students, enhance their sense of participation and identification with the university, and further promote the dissemination and exchange of campus culture. Campus media can use APPs to achieve the high integration of media resources and functions, integrating educational information, logistics service information, social news browsing, and life entertainment functions. On the one hand, it can meet the teaching, learning, and living needs of teachers and students.

On the other hand, it helps to improve the comprehensive efficiency of campus media work and reflects the humanized working concept of campus media. Colleges and universities can also divide teachers and students into different APP application terminals and design different APP application functions for them. Provide teachers with teaching management, campus online newspapers, academic exchange, etc., and provide students with course schedule query, club activities, internship information, etc. These measures can not only enhance the application experience of teachers and students but also highlight the personalized services of campus media.

5 Conclusion

The development of campus media convergence requires attention to the innovation of development paths to ensure that campus media can continuously maintain survival and development vitality in the context of the rapid development of new media, full media, and self-media. To promote the orderly development of campus media convergence, campus media need to attach importance to organizational restructuring to optimize the organizational management and operation mechanism, accurately position news products, cultivate high-quality media talents, and build a media convergence technology platform to achieve the integration of media resources. These measures can ensure the implementation of media convergence in the field of campus media and reflect the promoting role of campus media in the cultivation of talents in colleges and universities.

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