Media Coordination Concept from the Perspective of Communication Studies

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Abstract: Although the media choreography major is a new profession, with the progress of our society and the economic growth, China's media choreography major has developed rapidly. The development of media choreography in China's colleges and universities is amazing, but with its rapid development, some new problems and development errors have appeared in the media choreography profession. Therefore, colleges and universities should fully understand the current status of the media choreography major and correctly position it. In order to better promote the development of China's media choreography major, this paper will correctly position the media choreography major based on the perspective of communication and study how to effectively promote the development of media choreography under the current situation.

1. Introduction

Communication is a discipline that studies the law of the development of all human communication behaviors and the law of the development and development of social information systems. It can effectively spread the information between people and society. In short, communication is a discipline that studies how humans can effectively use a variety of specific symbols to communicate information in society[1].

2. Definition of communication

Communication is a discipline that began to emerge in the 1930s, but it has a very close relationship with many other social disciplines. It can be said that communication is a discipline that is at the edge of many social disciplines. Communication is a relatively basic social function between human beings. It can effectively study the communication and relationship between people. Therefore, communication studies involves linguistics, philosophy, psychology, sociology, anthropology and political science. And a number of social disciplines such as semantics. Communication is an inevitable outcome of social development and the content of communication is also very extensive. For example, media choreography, film choreography and broadcast choreography are all contents of communication studies.

2.1 Definition of media choreography

The media choreography major is an emerging profession. Its main goal is to cultivate a large

number of professional talents engaged in the radio and television industry. At this stage, in the various colleges and universities in China, the media editing major is mainly to learn the professional knowledge and theory of the programming, creation, planning and production of TV programs. The students of this major should be able to work in the radio and television program. Professional application talents. As a rapidly emerging profession in modern colleges, media choreography requires not only students with professional knowledge and practical ability, but also students who are fully familiar with and understand the relevant propaganda policies and laws of the state and the party. Regulations. For the time being, the development prospects of the media editing profession in China are very broad and in order to fully meet the needs of the society for media-oriented professional talents, many of the universities in China have opened this major, the most representative of which Universities include the Communication University of China, the Shanghai Theatre Academy and the Zhejiang Media College[2].

2.2 Definition of media coordination in the perspective of communication studies

Based on the perspective of communication, media generally has a broad and narrow sense. The broad media director contains a wide range of content. In addition to the media, it also includes all the symbols that express and express the content of the communication. Directors can also be called performance media. The narrow media directors simply refer to all the carriers that convey information.

The process of media coding is also the process of information coding, so we often refer to the process of media coding as the coding process. It can be seen that there is an information coding process both in public propaganda and in interpersonal communication. Compared with technical media, media directors pay more attention to the means of technical media and the specific symbolic system. Compared with print media, print media generally only contains printed products such as books, newspapers and periodicals. The symbology used by media directors uses some flat visual symbols such as photos, pictures and videos in addition to text abstract symbols[3] .

3. Positioning of media choreography major under the perspective of communication studies

Although the media editing profession has made rapid development in many universities in China, there are still many shortcomings and shortcomings in the development. The media choreography major is also an extension and concrete manifestation of communication studies. However, at this stage, the universities in China do not combine the communication and media choreography professions well. In this case, the media choreography profession is positioned in many aspects. It has become very vague, such as professional courses, professional subjects and professional connotations. In order to better promote the development of media choreography in the field of communication, we must first accurately locate the media choreography profession under the perspective of communication. After research and analysis, we find that the media choreography major in the field of communication studies mainly includes two aspects: the quality of the literati and the quality of the filmmaker.

3.1 The quality of literati

Traditional paper media has an irreplaceable superiority and status in China. To a large extent, the superiority of traditional paper media is mostly derived from the medium of text symbols. In general, the text symbol medium itself is full of vivid communication colors. Compared with other types of language and symbolic media, the seriousness and spread of the text medium is undoubtedly more intense[4].

