On the Construction of Campus Culture in Colleges and Universities in the All media Era

Liu Xiajian

Guangdong Teachers College of Foreign Languages and Arts, Guangzhou 510640, Guangdong

Abstract: At present, the human society has entered the information age, and the extensive application of various media is gradually changing people's thoughts and behaviors. At the same time, the traditional campus culture construction has encountered a "double-edged sword". All media is a more comprehensive and influential media information communication mode created by integrating various media communication modes. How to strengthen the campus culture construction in the context of all media environment is not only related to the ideological construction of students, but also related to the promotion of higher education reform, and is an important guarantee to provide talent support for building a socialist modern power. This paper studies the current situation of campus culture construction under the all media environment, and puts forward countermeasures and suggestions, hoping to contribute to the promotion of campus culture construction in colleges and universities.

Keywords: all media environment; Campus culture; Current situation study; Countermeasure research

With the rapid development of the Internet, we have built a network education model, sung the main theme of establishing morality and cultivating people, made the initiative of ideological and political work "firmly held", made the new position of network education "reliable", fully expanded the position of network education, and gave better play to the function of network education. The new way of information dissemination and values brought by the new media have also changed the ideological values of college students. All media has further integrated new media and traditional media platforms, creating a more comprehensive and influential way of information dissemination. In the era of all media, how to apply the media platform well and guide students to make good use of independent learning space has become an important work content of campus culture construction. By virtue of the communication advantages of all media, colleges and universities can improve the influence of campus culture by using new communication means and more open communication channels. At the same time, they can build a network interactive communication platform by relying on the interactive advantages of all media. Moreover, through all media, colleges and universities can achieve the accurate grasp of the needs of students and teachers and the accurate push of the content of campus culture communication, which is conducive to better improving the construction and communication effectiveness of campus culture.

1. The concept of all media

"All media" is based on media related APPs. It is characterized by timeliness, diversity and pertinence, and different media are complementary. For example, major APPs will integrate resources, content, publicity and other aspects comprehensively and effectively to achieve "resource integration, content integration, publicity integration, and benefit integration", so as to promote timely, rapid, accurate and standardized dissemination of information.

In short, all media is a kind of media that integrates radio, TV, Internet, mobile and other media. "All media" is not an independent APP carrier, but a media that integrates multiple media advantages, maximizes their advantages, integrates and uses them, and makes their information functions, information resources, and information values fully disseminated.

2. The Shortcomings of Campus Culture Construction in Colleges and Universities under the All media Environment

2.1 Inadequate overall planning for the construction of campus culture communication platform

The application and construction of new media platforms such as microblog, WeChat, news client and Tiao Yin in campus culture of colleges and universities are gradually improved by relevant functional departments of colleges and universities and student organizations at all levels according to the gradual development of all media technology, and have been widely used in various platforms of campus culture construction, becoming an important position and propaganda window of campus culture. From the perspective of internal management of colleges and universities, The campus culture all media platform, which is independently created and operated by various departments and student organizations on campus, generally adopts the management mode of "who sets up, who takes charge and who takes responsibility", which makes the construction, planning and management of campus new media platform not standardized and managed in a unified way, has not formed a joint force in the construction of campus new media platform, and also has the problem of insufficient control over the establishment and operation of campus all media platform.

2.2 The brand construction of campus culture platform is still insufficient

At present, China Youth Daily, China University Network and other major media regularly evaluate the operation of the new media platform of colleges and universities. Based on the monthly ranking of China University Official Microblog published by China Youth Daily and the quarterly ranking of the influence of Chinese University Tweeting published by China University Network, among the content published by the official full media of various colleges and universities, the click rate of announcement, voting, activity and other content is high, But at present, these high click through content lacks classic works reflecting the characteristics of campus culture in colleges and universities. From the analysis of the annual top ranking content of the official microblogs of colleges and universities, it can be found that the content of some college websites is not attractive, not well planned and not focused. In a word, the construction of new media platforms in colleges and universities has some problems, such as insufficient awareness of brand construction, inadequate planning, and lack of highlight creation. The new media platforms in colleges and universities are important positions for the construction and promotion of campus culture in the all media era. The quality of the construction of the all media platforms will seriously affect the spread of campus culture.

