

Research on the Construction Path of Financial Media Center in Higher Vocational Colleges——Take Zibo Vocational Institute as an Example

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ABSTRACT

Zibo Vocational Institute is a full-time comprehensive higher vocational school sponsored by Zibo Municipal People's Government. It was founded in 2002 and has a history of 65 years. The school always adheres to the mission of educating people for the Party and the country, and constantly improves the level of running the school. Now it is the construction unit of "High level Vocational Schools and Major Construction Plan with Chinese Characteristics". The school attaches great importance to the construction of financial media, and 2022 has become the first batch of 20 pilot units for the construction of financial media in Shandong education.

KEYWORDS

Financial media; Innovate; Personnel

Zibo Vocational Institute began to prepare for the establishment of the school's financial media center in 2019, and included the construction of the financial media center in the construction task of the "Double High Plan". In 2020, the school will build a framework of "financial media center+ financial media teaching training center+authoritative media cooperation" based on the main line of "financial media+education+service" construction. Through the integration of acquisition and editing, talent training and communication planning, the Financial Media Center maximizes the effectiveness of school media integration, improves the communication channels, improves the communication ability and creates a communication brand. Over the past year, the school has continuously integrated institutions, platforms, contents and resources, and gradually built the financial media center into a recorder of the school's development and a guardian of public opinion.

1 Uprightness and Innovation, Tamping the Development Cornerstone of the Financial Media Center

Only the innovator advances, only the innovator is strong, and only the innovator wins. In recent years, the school has adhered to integrity and innovation, and made great efforts on the road of media integration development. It has built a communication matrix of campus media integration platform, and consolidated the foundation for development. At present, it has 100000 fans. The university undertakes provincial construction projects relying on the development advantages of the financial media center. On December 9, 2020, the new media work center (Zibo Vocational Institute) of the network ideological and political work sub center of Shandong universities was unveiled in the university. Under the guidance of Shandong Institute of Ideological and Political

Education and Shandong University Moral Education Research Center, we further promoted the construction of the college's financial media center. The center used new technologies, established new mechanisms, accelerated integrated development, optimized and improved the media communication system, built a new position for online ideological and political education, and created an open and shared stage for online educators. The school also carried out in-depth cooperation with authoritative media, introduced professional strength, and assisted in the construction of financial media center. In 2021, it will become one of the first units to settle in Shandong University's financial media cloud platform. The school will take this opportunity to deepen its strategic cooperation with Xinhua News Agency, make good use of the high-quality resources of central media, provide authoritative and mainstream news information for teachers and students, and spread the voice of the Party to the campus. With the authorization of Xinhua News Agency, the Rong Media Center launched a special column on learning and education of party history, "Telling Party history with the National Photo Album". The column has innovated the form of learning and education of party history, and visually and panoramatically demonstrated that the party has united and led the people to open up a great road, build great achievements, forge great spirit, and promote the learning and education of party history into the mind and heart, which is widely welcomed by teachers and students of the college. By the end of 2021, the "Half moon Talk" basic level party building and media learning station will be built in the school. The school media center will build a media learning platform of "party building+current affairs+government affairs+services" relying on the powerful all media authoritative content of Xinhua News Agency and Half moon Talk.

2 A Hundred Flowers Bloom and the Effectiveness of the Media Platform is Highlighted

High quality content is not only the core competitiveness of the financial media center, but also the foundation of the company. Since its establishment, the self-taught school financial media center has integrated the official wechat official account, Sina Weibo, video number, Tiktok number and other platforms on the basis of the construction of the original traditional media position, continuously launched high-quality original financial media products that promote the theme and spread positive energy, and built the financial media platform into an important position for online education. It planned to launch special topics such as the centenary of the founding of the Party, epidemic prevention and control, military training, National Day, skills competitions, etc., which were forwarded by the People's Daily Online and the "Learning Powerful Country" learning platform, and the video work "Military Training Performance Exhibition Charm to Youth" was distributed on the "Learning Powerful Country" learning platform (national platform), Taking the national vocational college skills competition as the theme, "Winning the championship" won the second prize of excellent works in the short video collection and communication activity of "This is Shandong University" by Shandong Provincial Department of Education, producing good communication effect. In the comprehensive influence ranking of wechat official account of national higher vocational colleges, the school ranks in the forefront; It has been rated as "the most influential official WeChat of Shandong universities", "the most influential new media of university government affairs in Shandong" and "the top ten comprehensive new media of education and government affairs in Shandong" for many years. In 2021, it won the title of "Top 20 Unit of Shandong Education and Government New Media Comprehensive Strength". The video number was listed in the "2021 Top 100 List of Official Video Numbers of Higher Vocational Colleges in China". It was awarded as "Excellent Unit for News and Publicity in Shandong Education System in 2021",

"Advanced Unit for Information Submission in 2021 on China Higher Vocational Education Network" and "Advanced Unit for Education News and Publicity in 2021 on China Education Press".

3 Cultivate Talents by Virtue and Cultivating High-quality Financial Media Talents

Relying on the resource advantages of the school's financial media center, the school continuously trains and transports new financial media talents with professional quality and practical ability for the society. Under the guidance of teachers, the student team of Rong Media Center carried out topic selection planning and other work to effectively guide students' ideological concern and cognitive trend. Regularly train the student team in terms of professional quality, invite authoritative media experts to give lectures, and constantly improve the working level of the student team. In 2021, the Animation Art Department of the school will set up the major of "Media Technology and Operation". Taking this opportunity, the department will join the school's Media Center, and the students will join the center team to participate in the operation and maintenance of the school's media platform. Learning and practicing will improve the quality of talent training. In addition, the two sides jointly built and shared the financial media training center, providing a financial media practical platform for the student team, and realizing the integrated development of the school's propaganda and ideological work, experimental practice teaching, and talent training.

4 Scientific Planning and Continuous Development of Financial Media Center

Focusing on the establishment of an educational media communication mechanism with "Zigong characteristics", the school has formed a media communication matrix that is connected from top to bottom and linked in many ways. It aims to provide public opinion support for the high-quality development of Shandong's education, plans the annual goal of a four-year construction cycle, focuses on the high-quality development of Shandong's education, builds a media communication matrix with overall linkage and characteristic development, and amplifies the effectiveness of the media. Build a consulting service base, a cooperative training base, and an interactive exchange base to tell Shandong education stories, and produce a batch of high-quality financial media construction achievements. Build an educational media communication platform with greater social communication, guidance, influence and credibility.

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