Exploration on the Differences of Media Construction between the East and the West Innovation Path of Campus Media Integration—Take Ningxia Polytechnic as an Example

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Abstract: The development and progress of science and technology plays an important role in the process of media evolution. The emergence of new media reflects different social environment and scientific and technological level. The emergence of new media has subverted the old content, mode and effect of information dissemination to some extent, and also set off a wave of media integration. This paper intends to start with the superior experience of the developed areas of media integration in the east, compare the growth of media integration in the campus environment in the west, and take Ningxia polytechnic as an example to explore the innovative path of media integration in the campus.

1. Introduction

With the upgrading and evolution of science and technology, human communication activities are constantly changing. From newspapers, radio and television to the Internet, different media have brought different modes of communication. A group of scholars, represented by McLuhan, hold the view that "media is information". Although this view is somewhat biased, it also explains the profound influence of media on communication activities to some extent. The appearance and rapid popularization of the Internet once again aroused people's heated discussion on communication activities, which was no less than a huge earthquake[1]. The prediction that "newspapers will die" after the appearance of television was transferred to television this time, and for a time, the remarks that "the Internet will make traditional media die" were rampant. Let's not discuss whether the network will eventually bring the end of traditional media for the time being. The urgent problem before us is how to realize the organic integration of the network and other traditional media, help the news dissemination to glow with new vitality, and be accepted and loved by people in the network age, especially young people[2].

2. Explore the differences between the eastern and western media construction

Guangdong, as a model of "being the best in the world" in our country, is also at the forefront in the field of media integration[3]. This paper will take Guangdong Radio and Television Station's attempt in media integration as a model to explore the differences between the eastern and western regions in this field, and strive to transplant it into the field of colleges and universities, so as to explore an innovative path for the development of media integration in colleges and universities.

Southern Newspaper Media Group seized the opportunity to build a "central kitchen" for integrated editing and editing[4]. "The media matrix of newspaper, magazine, network, terminal, micro and screen has formed a joint force (Figure 1), with a comprehensive influence of over 200 million people." Guangdong Radio and Television Station makes full use of its own resource advantages to "grasp the trend of mobile and video information dissemination, focus on audio and video, and use radio and television networks, telecommunications networks, the Internet and other information networks to promote the sharing and integration of content, technology, platforms, talents, management and other elements" to achieve the common growth of traditional radio and television media and network new media dissemination. In the publicity reports of the National People's Congress and the National People's Congress in 2016, the station has sprung up suddenly and shined brilliantly, and the mobile communication power of the "electric shock channel" has contributed greatly. The station launched the first online live broadcast platform in China with traditional radio and television hosts as its core resources. Only three months after its launch, it has registered 617 anchors.[5]
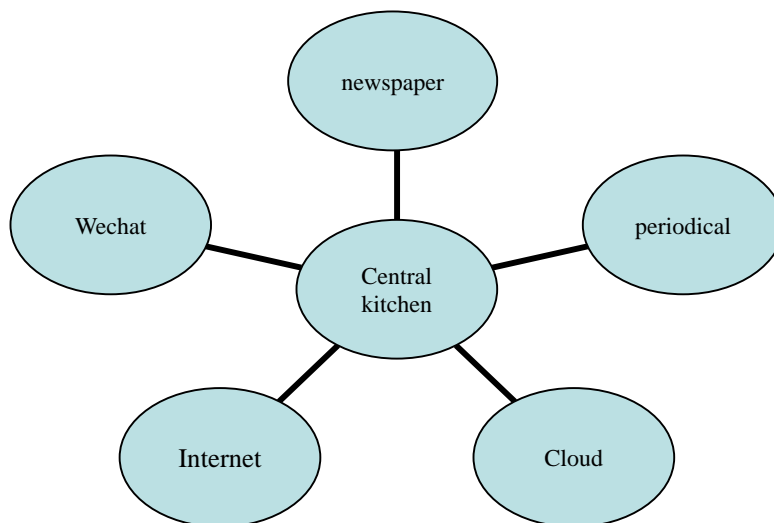

Figure 1: "Central Kitchen" integrated editing and editing

On December 30, 2016, the electric shock news client of Guangdong Radio and Television Station was officially launched. "The content published by the whole station was automatically classified and recommended according to users' reading preferences, which revitalized the editing resources, superimposed the content technology, expanded the communication channels and enhanced the competitive strength[6]." In just two months, 21 cities in Guangdong gathered in the electric shock news. As a preliminary attempt to integrate domestic traditional media, the exploration of electric shock news deserves our consideration and reference.