The word symbol is one of the symbols of the nature of the medium. It can effectively carry out certain training of thinking and can profoundly and concretely express the relationship and law between various things. We can say without hesitation that the text symbol constitutes the literati quality in the current communication media era, which not only broadens the profound Chinese culture, but also includes social civilization such as convincing people. The successful television media should be a form of media that inherits the traditional forms of Chinese printed text. First of all, in the TV medium, the medium itself includes a text symbol system. The text can not only better express the theme, but also accurately explain the content of the picture and can also enhance the accuracy in the TV program. It can be said that the text is the TV medium. An important carrier for the dissemination of information. Secondly, the content of TV media editing work also includes the text medium. In the media choreography work, the common text media includes shooting, interview outline refinement, TV script, etc. and the quality of the text is often in the TV program. Mining and developing content with intensions is inseparable. Finally, the traditional text choreography can give the media a "literary". That is what we call thinking and program connotation. The text media can not only better promote the development of the image and thinking of TV programs, but also provide a deeper interpretation and grasp of the theme of the most TV programs[5]. The growth rate of practitioners in communication is shown in Figure 1.
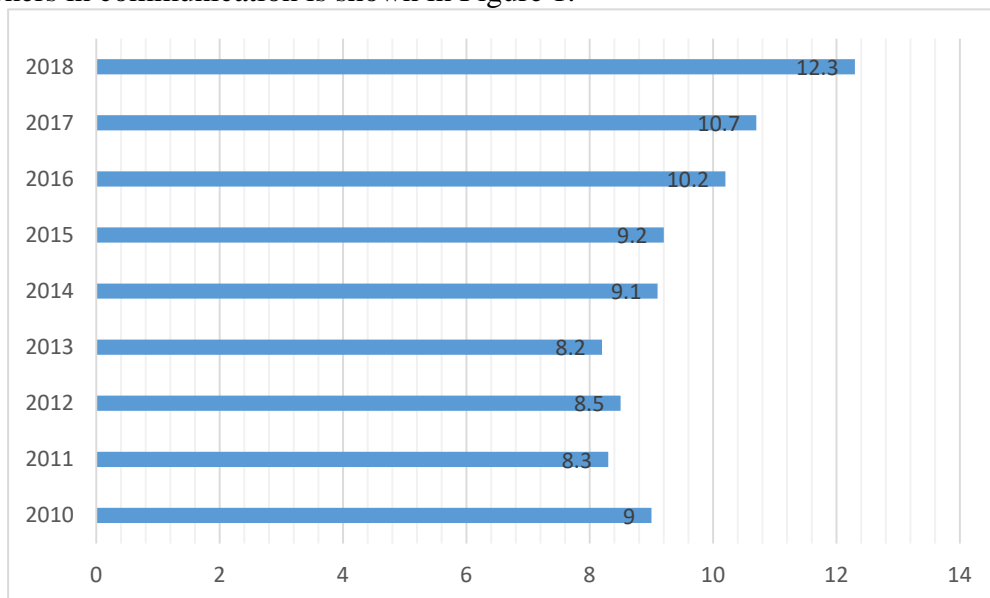

Figure 1 Growth rate of practitioners in communication

It can be said that if we really want to carry forward the media choreography profession under the vision of communication studies, we must promote the literati quality in the media choreography profession. Only by fully exerting the advantages of the text media, can we better display the connotation of TV programs. And the spirit can better reflect the aesthetic value and soul of the entire TV program.

3.2 Film quality

As one of the important expressions of the film and television media, TV media has been given a strong "film quality". "Shadow quality" is a personality characteristic that evolved from the continuous evolution and development of modern image culture. It is a primitive reflection of human society. In the TV media, we can sometimes skip the performance of the text completely and directly use the specific image to express the theme and content of the program. Therefore, in the

TV media, it has the characteristics of distinct, direct, fleeting and unconscious. The same is true because the TV media has these characteristics. When we bring media guidance in many cases, we will simply think of the "guide" in the media choreography and ignore the "editor" in the media choreographer. Generally speaking, the director A position in the process of knowledge TV creation, the director's work includes the process of compiling all the crafts and artistic elements in the entire program. In detail, the duties of this position, in addition to some artistic processing and sublimation of the content in the program script, also guide and host the entire program shooting process to ensure the wonderful and successful TV program. The media choreographer and the director's work have a certain similarities to a large extent, they can make the content of the program more realistic and concrete. Moreover, media choreography can break the traditional form of reading well and TV media as a medium that can directly image content, it can more effectively stimulate people's central nervous system and enhance people's impression of TV content. "Shadow quality" is one of the characteristics of TV media. It is the advantage of TV media itself. If we want to truly develop the media choreography in the field of radiology, we must grasp the "film" in media choreography. "Quality of the people" fully exerts the advantages of the TV media.

