

Construct a new pattern of digital education management in colleges and universities in the era of media integration

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Abstract: *The advent of the convergent media era has impacted the dominance of traditional media, and the development of various industries has also had a great impact. It has also brought significant development opportunities and challenges to the digital education management of colleges and universities. Education management is the most powerful guarantee to carry out digital education and teaching activities in colleges and universities. At present, there are still many problems in the process of developing digital education management in colleges and universities. This paper analyzes this and puts forward the feasibility of developing digital education management in colleges and universities.*

Keywords: *Finance media, College digitization, Educational management*

1. Introduction

Education is of vital importance to both the country and the Party. In the new period of the mobile Internet has become the main channel of information dissemination, education system combines the construction of the media should due to the potential for, should be dynamic and potential for those routes, grasp the Internet propagation law and law of education development, combines the media construction as the breach of the transformation and upgrading of the news public opinion work education, continuously breakthrough ideas, contents, channels, platform and operation mechanism of difficulty and blind area, We will promote the establishment of the “three-in-one education” system and implement the fundamental task of moral education.

In the era of media integration, digital education management in colleges and universities not only brings great development opportunities and challenges. At present, the new generation of information technology represented by the Internet of Things, cloud computing, big data and ubiquitous network is gradually penetrating into the field of education, providing important opportunities to break the bottleneck of the development of digital education and improve the overall wisdom of education. Moreover, digital education management is an important task to promote the national education digital strategic action and an important measure to innovate the concept and way of education governance. Therefore, this study has important practical significance.

2. Overview of Fusion Media

2.1 Development of Converged Media

In April 2014, the People's Daily published an article entitled “Accelerating the Integration of Traditional Media and Emerging Media”. Subsequently, the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform deliberated and approved the Guiding Opinions on Promoting the Integrated Development of Traditional media and New Media, and a series of national policy directions illustrated the importance of media integration. On January 25, 2019, the Political Bureau of the CPC Central Committee held a unique group study on the era of all-media and the development of media integration, setting the “classroom” at the front line of the development of media integration. General Secretary Xi Jinping emphasized in the collective study that we must act according to the situation, act in accordance with the situation, and act in accordance with the situation, and accelerate the promotion of the integrated development of media, so that the mainstream media have strong communication power, guiding power, influence and credibility, and form an online and offline network. The concentric circles make all the people unite closely in ideals, beliefs, values, and moral

concepts, making the positive energy stronger and the main theme higher.

2.2 Definition of fusion media

Convergence media is not an independent entity media, but an operation mode that integrates and utilizes the advantages of radio, television and the Internet, so as to comprehensively enhance its functions, means and values.

2.3 Features of Converged Media

Convergence media makes full use of media carriers, and integrates different media such as radio, television, and newspapers that have both common and complementary aspects, and comprehensively integrates manpower, content, publicity, etc, to achieve a new type of media that integrates resources and content idea. Convergence media is not only regarded as a new type of media, but also as a means and operation mode to break up media divisions and realize the integration and development of different media.

3. The current situation of digital education management in colleges and universities

3.1 Low sharing of digital education resources

At present, in the implementation path of promoting education modernization, the sharing of digital education resources in colleges and universities is particularly important. However, there is a lack of in-depth exchanges between colleges and universities, and resource construction and management are controlled within each school; The construction of digital educational resources in colleges and universities is a systematic and complex project, which requires the establishment of unified principles and demand standards among colleges and universities. The purpose of the construction of digital educational resources in colleges and universities is to maximize the sharing. If the construction of resources is limited to the use of the school, then the digital educational resources value will cease to exist^[1].

3.2 Uneven distribution of digital education resources

Education resources distribution is the education problem of one thousand in our country, since China's reform and opening up, our country in such aspects as politics, economy, culture has made remarkable achievements, the per capita fixed number of year of the education are also increased year by year, but between a second-tier cities and three or four line city funds for education, teacher resource, the quality of education distribution imbalance is still grim. At present, with the rapid economic development in China's coastal areas, there has been the independent enrollment alliance of double first-class universities, while the universities in western China are on the contrary. Therefore, it can be seen that there is a gap in economy, politics and culture between the west and the east. The living standard of residents in the economically developed areas is generally higher. Influenced by traditional culture, they gradually begin to pay attention to children's education after the material is effectively guaranteed.