3. Campus media innovation path

The innovation path of campus media integration is mainly manifested in the following aspects (Table 1):

Table 1: Innovation Path of Campus Media Integration

Advanced technical support	The electric shock news client was independently developed by Guangdong Radio and Television Station, and a complete media production system was built to accommodate video communication, public opinion monitoring and personalized recommendation.
Multi-outlet media center	Grasp the speed of news, integrate the quality of quasi-news with the strength of the whole school, do a good job in campus propaganda in the new era, and keep a good position in campus propaganda[6].
Innovation of communication mode and change of thinking	This attempt effectively mobilized the enthusiasm of users watching the program, increased the stickiness of users, and timely captured the individual needs of users, providing an accurate weather vane for the selection and planning of program content, and truly being targeted and tailored.
Excellent content	The establishment and reform of the studio has helped Guangdong Radio and Television Station to stand at the forefront of the times again and embark on a new path of media development, providing first-hand information and practical experience for exploring the transformation and development of traditional media, media integration and innovation[7].
Rich big data resources	The application of big data can help media practitioners to further check in editing and writing, and improve the accuracy of information. In the same event, we can analyze from different angles according to different audience groups to catch the audience's eye[8]. "
Professional talent team, task subdivision, assembly line operation	Putting the right person in the right place can greatly improve work efficiency and achieve twice the result with half the effort. Such a situation of selecting and employing people cannot be separated from the unique geographical advantages of Guangdong, a developed province[9].

3.1. Advanced technical support

The electric shock news client was independently developed by Guangdong Radio and Television Station, and a complete media production system was built to accommodate video communication, public opinion monitoring and personalized recommendation[10].

Traditional media is like a huge ship. In order to catch up with the wave of the new era, "sail" plays a decisive role, and the advanced technology is this sail swelled by the wind.

In contrast, the pace of scientific and technological progress in the western region is relatively slow because of the unequal information and the lagging economic development. However, in the network age, speed is the decisive factor of value embodiment[11]. Due to the lack and weakness of technology, Dongfeng has come but it is unable to "with no wind stirring my lone sail", and it can only "catch up with it" for the strong sailing of the east.

From this point of view, the core of technical support is financial guarantee. What does Guangdong, which leads the national media integration, do? Shen Haixiong, then member of the Standing Committee of Guangdong Provincial Party Committee and Minister of Propaganda Department, faced with the situation that traditional media needed reform and breakthrough, promoted the establishment of a series of large-scale investment and financing funds[12], such as Guangdong

Southern Media Integration Development Investment Fund and Guangdong New Media Industry Fund, to leverage capital and escort media integration.

Ningxia polytechnic, as a college located in the northwest corner of Ningxia, this practice is also applicable. In April 2021, the General Office of the People's Government of the Autonomous Region issued "Several Financial Measures for the Autonomous Region to Support Nine Key Industries to Accelerate Development (Provisional)", proposing to accelerate the development of key industries such as Lycium barbarum, wine, milk industry, beef cattle and beach sheep, electronic information [13], new materials, green food, clean energy and cultural tourism. The establishment of these nine key industries provides a good opportunity and a broad world for school-enterprise cooperation and integration of production and education. Based on this unique advantage, we can learn from Guangdong's practice, deepen cooperation with enterprises, institutions and social organizations, guide enterprise capital injection, optimize publicity technology and channels, help establish corporate image, form complementary advantages and a virtuous circle, and promote the construction and development of school media integration[14].

3.2. Multi-outlet Media Center

Since the establishment of Electric Shock News, the establishment of Guangdong Provincial Media Center has been placed in a prominent position, and two months later, the official media of 21 cities in Guangdong have been included at an alarming rate, and a central kitchen in the era of media integration has taken shape. Through the continuous provision of content in cities and counties, electric shock news has played a significant role in the information distribution platform, achieving high-speed integration and transmission of information, relying on mature content production processes, giving full play to the content advantages of traditional media, based on resource integration, and shaking the earth with the power of "four or two". Consistently, this method is universally applicable, and it is still applicable to universities in the western region when establishing a platform for media integration. Take the Propaganda United Front Work Department of colleges and universities as the center, do a good job of "news feast", mobilize the first-line advantages of various departments and departments, set up news collection and production outlets, form a linkage network that looks like a spider web and spreads from the center to the surrounding areas, seize the speed of news, integrate the quality of quasi-news with the power of the whole school, do a good job in campus propaganda work in the new era, and keep a good position in campus propaganda (Figure 2).

