

Research on the Development Path of External Publicity Work of University Propaganda Department under the Background of Media Integration

Nannan Xu

Xi'an Aeronautical University, Xi'an 710000, China

Abstract: Today, in the 1920s of the 21st century, financial media has spread all over people's daily life, profoundly changing people's lifestyle and behavior habits. As one of the organizations of news communication institutions, the Propaganda department of colleges and universities is also facing the challenge of readjusting the development path.

Key words: Financial media; University Publicity Department; External publicity work

Publication date: October, 2020

Publication online: 31 October, 2020

***Corresponding author:** Nannan Xu, 2523764835@qq.com

1 The dilemma faced by the Propaganda Department of colleges and universities and its causes

1.1 The ideology of decision-making class lags behind the professional media institutions, and pays less attention to the development trend of financial media

1.1.1 Reason

The decision-making level of the Propaganda Department of colleges and universities is mainly the leader in charge of the university and the person in charge of the propaganda department. Colleges and universities will inevitably appear the problem of layman management, professional, imaginative command. This is an unavoidable problem in colleges and universities. Due to the relatively perfect conditions

and management system for the appointment of talents in charge of posts in colleges and universities, the limitation of working years, the display of personal ability, the free and flexible deployment of departments and other reasons, all have opportunities to make the managers of non media industry engage in the management of media industry.

1.1.2 Problems

As the thinking of decision-making class is lagging behind the professional media institutions, they do not pay enough attention to the development trend of financial media, and do not have a deep understanding of the importance of financial media for the Publicity Department of colleges and universities to carry out external publicity work. However, the construction of the new media team has not been attached great importance to, but by the original staff of the propaganda department. Naturally, there is no way to give full play to the advantages of the fusion media, and the attention of teachers and students to the campus media will also be reduced.

1.2 The executive staff is relatively professional, the skills of media institutions are relatively single, and the training mechanism is not perfect

1.2.1 Reason

The original staff of colleges and universities are composed of two parts. Some of them are transferred from other professions, and some are from traditional media. The staff recruited from these two channels could have supported the external work of colleges and universities under the background of traditional media.

However, with the rapid change of financial media, the traditional professionals, workflow and professional cultivation are far from meeting the needs of current work.

1.2.2 Problems

The executive staff is relatively professional, the skills of media institutions are relatively single, and the training mechanism is not perfect. The staff may only know one skill, or one or two skills. The personnel engaged in video publicity can only achieve the integration of editing, editing and broadcasting, and can not engage in other publicity work; The personnel engaged in news writing and publicity shall not make video news; The personnel engaged in newspaper paper media can not do the work of new media application, etc., which will lead to the blank work area without work and affect the coverage of external communication. However, there is no fixed and advanced training mechanism in the later stage of training. The self-study of the staff after work can only meet the needs of individual work, and it is difficult to operate a complete work project.

1.3 The staff is relatively thin, and the working mode tends to be tired of coping with work

1.3.1 Reason

Under the influence of the traditional way of thinking, the Propaganda Department of colleges and universities thinks that the propaganda department is the Department of “retreat” and is engaged in the work of icing on the cake. In addition, there is no way for colleges and universities to join the front-line propaganda work: Student Affairs Office, academic affairs office. Therefore, the allocation of personnel is not very sufficient compared with the core departments of colleges and universities.

1.3.2 Problems

The staff is relatively thin, and the working mode tends to be tired of coping with the work state. This is the normal work of propaganda departments in Colleges and universities. Important news tiktok is daily, such as photo recording, video recording, news writing, web news typesetting, newspaper editing, publishing, micro-blog update, WeChat official account promotion, shaking, micro vision and other new media release and operation, plus public intelligence and so on. The composition of the thin work team can be completed in

time. It is also required to complete the work with high quality, which is a difficult problem and great pressure for the entire propaganda team.

1.4 The quantity and quality of professional equipment are in short supply, and the hardware facilities cannot match the work demand

1.4.1 Reason

In addition to the problems mentioned above, there is also a problem that can not be ignored, that is, the backward professional propaganda equipment and the serious shortage of quantity. For example: Some colleges and universities even have only one camera and one camera, so they have to undertake the whole publicity work of a university. It leads to the loss of campus information, resulting in the phenomenon of non circulation of information from time to time.

1.4.2 Problems

The quantity and quality of professional equipment are in short supply, and the hardware facilities cannot match the work demand. Many colleges and universities have tens of thousands of students. It can be imagined that the news materials of the school should not be difficult to capture, but the Propaganda Department of colleges and universities should have the situation of news material disconnection, which is inseparable from the backward equipment. There are a large number of students, whether it is the schedule of teaching activities or college campus life, there should be a lot of materials for mining reports. If the clues are broken, it will be more difficult for colleges and universities to strengthen the external publicity.

2 Solutions to the external publicity work of the Propaganda Department of colleges and Universities

2.1 Decision makers should change their working ideas and keep up with the times

Compared with the professional media institutions, the decision-making stratum has not paid enough attention to the development trend of financial media, and has not deeply realized the importance of financial media for the Publicity Department of colleges and universities to carry out external publicity work. Can not change the wind direction, can adjust the sail;It’s hard to change things. You can reshape your ideas. Decision

makers should change their working ideas, maintain the working attitude of keeping pace with the times, jump out of the confines of daily experience and habitual thinking, and have the courage to break through, negate and improve themselves, so as to achieve extraordinary results.

2.2 Strengthen the media team and establish the re education system and mechanism

The 21st century is an era of rapid development of financial media. Knowledge structure is constantly updated and upgraded, and science and technology are also constantly developing and innovating. These are the driving forces of the development of the times and the driving forces of reform and innovation. Learning to learn and lifelong learning has become the theme of the new era. Therefore, “re education”, for everyone, is the best opportunity to acquire knowledge and skills, and it is also a great opportunity to continuously accept “baptism” and improve ideological understanding. In the face of such a hard won opportunity, we should not say “no”. In other words, receiving “re education” is an urgent need for reform and development in the new era.

2.2.1 Clarify the key points and objectives of publicity, and simplify the work content and miscellaneous process

To simplify the working procedure is to make more

economical and effective use of manpower and materials, and to consider canceling, merging, rearrangement or simplification of all operations according to specific conditions. If we can make clear the key points and objectives of propaganda work in Colleges and universities, simplify the work content and miscellaneous process, the efficiency of publicity work will be greatly improved.

2.2.2 Strive for greater financial freedom and ensure that publicity work keeps pace with the times

The propaganda work should keep pace with the times, adjust the work style of all propaganda personnel, and make full use of the propaganda work.

3 Future prospects

The Propaganda Department of colleges and universities is the functional department in charge of Ideological and political work and the competent department in the ideological field of colleges and universities. In charge of the theoretical armed, propaganda and public opinion oriented, situation and policy education, ideological and political education, spiritual civilization construction and campus culture construction. If we want to do a good job of propaganda under the background of media integration, we must keep pace with the times, inspire our spirits and start again.