

Innovative Paths for Campus Media in the Context of Media Convergence

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Abstract: The rapid development of Internet technology has made “Internet +” a hallmark of the current era. The transformation and development of traditional media into all-media have provided a guiding direction for the development of campus media. The traditional form of campus media, which mainly consists of campus newspapers and campus radio, can no longer meet the application demands of modern higher education for media. In line with the current media convergence environment, campus media need to actively innovate to achieve their own development and progress in keeping with the times. This article explores the innovation path of campus media in the context of media convergence, analyzing the promotion of campus media innovation by the development of new media, the diversification of campus media innovation, and the effective ways of campus media innovation, in order to promote the realization of the innovation and development goals of campus media in the context of media convergence.

Keywords: Media convergence; Campus media; Innovation

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1. Introduction

The current social development background of media convergence is seeing new media and all-media penetrating and extending into campus media. However, the media functions of campus media have not been fully reflected, mainly due to the overly formal integration of campus media with new media, lacking the innovative thinking required by Internet media. According to relevant data statistics from the National Internet Information Center, as of 2024, the number of Internet users in China has reached 972 million, among which the number of mobile Internet users accounts for 97.5% of the total number of Internet users. The influence of mobile Internet on people's lives has surpassed that of traditional Internet forms. For college students, smartphones are not only communication tools but also a new type of social media platform. Obtaining information through mobile Internet has become the preferred method for college students. Discussing the innovation of campus media in the context of media convergence is of practical significance for promoting the continuous development of campus media. The improvement of college students' self-demands has put forward higher requirements for moral education and ideological and political work in the new era. It is urgent

to integrate some mainstream social trends and humanistic concepts into the connotation of moral education to make it richer and more complete^[1].

2. New media development promotes campus media innovation

The rapid development of mobile Internet not only promotes the innovation of the network industry's structure but also has a profound impact on the current education industry. Campus media is the main way for higher education institutions to provide media services to the public. In the context of the development of mobile Internet, colleges and universities should pay attention to the changes in the Internet structure and actively improve their network infrastructure to lay a network foundation for the media convergence development of campus media. Campus media also constantly adapt to the development trends of social media. From the early emphasis on the construction of campus official websites and news websites to forms such as campus newspapers, campus radio, campus forums, Weibo, WeChat, and campus mobile clients, students can use the communication platforms provided by the school to communicate with society through the latest media forms. Campus media also keep pace with the times and continuously achieve their own development and progress. To some extent, the development of new media is not only a technological revolution in social media but also an opportunity and driving force for the continuous innovation of campus media.

While campus media are innovating in technology and form, their content and audience groups are also constantly changing. The traditional audience of campus media mainly consisted of teachers and students on campus. However, from the current development trend of campus media, the "campus" limitation of campus media is gradually being broken, and the audience groups are gradually expanding. They can be the surrounding social public, parents of students, or the broadest group of people interested in campus life and culture. The form of information release by campus media is also transforming from a single form to an interactive form, and comprehensive media content with both text and images is widely praised and applied. The media functions of campus media are constantly being strengthened. In the future, ideological and political education in colleges and universities must rationally introduce new media technologies and fully leverage the role of media in ideological and political education^[2].

3. Diversification of campus media innovation

3.1. Promoting campus media through commercial platforms

Compared with traditional campus media forms, new media forms have a wider audience and more advantages in technical support and network influence. Therefore, promoting and publicizing campus media through new media platforms has become a choice for many campus media. For example, many domestic campus media have opened their official accounts on Weibo and WeChat to enhance their influence in society and expand their audience base. As the number of followers on official Weibo and WeChat accounts continues to increase, the development space for campus media also expands. Not only in terms of form, content, and influence range, but also in terms of audience, new media forms can surpass traditional media. Campus media innovation also prioritizes new media commercial service platforms. Relevant research shows that when randomly selecting college students for a survey on internet usage habits, over 71% and 69% of students and teachers, respectively, use WeChat and Weibo as their main channels for obtaining information. Due to the integration of social and media functions, these two media forms can generate a broader influence. Weibo and WeChat have become the most influential media platforms on campus. Promoting campus media through commercial platforms can

achieve ideal promotion results.