Figure 2: Multi-outlet Media Center

3.3. Communication Mode Innovation and Thinking Change

Newspapers, radio and television can't break the fixed mode of communication, that is, one-way

linear communication. Since lazarsfeld and others put forward the hypothesis of "two-level communication" in the election survey in Yili County, this theory has been controversial in academic circles. "Two-level communication" "The focus of the study is not media-centered information communication, but personal influence with the audience as the main body". It is a key link to enter the visual field of media integration and pay attention to the audience. Due to the multi-node characteristics of the network, the original one-way communication mode from top to bottom has undergone a fundamental change. The audience who once could only passively accept it has gained sufficient opportunities to become the disseminator of information, and in this process, the transformation from "audience" to "user" has been completed. In the original mode of communication, the feedback mechanism often lags behind, so that the audience can't quickly feedback their feelings and needs to the communicators, and the communicators can't get to know the audience in the first place, which creates a gap between the two ends that is difficult to calm down.

Technological innovation has brought about changes in the form of communication. "Live broadcast" is no longer only in news reports, nor is it the privilege of news anchors, but has become a communication activity available to all people. Guangdong Radio and Television Station has made an active attempt to integrate live broadcast into the communication platform. In addition to graphic release, electric shock news is also an information platform for new media formats such as live broadcast and short video. With the addition of live broadcast, the inherent feedback mechanism is completely reversed, so that the user's will can be fed back immediately without any delay. Take an electric shock news live interview program "Touching the Knee" as an example. In the program, a live user interaction section is specially set up. According to the topic of the current program, users watching the live broadcast can form real-time interaction with the host and the interviewed guests in this section, completely reaching a communication field beyond time and space, which is a revolutionary evolution brought by technology to the media. This attempt effectively mobilized the participation enthusiasm of users watching the program, increased the user's stickiness, and timely captured the user's individual needs, providing an accurate weather vane for the selection and planning of program content, and truly being targeted and tailored (Figure 3).
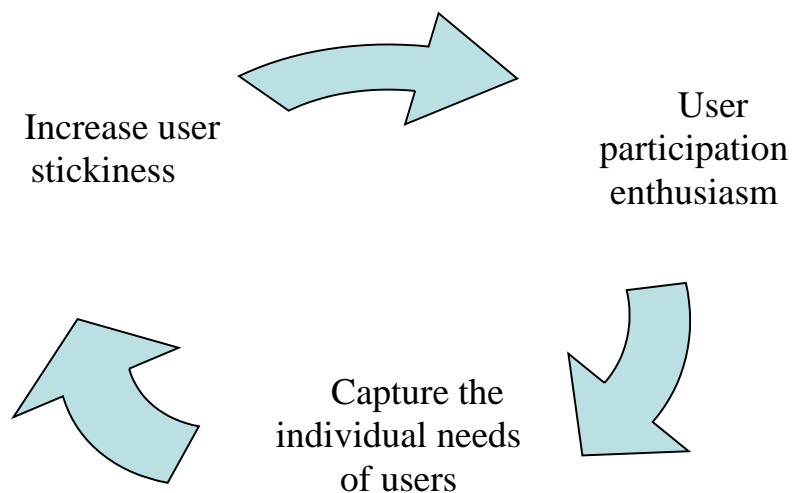

Figure 3: Communication Mode Innovation and Thinking Change

3.4. Excellent content

Any kind of art form cannot be separated from its internal meaning and external expression. Media products such as news reports, talk shows, reality shows, etc. also belong to the category of artistic

works. Similarly, if we want to achieve the organic unity of content and form, it is possible to make good works disappear in a variety of "packaging". Light content, heavy form, and it will be like opening a box of over-packaged snacks, which looks like a great appetite, but tastes like chewing wax when eaten in the mouth. But in the final analysis, content is the foundation of a work, and seeking the most suitable way to show the spiritual core through external performance is the high point that media practitioners have been pursuing when making program works.

Traditional media has always emphasized that "content is king", that is to say, the quality of content is not too hard, which means that the program is well run and the media recognition is high. This principle is still king even today when the new media wave strikes.

Guangdong Radio and Television Station, while vigorously building a technical platform, does not forget to intensively cultivate and improve the program content. In the accumulated news practice and innovation, a group of outstanding program producers, journalists, announcers and hosts have emerged. They are familiar with the program production process, have an initial heart for radio and television, have a thorough understanding of the broad audience, are full of passion for new formats and new challenges, and are committed to cultivating new people in their work, establishing professional teams and studios to make better works, and polishing out a number of excellent programs.

Xu Zhengzhong, deputy editor-in-chief of People's Daily, put forward at the 2019 Media Convergence Development Forum held in Shenzhen that "content construction needs to touch the sink". Now the younger generation are Internet aborigines, who have more information channels, broader horizons, more active thinking and more distinctive personalities. In the final analysis, the ideological superiority, value judgment and concept guidance of mainstream media should be realized and embodied through their acceptance. "In this kind of ecology, the media should be more familiar with and close to users, and "make what is important necessary and what is meaningful interesting".

