Exploration on Convergence Paths for Campus Media from the Perspective of New Media

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*Abstract:*Media convergence is an inevitable trend due to the continuous development of new media. Campus media plays an important role in universities and colleges, such as rightly guiding public opinion, promoting positive energy and disseminating themes. In the context of all-media development and interactive media technology, it is a common issue to think about how to integrate the campus media and promote the establishment of all-media practical education development platform. Seeking to help relevant researchers, this article mainly analyzes the path of media convergence from the perspective of new media, and how to enhance the ideological leading role of students in universities and colleges with the support of interactive media technology.

Keywords: Traditional Media; New Media; Campus Media; Interactive Media Technology; Convergence Path

1. Introduction

Emerge of new media technology has changed the way of news production and dissemination. Media convergence has become a trend. Therefore, traditional journalism practice teaching is facing new challenges in colleges and universities. The key to the establishment of melted media on campus is to straighten out the relationship among various media, and break through the communication barriers between mainstream media. By revitalizing campus media through media matrix, a new type of campus media can be established, which maximizes the effect of online communication with students by using interactive media technology.

2. Problems of media convergence in colleges and universities from the perspective of new media

2.1 Existing problems in the convergence of traditional media and new media

There are problems in methods when converging traditional media and new media, such as simply introducing new media into the operation mode of traditional media forcibly, copying the research of corresponding media products and the operation of network teachers and students, forcibly integrating traditional media into the system of new media, upgrading the products of traditional media and the platform of market operation without thinking. [1]All these mentioned above are only integration in the format. The authors believe that the real convergence is in terms of contents, formats and management systems of both traditional and new media. In the current process of convergence, formats of these two media are overlaid roughly, and are just simply merged together.

2.2 Lack of excellent media professionals

After years of reform and innovation, traditional media is more maturer and is managed strictly in many aspects. However, this strict deployment lacks flexibility and timeliness in resource allocation, which restricts the development

of traditional media. New media is quite different from traditional media in terms of resource allocation. Although the former is more flexible, this flexibility is caused by many unstable factors. The reason is that the management mode of the whole new media industry still needs to be improved at present. Besides, relevant effective laws and regulations have not been issued. Staff members of traditional media have strong professional knowledge, but they don't know much about the content of new media and can't meet the requirements of the development of new media. People engaged in the work related to new media are all professionals in the field of Internet information, instead of media. They are skilled when operating computers, but know nothing about the contents of the media industry. Without own core skills and talents as reserves, the development of media will stagnate without a way to achieve the strategic goal of sustainable development. Due to the lack of excellent media talents, it is difficult to further promote the development and application of many new media technologies.

2.3 The new media development: Difficult in getting out of comfort zone

At present, the development of new media in colleges and universities mainly relies on Internet platforms, such as WeChat official account, Weibo and TikTok. Content forms are too similar. With words, pictures and videos as the main information carriers, the long-term "template-like" development of time-sensitive content can easily lead to aesthetic fatigue and loss of interest of readers. New media in colleges and universities plays an important role in guiding the ideological and public opinion of the majority of young students. It is critical to spread thoughts of modern socialism, and occupy active advantage of ideological highland in colleges and universities, which are the top priority for political and ideological establishment.[2] If the pace of new media development in colleges and universities has stagnated, with no innovation in content and no change in form, it will lag behind the increasing ideological needs of young students in the current age of rapid development in the long run.

3. Convergence path for campus media in universities and colleges from the perspective of new media

3.1 Provide better services for teachers and students

Media convergence needs a thinking mode that adapts to the development of Internet, that is, Internet thinking. In the age of media convergence, the idea of focusing on teachers, students and employees should be firmly followed. Based on the Internet thinking, audience-oriented, and interactive participation are what interactive media do. It provides users with better information transmission experience with vision, touch and hearing, and takes user experience as the central purpose. The design concept will be more humanized and emotional, creating products that teachers, students and employees love under the background of media convergence. Currently, the development of traditional media has been restricted to some extent, but traditional media has a wide range of resources, mainly including teachers, students and new media resources being created. With diverse influences of new media and traditional media, popular interactivity has more possibilities for new media and different forms of teacher-student interaction. Campus media should pay attention to the needs of teachers and students, combine with news-spreading and ideological work. It can establish an information dissemination platform, which combines learning, service and entertainment for teachers and students. Attentions should also be paid to information collection, production, transmission and feedback. Campus media is no longer a platform that can only understand and transmit information. Interaction between media, teachers, and students improves, and teachers and students are in subjective initiative, instead of passive acceptance. It changes teachers and students' passive "asking me to respond" into active and conscious "I want to respond", and shorten the distance between teachers and students. At the same time, the information feedback channel need be smooth. In this way, it can become a favorite new media for young students. Therefore, colleges and universities should have a basic understanding of traditional media and new media under the current situation, so that the development of campus media will be better in the future.