2.3 It is difficult to filter and process massive information brought by all media

New media provides people with a new way of communication. It breaks the traditional "acquaintance ethics" and realizes cross regional information transmission. In the virtual space created by the new media platform, the spread of information is getting wider and wider, the scope of influence is getting larger and larger, and the information to be processed is also getting more and more. In the mass information, the influence of false information is also amplified. In this context, how to effectively screen out the information that has a negative impact on students from a large number of information and purify the information space that students face is particularly important. Therefore, under the influence of new media, the culture of university campus has become more diversified, the space of campus culture has also been expanded, and a sub culture with students as the main body is forming. But at the same time, the influence of the school in the campus information communication has become weaker, because in the new media environment, when information is spread among the student groups, students' personal opinions and views are added, which weakens the fairness of information. When information spreads among students, schools cannot control and supervise it, which makes it possible to spread bad information.

3. A New Approach to the Construction of University Campus Culture from the Perspective of All media

3.1 Strengthen the overall planning of campus culture publicity platform in colleges and universities

To grasp this development opportunity, colleges and universities must first do a good job in top-level design. Colleges and universities must firmly establish the concept of all media, effectively strengthen the organization and leadership of the construction of all media platforms, make overall arrangements for the construction of all media platforms as the key work of campus culture construction, and further improve the management mechanism and operation mechanism of the construction of all media platforms of campus culture. To plan the construction of campus culture in the era of all media, we should attach great importance to it ideologically and put all kinds of construction work into practice. In the construction planning of the whole school culture, "all media" should be taken as a strategic layout. It is necessary to highlight the characteristics of the school, integrate data such as achievements, growth, student source analysis, employment guidance, and scientific research development into the construction of campus culture through various media platforms, promote the development of campus culture towards a more distinctive and high-quality direction, make cultural education and professional education work together, and improve the effectiveness of campus culture construction. We should strengthen the overall management of university media platforms, streamline the work process, and form an all media platform working position of collaborative management, efficient operation, and innovative development. On the basis of creating a high-quality and influential campus culture all media platform, we should constantly improve all media standards and implementation plans, and strive to create a number of influential campus culture all media platforms in accordance with the work objectives of high starting point planning, high operating management standards, and high cultural brand building.

In terms of media platform construction, news release, operation management, etc., establish and improve the approval system, news release system, and operation management system. It is necessary to further improve the capital and infrastructure construction of the campus culture all media platform, ensure its investment in capital and facilities, better support all media technology to serve the development of campus culture integration, platform expansion and publicity, and form a guarantee mechanism for improving the operation quality of the campus culture all media platform. It is necessary to establish and improve an all media operation evaluation system, establish an all media operation evaluation system, regularly evaluate the operation of all media, establish a working mechanism for the survival of the fittest, and create a number of excellent campus new media platforms. It is necessary to establish and improve the public opinion monitoring system of all media platforms and the public opinion monitoring mechanism of all media platforms at all levels, and effectively strengthen the supervision and inspection of the operation of all media platforms.

3.2 Build a professional team to build a campus culture publicity platform

Colleges and universities should further optimize the staffing of the campus news center and increase the professional publicity team. Colleges and universities need to build a high-quality team of all media construction, build their own all media platform, make their own all media platform the core of leadership, and lead the campus culture. The all media construction team should be composed of teachers and students. The construction of this team requires the financial support of the school. It requires joint efforts in the construction of hardware facilities, such as photography, camera equipment, software construction, such as training, to improve the software strength of the all media platform construction team. We should encourage and support ideological and political teachers, student cadres, and administrative personnel with full media operation capabilities to serve as the operation team of the full media platform, strengthen the construction of the operation team of the full media platform organized by students such as the student press corps, strive to create a group of key student teams to operate the full media, and gradually cultivate a full media platform operation team composed of full-time publicity personnel and part-time teachers and students. We should strengthen the training of professional and part-time personnel on the all media platform and strengthen the training of all media talents. It is necessary to further improve the incentive mechanism for teachers and teachers to participate in the all media platform, regularly organize the innovation of all media technology and the selection of campus cultural achievements, and link the work performance of teachers in the construction of the campus all media platform with the professional title evaluation and post promotion. When students have made outstanding achievements in this area, they can give priority in the award and evaluation, and encourage more teachers and students to participate in the construction of the campus culture all media platform.

Colleges and universities can use community activities and student union activities to attract students from journalism, media and other majors, and create a comprehensive team with solid media building capabilities. In the construction process, teachers should play a guiding role, supervise the construction of the entire media platform, and correct the wrong construction ideas in time. At the same time, in order to ensure the quality of the campus media platform, corresponding reward and punishment mechanisms can be adopted. Colleges and universities should also guide students to reflect on their online social behavior, and gradually improve their ability to identify information. They should not spread bad information and rumors. They should not use information technology to pry into other people's privacy, spread computer viruses, and report bad websites in a timely manner, so as to contribute to purifying the network space and improving the quality of new media construction. In a word, the new media platform of the school acts as the opinion leader and guides the cultural development direction of the school.

