

# Analysis on the Challenges and Responses of College Education Management from the Perspective of Integrated Media

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**Abstract:** In the context of the era of diversified fusion media, the establishment of a high-level and high standard education management model in colleges and universities has become an important cornerstone to improve teaching quality and efficiency. At first, this paper discusses the influence factors of diversified fusion media on the education management of colleges and universities in China, and finds that diversified fusion media can promote the optimization and improvement of the network teaching environment in colleges and universities, the reform and upgrading of the internal management model. On this basis, it explores the lack of internal information security in colleges and universities, necessity of strengthening the construction of college administrators, and the importance of improving the sharing platform of college diversified fusion media under the perspective of diversified fusion media. In view of this, this paper puts forward policy suggestions on establishing university network security protection system, building a high-level university management team, and building an information based teaching management platform to help universities strengthen education management in an all-round way.

**Keywords:** Diversified fusion media; College education management; Coping strategies

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Since the 1990s, the Internet has gradually appeared in the public as a communication medium, and developed rapidly in the later period, with more and more diversified forms of communication<sup>[1]</sup>. As an inevitable product of the communication and development of various media, diversified fusion media has been applied in real life in an all-round and fragmented way, and has also become an important means of daily education management in colleges and universities. At present, the application of media in universities is not only reflected in daily management, but also in the construction of talent team, innovation and entrepreneurship, and optimization of teaching environment<sup>[2-4]</sup>. Colleges and universities constantly improve their educational management mode by means of digital communication of diversified fusion media, demonstration, practical application and other forms, which can effectively help colleges and universities to realize the goal of reforming traditional educational achievements in new forms. Therefore, based on the perspective of diversified fusion media, this paper explores the current situation of the development of university education management, and points out the problems existing in our university education management from three aspects, such as security, talent team construction and platform. Finally, it puts forward corresponding countermeasures to comprehensively improve the pertinence and oneness development of university education management.

## 1. The Influence of Diversified Fusion Media on the Management of Higher Education in China

### 1.1 Diversified fusion media promotes the optimization and perfection of network teaching environment in colleges and universities

With the rapid development of emerging media, the rapid transformation and upgrading of traditional media in recent years, the application of media tools and forms in college education management has become increasingly diversified, optimize and improve the online teaching environment<sup>[5]</sup>. In the current era of media integration, due to the popularity of various network intelligent products and media, college students increasingly dependent on mobile phones, the Internet, computers and other devices. It can be seen that

the network has gradually become the main source for college students to receive information in an all-round way and an important pillar in their daily life. On the one hand, the emergence of diversified fusion media can expand the learning channels of colleges and universities, carry out diversified teaching thinking, enable students to obtain articles or content of interest in the network, and obtain various information through different channels. This will not only help students enrich their own knowledge sources and expand their knowledge horizons, but also encourage colleges and universities to open up different teaching methods, improve the traditional single classroom teaching environment, and optimize education management. On the other hand, from the perspective of media, colleges and universities can carry out different forms of educational activities to enrich students' and teachers' spare time activities, such as participating in online wheat communication activities, online works exhibition activities, online live singing and other activities, so as to make the campus atmosphere active, enhancing students' activity and improving the online teaching environment of colleges and universities.

## **1.2 Diversified fusion media helps the reform and upgrade of internal management mode in colleges and universities**

In the traditional internal management, the internal management model of colleges and universities has been passed down from the previous management level to the students and parents, or drafted and printed by the relevant personnel of colleges and universities for transmission in paper form. The emergence of diversified fusion media makes different forms of media run through the entire education management process. For example, through the diversified fusion media platform to issue a notice, or modify or draft a system, the purpose of rapid communication can be achieved through the diversified fusion media information platform. This is not only conducive to the smooth implementation of college education management, but also helps the public to better understand the efficiency and quality of college work, so as to better coordinate with the tasks and activities deployed by colleges and universities. In addition, in the daily management of colleges and universities, the emergence of various office software, such as WeChat, QQ, Word and other software tools, can help college management to complete management tasks more conveniently, quickly and efficiently. For example, you only need to publish a message in WeChat or QQ, and the documents you need to fill in, to achieve rapid communication layer by layer, and WeChat group is the main way of message transmission. It can be seen that the emergence of diversified fusion media can not only realize the unification of the internal management mode of colleges and universities, but also speed up the upgrading of the education management of colleges and universities, so as to provide important support for the sustainable development of colleges and universities in the future.