3.2 Create ideas and new models with interactive technology

With the development of Internet technology and AI technology, interactive technologies have coming into people's daily lives, such as interactive images and APPs. Taking interactive images as an example, interactive images, as its name implies, are image works that can interact with users. It is a new highland at the intersection of games and movies. Audiences will intervene in the film and television works as roles, and make simple operation through the first-person view. They choose options at some specific nodes in the images to control roles behavior. Different choices determine different plot development and thus obtain different outcomes. Traditional film and television focuses on presenting the content that the audience likes to see and hear, while ignoring the communication and interaction between the audience and the film and television works, lacking in-depth interest. Interactive video works can render the plot content through editing, special effects and television techniques, supplemented by the fun of game operation and the ups and downs of the plot, which not only enhances its aesthetic expression, but also greatly enhances the audience's sense of role substitution, strengthens the emotional feedback of video works to users. In such situation, audience's independent emotional awareness, judgment ability and observation ability are released heartily in the immersive movie-watching experience. Young students' professional curriculum knowledge can also be integrated into video works. By setting a unique role in film and television, students can use their professional knowledge to solve the problems that may be encountered in the plot, and bring in the experience through immersive multi-senses. It can thus stimulate their sense of accomplishment when solving problems and their strong interest in the subsequent unknown plot, and strengthen students' memory and application ability of the knowledge they have learned. At the same time, information we want to convey can be embodied in the plot, infecting the user's emotion in a subtle way, and leading them to the correct value orientation and ideological feelings. The mode of letting the audience accepts information has changed from "passive and forced to accept" to "active and willing to accept", and "interactive technology" is undoubtedly a valuable test of water.

3.3 Strengthen the training of media professionals

Under the current situation, the new media is developing better and better. Traditional media must take "improving quality" as the leading core, insist on improving the trust and satisfaction of traditional media in the hearts of the people, continuously strengthen the cultivation of talents, and improve the cultivation of new media talents. [3]Due to the management of campus media, the number of operation and maintenance personnel is limited. Therefore, the government and education authorities must rationally allocate human resources when promoting the integration of campus media. In the process of building an integrated media team, it is needed to avoid unnecessary horizontal communication, break down the communication barriers between schools, departments, campus media and mainstream media, put an end to the practice of fighting in its own way, and manage and coordinate the use of relevant personnel and resources in a unified way to form a joint effort. Meanwhile, efforts should be made to improve the media literacy and news propaganda level of the propaganda team. In addition, it is also necessary to create an effective and reasonable system of talent promotion space. As citizens in the 21st century, the most precious resource is the cultivation of talents. Only by providing them with a good working environment and good treatment can universities cultivate talents, aiming at creating an efficient and perfect media talent team.

3.4 Realize the sharing platform of media resources

In order to promote the deep integration of media, we should not overlay traditional thoughts, but go for platform thinking for multiplication, that is, through the platform integration of resources, the convergence between different elements is formed, and finally the value-added effect is produced. Resources between old and new media can be shared together. New media can develop the scope of teachers and students through the good reputation of traditional media in the past, and greatly enhance its own brand image. Using the melted media attracts more users' attention and brings their own advantages into full play, so as to promote the broader development of the media industry in the future and enhance

the social value and economic ability.

4. Conclusion

Only by correctly understanding the connotation and purpose of media integration by starting from the reality of campus media in universities and colleges, and exploring effective ways of media convergence, can we continuously improve the communication, guiding power, influence and credibility of campus media, and do a good job in ideological spreading in the new period.

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