

Research on Strategies for Improving Mainstream Public Opinion Guidance in Universities under the Background of Integrated Media

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ABSTRACT

In recent years, the booming short video platforms have further enriched the media resources of new media formats. However, many so-called traffic passwords and explosive articles on various platforms have also filled the public opinion field with different voices, bringing a significant impact on the mainstream public opinion guidance of universities. Taking the announcement of the first batch of pilot units for integrated media construction by the Ministry of Education as an opportunity, the connotation of integrated media construction in universities is further enriched. It is required that universities should start from reality, strengthen the construction of integrated media communication system, shape the mainstream public opinion pattern, and explore how to use integrated media construction to nurture people.

KEYWORDS

Integrating mainstream media; Public opinion; Guidance in Universities

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With the emergence of new technologies and media like mushrooms after a rain, the ways of guiding public opinion in universities have also changed with the increasing diversity of mainstream media platforms. The diversification of information dissemination constantly affects the timeliness of mainstream voice dissemination. Under the current new situation, the propaganda and ideological work in universities is facing more diverse challenges and opportunities. Universities urgently need to take consolidating the mainstream public opinion position as their main task, explore the era of moral education and talent cultivation in universities from the perspective of integrated media empowerment, enhance the ability of universities to guide public opinion in real situations, actively explore effective ways of public opinion guidance, seek innovation and change, break through the situation, and effectively improve the efficiency of all staff, entire process, and all-round education.

1 The Value of Mainstream Public Opinion Guidance in Universities in the Era of Integrated Media

With the deepening of the concept and trend of media integration, many universities have gradually shifted their construction of integrated media from spontaneous, single, and traditional integration of campus media platforms to the "central kitchen" construction model of social media. Universities are actively exploring further integration and development from physical venues, personnel structure, management system, work mechanisms, and other aspects, in order to maximize the effectiveness of mainstream media public opinion guidance in universities. In the current era

of rapid development of new technologies and media, universities should actively explore the construction and development path of integrated media, actively grasp the initiative and dominant power of the public opinion field, strengthen ideological propaganda, adhere to the correct political direction, public opinion orientation, and value orientation, and expand the mainstream value influence map. In the context of integrated media, universities need to innovate forms and broaden their thinking, carry out education work in the new era in a form that is popular among college students, actively leverage and enhance the ability of mainstream public opinion to guide, and make mainstream public opinion a value vane, audience adhesive, and ideological ballast. Obviously, mainstream public opinion guidance in universities has become an increasingly important task under the background of integrated media. As the main battlefield for implementing the fundamental task of cultivating morality and cultivating talents, universities are facing opportunities and challenges in the construction of integrated media in both the connotation and extension of public opinion propaganda.

(1) The role of the subject and object of mainstream public opinion in universities has exacerbated the complexity of public opinion guidance. The continuous iterative progress of new technologies has accelerated the wave of media integration and development. Various media platforms are constantly integrating into every aspect of people's lives with new concepts, forms, and models. The target audience of university education is a group of college students who have grown up in the dividend of network information technology. For the college student group, compared to the mainstream media in the past, which mainly focuses on news production and one-way information transmission, they are more inclined towards the dissemination method of 'everyone is a microphone'. The Internet is like a hub for massive amounts of information, providing people with more platforms and environments to use self-media to speak out, especially the college students who are in the "jointing and maturing stage" of their outlook on life, world, and values. They have become topic makers and information movers in massive online groups, circles, platforms, and other public opinion fields.

(2) The mainstream public opinion discourse expression in universities is facing new challenges. From the traditional perspective of news dissemination, the stable and relatively single audience of universities is conducive to the dissemination and diffusion of information to a certain extent. However, the contemporary college student group is a generation that has grown up in the context of integrated media. They have different psychological judgments and value orientations in media choices, preferences, and many other aspects. In addition, in the face of complex information shocks, the fragmentation and disorder of public opinion also pose a challenge to the dominant discourse power of mainstream public opinion. Therefore, from the perspective of media integration, there is an urgent need for innovation in the discourse expression guided by mainstream public opinion. By creating influential and dynamic agenda content between the main body of mainstream public opinion dissemination, namely university media and object users, a win-win situation can be achieved in the dissemination of subject object value and information acquisition of public opinion.

