

Analysis of the Strategy Path for Enhancing the Communication Effectiveness of University Campus Media under the Perspective of Media Convergence

Feng Han, Yichen Shen

School of Smart City Management, Shanghai Construction Management Vocational College, Qingpu District, Shanghai 201702

ABSTRACT

The continuous update and progress of mobile Internet technology have had a significant impact on the development of current media, and the media ecosystem has gradually presented a new competitive situation. University campus media need to start from their own daily management work, adopt practical and reasonable media means, improve the communication effect of content context and information, and correctly guide teachers and students at the ideological level. This paper mainly starts from the fact that media convergence is an important trend in the development of university campus media, introduces the basic situation of media convergence and university campus media, clarifies the necessity of fully realizing media convergence for university campus media, and proposes some strategies for enhancing the communication effectiveness of university campus media in combination with the difficulties they encounter in the process of media convergence, providing certain references and references for comprehensively enhancing the convergence efficiency of university campus media and strengthening their communication effectiveness and influence.

KEYWORDS

Media Convergence; Campus Media; Strategy

1 Preface

New media exhibits characteristics of being niche and diverse, exerting significant influence on the reading habits and methods of the audience. Currently, when people come into contact with and use media, they tend to make use of fragmented time to obtain various information and news that meet their physical and mental needs and interests. For a long time in the past, universities mainly adopted traditional forms of media, such as school newspapers, radio, news websites, and campus networks. Under the background of media convergence, the information dissemination methods that can be fully utilized in university campuses are constantly innovating and optimizing. The role and advantages of new media should be fully leveraged to comprehensively enhance the overall dissemination power and guidance, guiding students to timely understand and grasp relevant information.

2 Media Convergence is an Important Trend in the Development of University Campus Media

2.1 Basic Situation of Media Convergence

Media convergence was first proposed by Ithiel de Sola Pool of the Massachusetts Institute of Technology in the United States. With the development of society and the advancement of science and technology, the connotation of media convergence has gradually enriched, evolving from the initial "various media presenting a trend of multi-functional integration" to "the convergence of communication channels, media content, and media terminals", in order to better adapt to the development of modern life. Media has always been an important channel for information dissemination in the process of social development, playing a significant role in enhancing people's cognition and information acquisition. In today's society, media convergence has gradually become an inevitable trend for the continuous and stable development of the media industry. Empowering the inheritance and innovation of excellent traditional Chinese culture through integrated media also plays an important role. There are many contents about cultivating self-discipline consciousness and carrying forward self-discipline spirit in China's excellent traditional culture, from which we can draw essence and cultivate the moral personality of contemporary college students ^[1].

2.2 New Characteristics of University Campus Media Development

Under the traditional form, university campus media mainly disseminated information through radio, school newspapers, and campus networks, which inevitably had certain information lag and limited dissemination scope. With the continuous update and progress of network information technology and mobile Internet technology, traditional campus media have been constantly innovating and optimizing, making full use of new media platforms to achieve better extension and development. At present, university campus media development has shown many new characteristics, mainly concentrated in the following aspects: First, the diversification feature. Currently, university campus

media effectively utilize the Internet platform to actively create some digital multimedia platforms, and actively set up online electronic editions and mobile client sections on school newspapers and campus network platforms, truly exerting the advantages and functions of media platforms, making university campus media increasingly diverse. Second, the adaptability feature. Currently, university campus media can better meet the reading needs of teachers and students, improving some shortcomings of traditional campus media. Take the campus network as an example. Its homepage is a portal to showcase the image of the university, and it needs to integrate a large number of resource entrances. The traditional layout design does not start from the actual needs of reading users, merely presenting the relevant situation and a large amount of information of the school in a single way, failing to provide more comprehensive and adequate information in line with the actual needs and demands of users.

2.3 The Necessity of Media Convergence for University Campus Media

2.3.1 Prerequisites

University campus media should actively promote media convergence and take various measures for optimization and improvement. First, the update and progress of modern mobile Internet technology provide an important prerequisite for the update and progress of campus media. At the same time, university media are currently highly popular, and the construction of campus network facilities is becoming increasingly complete. The majority of teachers and students commonly use smartphones and tablet computers, expanding the application effect of mobile terminals and enabling them to understand and grasp various information anytime and anywhere, laying a prerequisite foundation for giving full play to the role of various media. Second, the demand for information acquisition by university teachers and students is constantly increasing, promoting the continuous improvement and optimization of university campus media, facilitating teachers and students to fully and comprehensively understand the various policies and development changes of the school. Furthermore, during the gradual improvement of the current higher education system, the competition among various universities is constantly intensifying. It is necessary to actively adopt media communication and technological means to showcase their construction advantages and talent cultivation potential, and attract more outstanding students to apply. The leaders of various universities are increasingly attaching importance to the brand building of their schools and are more concerned about the integration of campus media. They will provide considerable support from a policy perspective. Internet public opinion complicates the environment of Ideological and political education, and has a wide and profound impact on the study and life, mode of thinking, ideas, political views, moral judgment, value orientation of the educated ^[2].

