

Challenges and Countermeasures for the Development of University Journals

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Abstract: In the context of the new era, with the maturity and popularization of network technology, various network journals have come out of the air and have been expanded to different degrees in colleges and universities. In this case, the development space of journals has been squeezed, and their functions have also been restricted. How to open up new ways to increase the importance and influence of the journal in the campus and seek new development for the journal has become an urgent matter to be solved. This paper analyzes the challenges faced by university journals under the network environment, and gives corresponding solutions.

Keywords: University journals; Challenge; Countermeasure

1. Challenges and pressures faced by university journals

1.1 Impact of network media and campus network on journals

In the era of science and technology, the Internet has become the main channel and position of media communication. Even mainstream news regards the Internet as the main communication base. Compared with the traditional paper media journal, the online media journal has the advantages of information transmission speed, strong interactivity, and the appeal of both pictures and texts, which undoubtedly has caused a relatively fierce impact on the journal. Journals in traditional colleges and universities are the main channel for the dissemination of academic and scientific research achievements. This pattern is easily broken by network technology in today's era. Nowadays, major colleges and universities have set up campus networks in succession. All kinds of information, knowledge or news can be published on the campus network. The university's dynamic, time and news will be transmitted to the campus network at the first time, and students can also browse and comment in time. In contrast, the effectiveness of journals is much worse. Generally, journals are issued regularly, such as quarterly, semimonthly, monthly, etc. No matter what kind of journal, the published results, research value application, etc. have been compared with the actual situation for a period of time, and its impact has gradually weakened. University student associations, departments and relevant functional departments can use the campus network to bring all kinds of latest news, spread news and knowledge information, and compete with traditional journals. In addition to the campus network, it is also very convenient for teachers and students to access the off-campus network. The off-campus network is different from the campus network. It contains more abundant and diverse information, so it is more attractive. However, its authenticity is difficult to identify, and there are more false information. In general, the network is more colorful than the campus network, and has a greater impact on the journal.

1.2 Impact of campus radio and television on journals

Today, the main media forms of colleges and universities include journals, school newspapers, campus network platforms, television and campus radio. Taking campus radio as an example, it is a form of information transmission through voice, which can convey information quickly and accurately in a short time. Nowadays, cable TV has also begun to appear in university media. This kind of media publicity method combining sound and picture is widely loved by university teachers and students. The new media has a certain advantage in form and has a certain impact on the development of the journal. However, from the perspective of cultural impact, the journal is still one of the main channels for university teachers and students to obtain cultural knowledge and information. Compared with newspapers and periodicals, campus radio and television media have the advantages of novelty, interest and effectiveness, so how

journals improve their weaknesses in the future development and strengthen effectiveness and interest has become the key problem to be solved.

1.3 Challenges of communication objects to journals

The readers of the journal are generally teachers and students in the school. They have high cultural literacy, high taste and literacy, and high requirements for the quality of the journal content. The students and teachers of colleges and universities are excellent elements who have been selected at all levels. The main reading groups of the journal include college students, undergraduate students and graduate students of colleges and universities. The reading groups of teachers include teachers with different professional titles, as well as other administrative personnel. They are relatively open to culture and science, and have high knowledge and agile thinking. They are knowledgeable and knowledgeable. Therefore, they have high requirements for the content of the journal, the amount of effective information of the journal, the expectation of the journal and the standardization of the news.

2. Countermeasures to promote high-quality and sustainable development of university journals

2.1 Enhance the readability and quality of the journal

With the rapid development of computer technology and information network technology, the knowledge economy is gradually occupying the leading position, scientific and technological journals are showing a trend of diversification, and the competition is becoming increasingly fierce. Under the new situation, university journals, an important information carrier in the forefront of scientific and technological information and innovative knowledge, are facing new challenges and tests. In order to improve the content quality of university journals, the first step is to increase the content capacity of journals. In addition to publishing academic papers, some academic information and scientific research information can be published to attract readers and researchers. The journal is the main journal of colleges and universities, and has a high status. But it is not that the journal is successful if it gets the attention of everyone under the support of colleges and universities. As a central journal of colleges and universities, the journal should be recognized by more readers to truly realize its value. In order to attract more readers, the journal should properly expand its layout, and the publication of papers is not limited by the layout.

2.2 Actively create online journals

In the era of new media, university journals are facing great challenges in editing content and communication means. The development of everything must conform to the development rhythm of the times. The development direction that is contrary to the times must be the wrong direction. Now, the network media has gradually become the mainstream media, and it has advantages in all aspects. Many official propaganda also applies the network media channel very widely. As the publishing position of scientific research and academic research achievements in universities, journals should also conform to the current situation, Create online journals in time. Although the advent of the Internet era has brought great challenges to traditional media such as paper media, which has led to many paper media becoming “the future”, some paper media have actively followed the pace of the times and promptly created the integrated model of paper media and online media, which has established a foothold in the tide of the new era and achieved good development. University journals should also learn from advanced media, actively create online journals, expand the publicity channels of journals, and enrich the channels and characteristics of journals.

3. Conclusion

University journals are the main journals on campus and have a great influence in the university. The network environment has caused a certain impact on the traditional university journals under the tide of the new era, but also brought greater opportunities. University journals should seize this opportunity and make efforts to improve the quality of papers published, column setting, and editorial team, so as to make them more in line with the development needs of the times and better meet the requirements of readers and researchers.

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