3.3 Exploring innovative campus culture construction channels based on all media

Through such network technologies as "micro video", "micro class" and "MOOC", we will go deep into the learning life of college students, create a number of campus new media platforms with the characteristics of the times, ideology and service, and effectively enhance the attraction of campus culture in the campus new media. Make full use of the platform advantages of all media interactive communication, and create a good atmosphere for teachers and students to actively participate in and actively promote the development of network campus culture through offline theme activities, online topic exchanges and other ways.

Teachers can comprehensively apply the new and old cultural construction channels to create a three-dimensional ideological and political education pattern. Teachers can promote the theme in the campus through campus newspapers. At the same time, special discussion activities can be carried out online to organize students to learn online. Because the full media provides a free and open public opinion space, students can discuss and communicate online. College teachers should be good at innovating the concept of campus culture and actively respond to the complex campus culture construction work under the full media background. In the campus culture construction work, some popular words can be used to transform the full media language into a favorable arm for the campus culture construction. At the same time, teachers should explore new ideas of campus culture, broaden the space for cultural construction with the help of all media, integrate all media education channels on the basis of traditional education channels, and create a three-dimensional pattern of campus culture construction. With the increasingly prominent role of online education, the key to ensure the construction of campus culture is to create an online and offline integrated campus culture construction pattern and form a three-dimensional campus culture construction pattern. The spread of campus culture in colleges and universities should be timely, convenient, vivid and popular. We should effectively promote the construction of new media on campus, build a number of influential all media platforms, and encourage teachers and students to actively create a number of vivid campus cultural network works.

3.4 Strengthen the brand construction of campus cultural media platform

It is necessary to further strengthen the organizational leadership and construction planning of the campus culture all media platform, and ensure that the construction of the all media platform is planned, deployed, built, and promoted together with the campus culture brand construction. It is necessary to tailor an all media operation brand according to the characteristics of the campus culture and the actual thinking of students, actively integrate all kinds of all media platforms at all levels in the campus into the construction of the campus culture brand, use all media technology to promote the quality and cohesion of the campus culture construction, and let more high-quality campus culture rely on all media technology and platform to approach students and go out of the campus. We should focus on selecting a number of

distinctive all media and all media platforms, give support in terms of funds, policies, manpower and technology, organically combine all media technology with campus culture construction, and strive to create a number of all media classic works and work platforms that reflect the characteristics and influence of campus culture in colleges and universities, so that all media technology can become an increment in promoting campus culture construction.

For example, to build a platform for current affairs news, literature exhibition, and mental health education. Through the official campus platform of current affairs news, the school can push various kinds of national current affairs news to students, interpret national policies, promote socialist core values, and enhance students' cultural self-confidence and national self-confidence. On the platform of mental health education, schools can push information such as psychological tests and psychological counseling; The exhibition platform of literary works can provide common sense and knowledge of literature. Colleges and universities should push information regularly and quantitatively on the public account platform of various disciplines, release relevant important information in time, and cultivate college students' cultural self-confidence imperceptibly.

For example, on Labor Day, the official website of the school will broadcast the CCTV Labor Day party in real time. Students can watch the party through the official website of the school, or communicate on the official website to share their experience and feelings of watching the party. The wonderful messages in the background can be scrolled through the campus LED screen for more people to see. One scene entrance of this all media communication enters another all media space and meets other forms of information.

4. Conclusion

In a word, in order to ensure the upgrading and vitality of campus culture and improve the ability of schools to guide students' thoughts and deal with the unhealthy trend of thought on the Internet, colleges and universities must rethink the construction of campus culture. With the rapid development of the Internet, it is necessary to promote the construction of campus culture with the help of new media technology. The construction of campus culture in colleges and universities should make full use of new media and technologies, strengthen overall planning, strengthen construction management, and strengthen reform and innovation. The new advantages of all media can not only better enable the construction of campus culture in colleges and universities, but also become a powerful force to promote the development of campus culture.

References:

[1] Shu Weizheng. Exploring the Innovation Mode of Campus Culture Construction in Colleges and Universities in the All media Era [J]. Journal of Jilin Normal University of Engineering Technology, 2019, 35 (03): 29-31

[2] Zhu Xiaoxia. On the Innovation Model of Campus Culture Construction in Colleges and Universities in the All media Era [J]. Literature Education (Part 1), 2018 (12): 162-164

[3] Yu Xinying An Analysis of Interactive Approaches between Campus Culture Construction and Ideological and Political Education in Private Colleges and Universities -- Taking Zhongshan Vocational and Technical College as an Example [J]. Reform and Opening up, 2016 (16): 89+91