2.3.2 Positive Significance

The successful media integration of university campus media demonstrates numerous positive implications. Firstly, it can facilitate the complementary functions among various media. Different media forms exhibit distinct characteristics and present different effects in the process of information and news dissemination. Actively promoting media integration and intercommunication can maximize the advantages and roles of each media form, fully enhancing the timeliness, authenticity, and accuracy of information dissemination, as well as the depth and breadth of information. Secondly, the development of media integration is conducive to the sharing of resources among various media. Internet public opinion complicates the environment of Ideological and political education, and has a wide and profound impact on the study and life, mode of thinking, ideas, political views, moral judgment, value orientation of the educated. During the development of traditional media, there were certain limitations in dissemination and constraints on the audience. Different media forms adopted different publicity methods and targeted different audiences, resulting in a fragmented market situation. University campus media actively moving towards media integration can achieve comprehensive sharing in terms of news personnel, news equipment, and news sources. It can continuously optimize and improve the news editing and reporting workflow, and enhance the overall performance of news products based on the characteristics of each media form.

3 Challenges Faced by University Campus Media in the Process of Media Integration

3.1 Insufficient Integration Awareness

Currently, universities fully recognize the importance of news publicity and continuously improve the methods and means of news media work, striving to maximize the overall characteristics and professional features of the school, promote the innovation and creativity of media, and better enhance the overall advantages and dissemination of campus media, contributing more to the overall development and construction of the school. In the context of the new media

environment, some university campus media managers do not pay attention to media integration and mostly adopt the previous news publicity thinking, which is easily restricted by the inertia of traditional media thinking, affecting the actual presentation effect of news products and failing to achieve the intended purpose.

3.2 Incomplete Media Management System

During the actual operation of university campus media, the responsibilities of the media are not precisely defined, which hinders the smooth progress of media integration work to a certain extent and affects the effective dissemination of news and information in universities. University campus media are an important part of the domestic news industry and need to undertake the important missions of information exchange, talent cultivation, and guiding university public opinion. They can better disseminate cultural ideas and promote cultural prosperity and civilization. The promotion of media integration in university campus media will be better reflected in the media management system, which requires further clarification of the scope of media responsibilities and refinement of the media rights and responsibilities system to further improve the media management system. With the rapid development of high-tech core technologies, the new media industry in China has risen rapidly. The widespread application of new media has had a huge impact on people's lifestyles, ways of thinking, and social development^[3].

3.3 The Comprehensive Quality of Media Practitioners Cannot Meet the Actual Work Requirements

During the actual operation of university campus media, the practitioners involved, except for students majoring in journalism, art, and literature who have certain professional knowledge and have received more comprehensive training, students from other majors often fail to fully meet the actual work requirements, which may affect the implementation effect of media integration. Some college students participating in media integration have insufficient comprehensive cultural knowledge reserves, which cannot guarantee the quality of news articles and programs and fail to fully play the role of media.

4 Strategies and Paths for Enhancing the Dissemination Power of University Campus Media in the Context of Media Integration

4.1 Contents of University Campus Media Integration

To achieve comprehensive and effective integration of university campus media, it is necessary to start from the actual working conditions and conduct thorough and effective control and management over multiple aspects involved, thereby significantly enhancing the overall working level. First, integrate the concept of media convergence. Fully recognize the importance of media convergence, fully promote the smooth progress of this work, attach great importance to the key points of convergence from the perspective of ideology, and formulate a work plan for media convergence. Media convergence involves many aspects and is a very important systematic project with high technical and professional difficulty. University administrators should clearly understand that media convergence needs to achieve deep-level integration, and effectively coordinate in multiple aspects such as news convergence content, ideological resources, and organizational management, so as to better enhance the dissemination power and influence. Second, achieve the integration of the communication system. University campus media need to clearly define their own positioning, start from the needs of all teachers and students, formulate a scientific and reasonable management system, and achieve the scientific integration of administrative and professional aspects, so that they can carry out various tasks in accordance with the attributes of the media. It should be noted that in the development environment of new media, the influence of current university campus media has declined. Teachers and students pay more attention to social media and rarely actively participate in the application process of campus media. In the face of this situation, university campus media need to break the inertia of thinking, start from the actual work, constantly innovate and improve the media communication methods, strengthen the overall implementation effect, and better adapt to the development trend of society. Universities can set up campus media as professional and systematic platform carriers, widely collect and organize various situations in the development process of the school, timely integrate and release various news resources, and comprehensively promote the smooth implementation of media convergence.

