

Research on the Integration and Innovation Path of Media Education and Mass Innovation Education in the Era of Convergence Media

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Abstract: With the development of the media industry, convergence Media gradually replace the traditional media in the hearts of the public and become the mainstream media in the 21st century. The improvement and development of technology have given people more choices and enriched people's life and production. The arrival of the integration stage of convergence Media communication has deeply changed people's values, ideas and lifestyles. Media students are the promoters of the integration of convergence Media, and they shoulder the important task of developing convergence Media. From the perspective of the integration of convergence Media, they can help media students explore the educational path of innovation and entrepreneurship, which can also promote the development of Chinese media industry. At present, colleges and universities are studying the direction and route of college students' innovation and entrepreneurship. This paper analyzes and discusses the education path of innovation and entrepreneurship for students majoring in media in the era of financial media, in order to find a new breakthrough in the direction of college students' innovation and entrepreneurship.

1. Introduction

With the continuous development of convergence Media technology, the requirements of the country for media talents will be more strict and comprehensive. Training innovative and entrepreneurial media talents is one of the important tasks at present ^[1]. The steady development of innovation and entrepreneurship education can cultivate a group of excellent talents with certain innovation ability, innovative idea and entrepreneurial quality, which can be reflected in the innovation and entrepreneurship education of media talents. Once the concept of innovation and entrepreneurship is integrated into education, the innovative and creative ability of media talents will be continuously enhanced ^[2]. Therefore, it is necessary to vigorously promote the cultivation of

innovative media talents so as to give play to the role of media talents in social development.

Education has changed with the changes of The Times, the only constant is that its responsibility is still to promote the development and progress of society, for all sectors of the society to train useful personnel [3]. After the 21st century, the society gradually develops in the direction of information, the arrival of the data age, a part of college students have become the new backbone to promote the development of the data and information age [4]. In the current convergence Media environment, more and more colleges and universities begin to pay attention to tap the potential of students, innovation has become the new direction of colleges and universities in recent years. Innovation and entrepreneurship are flourishing, and even education is seeking new teaching directions [5]. From the perspective of the present situation, innovation and entrepreneurship education in colleges and universities has a single path, and the teaching content is boring and difficult to arouse students' interest in learning, which can not meet the educational requirements of entrepreneurship and innovation in college students [6]. Therefore, under the current environment, the research topics of universities are developing towards the direction of college students' innovation and entrepreneurship, in order to find a new breakthrough in education and improve the current situation of innovation and entrepreneurship education. The following will briefly discuss the innovation and entrepreneurship direction of Chinese media students from several aspects, such as the current situation of innovation and entrepreneurship education of college students and the innovation and entrepreneurship education path of media students under the convergence Media environment.

2. Current Situation of Innovation and Entrepreneurship Education in Media Major

Media belongs to the reform and development of professional, this is because the decades of development, information dissemination way had the very big change, early newspapers, radio and television is we call the media, but the birth of the Internet, the progress of information technology, there has been a new development to traditional media, electronic devices to join allows the transmission of traditional media is becoming more efficient, Traditional media step by step to the convergence Media. In this stage of development, convergence Media belongs to new things, so its adaptability is more flexible. Facing such new things, continuous reform and innovation of media major is the direction of current media colleges and universities should develop, as shown in Figure 1.

