

Research on the Influencing Factors of Graduates of a College of Communication in Sichuan on the Organizational Identity of Digital Media Units

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Abstract: China at all kinds of media can see interns, in the era of expanding enrollment background, the number of college graduates rising year by year, every year for "the most difficult employment season", increasing the contradiction between college graduates and limited jobs prompted college graduates in order to increase their employment weight, make their resume, constantly seek internship to enrich their internship experience. Finally, theoretical study and professional practice are two stages in which the training of professionals related to news media complements each other. The role of professional practice in talent training is self-evident. Therefore, news departments usually arrange internships so that students' professional skills can exercise their skills. This study relies on the theory of organizational identity, discusses interns' organizational identity to employers, analyzes the relevant factors affecting organizational identity, collects data through questionnaire survey, and builds empirical models, so as to enhance interns and creativity.

Keywords: Media Digitization; Professional Talent; Organizational Identity

1. Background

Perhaps out of the yearning for the media industry, perhaps it is the need to improve their professional skills, or in order to complete the requirements of the school and conduct the internship, no matter what the reason, the students majoring in news and media will have to have a period of internship before graduation. During the internship, they have dual status: student status of — college students and professional status of media practitioners. On the one hand, their ungraduated students not only need to complete their internship tasks, but also complete their studies during the internship, they are "media practitioners" as news writing, video editing, photography and video skills, but they are "professionals" in a sense. This dual identity will inevitably affect their self-cognition and identity definition, causing a series of role conflicts and cognitive dissonance. For media interns, identity and construction issues determine to a certain extent whether they are willing to pursue media-related careers and how to seek professional development opportunities, which will also become the key to their professional ethics and professional norms in the future.

2. Research objectives

Analyzing the understanding and views of the graduates of the School of Media and Communication on their professional work, and explore the impact of the interns' organizational identity in the digital media units on the economic development;

Exploring the influence mechanism of interns' organizational identity on subjective career success, further improve the theoretical structure of organizational identity, and expand the research results of the application of organizational identity theory in the internship stage;

Providing practical and valuable reference and suggestions for interns and enterprises, inspire interns to pursue more meaningful internship experience, assist enterprises to enhance students' organizational identity, help the organization to cultivate excellent interns, and improve their willingness to retain interns.

3. Range of study:

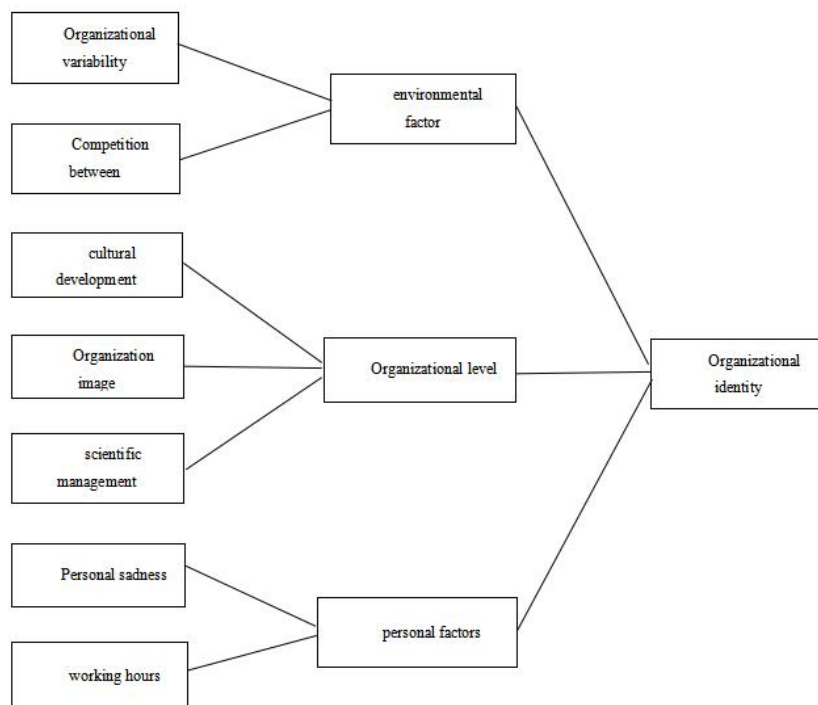
3.1 Significance and value

Most studies focus on the workplace psychology and behavior of mature individuals in organizations, and the career preparation of college students, and there is relatively little research on how to promote the personal reserve and career growth of interns during this critical transition period. This study takes the theme of interns' organizational identity of the employer to explore the influence mechanism of the organizational identity of interns, so as to provide inspiration for interns and their organizations, and provide reference for the internship organization, supervision and student training of the school.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Sichuan province, mainly from a college of media in Chengdu, Sichuan Province. The scope of sample collection is limited to Chengdu, Sichuan Province, and the organizational identity of college students in this area is investigated.

The conceptual framework of the research



5. Theoretical principle

Scholar Zhang Xinan (2018) explored the sense of organizational identity on the basis of the sense of organizational identity theory, and put forward a theoretical model. Scholar Shen Chunwei (2016) put forward the theoretical framework of organizational identity cultivation of hotel interns based on the above theory. Scholar Zhao Linxiao (2018) put forward the research framework for the organizational identity of Z Mesozoic interns based on the above theory.

6. Correlation studies:

Dutton et al. (1994) believed that organizational image has an important influence on organizational identity, mainly from the perspective of organizational image and organizational identity. PeiSidts et al (2001) found that the organizational communication atmosphere was associated with organizational identification. Chrodt (2002) has conducted an in-depth study on the relationship between organizational culture and organizational identity. Organizational culture cannot be directly measured and is expressed in the form of latent variables, dividing the dimensions of organizational culture, believing that teamwork, information flow, supervision and participation have a significant correlation with organizational identity.

7. Conclusion

In modern enterprises, the new generation of interns occupy more and more large proportion, and after 60,70 interns personality characteristics and needs, they in the pursuit of money incentives and other economic factors at the same time, will pursue many other economic factors, such as subjective feelings, interpersonal relationship, organizational values, corporate culture, challenging work, etc. On the one hand, the degree of organizational recognition of the new generation of interns is closely related to the degree of their dedication, and it is also an important factor affecting the success of the enterprise. And just from school into the interns of the professional field, especially for media professional, in the face of fresh strangers, also facing the very different workplace life with school life, students from different backgrounds gathered in the same media, because of "industry" met, they urgently need to expand interpersonal relationship to realize interpersonal communication, find a sense of belonging, participate in the group. They started with "staying together" and "fighting side by side" in work, and finally have the same or different internship purposes. As both media interns, they practice their group identity in work and life, and construct their group identity and group identity. Everyone in different social situation will have different roles and identity, they need to have a clear understanding of their identity, at the same time recognize others of their identity and expectations, to make their identity and role, " then he also realize his role of social status and social expectations, the burden of rights and obligations and their own behavior norms.

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