

Analysis of the Current Status of Campus Media Education in Higher Vocational Colleges under the Converged Media Environment (Postprint)

Authors: Rong Linyan

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

Abstract

The era of integrated media, which merges traditional and new media, has arrived, exerting profound influence on the development of campus media in vocational colleges while providing fertile ground for reform and innovation. Campus media serves as a vital vehicle for vocational colleges to fulfill their educational function and constitutes an essential component in implementing the “Three-All Education” initiative. Consequently, it is imperative to facilitate the construction of an “integrated media education environment” within vocational colleges, thereby showcasing their distinctive campus culture and highlighting their unique educational characteristics. This study, situated within the context of vocational colleges, investigates the current status of campus media development and its educational efficacy under the integrated media backdrop, and identifies several salient features of campus media-based education in vocational colleges within this environment: the “integration” of educational content becomes manifest, educational forms “converge” with diverse modalities, educational features achieve prominent “mutual integration”, and the educational atmosphere attains “fusion” between online and offline domains.

Full Text

Analysis of the Current Situation of Campus Media Education in Higher Vocational Colleges under the Converged Media Environment

(Changzhou Vocational Institute of Industry and Technology,
Changzhou, Jiangsu 213164)

Abstract

The era of converged media, integrating traditional and new media, has arrived, bringing profound impacts to the development of campus media in higher vocational colleges and providing fertile ground for reform and innovation. Campus media serves as a crucial carrier for fulfilling the educational function of higher vocational colleges and constitutes an essential component of implementing the “Three All-Around Education” initiative. Therefore, it is imperative to promote the construction of a “converged media education environment” in higher vocational colleges, showcasing their distinctive campus culture and highlighting their educational characteristics. Grounded in the context of higher vocational colleges, this paper examines the current development status of campus media and its educational role under the converged media backdrop, summarizing several key features of campus media education in this environment: the “convergence” manifestation of educational content, the diverse “integration” of educational forms, the prominent “mutual integration” of educational characteristics, and the online-offline “fusion” of educational atmosphere.

Keywords: Traditional Media; New Media; Converged Media; Higher Vocational Colleges; Campus Media Education

Classification Code: G632

Document Code: A

Article ID: 1671-0134(2021)08-116-03

DOI: 10.19483/j.cnki.11-4653/n.2021.08.035

Citation Format: Rong Linyan. Analysis of the Current Situation of Campus Media Education in Higher Vocational Colleges under the Converged Media Environment [J]. China Media Technology, 2021(08): 116-118.

Project: Jiangsu University Philosophy and Social Science Research Ideological and Political Special Project “Research on the Path of Building a Converged Media Education Environment in Higher Vocational Colleges” (Project No.: 2020SJB0619), Principal Investigator: Rong Linyan.

Campus media in higher vocational colleges serves as the primary window for publicity, an important carrier for cultural inheritance, a frontier position for ideological guidance, an emotional bond for uniting people, and a favorable platform for practical training—constituting a vital component of the educational function that keeps pace with the times in higher vocational colleges. Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to the integrated development of traditional and emerging media. The converged media development environment provides fertile ground for the construction of campus media in higher vocational colleges, enhancing the sense of the times, mission, and appeal of education in these institutions. To fully highlight the educational characteristics of higher vocational colleges, the pro-

motional “synergy” of “shaping external image and uniting internal hearts” must be further strengthened, and the educational mission of “holding high the banner, cultivating new people, and prospering culture” must be made more vivid.

1. Converged Media Era Background

The concept of “converged media” evolved from “media convergence.” The term “media convergence” or “mediated convergence” was first proposed by Nicholas Negroponte of the Massachusetts Institute of Technology. He stated: “Media convergence is based on the fusion of computer and network technologies, using a single terminal and network to transmit digitally formatted information, thereby creating interchangeability and interconnectivity among different media.” [1] Professor Cai Wen of Renmin University of China notes: “Media convergence refers to the process where, driven by scientific and technological progress, new transmission platforms are generated that enable interaction and integration among different media. In this environment, communication methods and content can be mutually borrowed, creating a situation of mutual inclusion and joint development. Propelled by science and technology centered on digital, network, and electronic communication technologies, and driven by economic interests and social needs, organizations in the broad media industry achieve content convergence, channel convergence, and terminal convergence across different media forms through cooperation, mergers, and integration.” [2] As science and technology continue to innovate, media convergence keeps advancing. General Secretary Xi Jinping has pointed out the need to accelerate media convergence development and construct an all-media communication pattern.[3] The wave of media convergence is sweeping across the landscape, profoundly transforming both media structures and communication patterns. The media landscape is evolving from traditional media (including newspapers, radio, and television) to new media (including Weibo, WeChat, Douyin, and other online platforms), all-media, and converged media, while communication patterns are shifting from single-mode to integrated transmission. China’s media convergence is actively moving from simple “addition” to deep-level “integration.”