4.2 Transform and update communication concepts

The update of communication concepts plays a positive role in effectively promoting the media convergence goals of university campus media. First, leverage the advantages and functions of Internet thinking. Internet thinking is an important way for humans to re-examine the entire ecosystem at present. It mainly comprehensively and meticulously

considers the overall media operation work from the perspective of the Internet, and continuously improves and optimizes the traditional production mode. The rise of new media is accelerating, which has positive significance in changing the pattern of the media industry. University campus media need to break through the traditional one-way communication thinking, fully and meticulously grasp the characteristics and working features of new media, transform from simple information publishers to service providers, pay attention to meeting the fragmented and personalized information needs of teachers and students, and achieve precise content push. From the perspective of top-level design, strengthen the specific implementation effect of media convergence work. Universities can coordinate media resources through a media convergence center, break down the barriers between various colleges and departments, and achieve centralized information integration. Starting from the needs of teachers and students, establish the concept of market priority and user priority, actively carry out the production of news products, and fully recognize the role and initiative of new media technologies, achieving the perfect integration of technology and information. Second, establish a positive brand awareness, strengthen the brand of campus media, and show more aspects of content to teachers and students. Enhance the stickiness of teachers and students to the platform through online voting, real-time discussion of hot topics, live activities, etc., and attract teachers and students to co-create content. Then, based on the characteristics of each media platform, explore campus characteristic topic selection (such as student innovation and entrepreneurship project results display) to enhance the attractiveness of content. In the current highly competitive market environment, it fundamentally requires university campus media to strengthen their brand building effect and build an efficient new media matrix. Deep processing of news materials in colleges and universities, and disseminating the positive and energetic brand image of the campus through various forms of content such as text, images, videos and audio, can attract the public and mass media to actively search for campus media, thereby providing an important opportunity for them to fully understand the basic situation of the school and enhance the school's communication and influence.

4.3 Comprehensively Enhance the Comprehensive Quality of the Business Team

Under the trend of media convergence in college campuses, to comprehensively enhance the overall communication power of campus media, scientific and reasonable methods and means should be adopted to strengthen the overall implementation effect of the work. Cultivating modern and professional talent teams can effectively promote the smooth development of media convergence work. Firstly, focus on cultivating all-round media talents. Media convergence has put forward higher requirements for the management personnel of campus media. Media practitioners need to have high political literacy, professional scientific and cultural knowledge, and be able to fully and effectively understand the characteristics and operation trends of the new media environment. Specifically, in terms of actual work requirements, media convergence staff need to be able to take photos, shoot videos, edit, etc., have a strong overall perspective and innovative thinking, be able to find news sources from the school's development process, provide news materials for different situations, and have a high level of network technology, so as to produce news that is true, accurate and timely. Secondly, in the process of optimizing the training of news and publicity talents, it is necessary to truly start from the actual needs of media convergence and the improvement of campus media efficiency, ensure the scientificity and rationality of campus media construction and function transmission, reduce the low efficiency of news dissemination and ensure the smooth integration of public opinion control. Colleges and universities can appropriately select some outstanding graduates majoring in journalism and network technology based on their own work conditions. Moreover, it is necessary to give full play to the advantages and roles of college students on campus, and recruit students with multiple specialties and talents in news, design, technology, etc. to form an excellent compound student correspondent team. College students are active on the front line of the campus and can promptly discover some news events within the school and provide the latest news leads, which provides an important prerequisite for the production of high-quality news and the timeliness of publicity and dissemination. Finally, establish a complete incentive mechanism. Design a performance assessment system, give creative rewards to the high-quality content and innovative ideas produced by the student team, and actively create career development channels for student journalists, such as enterprise practice recommendations and news media competition qualifications, to fully mobilize the enthusiasm of students and cultivate high-quality compound media talents for society.

About the Author

Feng Han (1984-), male, Han ethnicity, from Zaozhuang, Shandong Province, holds a Ph.D. in Management, and is an associate professor at the School of Smart City Management of Shanghai Construction Management Vocational College. Research interests: comprehensive management, performance management;

Yichen Shen (1994-), female, Han ethnicity, from Shanghai, currently a master's degree candidate, assistant at the School of Smart City Management of Shanghai Construction Management Vocational College. Research interests: media management, campus media.

References

- [1] Wang Qidi On Traditional Chinese Culture and Moral Construction of College Students [J]. *Border Economy and Culture*, 2014,127 (7): 81-82.
- [2] Han Feng. Public opinion dilemma and optimization path of ideological and political education environment in universities in the era of new media [J]. *News and Communication*, 2017 (18): 4-5.
- [3] Han Feng. Construction of university propaganda pattern and innovation of linkage education mode under the background of new media [J]. *Journal of Guiyang University(Natural Sciences)*, 2018, 13 (03): 49-51