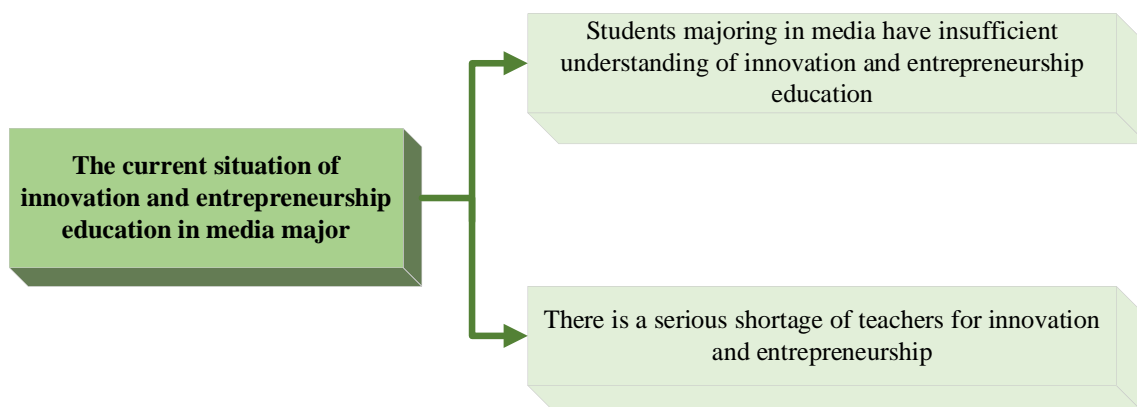


Figure 1: The current situation of innovation and entrepreneurship education in media major.

2.1. Students Majoring in Media Have Insufficient Understanding of Innovation and Entrepreneurship Education

Innovation and entrepreneurship education is a newly developed research topic in colleges and universities in recent years. Due to its flexibility and complexity, many students majoring in media have far from enough understanding and understanding of it. On the other hand, students majoring in media are more likely to be attracted by new things. The current innovation and entrepreneurship education is not attractive enough for students, which leads to many students being superficial and difficult to truly realize the importance of it for their future development.

According to a survey of 100 media students in a university, it can be found that some college students do not fully understand the significance of innovation and entrepreneurship education. They think that they can carry out their own innovation and entrepreneurship plans with computers, mobile phones and the Internet, and have low enthusiasm and interest in innovation and entrepreneurship courses. Some college students do not conduct sufficient research on the market and underestimate the risks of innovation and entrepreneurship. They unilaterally believe that they can gain experience and succeed in practice as long as they carry out innovation and entrepreneurship. They do not need to learn knowledge about innovation and entrepreneurship in class, and often do things unrelated to innovation and entrepreneurship in class. As a result, college students often realize that their knowledge of innovation and entrepreneurship is not comprehensive enough when they meet with setbacks, and they cannot really understand the marketing methods and guidance of the market.

2.2. There is a Serious Shortage of Teachers for Innovation and Entrepreneurship

College students are a group of people who have no contact with society, and lack of practice and work experience will lead to their idealized ideas. Therefore, many media majors tend to take it for granted when doing innovative and entrepreneurial projects in the direction of convergence Media, without talking about experience, and blindly go in the wrong direction. All of these need teachers' guidance and help. When media majors carry out innovation and entrepreneurship projects, they need to guide them from the side. Only when experienced teachers drive students can they do a better job in the project. However, at present, the proportion of professional teachers in universities is insufficient. When students do innovation and entrepreneurship projects in groups of several people, they need professional teachers to guide them. However, the current situation is that multiple groups share one tutor. Due to the lack of teacher resources, teachers cannot take care of both, so many innovation and entrepreneurship projects have not come to an end. The serious shortage of teachers for innovation and entrepreneurship education in colleges and universities leads to the mere formality of innovation and entrepreneurship education, which cannot play a real role.

3. The Educational Ideas and Concepts Establishment with Innovation and Entrepreneurship Education as the Core

In order to better adapt to the development law of media formats and meet the needs of social talents, it is imperative to cultivate innovative artistic media talents. Innovation and entrepreneurship education is one of the important ways to cultivate students into innovative and entrepreneurial talents. At the same time, it is also an important work in colleges and universities, which can not be abandoned. Innovation and entrepreneurship education idea and education as the core concept is to students develop into is given priority to with ability, skills is complementary comprehensive applied talents, the professional education and creative education as the main implementation methods, and the combination of through various innovative undertaking during the

period of school education enable students to gradually form creative thinking. Applying innovative and entrepreneurial thinking mode to work and study is the core of constructing innovative and entrepreneurial education system for cultivating media talents in the new era.

