

An Analysis of College Students' Innovation and Entrepreneurship System Construction Based on New Media

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Abstract: The concept of “mass entrepreneurship and innovation” put forward by Premier Li Keqiang has brought the innovation and entrepreneurship education of domestic college students into a new stage of development. The popularization and application of new media technology has also brought new thinking for the development of education in this area, and the application of related technologies and ideas in the practice of innovation and entrepreneurship education for college students has further expanded the horizons of students. In the new era, we need to perfect the education system on the basis of integrating the existing educational resources, and then we can construct a new cross-platform media support system based on the promotion of media literacy. Finally, it created a new work situation for its “mass entrepreneurship and innovation education”.

With the development of society, the population of China is also increasing. With the rapid growth of the number of college graduates, the employment pressure is also increasing. In the face of the increasingly severe employment environment, strengthening college students' innovation and entrepreneurship education and letting them “finding a path” has become the key to improve the core competitiveness of college students.

1. Analysis of the Present Situation and Characteristics of New Media Technology

In the new era, the popularization and application of all kinds of information technology has promoted the diversified development of media forms. Social information software such as Weibo, WeChat, Jinri Toutiao and Kuaishou short video APP have become an important part of people's daily life. It has become the backbone of technological and production change. The popularization and application of new media and mobile Internet technology has also created a new growth point for the offline economy, and the relationship between the two is becoming closer and closer. The vigorous development of e-commerce platforms such as Ali, JD.com and SUNING has brought a new shopping experience to the public, while the new media platform has brought new ideas for the promotion and promotion of its products, and created a lot of jobs. Therefore, relying on new media technology to carry out innovation and entrepreneurship education can strengthen its core competitiveness and make it more comfortable when participating in employment competition.

Generally speaking, college students are a very special group, their overall cognitive level is high, so they also have a high sensitivity to the new media technology and the new concept of development. In addition, QQ, Weibo, WeChat, Zhihu, Douyin and Kuaishou have also become an indispensable part of their lives, so it is more advantageous to carry out their mass entrepreneurship and innovation education.

The characteristics of new media technology are mainly reflected in sharing, diversity and multi-dimensional interaction and so on. Although it is not without shortcomings, it still overcomes the shortcomings of the traditional media communication model on the existing basis.

2. The Problems Existing in the Practice and System Construction of College Students' Innovation and Entrepreneurship Education Based on New Media

Although the major colleges and universities are actively carrying out reform practice in this area, and have made gratifying achievements, but the existing problems can not be ignored. Specifically, the problem is mainly reflected in the following aspects: (1) the support policy is not perfect. Although the promotion and application of new media technology has brought new development opportunities for the traditional industry, but because the relevant protection policies are not perfect and lack of effective defense mechanism, so its protection and support still need to be further strengthened.[1] Because of this, it is impossible to build a perfect credit linkage relationship between users and developers, so the practical application or realization of new media is also difficult. (2) the maintenance and upgrade of application development still needs to be strengthened. After the application is developed and put on the market, it is necessary to maintain and upgrade according to the market feedback, which is a great test for the professional quality of entrepreneurs. To take an innovative training program recently carried out by several English majors in our school of foreign languages as an example, thanks to the reserve of their own professional knowledge. Their "XU on Line (Xi'an-U Online)" the learning and design network platform for Chinese and English bilingual college students has been able to basically meet the learning needs of college students in terms of content. Then it is not difficult to expand its audience. It is important to note that if the number of data access increases further, the effects of existing services and push information will be greatly reduced. In the course of the project, several students of the project team also organized a series of lively and interesting offline activities aimed at improving the influence of the WeChat official account platform. Based on this analysis of the current situation, if we further expand the audience, then how to carry out offline activities is also a difficult problem to solve. Today, with the rapid development of learning platform on the Internet, such a "platform" which lacks independent platform support and limited sources of information can only be a "water test" at best. Therefore, when we carry out this kind of activities in the future, we need to make great efforts to maintain and upgrade the service content of the system and platform, so as to give the students efficient and correct guidance.[2]

3. Strategies for the Construction of College Students' Innovation and Entrepreneurship System under the Background of New Media