2. Construction of Campus Media in Higher Vocational Colleges

Analysis of Campus Media Construction in Higher Vocational Colleges: A Study Based on Three Aspects—Media Platforms, Content Volume, and Operational Setup

2.1 Campus Media Moving Toward Convergence

According to the *2016 China University Campus Media Development Report*, 82.55% of universities have newspapers, 84.29% have radio stations, 46.07% have news websites, 71.2% have news agencies, 45.9% have television stations, 39.62% have news magazines, 87.26% have WeChat official accounts, and 72.25%

have Weibo accounts. WeChat official accounts have developed rapidly, ranking first. The survey found that integrated campus media has increased significantly, with the proportion exceeding 95%.[4] For higher vocational colleges, campus converged media construction is also advancing with the trend. The vast majority of these institutions have adopted media convergence thinking, forming a campus media camp of “traditional media + new media” and gradually moving toward converged media construction (Table 1). “In November 2018, a higher vocational college converged media platform built upon the China Youth Daily’s ‘Converged Media Kitchen’ was officially launched, with 11 higher vocational colleges having already joined.” [5]

2.2 Distinctive Features of Various Campus Media Platforms

The *2016 China University Campus Media Development Report* reveals that campus life constitutes the “main theme” of university campus media content, with “originality” and “campus relevance” being equally important characteristics. Campus-wide major news stories are the most popular among readers.[6] Based on the different features of traditional and new media, and considering factors such as funding, personnel, and manuscript sources, higher vocational colleges’ new media platforms publish significantly more content than traditional media (Table 2). In terms of content types, campus media platforms in higher vocational colleges emphasize different categories due to variations in positioning, function, and audience. Taking Changzhou Vocational Institute of Industry and Technology as an example, the school newspaper and website focus more on campus news, while the WeChat official account and Weibo emphasize campus life and reposted content from other authoritative institutions (Figure 1 [Figure 1: see original paper]).

[Figure 1: see original paper]

2.3 Campus Media as an Education Practice Platform

The campus media structure in higher vocational colleges, led by the Party Committee Propaganda Department, is “centered on serving teachers and students,” with daily operations conducted by a “instructor + student team” model. During operations, instructors leverage the professional strengths of student teams to manage specific campus media platforms (Figures 2 [Figure 2: see original paper]-4). Consequently, campus media in higher vocational colleges serves as both a news practice base for university students and an education practice platform. Additionally, electronic display screens, bulletin boards, banners, and poster boards installed on campus function as windows for ground-level publicity and image display, while also fulfilling campus culture promotion and education roles—constituting important components of campus media construction. At Changzhou Vocational Institute of Industry and Technology, for instance, the campus features four bulletin boards, three electronic display screens, and multiple banners distributed across teaching areas, office zones, dormitory districts,

and cafeteria spaces, fully leveraging the real-scene educational effectiveness of campus media platforms.

3. Analysis of Campus Media Education Status in Higher Vocational Colleges

3.1 “Convergence” Manifestation of Educational Content

Under the trend of converged media development, campus media education in higher vocational colleges has broader influence, with educational content appearing across multiple platforms. At Changzhou Vocational Institute of Industry and Technology, content related to education accounted for over 30% of publications in the school newspaper, campus website, WeChat official account, and Weibo from January to June 2020 (Table 4), demonstrating the full manifestation of campus media’s educational function. For education-related content on the same topic, campus media platforms republish it after re-editing according to their specific characteristics. For example, when *China Education Daily* reported on student employment at Changzhou Vocational Institute of Industry and Technology through text and images, the campus website placed a link in its “Media Focus” column for readers to click and browse; the WeChat official account presented the full original report; and Weibo emphasized the publication of report images.