From the perspective of philosophy and sociology, the relationship between man and the external world is nothing more than understanding and transforming the world. Understanding the world is mainly a scientific activity, and transforming the world is mainly an engineering activity. In the process of understanding the world and transforming the world, we must use certain means, methods and tools, namely technical activities. To establish educational thoughts and concepts centering on innovation and entrepreneurship education and build an innovation and entrepreneurship education system not only requires teachers to integrate innovation and entrepreneurship education concepts into the teaching process, but also requires schools to establish a perfect curriculum system and increase investment in equipment support and site provision. In order to actively change students' ideas and concepts, only through top-down transmission of innovative and entrepreneurial ideas and concepts can the educational ideas and concepts centered on innovation and entrepreneurship be implemented and the innovation and entrepreneurial education system be successfully constructed. Under this system, the cultivation of media talents can better meet the needs of today's society, and innovation and entrepreneurship education can be promoted in a wider range, so as to realize mass innovation and realize the value of talents.

At present, for the continuous development of the media industry, it requires a large number of new talents with innovative spirit, entrepreneurial quality and ability to inject the impetus of innovation and entrepreneurship into the industry. Media talents know the world when they are doing professional creation. Meanwhile, innovation and entrepreneurship education can make technical activities produce more optimized effects and provide more excellent ideas and ideas.

4. The Integration path of Innovation and Entrepreneurship Education for Media Majors in the Media Environment

In this paper we analyzed the current media present situation of students' innovative entrepreneurial education in university, both students and teachers have some shortcomings, we can from these deficiencies, research and change the media professional students' innovative entrepreneurial education path, from multiple perspectives, the comprehensive improve the innovation direction of the development of entrepreneurship education. Below, we will briefly elaborate the educational path of innovation and entrepreneurship for media majors under the convergence Media environment from four aspects, as can be shown in Figure 2.

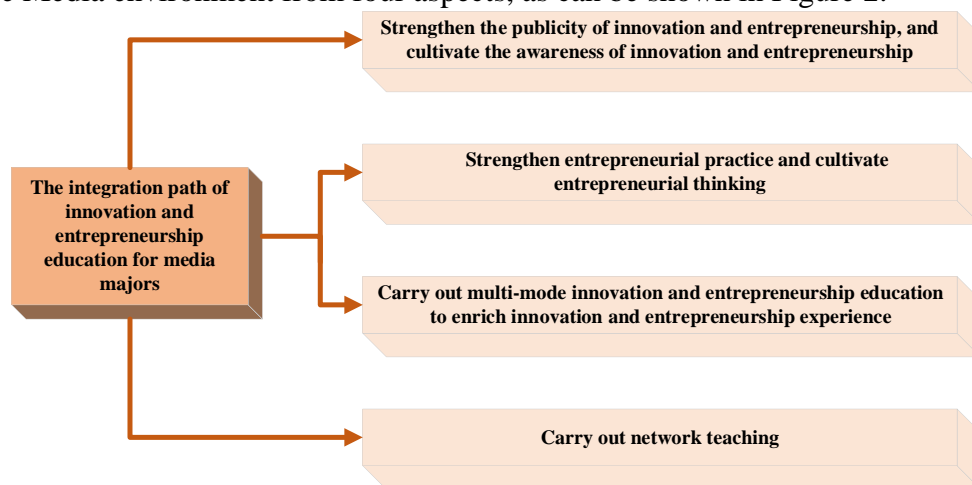


Figure 2: The integration path

4.1. Strengthen the Publicity of Innovation and Entrepreneurship, and Cultivate the Awareness of Innovation and Entrepreneurship

As mentioned above, many students majoring in media do not have the awareness of innovation and entrepreneurship. On the one hand, the publicity of innovation and entrepreneurship is not enough, and many college students do not know enough about it. Many students are still subject to exam-oriented education, after entering the university, or will only blindly learn knowledge, thinking is not open enough, many new things can not accept. Therefore, schools should timely and actively carry out publicity activities for innovation and entrepreneurship, or lectures or competitions, which can enrich the knowledge of media majors and provide them with open thinking through various forms. The Internet is the main battlefield for the development of convergence Media. Colleges and universities can guide students to develop in the direction of the Internet and use Internet thinking to promote the development of innovative and entrepreneurial projects.

