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Construction Ideas and Innovative Pathways for Converged Media Centers in Higher Vocational Colleges: A Postprint Analysis

Authors: Gong Xuemei, Chen Yeqi

Date: 2023-10-08T00:00:00+00:00

Abstract

This study examines the current development status and construction significance of integrated media centers in vocational colleges, exploring reform and innovation strategies for effectively building integrated media platforms and innovatively constructing talent cultivation networks. It aims to develop integrated media platforms that embody vocational college characteristics by deepening school-enterprise cooperation, advancing industry-education integration, and achieving innovative reform objectives. These platforms will fully leverage their roles in information communication and educational guidance, disseminate positive ideological content, and foster a harmonious campus cultural atmosphere, thereby continuously enhancing the development level and core competitiveness of higher vocational education to cultivate more high-caliber technical talents for national and social development.

Full Text

Preamble

Title: Analysis on Construction Ideas and Innovative Approaches for Integrated Media Centers in Higher Vocational Colleges

Authors: Gong Xuemei, Chen Yeqi (Jiangxi Communications Polytechnic, Nanchang, Jiangxi 343000)

Abstract: This paper focuses on the current development status and construction significance of integrated media centers in higher vocational colleges, exploring effective strategies for building integrated media platforms and innovative approaches for constructing educational networks. The aim is to develop a distinctive integrated media platform for higher vocational colleges through deepening school-enterprise cooperation, integrating industry and education, and

achieving innovative reform objectives. Such a platform would fully leverage its roles in information communication and educational guidance, promote positive ideological dissemination, foster a harmonious campus cultural atmosphere, enhance educational development levels and core competitiveness, and ultimately cultivate more high-tech talents for national and social development.

Keywords: Higher vocational colleges; Integrated media center; Construction ideas; Innovative approaches; Media convergence

CLC Number: G671

Document Code: A

Article ID: 1671-0134(2021)09-123-03

DOI: 10.19483/j.cnki.11-4653/n.2021.09.039

Citation Format: Gong Xuemei, Chen Yeqi. Analysis on Construction Ideas and Innovative Approaches for Integrated Media Centers in Higher Vocational Colleges [J]. China Media Technology, 2021(09): 123-125.

1. The Significance of Building Integrated Media Centers in Higher Vocational Colleges

1.1 Perfecting Institutional Development and Optimizing Talent Cultivation

Higher vocational colleges, as key educational institutions, have both differences and similarities with mainstream media in their requirements for integrated media center construction. By focusing on educational development reform and innovative planning, these institutions can harness the special, constructive, and functional values of integrated media centers to build a comprehensive campus information exchange platform that enhances educational management effectiveness. Currently, Chinese higher vocational colleges exhibit numerous differences and potential innovation directions during the construction of integrated media centers and the integration of key technologies and work content. Centering on network information technology and integrating various internal information resources enables the construction of a technical platform for institutional integrated media centers while creating a comprehensive campus information service hub, thereby providing solid technical support and resource backing for educational development and management reform.

Higher vocational colleges emphasize skill-oriented talent cultivation more than regular higher education institutions, aiming to deliver more qualified professionals with technical operational capabilities and foundational theoretical knowledge through cooperation with relevant enterprises. Building an integrated media center can deepen the cooperative relationship between higher vocational colleges and enterprises, helping students understand industry developments and corporate strengths through network media platforms. This guidance enables students to establish clear career planning objectives and entrepreneurial

awareness, thereby enhancing their professional competencies and skill levels while staying abreast of industry trends. The construction and innovative development of integrated media centers in higher vocational colleges represent the institution's commitment to optimizing resource allocation and improving overall planning. By integrating and innovating different resource configurations, colleges can enhance resource allocation efficiency, strengthen internal communication mechanisms, optimize talent cultivation processes, and improve teaching quality. This approach adapts to modern social development environments and cultivates more innovative and versatile technical talents for society and industry. Additionally, establishing an internal integrated media center can enhance communication efficiency between faculty and students, allowing for timely adjustments to educational reform plans based on student dynamics and learning conditions, thereby continuously improving educational development levels and implementing people-oriented, industry-education integrated reform tasks.

1.2 Creating a Positive Campus Environment and Ensuring Educational Innovation Quality

Constructing an integrated media center platform in higher vocational colleges to integrate and filter media information resources can expand the educational influence of these institutions while leveraging the convenience of network information technology to establish diverse educational cultures and institutional development images. The rapid development of network information technology has shifted people's daily lives, work, and learning toward the online environment, with student groups being both beneficiaries and advocates of these technologies. Good internet habits can enhance communication efficiency, and using network media to obtain important information and knowledge has become a habitual choice for students. In response to changes in student learning and lifestyle habits, it is necessary to optimize the ecological environment for higher vocational education development. Creating a healthy online environment for faculty and students can improve institutional development levels, enhance teaching quality and effectiveness, and optimize access to network information resources.

