

Thinking and Practice Research on New Media Innovation in University News Production

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Abstract: Along with the continuous development of China's science and technology and the continuous enhancement of the overall national strength, the new media are constantly updating and improving with the development of The Times. The new media environment is an environment where information is transmitted at a relatively high speed. The comprehensive arrival of the new media era provides diversified conditions and convenience for information transmission. In the new media environment, colleges and universities should conform to the development of The Times in news production, and combine the application of new media technologies, new media platforms and a series of content to deliver positive energy and meaningful news content to students. Under the guidance of new media, colleges and universities should further innovate the ideas and methods of news propaganda work, so as to make the social benefits of news propaganda more obvious and create a better public opinion environment for students. This article mainly focuses on the innovation and development of journalism, expounds the ideas of journalism publicity work in colleges and universities under the new media environment, briefly discusses the current problems in news publicity, and formulates relevant solutions.

Keywords: New media; Innovation and optimization; University news; News production; News propaganda

The news is an irreplaceable and important part in the education and study of colleges and universities. The news can show the current state of development of the university and the status of students' study and life, and actively and effectively publicize the activities, not only can make the health image of the campus more clearly displayed, but also can provide a certain impetus to the growth of Chinese college students. News propaganda activities can promote the communication between students and schools, and build a bridge between students and schools, so more and more attention is paid to the production and publicity of news. The comprehensive arrival of the new media era provides a better development space for the content and form of campus news production and publicity work in China. However, under the background of the new media era, there are still various problems in college news production and publicity. How to solve these problems by combining network technology is an important challenge for college news production and publicity at present.

1. Overview of new media

The essence of new media is media integration, which means that all media are close to the form of electronic and digital, at the same time, driven by computer technology, combined with the promotion of network technology, so that all information transmission more quickly and clearly. The real sense of media convergence is not only based on the network, digital and other technologies, newspapers, radio and television, Internet, mobile phones and other forms of integration, but also includes a series of external factors such as media ownership, personnel, resource organization and so on. In today's society with diversified information transmission, the new media era can effectively combine all communication terminals, share information resources in essence, and do a good job in centralized processing of information, so that information can be displayed in diversified forms and then transmitted to the audience through different platforms, making information more meaningful^[1].

2. Production and publicity problems of college news under new media

2.1 Traditional campus media face challenges

Campus media include newspaper, radio, campus publicity column and a series of channels, which are important links for the

construction and dissemination of university culture. Unidirectional communication and propaganda media in universities have strong limitations in the current era. Unidirectional communication media mainly disseminate campus policies and campus culture, and have little significance for campus news communication. Traditional media industries are facing great pressure from social networks and new media, and in the era of new media, traditional news transmission channels have become more narrow. So the influence is lower.

2.2 Traditional information dissemination methods

The comprehensive development of Internet technology has accelerated the application of new media. In the Internet era, new media and traditional media should be perfectly combined, and the two should complement each other and give play to their respective advantages. At present, the new media is widely used in all walks of life in our country, and plays an irreplaceable role in the news production and publicity work in colleges and universities. However, the rise of new media has gradually taken shape in recent years, so it is difficult for some colleges and universities to adapt to the new publicity methods, and they do not apply new media to all news publicity, which leads to the new media playing little role in the work of college news publicity.

2.3 News content is single and lack of sharing

Through the analysis of the current situation of the news production and publicity work in colleges and universities in China, it is concluded that the current content of the news publicity and production is still dominated by ideological propaganda and theoretical propaganda, which leads to a waste of new media resources, and new media resources can not play an important role in the news production and publicity. The important feature of news communication is sharing. Many universities have not grasped this feature of news propaganda and truly realized content sharing. Information transmission is also relatively closed, and the lack of effective interaction mode with new media leads to a single phenomenon in the content and form of news propaganda. Therefore, under the influence of students' access to diversified new media resources, traditional news content and forms of news propaganda cannot enhance the attractiveness of students, resulting in the failure of news content to play its role^[2].

3. Measures for news production and publicity in colleges and universities under new media environment

3.1 Combination of traditional media and new media

The comprehensive application of new media in the production and publicity of campus news is inseparable from the attention of the school and the active promotion of the school. First of all, school leaders should take new media as the benchmark to change their thinking mode and fully recognize the importance of new media in students' daily life and study. New media is not only an important source of information for students at present, but also a habit and an important way for students to receive information in the age of science and technology. Therefore, colleges and universities should pay attention to the combination of traditional media and new media, use new media resources to strengthen the production of information, vigorously promote news content combined with new media, and increase investment in new media. The use of financial media to promote the transformation of news propaganda work, from the traditional single transmission to diversified transmission, to give full play to the advantages of integrated media; Secondly, the effective combination of traditional media and new media can meet the needs of different audience groups for news content in current schools. For colleges and universities, the audience is not only students, but also teachers, parents and a series of teaching staff, which involve a wide range of people^[3].

3.2 Enrich the content of campus news production

Campus news is responsible for the dissemination of campus events, but also an important channel for students, social information and school information. In the process of news production, we should first enrich the content of news production according to the characteristics of news, encourage students to actively participate in the discussion of news content, and strengthen the communication among students. At present, many colleges and universities in China take the news propaganda position as the platform for campus information release, without considering the importance and authenticity of information propaganda, resulting in a waste of information propaganda resources. The birth of new media resources provides a broader platform for information transmission, and schools can continuously enrich the quality of news production by using a series of new media. The news can be more in line with the needs of students. Schools should also carry out news publicity activities, strengthen the integration between school resources and social resources, truly realize resource sharing, strengthen the optimization of external resource content, and emphasize the authenticity, reliability and positivity of news content.

3.3 Innovate the working mode and build a campus media center

College journalism should pay attention to strengthening the integration of existing resources, actively break through the

boundaries of various platforms, realize reorganization with new media as the center, strengthen the sharing and interaction between traditional media and new media, and penetrate the current valuable news in an all-round and multi-perspective according to the characteristics of different media platforms, so as to enhance the significance of news propaganda. At the same time, based on the current actual development status of the school, it can truly create its own network platform and strengthen the quality of news production.

TV media has the characteristics of diversified forms and sounds, which truly realizes the visualization of news reports and intuitively shows the news scenes, news content and news personnel. Campus radio has the characteristics of rich content and strong appeal. Campus radio can enrich students' campus life and create a more harmonious and positive atmosphere for students.

In the era of new media, a series of network social accounts such as campus official wechat can make the information of the school more rapidly spread. At the same time, a series of forms such as picture insertion and video insertion can be realized to make news content more vivid and popular, narrow the distance between readers, and stimulate students' desire to read, understand and discuss news. Make the news production content become more audience.

Conclusion:

Through a brief discussion in this paper, it is concluded that news production and publicity in colleges and universities under the new media environment should conform to the development of The Times, constantly improve their own shortcomings, combine with the application of new media, strengthen the integration between traditional media and new media, take diversified network platforms as channels to speed up the authenticity and timeliness of news transmission, and at the same time, strengthen news publicity. Change the method of news publicity, improve the level of news publicity, enrich the content of news production, and create their own new media news publicity platform.

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