## **2. Challenges Faced by College Education Management Under the Diversified Fusion Media**

### **2.1 Inadequate information security in colleges and universities**

To a certain extent, the arrival of the era of diversified fusion media has pushed the speed of information dissemination in China to a state of rapid development, and has brought possibility and uncertainty to the optimization of university information. However, diversified fusion media can not only brings infinite possibilities, but also faces the problem of information security. First of all, the unified management of university information equipment is insufficient. Compared with other enterprises and government units, colleges and universities have more departments and different demands for various information equipment, which makes it difficult to form a unified and efficient management system due to various brands and types of information equipment. When there are major internal risks, colleges and universities do not have a unified server or system for security maintenance, which is more likely to lead to irreparable loss of internal information security. Secondly, college personnel lack network security awareness. In the face of the current complex and changeable network environment, the internal staff structure of colleges and universities is relatively changeable, so in the process of digital construction, the network security education for students and teachers is insufficient, which makes the network security awareness of teachers and students relatively low. This not only causes teachers and students to focus on and enjoy the convenience and interest brought by digital teaching, but also causes them to rely on diversified fusion media for learning, thus affecting their own learning initiative and enthusiasm, and gradually losing the awareness of network security.

### **2.2 The construction of university management team needs to be strengthened**

In the context of the information age, the low level of the construction of university management team has become one of the core obstacles hindering the high-level development of China's university education management. First, the talent team structure is unbalanced. At present, although there are about 100 colleges and universities in China that have set up the information security management specialty, the colleges and universities cultivate nearly 15,000 professionals each year. However, there are differences

in the work and structure of student education management in different colleges and universities, which leads to the imbalance of the structure of some college administrators and is not conducive to the smooth progress of education management. Second, there is a lack of management training mechanism. At present, most colleges and universities in China have not established a relatively complete and efficient management talent cultivation mechanism based on big data technology, which shows that they do not pay enough attention to the cultivation of innovative technology application talents such as artificial intelligence and big data. As a result, the relevant education management personnel can not carry out further modeling analysis on the acquired data information, and the analysis results are simple, which is difficult to provide a more reasonable basis for promoting the education management. Third, the information literacy of managers is low. From the perspective of diversified fusion media, the requirements for information technology application skills of educational administrators in colleges and universities have risen sharply. However, at present, educational administrators in colleges and universities generally have low information literacy, which makes it difficult to achieve the deep integration of educational teaching process and information technology.

### **2.3 The university media sharing platform needs to be improved**

Due to the particularity of campus media, it is usually necessary to publicize the content related to college teaching matters, research success, development and construction, which makes it less flexible and active than other platforms. In the long run, students and readers will gradually feel boring and monotonous, which makes it difficult to meet the needs of students and parents. Specifically, the current content pushed by colleges and universities in the official sharing platform on campus should not only conform to their own information transmission, but also meet the public's easily acceptable push mode. However, most colleges and universities are difficult to find common ground and balance between the two, resulting in the public impression of their official websites as dull, boring, single and serious. Although this has achieved the main purpose of transmitting information in colleges and universities to a certain extent, it can not bring good reading experience to readers, thus adversely affecting the long-term development of the platform in the future. At the same time, the establishment of the university diversified fusion media sharing platform is relatively short, and the massive information such as audio, text and pictures that exist in it needs a strong operating platform to operate stably, which also brings some challenges to the university platform. The storage problems caused by the data information after the platform integration surge also bring great challenges to the maintenance and operation of the platform and department management.