3.3 The management mechanism of digital education resources is not perfect

Universities have not yet set up a special digital education resource management center to overall planning, organization and management resources co-construction and sharing of departments, but by the modern education technology centre, network centre, library, office and secondary schools and departments and other relevant departments of administrative personnel to undertake construction tasks, involved department and too much responsibility is not clear, The construction and sharing of digital education resources cannot make substantial progress due to the disunity of construction and sharing standards, overlapping functions, mutual buck-passing, and waste of human and material resources. Therefore, clear personnel recruitment, departure, assessment, education and training management; Make clear the responsibilities of each department, leader and personnel; Establish a systematic operation and maintenance system, and clarify the management contents of emergency plans; Establish and implement the supervision and inspection mechanism, conduct regular self-inspection and supervision and inspection, and strictly implement it; Only in this way can we establish and perfect the

management system of digital education in colleges and universities and improve the organic management mechanism of digital education resources^[2].

3.4 No attention is paid to information security of digital education resources

With the development of digital technology, digital resource education in colleges and universities has been widely used in all aspects of information construction in colleges and universities, such as Tencent conference system, Nail Conference system, OA(Office automation) system, various examination information management systems, various teaching courseware making software, etc. All these involve the storage, transmission and use of information, especially information security in the process of information processing. Once the educational information, resources, and related data stored in the computer are lost, damaged, or cannot be delivered in time, it will have a significant impact on the normal education and teaching of the school. Therefore, the information security issues of digitalization in colleges and universities and the security management of information are very important.

4. Feasibility of digital education management in colleges and universities in the era of convergent media

4.1 Advanced management and use of digital means

At present, the innovation of college education management method is a necessary means, the effective application of advanced digital means, so as to improve the quality and efficiency of education management, so that the problem of backward education management can be effectively solved. Digital education management in colleges and universities, as the central work of school management, must adhere to the “people-oriented” idea, first establish the dominant position of people in the management process, and enable teachers and students to participate in management activities in the process of work and study. The development of quality, body and mind, ability, knowledge, etc^[3].

The digital education management of colleges and universities in the era of convergent media requires managers to have advanced management ideas. To establish an efficient digital education management platform, colleges and universities should build instant messaging software such as QQ Group, wechat group, Dingding Conference group and Tencent Conference Group, so as to close the exchange and communication between teachers and students. Through the extensive listening of teachers and students to the opinions of education management, timely adjustment of working methods, in the integration, release and access to major events of policy news measures inside and outside the school, can make full use of campus network platform and wechat public account, to provide convenience for teachers and students. In a word, it is necessary to take advantage of the fusion media to continuously enrich and innovate the methods of education management in colleges and universities.

4.2 Realize the management and sharing of high-quality educational resources

In order to realize the management and sharing of high-quality educational resources, colleges and universities should pay attention to the feedback work in the management process, collect information in each management link in time, and ensure the unimpeded information in each link. How to acquire and transfer resources are two major problems faced by university education management.

First, colleges and universities should make full use of multiple sharing platforms. College education administrators should adhere to the principle of sharing, and through the full use of various sharing platforms, take them as an important carrier of information resource transmission, and complete the interaction between the subjects and objects of teaching management, so as to truly share high-quality educational management resources. Through purchasing educational resource database and sharing internal campus network, university education administrators can truly integrate themselves into the study, work and life of teachers and students in colleges and universities. This will not only share the co-construction of educational resources, but also fully mobilize the enthusiasm of teachers and students to participate in the construction of high-quality educational resources, so as to truly realize the development and innovation of resources. Through the extensive promotion of open source projects and a comprehensive network of high-quality courses on the platform, a comprehensive resource library will be established^[4].