(3) The functions and value system of mainstream public opinion in universities are constantly enriched

With the continuous deepening of the concept of full staff, full process, and comprehensive education, effectively coordinating educational resources and forces, enhancing the appeal and appeal of educational work, has become an important topic entrusted by the times to the construction of integrated media in universities. Taking the announcement of the first batch of pilot units for integrated media construction by the Ministry of Education as an opportunity, education administrative departments in various regions have responded quickly, with the aim of reconstructing

the "open way" of ideological and political education in universities through integrated media construction, allowing mainstream public opinion to play a role in educating people. The connotation of integrated media construction in universities is further enriched, and it will not only play a more prominent role in strengthening ideological guidance, disseminating mainstream values, and serving cultural inheritance, but also play a more prominent role. We still need to innovate and enrich the content, forms, and methods of education in the exploration of integrated media construction, build a strong integrated media platform, and improve the effectiveness of online education.

2 The Problems Faced by Universities in Enhancing the Guidance of Mainstream Public Opinion

At present, in order to adapt to the rapid development of financial media and cope with various new challenges of ideological and political work in the context of financial media, colleges and universities are generally making great efforts in the word "all". Most of the mainstream official media platforms in colleges and universities are becoming more and more diversified, not only including traditional media such as the Internet, newspapers, and Taiwan, but also actively layout the development of new media platforms, such as short video platforms such as TikTok, video number, and Kwai, moving towards three-dimensional diversity. The integrated development of the integrated media communication system has continuously strengthened the mainstream public opinion positions of universities. However, in the era of integrated media where various new technologies and concepts emerge endlessly, the connotation construction of integrated media in universities lags behind, with a single content and dissemination method, flat and slow presentation of works, and a lack of dissemination appeal. There are many problems in the guidance of mainstream public opinion on university campuses.

(1) For a long time, universities have formed inherent administrative department settings and job content divisions, which have led to the construction of propaganda teams, propaganda management systems, and work mechanisms not being able to fully adapt to the trend of media integration development. The attribution of propaganda resources has led to low resource utilization and excessive information dissemination, creating many intangible propaganda barriers and communication barriers. On the other hand, it is limited by the professional and Due to factors, such as philosophy and technology, the matrix operation and management method of university integrated media is relatively extensive. Compared to social media, the orderly operation of university integrated media platforms shows a significant weakness. In addition, the regulatory coordination, evaluation incentive, and feedback mechanisms are not yet sound, and the construction of various platforms within the matrix often presents imbalanced development, disorder, and low efficiency.

(2) There are obvious shortcomings in the content construction of integrated media in universities, which are usually manifested as a lack of operational planning awareness, insufficient innovation in linkage planning, single topic selection, and a lack of eye-catching works on various media platforms. They only serve as "porters" of information in the dissemination of campus information; In addition, in terms of the expression form of discourse, the official media discourse of universities tends to pursue authority, indoctrination, and one-way flow expression, neglecting the balance between rationality and sensibility, validity and temperature, making it difficult to create targeted topics based on the characteristics of discourse expression on various platforms. As a result, the topic opportunity fails, and the discourse expression often appears more rigid.

(3) From the perspective of the operating entities of university media, the official platforms at

the school level, various administrative agencies, secondary colleges, and student club operating platforms will find it difficult to move from "addition" to "integration" for a considerable period of time, and the inability to form a "voice" synergy within the school platform has to some extent dispersed the audience's attention to the official mainstream media of the school, which can easily lead to audience diversion, overlapping and waste of promotional resources, Objectively affecting the overall activity and interactive communication of the platform within the matrix, there is poor user fan stickiness, limited content forwarding and likes, and low user activity, which directly affects the dissemination validity of mainstream voices in the university's integrated media matrix.