## **3. The Coping Strategies of College Education Management From the Perspective of Integrated Media**

### **3.1 The Establishment Of University Network Security Protection System**

Under the background of focusing on the integration of network security, network security protection has become a hot spot in society. As an important position for cultivating talents, colleges and universities need to pay more attention to cybersecurity protection. At the same time, the development of integrated media is also accompanied by advantages and challenges, which requires university administrators and network maintenance personnel to pay attention to network information security at all times, and operate according to professional mechanisms to prevent data leakage, information loss and other phenomena from causing losses to universities. First of all, Establish a security net. Universities should use technical means to set up security protection networks, including network communication security, software application security, data link security and other multi-dimensional content, so as to maintain the internal network security of universities. At the same time, firewalls are deployed between the internal network of the university and the Internet boundary and between various departments, and the host computer of the university is regularly upgraded and updated to ensure the smooth operation of the university network. Secondly, establish a cybersecurity technology department. Colleges and universities should set up a professional network security technology department, mainly for real-time security detection, prevention and maintenance of operation information data, and timely modification and adjustment of risks and loopholes in the operation process, so as to provide a solid guarantee for the digital operation of college education management.

### **3.2 Build A High-level University Management Team.**

In view of the overall low level of university management team construction, colleges and universities should start from improving the management team cultivation mechanism and strengthening the digital technology application ability of the management team to build a high-level university management team. First, improve the training mechanism of the management team. According to the needs of educational service, Colleges and universities should cultivate and select compound management talents with excellent skills and able to solve problems in colleges and universities by holding regular training lectures for managers, optimize the education management team, and ensure the smooth development of education management. In addition, colleges and universities should also

establish an incentive mechanism for talents who actively participate in the reform of big data technology and innovation, and fully mobilize the initiative of education managers to improve their comprehensive quality. Second, strengthen the ability of education management teams to apply digital technology. From the perspective of financial media, the application scope of digital technology continues to expand, and college education managers need to continue to make efforts to improve digital technology application skills and increase investment in education management informatization. Specifically, local government departments should strengthen communication with education management departments, using big data technology to continuously expand the scope of education and teaching in colleges and universities, and create a good teaching and learning atmosphere for teachers and students.

### **3.3 Building An Information-based Teaching Management Platform**

In the current era of media integration, informatization construction has become the main direction of education and teaching management in colleges and universities, and the construction of informatization education management platform is related to education quality and efficiency. Therefore, university management departments need to pay attention to the construction of information management platforms and provide personalized services for students. On the one hand, establish an interactive section of integrated media. The student growth counseling work under the perspective of integrated media has a positive interactive experience with students, so it is necessary to focus on building the interactive section of the integrated media platform. Students should take the initiative to seek help from the school platform and express their doubts and problems. At the same time, teachers and students in colleges and universities should use a variety of media forms to master relevant knowledge, increase interesting content, and enhance students' participation in activities. On the other hand, establish a practical teaching platform. Through a variety of classroom practical activities, college students' practical ability can be better cultivated. Therefore, colleges and universities can formulate weekly practice plans and hold various platform activities, such as online computer exercises or English conversation exercises, to enhance students' practical fun, so as to provide diversified forms for university education management and help their long-term development.

## **4. Conclusion**

To sum up, in the face of the era of integrated media, the reform of digital teaching management mode and teaching methods in colleges and universities is the inevitable result of the progress of the times. However, although media integration can bring great advantages to the management of university education, there are still many challenges that need to be optimized and upgraded in time. Therefore, in the face of the opportunities and challenges in the current era of media integration, colleges and universities should innovate the meaning of education management, continuously optimize the internal governance structure, create a good atmosphere for online education, and establish a network security guarantee mechanism to help college education management keep pace with the times. At the same time, with the help of integrated media, the education mechanism is continuously optimized, and a management mechanism that meets the social development, students' learning needs, and teachers' teaching requirements is formulated, so as to provide a basic guarantee for college education to truly apply to society and play more value.

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