3.2. Building new campus media platforms independently

Although promoting campus media through commercial platforms like Weibo and WeChat can enhance their influence, it poses significant challenges for media management. To effectively manage the content of campus media platforms, many schools are actively attempting to build new media service platforms independently. By achieving technical and platform independence, they can enhance their management autonomy and ensure the quality of public information services provided by campus media. Currently, many schools are exploring diverse media development paths. On one hand, they release information through official accounts on Weibo and WeChat. On the other hand, they also promote their independent media platforms through campus mobile newspapers, mobile apps, and campus newspapers. To guide the application behavior of teachers and students and continuously enhance the influence of independent media platforms among them, they release summary information in campus newspapers. If teachers and students have an interest in the content, they can scan the QR code in the newspaper to access the campus media platform for in-depth reading. Journalists and editors should transform their thinking to the online era, create information content that meets the reading needs of the online audience, and enhance the application satisfaction of the audience, thereby promoting the continuous development of the independent platform.

3.3. Innovation of commercial products derived from campus media platforms

Campus new media is not only the combination of the Internet and traditional campus media forms. In the application of new media awareness, it also deeply integrates new media technology with commercial services, transforming traditional campus media forms into commercial service forms, expanding the service scope of campus media, and creating commercial derivatives based on campus culture. Through the integration of campus media and commercial services, the commercial application value of campus media is enhanced. Supported by new media technology, the in-depth development of campus new media is promoted. Colleges and universities should strengthen the production and dissemination of innovative campus cultural content, organically integrating social hotspots, illustrations, real-time interaction, promotional titles, and content, cultivating brand awareness, and strengthening ideological education for college students ^[3].

4. Effective approaches for campus media innovation

The core issue of campus media innovation lies in its institutional attributes. Currently, the application subjects of campus media in Chinese universities are the campus publicity departments, while the main workers and managers are mostly staff from the administrative departments of the universities. The reform and innovation of campus media have become a common task for both the campus publicity departments and the administrative departments. However, due to the management system of the universities, the collaboration awareness among different departments is relatively poor, which will have a certain negative impact on the innovative development of campus media. At the same time, the innovation of campus media not only requires technical support but also needs to calculate the commercial cost, consider the application space and market demand, so as to effectively avoid the practical problems such as lack of funds, insufficient professional strength, unstable working teams, and lagging publicity and operation mechanisms during the innovation process. During the innovation process of campus media, relevant factors need to be fully considered, the conventional working state within the system should be changed, the innovation vitality should be expanded, and the flexibility

of the university management system and working forms should be increased to lay the foundation for the innovation of campus media. Compared with social enterprise media, the reform of campus media has a more complex environment. Campus media is not only affected by the campus management mechanism and policies, but also by the social environment and audience demands, which will also affect the reform and innovation process of campus media. Campus media needs to conduct a comprehensive analysis of its own attributes and comprehensively consider the complex external environment during the innovation process, analyze the challenges faced by media innovation and development, so as to ensure that campus media can actively improve and perfect itself in terms of infrastructure construction, policy support, team building, and model innovation.

4.1. Strengthening the construction of campus network infrastructure

Moral education and talent cultivation are the fundamental tasks of universities and the central link and key work of talent cultivation^[4]. In recent years, with the continuous expansion of university enrollment, many universities have been expanding or building new campuses to meet the teaching and living needs of teachers and students. However, this has also led to the problem of inconsistent infrastructure between old and new buildings. Universities should invest more energy and resources in the construction of network infrastructure to ensure that the campus infrastructure is synchronized. Especially for old campuses, more funds should be invested to expand network bandwidth, improve the speed of campus network access, and expand the coverage of campus wireless networks, so as to meet the application needs of mobile terminal devices for teachers and students on campus to the greatest extent. The improvement of campus network infrastructure not only helps the development of campus media but also meets the basic needs of the transformation of modern education forms.

The construction of campus network infrastructure requires special funds for support and flexible management policies. It should not follow the lagging model of “planning first, then construction” in the traditional campus management system, but should adopt the new management and construction strategy of “developing, planning, adjusting, and constructing simultaneously,” and actively introduce commercial funds and technologies. By introducing social roles, the financial pressure on universities for the construction of campus network infrastructure can be alleviated, and the construction of campus networks can be vigorously promoted, providing a prerequisite for the development of campus media.