1.3 Guaranteeing Service Levels and Constructing an Informatized Campus Network

Innovation and reform are the core drivers of educational development. Building an integrated media service platform can effectively enhance the social service level and information resource management capabilities of higher vocational colleges. First, integrated media centers can improve internal information exchange efficiency, ensuring high-efficiency teaching and learning for faculty and students. Second, these platforms can strengthen collaborative communication and innovation between schools and enterprises, cultivating more specialized technical talents for enterprises through complementary advantages. The construction

and resource expansion of integrated media platforms also enable higher vocational colleges to reach more cooperative enterprises, providing students with better employment opportunities and development prospects. Finally, the construction and innovative development of integrated media centers expose faculty and students to more information about entrepreneurship and employment status, career development backgrounds, and future career planning directions, thereby enhancing educational development levels and cultivating more high-quality professional and technical talents for the nation and society.

2. Current Development Status of Integrated Media Centers in Higher Vocational Colleges

2.1 Rigid Mindsets and Monotonous Construction Strategies

Innovative thinking determines the direction of reform and development. During the construction of integrated media centers, higher vocational colleges overemphasize “stability,” which constrains the effectiveness of development. On one hand, these institutions lack relevant work experience and innovative reform ideas, relying on traditional concepts and mindsets for construction work and showing insufficient initiative in learning advanced technologies and new media development patterns. This results in many cutting-edge technologies and projects being shelved or wasted after the completion of integrated media centers. On the other hand, constructing integrated media centers requires substantial resources and effort. Unlike media groups or government agencies, higher vocational colleges lack professional development and profit-oriented pursuits, leading them to unconsciously neglect service characteristics during construction. Without clear and comprehensive construction innovation goals and overall planning, blindly copying experiences and practices from other industries and institutions leads to resource waste and outcomes that fall short of actual expectations.

The construction of integrated media centers in higher vocational colleges is a continuous investment project that requires regular technological upgrades and software/hardware development and procurement to meet the demands of the integrated media era. Improper handling of the balance between funding and project upgrades not only directly affects the construction and development effectiveness of institutional integrated media centers but also creates unnecessary economic investment and resource consumption, thereby limiting the overall development level and resource planning allocation of the colleges.

2.2 Limited Resources and Technology, and Lack of Professional Talent

University publicity departments have limited organizational structures and personnel allocation, with few professionals who understand new media technology, possess modern operational theoretical and practical abilities, and are adept at internet thinking. On one hand, new media technology evolves rapidly, and the

campus environment has relatively few demands for technological application and innovation. Although student members have strong learning abilities, their work skills tend to be singular due to refined division of labor and responsibility allocation. On the other hand, factors such as funding planning, construction conditions, and information technology also constrain the construction development and innovative progress of integrated media centers. Common issues include insufficient comprehensive, managerial, and versatile talent, excessive departmental staff, and inadequate photography and videography equipment, which limit student access to such equipment and reduce opportunities for skill improvement and practice.

2.3 Numerous Construction Pain Points and High Difficulty in Integrated Convergence

Based on media operation subjects, campus media in higher vocational colleges is mainly divided into institutional, departmental, and association-level media. The first two rely primarily on institutional leadership decision-makers, integrated media project managers, and professional faculty for centralized organization, maintenance, and management, while the latter requires active student participation and organizational management. Institutional leaders and teachers can provide reference opinions, but the main force relies on students and associations. Influenced by traditional media development concepts and communication channels, campus media within higher vocational colleges mainly establishes official media accounts on major social platforms to disseminate information. Different social platforms and media communication methods vary significantly, leading to situations where some institutions operate accounts with different focuses, independent operations, or fragmented approaches due to large departmental differences or strong student organization preferences. The development scale of higher vocational colleges and the amount of news information data they can provide are limited, resulting in overlapping audiences and information resources, as well as common problems such as repetitive content creation and serious homogenization.

Therefore, building an integrated media center requires joint efforts from higher vocational colleges, various departments, and student associations. It is also necessary to consider how to ensure consistency and effectiveness in maintaining healthy campus public opinion direction and harmonious co-construction of the institutional media environment under circumstances such as overlapping fan bases across different accounts, insufficient audience numbers, and imperfect institutional media supervision systems. Outdated practical operation methods and construction measurement solutions can also lead to unclear construction directions and inappropriate reform and innovation strategies.

3. Construction Ideas and Innovative Approaches for Integrated Media Centers in Higher Vocational Colleges

3.1 Clarifying Construction Ideas and Laying a Development Foundation

Higher vocational colleges need to establish clear construction and development ideas when building integrated media centers. As the core media communication platform and information exchange channel for the institution, this is not only the central hub for resource integration and information processing but also the “central pivot” for building an integrated and efficient institutional structure. Therefore, it is essential to recognize the importance of integrated media center development, understand the future development direction of higher vocational colleges, and open up various media link channels within the campus by increasing economic investment, personnel allocation, resource prioritization, strengthening resource integration, and coordinating institutional efforts. By integrating information resources from all aspects, cultivating high-quality talent teams, and enhancing the influence of campus media, colleges can meet the development needs of higher vocational colleges and the objectives of integrated media construction while continuously improving campus media development levels. This approach lays the foundation for higher vocational college integrated media centers and ensures the harmonious development and progress of institutional media environments.