3 Factors Affecting Mainstream Public Opinion Guidance in Universities

With the advent of the 5G era and the prosperity of internet platform information, everyone has become a self-media that can speak out. As the internet increasingly carries a massive amount of public opinion, the subject, object, ontology, and carrier of public opinion guidance have undergone significant changes. In the current era of constantly changing and developing public opinion ecology, media landscape, and social environment, audiences can receive information more conveniently, quickly, and diversely through the power of the Internet and media platforms, which makes the environment for ideological and public opinion guidance more complex. Unlike the traditional view that universities have a single propaganda environment and a relatively stable audience, campus public opinion in universities has characteristics such as subject specificity, object universality, form diversity, and instability. As a group of contemporary college students who are indigenous to the internet, they not only understand and accept different ideas and cognition in the same environment, but also have their own ideas and concepts in a richer online space Information acquisition and interest choices are becoming more diverse, and mainstream public opinion in university publicity work is facing practical challenges from external sources.

(1) In the internet environment, the development and application of new technologies such as H5, AI, big data, and cloud computing, as well as the wave of video technology, pose challenges to the technological application capabilities of universities' integrated media development. As the integration of mainstream media deepens and the development of short videos enters a period of heat, universities are also facing a transition from a static form of graphic communication under the integrated media mechanism to a dynamic communication mechanism that adapts to the support of music and painting. Social media and mobile terminals rely on their huge user base and high user stickiness to control the flow of information. Short video platforms such as TikTok, video number and Kwai rely on algorithm recommendation, personalized customization and other operation modes. Social mainstream media is facing the challenge of declining influence. Under this background, the operation of short video platforms such as TikTok, video number and so on, the mainstream public opinion content released by universities is greatly constrained by media platforms such as preferences and algorithms. The improvement of the dissemination and guidance of mainstream public opinion in universities requires further adapting to changes and seeking solutions.

(2) The development of media integration has changed the online public opinion ecology, and the pattern of public opinion promotion in universities and the relationship between the subject and object of public opinion have shown a constantly changing trend. From the perspective of previous information dissemination, the network has intensified the transformation of the public opinion ecology and pattern. The content and value of mainstream public opinion guidance published by official and mainstream media are prone to differences with the views, information, and attitudes

of the audience. On the one hand, the phenomenon of diversified public opinion subjects in the new media environment has led to frequent occurrences of public opinion crises and public opinion coercion; On the other hand, once public opinion is fermented through the internet, it is easier to form a focal point, and even through some so-called "big V" reconstructions on the internet, it has issued statements that deviate from mainstream values. Through the network "amplifier", it may further intensify certain views and statements, and the emergence of some unexpected events and internet noise can easily cause extremely unfavorable negative effects on the college students who are still in the dynamic changes of values. If the development of integrated media construction in universities cannot view the changes in the public opinion pattern and the relationship between subject and object from a practical perspective, it is difficult to achieve classified strategies, precise delivery, and to a certain extent, leading to the disappearance of mainstream public opinion guidance in universities in the "public voice".

4 Strategies for Improving the Leading Power of Mainstream Public Opinion in Universities

(1) Utilize the combined force of financial media matrix to create a systematic public opinion platform