3.2 Diverse “Integration” of Educational Forms

The wave of new technologies has diversified the forms of campus media expression. Campus media education has also integrated and converged into various manifestation forms. The display of text, images, audio, video, H5, live streaming, and other forms across different campus media platforms represents a vivid expression of campus media education in higher vocational colleges. The campus graduation season embodies profound educational significance, influencing students’ growth paths. During the 2020 graduation season, Changzhou Vocational Institute of Industry and Technology published diverse content across various campus media platforms. The school newspaper dedicated an entire page to a “Special Graduation Season: Fancy Cloud Graduation” in text-image format; the radio station focused on “sound” to broadcast graduation-related content; the campus website released news about the “2020 Graduation Cloud Ceremony Held as Scheduled” in text-image format; the WeChat official account published multiple graduation-season articles combining text, images, and videos; Weibo launched several graduation-season posts emphasizing images and videos; and DingTalk groups live-streamed the graduation ceremony for online “cloud” graduation. The diverse educational forms of “integration” carried out through campus converged media broke through temporal and spatial limitations, making the 2020 graduation season exceptionally meaningful.

3.3 Prominent “Mutual Integration” of Educational Characteristics

Unlike undergraduate institutions, higher vocational colleges primarily cultivate skilled talents adapted to societal needs. Therefore, campus media education in these colleges must reflect vocational characteristics, encompassing not only ideological and political education, moral cultivation, and humanistic quality education, but also strengthening the cultivation of craftsman spirit and enhancing professional ethics permeation. Changzhou Vocational Institute of Industry and Technology upholds the distinctive cultural philosophy of “dedication to work and self-improvement, filial piety and gratitude with a sense of responsibility,” extending craftsman spirit, vocational education, and gratitude education from classrooms to extracurricular activities and “integrating” them into campus media platforms. The campus website features a “Characteristic Culture” column with special introductions to the school’s distinctive culture; the WeChat official account marks each article’s end with the school’s cultural philosophy and periodically publishes columns such as “Deng Jianjun’s Alumni,” “Ordinary People of Changzhou Industry,” and “Role Models of Youthful Struggle”; the school bulletin boards display stories of outstanding alumnus and master craftsman Deng Jianjun’s “dedication to work and self-improvement” and teacher Yu Meifang’s “filial piety and gratitude with a sense of responsibility.” By utilizing converged media, the school displays its educational characteristics comprehensively, multi-dimensionally, and from broad perspectives, with different media platforms complementing and integrating with each other to highlight the school’s educational features.

3.4 Online-Offline “Fusion” of Educational Atmosphere

The essential characteristics of vocational education possess inherent consistency with the concept of “dual-field integration and triple-environment unity.” [7] In other words, vocational education must integrate learning environments and workplace settings, combining “simulated environments, situational contexts, and real-world scenarios” to fully manifest its essential features. The realization of campus media’s educational function in higher vocational colleges cannot be separated from online promotion of educational characteristics and offline creation of real-scene atmospheres. Online promotion of educational characteristics through campus media leverages the unique features of different platforms for vivid demonstration. Electronic display screens, bulletin boards, exhibition panels, banners, and poster boards on campus serve as important media platforms for creating a favorable offline educational atmosphere and humanistic environment, representing essential components of converged campus media construction in higher vocational colleges. At Changzhou Vocational Institute of Industry and Technology, bulletin boards, banners, and exhibition panels display campus characteristic culture through text and images, while electronic screens use pictures and videos, all working in a division of labor and distinctive manner to create a “vivid and vibrant” offline real-scene educational atmosphere, enabling students to constantly experience the educational features of campus

culture.

References

- [1] Gong Chengbo. Introduction to Media Convergence [M]. Beijing: China Radio and Television Press, 2016: 15-16.
- [2] Cai Wen. Media Convergence and Converged News [M]. Beijing: People' s Publishing House, 2012: 5-6.
- [3] Xi Jinping. Accelerate the Promotion of Media Convergence Development and Build an All-Media Communication Pattern [J]. Communist Party Member, 2019(7): 4-5.
- [4] 2016 China University Campus Media Development Report (Excerpt) [N]. China Youth Daily, 2016-11-07(12).
- [5] This Newspaper' s “Converged Media Kitchen” Disseminates Higher Vocational “Good Voices”[EB/OL] China Youth Online, http://news.cyol.com/yuanchuang/2018-11/30/content_{17829426}.htm.
- [6] 2016 China University Campus Media Development Report (Excerpt) [N]. China Youth Daily, 2016-11-07(12).
- [7] Zhang Jian, Chen Qing. Curriculum Reform and Innovation of “Dual-Field Integration and Triple-Environment Unity” in Vocational Education [J]. Vocational Education Forum, 2019(2): 47-51.

Author Bio: Rong Linyan (1990–), female, from Danyang, Jiangsu, master' s degree, research intern at Changzhou Vocational Institute of Industry and Technology. Research focus: converged media construction in higher vocational colleges.

(Responsible Editor: Zhang Xiaojing)

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

Source: ChinaXiv –Machine translation. Verify with original.