4.2. Issuing and implementing policies for campus media innovation

Campus media is not new, but its innovation and development in the context of media convergence can be regarded as novel. The management and operation system of traditional campus media can no longer meet the development needs of new campus media. The original policies and management systems lack consideration of new media forms and content. Therefore, relevant education departments and universities should attach importance to the development concepts of new media, actively improve relevant policies and management systems, and issue policies and management mechanisms conducive to the development of new campus media to support the new development of campus media in the macro environment. Although in 2013, the Ministry of Education and the Cyberspace Administration of China jointly issued the “Opinions on Further Strengthening the Construction and Management of University Networks,” providing guidance for the network construction and related management work in universities, the implementation of these guidelines in many universities has been far from satisfactory. To promote the innovative development of campus media, universities need to deeply interpret the relevant policies, break through the bottlenecks of the traditional management system, transform the functions of the school in campus management, enhance the service awareness of campus management,

apply “management methods” to serve “management content,” thereby effectively avoiding the disconnection between the management system and the management content, simplify the management review procedures and processes, and improve the efficiency and convenience of campus new media in conducting related work, thus promoting the further innovative development of campus media.

4.3. Building a professional work team for campus new media

The related work of campus new media requires a professional team composed of talents with professional qualities. Currently, the work team of campus new media mainly consists of teachers, students, and administrative staff. Professional teachers have professional knowledge, but due to the influence of academic research and teaching activities, their energy and time are relatively limited, making it difficult for them to deeply participate in and carry out the construction and management of campus new media. Students’ participation in related work is mainly driven by personal interest, and due to factors such as exams and further education, there is a high degree of personnel mobility. Administrative staff can stably carry out related work, but they still have problems such as insufficient professional quality and a lack of innovation awareness. Therefore, building a high-quality new media work team is the key to promoting the development of campus new media. Relevant practical experience shows that the campus new media work team should establish a differentiated team structure and optimize and improve in three aspects of professional teachers, students, and administrative staff to enhance the professional quality and work level of the campus new media work team. From the perspective of professional teachers, more emphasis should be placed on the quality of their participation in campus new media platform work, not only providing theoretical guidance but also assisting in practical work. From the perspective of students, to ensure the stability of students’ participation in campus new media work, a system of senior students helping and connecting with junior students should be formed to ensure the effective connection of work content. From the perspective of administrative staff, on-the-job training and opportunities for in-service learning in new media should be provided to comprehensively enhance the professional quality of relevant staff.

4.4. Emphasizing the innovation of work models

Campus new media is applied in the special teaching environment of universities. To highlight the characteristics of campus culture and enhance the innovation awareness of campus media, the work forms of campus media should also be actively transformed. Transformations and innovations should be made in aspects such as campus media promotion and the production of excellent campus media projects. Not only should the integration of campus media and network technology be achieved, but also the integration of campus new media and the audience. Project types and contents should be expanded in line with the actual needs of students, and the operation mechanism should be innovated. Crowdfunding methods can be used to lay the foundation for project establishment and production, such as crowdfunding for media content ideas, crowdfunding for venues, and crowdfunding for funds. Through crowdfunding, the enthusiasm of teachers and students to participate in campus new media can be enhanced, and the power of campus new media in promoting campus culture through network culture can be improved, highlighting the uniqueness of campus media. Ideological and political education is a process of helping students correct their thoughts and cultivate virtue. The content of ideological and political education in universities is complex and greatly influenced by external factors, requiring the construction of a comprehensive and collaborative education mechanism^[5]. As an important part of the youth group, college students have a sacred responsibility in inheriting Chinese traditional culture. A

deep understanding of the connotation of traditional culture can help students have a higher respect for it and contribute to fostering their cultural confidence and national pride ^[6].

All kinds of media within the campus of colleges and universities must actively integrate to enhance their working efficiency and dissemination efficiency, and provide better information for teachers and students ^[7]. Under the environment of media convergence, the innovation of campus media faces significant opportunities and challenges. Currently, the integration of campus media and new media in many schools is in a formalized state, leading to the gradual weakening of their media functions. Colleges and universities should reposition and evaluate the media functions of campus media, meet the multiple needs of modern college students' campus lifestyle and the development of modern higher education, reform and innovate their working forms and contents, and apply new media forms to enhance the application of campus media by teachers and students.

Disclosure statement

The authors declare no conflict of interest.

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