The construction of media matrix is an important content for universities to innovate and promote the education of all staff, all directions, and the entire process. Universities should strengthen the top-level design of publicity work, mobilize the initiative and creativity of media platforms of various departments and units, as well as all party members, cadres, and teachers and students' self-media, fully utilize the professional, intellectual, and technical advantages of teachers and students, innovate and promote the construction of integrated media matrix, build and make good use of communication platforms, so as to achieve horizontal aggregation and vertical connectivity. Internally, from "addition" to "integration", it ultimately moves towards "deep integration", achieving precise dissemination and maximizing effectiveness, making mainstream voices wider, more open, and deeper. At present, the official media of universities, the Ministry of Education and Engineering, the Horse Academy, various secondary colleges, and student operated new media platforms are showing a trend of "blooming with a hundred flowers". However, when evaluated by indicators such as reading volume, browsing volume, current views, and release times, the influence index of university official media accounts shows a significant advantage. Various media platforms in universities jointly form the university integrated media matrix. In order to effectively leverage the guidance and dissemination power of mainstream public opinion, it is necessary to strengthen the existing communication advantages of official media and carry out work models such as special journalists and special anchors. Combined with the school's propaganda work content, special topic selection and regular submission are carried out to strengthen the interaction and interconnection between the university's official media platform and other campus media platforms; On the other hand, compared to the requirements of large and comprehensive communication platforms for publicity resources, talent teams, technology, and other aspects, the construction of media platforms in relevant centralized units can be staggered around the concept of small and refined development, making full use of the resource advantages of various platforms in student management, psychological knowledge popularization, campus culture, science popularization, and other aspects, so that local areas can play a better role and promote the coordinated development of various media platforms at all levels in universities. In order to enhance the influence and guidance of mainstream communication in university integrated media matrix.

(2) Strengthen the development of educational works and establish a solid foundation for high-quality content

Universities need to create a batch of new mainstream media products with strong influence and competitiveness to adapt to the needs and demands of college students in the new era, try to innovate discourse expression, quickly, stably, and accurately find the key points of information acceptance, build a bridge for effective communication and information dissemination, and achieve a comprehensive breakthrough from content itself, communication methods, to guidance. One is to innovate in the form of communication. Currently, integrated media is facing a big leap from the era of graphics and text to the era of audio and visual. In recent years, the development of short videos has enriched the dimensions of ideological work in university propaganda, and the new trend of video streaming has expanded the width of teachers and students' participation in propaganda. Universities need to constantly find an appropriate balance between authority and temperature, and actively explore the deep integration form of video communication discourse power and propaganda ideological work discourse power. The second is to adhere to the unchanging theme of "content is the king", and content is the "last mile" for media to connect users and provide user value. Universities should do a good job in promoting ideological work in the new era, strengthen the influence and guidance of mainstream public opinion, identify and create discourse opportunities, and produce more vivid, approachable, and infectious media works that promote the theme and content. The third is to establish a two-way flow of content production channels, allowing content production and discourse expression to flow from college students to college students. Universities can guide young students to become important forces in singing good voices and spreading positive online energy by building activity carriers, cultivating "opinion leaders" among college students, and incorporating public opinion guidance into agenda setting. To achieve a win-win situation between the dissemination of mainstream media values in universities and the acquisition of values for college students.

(3) Emphasize the empowerment of emerging technologies and establish the concept of growth oriented development

In the context of integrated media, new technologies such as 5G, AI, VR, and big data are increasingly widely used in the field of publicity. The use of diverse applications of digital technology for content production and dissemination has also become a development direction for deep media integration. Firstly, from the perspective of the overall education ecology, universities should attach importance to the opportunity of "integrated media-education" construction, layout integrated campus digital and intelligent media platforms, in order to achieve an organic combination of ideological propaganda, classroom teaching, social practice, cultural inheritance, and feedback evaluation. Secondly, from the perspective of the construction of integrated media platforms and content production, we should attach great importance to the maximum synergy between algorithms and people, avoid the misconception of "tool rationality", and return to "value rationality". We should explore the organic integration of information technology revolution achievements such as 5G, big data, cloud computing, the Internet of Things, blockchain, and AI into the operation of educational integrated media and content production. Thirdly, from the perspective of building the capacity of the propaganda team, the iteration of new technologies will have a normal impact on the construction of media platforms and public opinion dissemination. As the main body of mainstream public opinion dissemination, universities should establish a dynamic development perspective, improve media application capabilities, update concepts, innovate methods, and continuously learn, so that technology can serve the propaganda and ideological work of universities and effectively promote

the organic integration of various propaganda resources and elements, Empowering technology to integrate media construction and guiding mainstream public opinion in universities to unleash new and greater vitality.

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