3.2 Integrating Media Resources to Achieve Complementary Advantages

Based on the actual conditions and available resources of higher vocational colleges, it is possible to integrate existing resources and increase investment in integrated media center construction. Priority should be given to integrating authoritative media resources such as campus networks, newspapers, and official accounts, followed by processing media accounts and other resources at the departmental and student association levels according to the detailed positioning of the integrated media center. This ensures that important official accounts, public platforms, and media program terminals within the campus maintain a unified information dissemination pattern and consistent style, reducing conflicts in style and content between different campus media outlets.

For example, under the control of the integrated media center, institutional media accounts representing the higher vocational college should focus on disseminating national political information, campus cultural and ideological construction content, and important announcements related to faculty and students. This establishes the overall institutional media style and educational ideology that needs to be cultivated, avoiding overly unconventional media styles that could affect the authority of institutional media. Departmental media accounts have room for personalized development, focusing on important news events and information within the department while maintaining the overall institu-

tional cultural tone. Simultaneously, based on departmental characteristics and culture, they can appropriately disseminate information about industry development trends, cooperative enterprise resources, and career planning goals that students need to adjust during their studies, increasing attention from departmental students, parents, and other audience groups. Student associations and individuals can autonomously exchange ideas and opinions in characteristic sections and interactive communication platforms within the institutional integrated media environment, actively disseminating or feeding back information resources to the institutional integrated media center. Outstanding works and timely news information can be screened, reviewed, and organized by the media center platform and shared with faculty and students. This approach effectively avoids repeated collection, editing, and publication of information resources while preventing unhealthy development of institutional public opinion due to uneven information quality. Simultaneously, it can form a campus media matrix, enhancing the diversity and vitality of campus resource information and news content.

3.3 Perfecting Construction Approaches and Expanding Communication Influence

During the construction of integrated media centers, various obstacles and difficulties will gradually emerge. Careful analysis of the current status of institutional integrated media platform construction and encountered technical challenges can improve construction efficiency and reduce resource waste and insufficient campus media influence. First, enhancing technical levels by adding media technology equipment, introducing advanced technologies and talent, and quickly building the framework structure of higher vocational college integrated media centers. Actively adopting network technologies, computer technologies, and VR, AR, AI technologies welcomed by faculty and students can increase the diversity and intelligent experience of institutional media communication methods. Advanced photography, videography, and graphic video technologies not only provide rich experiences for students but also offer ample practical training opportunities. Second, expanding media information collection channels and communication pathways. Campus websites, TV stations, and new media have become common news communication methods, but to continuously improve integrated media center operation and management effectiveness, it is possible to enrich public account news planning, innovate interview and editing methods, optimize publishing technologies, and refine data organization and review processes to ensure accurate and effective information dissemination. Finally, ensuring the security of integrated media center construction. While network technologies and other advanced technologies effectively enhance media information communication efficiency, they also expose campus integrated media centers to significant development risks. Beyond fundamental network information security and data validity, information resources with public opinion influence and excessive packaging also require proper screening and processing by the platform. Contemporary college students should be in a positive institu-

tional living and learning environment, as excessive packaging not only limits student thinking but also hinders their self-development and growth. To create a healthy institutional cultural environment, it is possible to expand students' social experience and broaden their thinking by enhancing institutional media imagination. For example, establishing a campus integrated media center with multi-dimensional coverage, extension capabilities, and multi-field expansion potential can meet the diverse media information needs of the institution, departments, offices, and students while continuously enhancing campus media influence.

3.4 Innovating Construction Ideas and Building a New Framework

Innovation and reform are also important development goals in the construction of integrated media centers in higher vocational colleges. As builders and decision-makers of institutional integrated media centers, it is necessary to actively update media thinking concepts and build a modern campus integrated media development pattern. While continuously meeting student growth and development expectations, appropriate opportunities and public opinion communication channels should be utilized to leverage the inclusiveness of ideological and political education and enhance the effectiveness of collaborative education concepts, thereby improving the intelligence level of higher vocational education and the service quality of integrated media centers. For example, using school hotspot events to examine the effectiveness of public opinion monitoring and analysis data in integrated media centers can help identify deficiencies and improve public opinion monitoring systems in a timely manner. Combining ideological and political education themes and traditional festival themes to organize speech contests, institutional cultural festivals, or school-enterprise cooperation activities, and establishing live broadcast matrices during these events, can increase resource scheduling opportunities for integrated media centers and practical training opportunities for students while achieving collaborative development goals such as home-school cooperation and school-enterprise cooperation.

In summary, constructing integrated media centers in higher vocational colleges requires exploring appropriate construction and development ideas and innovative reform approaches to enhance campus media convergence efficiency. This involves building a characteristic, integrated, and intelligent all-media communication system and information processing center for higher vocational colleges, maximizing institutional media publicity effects while creating a positive institutional development environment and learning space for student growth.

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Author Biography: Gong Xuemei (1985-), female, from Nanchang, Jiangxi, senior lecturer, research direction: economics and e-commerce teaching.

(Responsible Editor: Zhang Xiaojing)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv –Machine translation. Verify with original.