Since the first host studio, Li Wanyi Wealth Management Studio, was formally established on March 29th, 2016, Guangdong Radio and Television Station has established 11 studios, including Ma Zhidan Studio, Director Wang Weihua Studio, Shi Gan All Media Studio, Yin Zhengzheng Studio, Kang Yi Studio, Taste of Old Broads Studio, Jian Huang Program Industry Studio and other platforms for radio, television, all media, program production and so on. The establishment and reform of the studio has helped Guangdong Radio and Television Station to stand at the forefront of the times again and embark on a new path of media development, providing first-hand information and practical experience for exploring the transformation and development of traditional media, media integration and innovation.

3.5. Rich big data resources

The sudden emergence of new media is inextricably linked with the arrival of the era of big data. The exponential growth of information makes the original reporting mode far from meeting people's demand for information. However, the data is disorganized and irrelevant. How can a shopping list knocked in the search bar bring your favorite items to you? This is the time for a powerful data platform to show its magic power. Through the establishment of the data platform, it is possible to clearly record the life trajectories of thousands of people in Qian Qian every moment, complete the data collection, and then sort out and summarize these seemingly irrelevant information, and provide it to the demanders logically and clearly to meet the individual needs of various groups and even individuals.

Shenzhen is the first city in China with full coverage of 5G network, which means that the whole city has become smarter. The increase of network speed means that more data can be collected in a more diversified environment, which also brings more possibilities. By collecting, analyzing and

processing data, the media will know what programs users like, what interaction methods, when to watch what kinds of programs, and truly produce content from the user's point of view, and customize their own personalized content for everyone. At the same time, the application of big data can help media practitioners to further check in editing and writing, and improve the accuracy of information. In the same event, we can analyze from different angles according to different audience groups to catch the audience's eye. "

3.6. Professional talent team, task subdivision and assembly line operation.

Professional affairs should be entrusted to professional people. Take electric shock news as an example, all links in the production process are clearly divided: resource department, editorial department, technology department, operation department and design department, and each department undertakes specific work functions, forming an interlocking content production and distribution chain. It is worth mentioning that not only the responsibilities of the department are clear, but also the staff within the department are just as suitable for their posts as mortises and tenons. The staff of the resource department have long-term media experience, maintain good communication with local and municipal media, have extensive and high-quality media resources, and play an important role in promoting media cooperation and integration; The staff of the editorial department either graduated from journalism and communication-related majors, or have experience in news production, have a keen sense of news, can grasp the correct direction of public opinion, and have a deep understanding of content planning and production processes; The technical department requires practitioners to have a computer background, and most of them have the working experience of Internet giants such as Tencent and Ali, which can provide strong technical support for the operation of the platform.

Putting the right person in the right place can greatly improve work efficiency and achieve twice the result with half the effort. Such a situation of selecting and employing people cannot be separated from the unique geographical advantages of Guangdong, a developed province. As the most economically developed region, Guangdong attracts outstanding talents from all over the country to gather here every day. The dynamic industrial development also provides a world for a large number of young people seeking to realize their self-worth. The two-way choice is very free, which also helps this huge social machine to operate more quickly. However, there is a big gap between the eastern and western regions, especially in the economic aspect. For the western region, employing people has always been a difficult problem, and how to attract talents is also a difficult problem that all units and departments have been racking their brains to think about. The scarcity of talents makes it difficult to keep a balance in the two-way choice of work, so there are very few people who can really achieve "professional counterparts". It is often a world of difference between the learning stage and the actual work, and it is difficult to re-learn the required professional knowledge until they set foot on the job. What's more, one person holds multiple jobs, and the quality and efficiency of work are naturally difficult to achieve good results. How to give full play to its own advantages to attract and retain talents and form a good atmosphere of "making the best use of talents" is a key issue.

4. Conclusion

The lag of development at this stage is not terrible, which just shows that the blue ocean that can be explored is broader, and we can seize the opportunity to accumulate power and accumulate it. Having pioneers to explore for us will help us have the opportunity to step on the solid footprints of our predecessors, towards the distant, and stand on the shoulders of giants to broaden our horizons. However, the road ahead is "a long road", and we must not rely solely on "takenism". We must learn from our own "pulse" selectively, and combine it with our own situation to explore a "Ningxia model"

and "Ningxia polytechnic model" for the integration and development of local media, so as to be stable and far-reaching in the future.

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