Secondly, maintain and perfect the sharing platform of teaching management. Using the educational

management system, we can fully grasp the teaching rules between teachers and students, observe and monitor the whole process, so as to build a set of supporting teaching reform system. At the same time, through the construction of the department sharing platform, the relationship between various departments can be coordinated and managed, the organizational capacity can be improved, and the flat characteristics of the education management organization can be rapidly developed.

In addition, colleges and universities should share and analyze the acquired public data through the construction of the data sharing platform, so as to provide powerful data support and help the educational managers of colleges and universities to carry out scientific analysis and decision-making, so as to promote the continuous improvement of educational management level.

4.3 Cultivate and introduce professional and compound management talents

Under the background of media integration, educational management ability is the basic ability that university educational management talents must possess. A qualified education manager should fully understand the characteristics of the media era and solve the problems existing in education management through the effective application of digital information technology. Therefore, colleges and universities should strengthen the training of compound talents, take the initiative to carry out the training of educational management talents, and fully implement the talent strategy in various educational management activities in colleges and universities. In order to build a team of educational management professional talents with high quality and professional ability, it is necessary to carry out professional training of educational management talents, and vigorously introduce compound professional educational management talents through talent recruitment, so as to realize the continuous improvement of educational management innovation level.

The construction of digital education management in colleges and universities needs to cultivate high-quality teams, teachers with information and scientific management capabilities, and improve teachers' digital technology application capabilities and management capabilities. Managers should have the ability to organize, coordinate and solve problems in line with their positions. The modernization of information technology equipment does not mean the modernization of teaching management, the modernization of the quality of staff is the foundation of educational modernization. Secondly, the information management team, the personnel involved in teaching management must master modern information technology, familiar with all aspects of management, can communicate information of various departments, improve work efficiency. The third is the information technology maintenance and management mechanism implementation and supervision team, the operation of the network platform management, to solve the problems in time, to ensure the normal operation of information and scientific management. Finally, the research team of information and scientific management theory provides theoretical guarantee for the operation of the digital network platform of the whole school and the construction of the digital campus, summarizes, researches and explores the new situations and problems, and provides theoretical support and guidance for the information and scientific construction of teaching management^[5-6].

4.4 Make full use of financial media to improve the education management evaluation system

The evaluation system of college students' education and management refers to the process of judging the status and objective effects of college students' education and management through system information according to certain goals. It has the following characteristics: First, college student education and management evaluation system, based on a certain goal. Secondly, the evaluation of the quality of moral education in colleges and universities is carried out in a planned and organized way through systematic information collection, in accordance with strict scientific procedures, and with objectivity in line with reality. In the era of integration media, digital education in colleges and universities should follow the people-oriented concept, construct and perfect the education management evaluation system, formulate scientific and reasonable evaluation indicators, so as to improve the level of education management in colleges and universities and meet the development requirements of integration media era. With the effective support of media convergence technology, the evaluation subject of digital education management in colleges and universities covers multiple subjects, and has more diversified and socialized evaluation content. Whether the digital education management and evaluation system of colleges and universities is perfect or not is of great significance to whether it can meet the needs of students and provide a platform for students to fully display their personalities. Therefore, it is necessary for university education administrators to improve their own media literacy, in-depth study of basic theories, and master and use the educational technology in the

era of media, so as to effectively use the new technology in the practice of educational management^[7].

5. Conclusion

In the era of media convergence, media convergence development is a media transformation led by technological innovation. Educational media has the attributes of education, government affairs and media, and its development and application are synchronized with the development of new media itself. Facing the trend of technological innovation and media integration, the construction of education system integration media should integrate the whole process of news information generation, dissemination and service through platform reconstruction and technology application with the help of new technological means, promote the effective integration of various media resources and production factors, and stimulate the vitality of education integration media. At the same time, digitization has provided unlimited possibilities for higher education, updated educational thinking, changed educational concepts, actively participated in international competition, actively served the national strategy, and made unremitting efforts to accelerate the building of a first-class university with “Chinese characteristics and the world’s leading”.

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