4.2. Strengthen Entrepreneurial Practice and Cultivate Entrepreneurial Thinking

Practice is a necessary factor for success. If you want to know whether you can go out or not, you must go through it yourself. Innovation and entrepreneurship should be like this, testing the development direction of students through practice, broadening their thinking, and laying a good foundation for the future entrepreneurship of media majors. In the education of innovation and entrepreneurship for media majors, we should share the cases of our predecessors' entrepreneurship with students, but we should learn to stop at a certain point. We should not let students follow the development direction of others, or they will be stuck in their ways and have no way to talk about innovation. In the current unpredictable social conditions, we must pay attention to the cultivation of students' innovative and entrepreneurial thinking, expand students' cognitive ways, so that they can develop their own innovation and entrepreneurship direction.

4.3. Carry out Multi-Mode Innovation and Entrepreneurship Education to Enrich Innovation and Entrepreneurship Experience

At present, the innovation and entrepreneurship education mode is relatively simple, and the traditional classroom teaching method is still adopted for knowledge indoctrination. But the purpose of education is not to let students keep the knowledge in their mind, but to let students understand the content of teaching from a certain point. Therefore, in order to change the current status of classroom education, we can consider starting from the educational model, and seek more novel teaching methods and modes. The traditional classroom should not be abandoned, nor should other educational approaches be abandoned. In their spare time, teachers and students start businesses together, so that students can learn knowledge from the process of entrepreneurship. The simplest way to start a business may be to start from the network, which can save time, and not limited by time, teachers and students can completely communicate and guide on the Internet, which is just in line with the way of Internet thinking. In addition to multi-mode entrepreneurship education, students can participate in the competition as much as possible by organizing innovation and entrepreneurship competitions. In addition to cultivating students' ability of innovation and entrepreneurship, it can also provide a certain amount of bonus for students with outstanding performance, so as to reduce a certain economic burden for students' study. It can be seen that universities can also appropriately guide students to adopt other innovative and entrepreneurial methods when carrying out in-class and out-of-class innovation and entrepreneurship education, which is more conducive to students' accumulation of entrepreneurial experience.

4.4. Carry Out Network Teaching

Now many universities have begun to choose the way of network teaching, on the one hand, it can create more time for students to start their own business, on the other hand, it is also conducive to students to understand the development direction of convergence Media. An obvious advantage of online teaching is its playback function, which is not limited by time or place. Students can pick up mobile phones, tablets and other electronic devices around them to learn, which can greatly improve learning efficiency. In addition, many students in the traditional class accidentally distracted or have something to miss some classroom content, the classroom content can not be connected, such a situation many students still have a half-understanding. However, through online classroom, students can replay what they have missed and review it again. At the same time, it is convenient to integrate the key points of knowledge, which can better help students improve the efficiency of class and cultivate their innovation and entrepreneurship ability.

5. Conclusions

To sum up, we discussed the current status of innovation and entrepreneurship education for media majors in the convergence Media era, and analyzed the two subjects of innovation and entrepreneurship education one by one. Analysis of the current students and teachers in the face of innovation entrepreneurship education deficiency, we all know that the arrival of the convergence Media creates more opportunities and media specialized student should grasp the opportunity, from the aspects of study and practice of teaching, the use of the opportunities brought by convergence Media, culture and the creation of more conducive to the development of convergence Media media people in the future. The integration of convergence Media has brought great challenges to college students' innovation and entrepreneurship. Facing such challenges, students majoring in media should stand tall and try to turn challenges into opportunities. As a talent training base, colleges and universities should comply with the call of The Times and constantly strengthen the investment in the innovation and entrepreneurship education of college students. Only by keeping up with the pace of The Times can they truly set an example of entrepreneurship for contemporary college students and create more development opportunities for them.

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