

# Research on Student Management Work in Higher Vocational Colleges from the Perspective of New Media

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**Abstract:** New media technology, as an effective teaching aid and management tool, has been widely used in the education management in higher vocational colleges with the rapid popularization and promotion of new media and information technology, thus building an "offline" and "online" integrated education model. The education management work carried out from the perspective of new media should not only fully demonstrate the advantages of the speed and efficiency of information dissemination, but also play a positive role in promoting the development of ideological and political education, the cultivation of students' media literacy, the demonstration of cultural self-confidence as well as entrepreneurship and employment. In this regard, the article deeply analyzes the new media and its impact and role on student management in higher vocational colleges, and puts forward innovative strategies from the perspective of new media, so as to better improve the comprehensive level of student management in higher vocational colleges.

**Keywords:** Student Management; Higher Vocational College; New Media

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## Introduction

In recent years, China has been vigorously promoting modern vocational education. Student management is the core content and "lifeline" of higher vocational college management, and is the support and guarantee for cultivating high-quality and professional talents. Contemporary higher vocational students have the courage to innovate and break through conventional limitations, and definitely they are the main force in the development of new media. However, new media is also a "double-edged sword". It is necessary for higher vocational colleges and teachers to reasonably innovate student management methods and concepts, so that new media can give full play to its advantages and role in higher vocational college management.

## 1. Brief Analysis of New Media

### 1.1 Overview

New media is based on wireless network, network technology, digital technology and other diversified channels, and uses computer or mobile phone as terminals to provide people with a variety of information. Compared with the previous newspapers and radio broadcasts, convenience is enhanced due to a newly developed communication way taking the new media as the core. Its information transmission is mainly in phonic, visual and aural way, so that people can enjoy more personalized new media information transmission experience. From the perspective of new media, college students can be described as the core subject of network information reception and transmission. However, all kinds of information is mixed, which makes college students' behaviors and thoughts affected to various degrees. Therefore, from the perspective of new media, how to correctly guide students' behaviors and thoughts is a major problem in current student management work in higher vocational colleges.

### 1.2 Characteristics

The communication characteristics of new media include the following three points: firstly, the universality. New media can transmit and receive a large amount of information in real time with the help of various communication carriers, and then transmit the

information to the digital terminal efficiently, so that customers have more channels and sources to obtain information. Secondly, the communication speed is extremely fast. New media can synchronize information in real time in the network, without being affected and constrained by space and region, and users can notice and receive the information transmitted in real time. Thirdly, the interactivity. By means of new media, it can effectively connect the society and each individual, enhance the interaction and exchange between people and the media, and continuously expand the scope of information dissemination and reception, thus greatly improving the efficiency of information dissemination and reception [1].

### **3. The Role of New Media in Student Management in Higher Vocational Colleges**

The application of new media in student management of higher vocational colleges is conducive to improving the media literacy of higher vocational students, training their comprehensive abilities, and making the multimedia education environment more standardized. At the same time, it can also lead higher vocational students to establish positive and correct ideas and culture. The higher vocational colleges shoulder a mission to cultivate more skilled and practical composite talents for the society. Therefore, the social mission is arduous. While cultivating students' professional skills, we should also strengthen the moral education of students, so as to guide students to establish positive and correct social views and values, abandon vulgar and bad culture, and cultivate their cultural self-confidence. Besides, it is also conducive to providing employment guidance services for higher vocational students, leading them to learn the latest employment news in real time through more official Wechat account, official Weibo, recruitment websites and other platforms, so as to promote smooth employment of more higher vocational students [2].

## **4. Innovative Strategies of Student Management in Higher Vocational Colleges from the Perspective of New Media**

### **4.1 Improve the media literacy of vocational college students based on new media**

Higher vocational colleges need to pay attention to the positive role of new media in student management. Based on the goal of fostering morality and cultivating people, student management work should be permeated into the whole process of education and teaching, and be made full of vitality with the help of new media. This can also promote the effective integration of student management and new media technology, and give student management appeal and sense of the times, thus cultivating more talents with high-quality and high media literacy. Media literacy is the basic quality of people in the perspective of new media. It is a kind of recognition ability that people can correctly recognize the media, understand its function, and accurately evaluate and judge media information. Its application in student management can effectively improve the management quality and efficiency, and also the comprehensive quality of higher vocational students.

Higher vocational students should not only have professional and vocational skills, but also have the basic quality of moral education as they are in the critical period of the formation and fixation of values and outlook on life. Although they have a comprehensive understanding of sound personality and self-formation, their behaviors and thoughts are still vulnerable to various negative values when receiving different new media information. Therefore, the management personnel of higher vocational colleges should correctly guide the students in their application of new media in student management work. For example, they can use new media technology to incorporate brand cultural programs in the process of student management work, such as "Reader", "Chinese Poetry Conference", and strengthen learning and education through themes and party lesson that are relevant to practical and profound in thoughts. They can lead the students to discuss and learn more positive and diversified media products, such as Tiktok live broadcast, WeChat, etc., so as to better improve the media literacy of vocational students [3].

### **4.2 Create the media culture environment based on new media**

Higher vocational colleges and teachers can use the advantages and functions of new media to innovate education and management methods to improve the effectiveness of student management. For example, in the process of freshman management, higher vocational colleges can create a sound smart campus work system, and then arrange counselors of all majors to create WeChat groups or QQ groups to let students and teachers know each other. The counselors can also hold the first class meeting of freshmen enrollment through Tiktok live broadcast, so as to establish initial contact with freshmen and lay a good foundation for freshmen's

learning and management in the future.

Compared with the previous face-to-face classroom way, this kind of approach is more unique and novel, which is conducive to stimulating the new students' yearning and expectation for the study and life of higher vocational colleges, and also get to know more teachers and friends in this way. In addition, teachers can also answer students' doubts at all levels in Tiktok live broadcast or class groups, including campus life, professional learning, etc. At the same time, vocational colleges can also create official Tiktok, Weibo, WeChat official account, etc., to strengthen interaction and communication with freshmen and better deliver relevant information to students through videos, pictures and other ways that they like, thus greatly improving the quality and efficiency of student management. From the perspective of group psychology, the current universal feature of Internet users is conformity<sup>[4]</sup>. Individuals will subconsciously regard group behavior as the standard of their own behavior within the group, and even have a deliberate convergence psychology. While, the mutual attention of teachers and students, such as WeChat Moments, Weibo and QQ, can enhance the interaction between teachers and students as well as between students and students. Generally speaking, if the students realize that their teachers are paying attention to them, they will mind their own words to some extent. If they have any negative or extreme words and behaviors, teachers can notice it at any time, and communicate with them in a timely manner to understand the situation. If required, they can also carry out heart-to-heart talks and online or offline psychological counseling for students.

In addition, the application of new media in student management has, to a large extent, created a cultural environment for students to actively participate in the media, which enable students to learn more efficiently and orderly, and promote students to master more ability to absorb media information, apply new media technology and use the new media technology learned in life practice. Integrating new media into student management will help teachers provide employment guidance and services for them, and meet the needs of students for employment to the greatest extent<sup>[5]</sup>.

## Conclusion

To sum up, it is of great practical value and significance to explore student management in higher vocational colleges from the perspective of new media. Higher vocational colleges need to comply with the development trend of the times, fully understand the characteristics and advantages of new media, and then flexibly apply it in the students management work. Meanwhile, they should also timely innovate educational management concepts and methods, and make innovation with the times, so as to improve the comprehensive ability and new media literacy of the students, thereby improving the comprehensive level of student management in higher vocational colleges, and promoting its stable and long-term development.

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