4. Effective measures to promote the development of media choreography in the field of broadcasting

4.1 Establishing scientific and rational talent training goals in line with the actual needs of society

In all majors of colleges and universities, the favorite training objectives must be scientific and reasonable and the media editing profession is no exception. The establishment of the goal of talent training is inseparable from the guidance of social needs. At present, it seems that since the development history of media editing majors in various universities is not long-term, there are still many problems in the professional training of talents. For the time being, if we want to better establish a realistic talent training goal, we must fully contact the actual needs of society. Taking into account the students' basic knowledge, innovative ideas and organizational execution capabilities in three aspects. The trend of changes in the amount of communication in communication is shown in Figure 2.
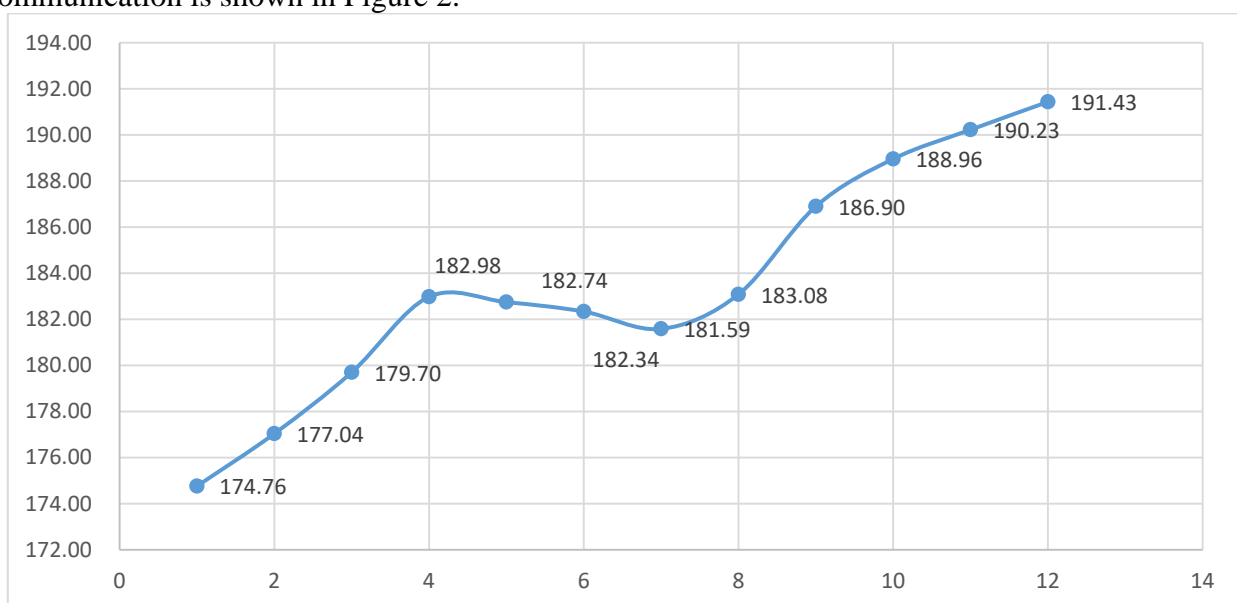

Figure 2 Trend of changes in the amount of communication in communication

The Media Choreographer is an applied major in which many of the courses are ultimately designed for specific applications. Therefore, the final assessment of many professional courses in the media choreography major should depend on the actual production level and creative ability of the students. Moreover, in the media editing profession, the development of experimental classes is a must. We should generally carry out the experimental class in a step-by-step manner, first the basic experiment, followed by the confirmatory experiment and finally the creative experiment. Only when we fully strengthen the cultivation of students' practical ability, students of media choreography can better adapt to the development of society[6].

4.2 Strengthening cooperation between schools and the media

In all colleges and universities, in order to cultivate high-quality media directors, we must get rid of the shackles of traditional teaching models and create a teaching model with professional characteristics. The teaching of media editing in cooperation with the media is an effective teaching mode. First of all, the school can hire some professional on-the-job editors to teach students the professional courses. Secondly, colleges and universities can also send teachers to media companies to exercise and improve their practical ability. Finally, direct cooperation between schools and media companies can provide students with more time opportunities.

5. Conclusion

As a new profession in modern universities, media directors are undoubtedly huge. However, due to its short history of development, it still has many problems in many aspects. In order to better develop the medium of media editing in Xu Jin University, it is inevitable to correctly position it. As long as we correctly recognize the connotation of media choreography, we can better develop the profession.

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