3.1. Setting up a new concept of innovative entrepreneurship education to meet the needs of the development of new media

The development of new media technology has expanded the development potential and development space of college students on the original basis, and the knowledge they have learned is also quite different from that in the past. Therefore, we should innovate the concept and mode of operation of innovative entrepreneurship education. [3]First of all, the curriculum should keep pace with the times, focus on the use of the characteristics of new media technology to strengthen its practicality, and then build an efficient learning platform for students. On this basis, it is also necessary to integrate the existing resources to build an innovative entrepreneurship education training base related to professional knowledge or employment direction for students, so as to innovate the way of education and improve their enthusiasm for participation as far as possible. In the past, college students' innovation and entrepreneurship education organized by colleges and universities had no practical value at all, and it was only a public basic course for superior leaders to check or take an examination, so it was difficult for students to be interested in it.[4] In the future, we should start from the transformation of ideas to strengthen its practical value, and then build a scientific and rigorous education system for students.

3.2. Integrating media resources and constructing innovation and entrepreneurship education service platform

If we want to make good use of the advantages of new media technology in college students'

innovation and entrepreneurship education, we must strengthen our understanding of new media. After that, we can make use of the characteristics of large amount of information dissemination and fast dissemination to optimize and reform the current teaching mode. We should use social media such as Weibo and WeChat to communicate with students, let them sum up their own ideas and clarify the direction of development.[5] In addition, we also need to do a good job in the publicity of emerging communication concepts, so that they can have a correct understanding of emerging media technology, and then actively participate in “mass entrepreneurship and innovation education”, and finally achieve their own all-round development.

The “grassroots” communication characteristics of the new media make it possible to achieve the propagation effect of cracking changes in a short period of time. To put it simply, the development of college students’ innovation and entrepreneurship education can get the most real “market feedback” and it is also a good test of students’ comprehensive literacy. In this aspect of practice, colleges and universities need to give full play to their own advantages to build a perfect innovation and entrepreneurship guidance service system, timely update the contents related to entrepreneurship competition and innovation practice application, so that they can seize the opportunity and give full play to their strengths.

It should be emphasized that the propaganda role of traditional media should not be ignored in the use of new media.[6] Colleges and universities should learn to make use of the advantages of traditional media to provide them with corresponding resources and methods, exercise and improve their comprehensive ability. As an example of the practical project mentioned in the previous article, the members of the project team ensured the diversity of platform materials and deepened students’ understanding of the school by translating the news on the school website. On this basis, a series of contribution activities have been organized to further enrich the content of the official account. During this period, the professional knowledge, organization and coordination ability of the team members have been well trained, so in this area of practice, the new media and the traditional media are inseparable.

3.3. Improving the Media Literacy of missionary and educated Scholars.

In the context of new media, how to better build an innovative entrepreneurial system for college students needs the joint efforts of both parties to complete, so we must build a team of teachers with high comprehensive quality. Only when teachers constantly cater to the development trend of the current era, understand the characteristics and technical requirements of new media, can they skillfully apply it, and then combine it with teaching content. Therefore, colleges and universities should strengthen the professional skills training of innovative entrepreneurship education teachers and train a group of professional teachers with excellent professional quality and comprehensive quality. We can carry out it from the perspectives of “bringing in” and “going out”. On the one hand, we can encourage and support young teachers to work in new media enterprises and accumulate experience in learning, so as to provide more targeted guidance for students. On the other hand, we should pay attention to excavating and introducing social talents, and we can hire new media technical talents to enter colleges and universities to guide the development of innovation and entrepreneurship.

At present, the new media platform is full of a large number of fragmented information, which needs to be screened by college students and applied pertinently. In the face of this information, college students must constantly improve their information literacy, be able to judge and identify bad information, constantly restrict personal behavior, and avoid being deceived. Only in this way can we give full play to the advantages of new media technology, so as to promote its all-round development.

4. Conclusion

In the context of new media, the construction of college students’ innovation and entrepreneurship system is a new topic. We need to promote its optimization and reform on the basis of changing teaching ideas in order to realize the all-round development of college students.

Above, the author analyzes and probes into this kind of problem, and puts forward the corresponding optimization reform strategy.

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