

Research on the Transformation of Journals of Local Ethnic Colleges under the Background of Media Convergence

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Abstract: In the era of media convergence, as an important position for the dissemination of scientific research results, the publication mode of traditional journals has quietly changed, and the rise of new media technology has promoted the integration and development of traditional media and emerging media. In recent years, the transformation of journals of local ethnic colleges has faced difficulties such as lack of high-quality thesis, lack of the conditions for “digitalization”, and outdated ideas and concepts. The article focuses on “content is king” and establishes “brand building”; By building a platform, creating a WeChat official account and expanding the publicity channels; The transformation of journals of local ethnic colleges can be helped by changing the concept and reconstructing the core quality of editors, so as to improve the cultural soft power and influence of journals of local ethnic colleges.

Keywords: Media convergence; Journals of Local Ethnic Colleges; Transformation; Development

1. Introduction

Under the background of media convergence, the publishing mode of traditional journals has quietly changed, and as a journal of local ethnic colleges, it is facing unprecedented opportunities and challenges. The so-called “media convergence” refers to a new type of media that makes full use of media carriers to fully integrate different media such as radio, television, and newspapers that have both common points and complementarity in terms of manpower, content, and publicity, so as to realize “resource accommodation, content integration, publicity integration, and benefit integration”. [1]

In the era of media convergence marked by informatization, digitalization and intelligence, especially the application of various publishing tools, applets and software, the Internet platform has become the fastest digital carrier, which is convenient for authors and readers to communicate on the platform. For the journals of local ethnic colleges with relatively backward digitalization and low influence, there is still a long way to go under the general trend of “media convergence”.

The difficulties faced by the transformation of local ethnic colleges include: lack of high-quality thesis, lack of the conditions for “digitalization”, outdated ideas and concepts, etc.. Under the background of media convergence, the article establishes “brand building” by focusing on “content is king”; building a platform, creating a WeChat official account, and broadening publicity channels; transforming concepts, reconstructing the core literacy of editors and other aspects will help the transformation of journals of local ethnic college, so as to improve the cultural soft power and influence of journals of local ethnic colleges.

2. The necessity of the transformation of journals of local ethnic colleges under the background of media convergence

Journal of local ethnic colleges, as an important position for the dissemination of scientific research results, the publication mode of traditional journals has quietly changed, and the rise of new media technology has promoted the integration and development of traditional media and emerging media. In the current era of media convergence, the journals of local ethnic colleges should have the remarkable characteristics of digitization of editing and publishing, diversified content presentation methods, and diversified dissemination methods.

With the deepening of the reform of higher education, the Ministry of Education has made major

strategic arrangements for the development of local ethnic colleges, and transformation has become the only way for the development of local ethnic colleges. However, Journal of local ethnic colleges, as an important position for the dissemination of scientific research results, only by adapting to the transformation and development requirements of colleges. Only in this way can it keep pace with the development of the college, and better serve the scientific research and teaching.

Therefore, the journals of local ethnic colleges is facing unprecedented opportunities and challenges. In order to adapt to the transformation requirements of the college, it is necessary to keep pace with the times, actively carry out digital transformation, establish Internet thinking, use big data analysis and summary, publicize and promote with the help of new media technology, effectively integrate media resources, continuously change the ideological concepts of editors in local ethnic colleges, reconstruct the core literacy of editors, and improve the productivity and dissemination of editorial media.

3. The dilemma of the transformation of Journals of local ethnic colleges under the background of media convergence

3.1. Lacking of high-quality thesis

For a long time, the key to measuring the quality of journals of local ethnic college lies in the quality of the journal's content, which is also the basis for its survival and development. Under the background of media convergence, the innovation and timely dissemination of thesis content are its main characteristics, and the journals of local ethnic colleges are guided by the journal evaluation system to engage in a limited number, and the number of high-quality thesis is even few.

Firstly, because only SCI, EI, ISTP and core journals are included in the source journals of teachers' professional titles, paper evaluations and scientific research assessments, the thesis published in the journals of local ethnic colleges are recognized as E grade, resulting in the low quality of the thesis of the journals of local ethnic colleges, and the lack of innovation in the content of the thesis.

Secondly, due to the continuous expansion of graduate students in recent years and the hard conditions for colleges and universities to publish papers for graduate students, the journal of local ethnic colleges has become an important carrier for graduate students to meet the graduation conditions. According to statistics, thesis with graduate students as the first author account for 37%-70% of the thesis published in journals of colleges and universities[2]. Although reviewers and editors have repeatedly deliberated and revised this type of thesis, a large number of graduate thesis have had a certain impact on the quality of the journals of local ethnic colleges.

Thirdly, due to the weak scientific research strength of local ethnic colleges, the relatively low academic level, the small number of scientific research achievements of teachers, and the quality is mostly average, which does not play a role in promoting development and improving the quality of journal of local ethnic college. Therefore, the journal of local ethnic colleges should continuously improve its influence to attract more high-quality thesis.

3.2. Lacking of the conditions for "digitalization"

Under the background of media convergence, the conditions for the transformation of the journal of local ethnic colleges into "digitalization" are lacking.

Firstly, the institution of journal is not perfect, there is a lack of professional and technical personnel for digital publishing, and the only editors are busy with editing and proofreading tasks, and there is no time and opportunity to learn network communication technologies and means.

Secondly, most of the journals of local ethnic colleges have not established WeChat public accounts of journals, only journal websites, which are only collection and editing systems, and have not formed unique and bright journal websites.

Thirdly, the publicity channels of the journal are narrow. Without the publicity and promotion of various excellent platforms, the journals of local ethnic colleges do not have the conditions for digital publishing and media development.

3.3. Outdated ideas and concepts

As a local ethnic college, the editorial office is usually located in the scientific research office, the

Institute of Higher Education and other departments, the editorial department is less prepared, the space for running journals is limited, the funds for running journals are insufficient, etc., and journals are usually platforms for teachers and students of the college to complete scientific research tasks. As the editor of the journal of local ethnic colleges, "making a wedding dress for others" is still the traditional value of the editors of the journal of local ethnic colleges.

Under the background of media convergence. Firstly, editors lack Internet thinking and new technology application capabilities. The editors of the journals of local ethnic colleges still cannot be freed from the tedious editing and proofreading all day long, forming the idea of waiting for the rabbit and waiting for the rice to be cooked, lacking initiative in work, lacking service concepts, and not having time to take care of the learning and application of new Internet and new technologies.

Secondly, editors lack productivity of media convergence. The concept of new media convergence is weak, there is a shortage of manpower, the only editors are stuck in routine editing and proofreading every day, lack of professional new media editing personnel, lack of new media knowledge reserves, lack of mastery of new technologies, and do not make full use of the communication advantages of new media convergence.

Thirdly, editors lack the ability to communication of media convergence. Under the background of media convergence, the way of information dissemination is more digital and immediate, and people's reading methods have also undergone great changes. However, the editors of local ethnic colleges cannot meet the digital publishing needs required, and cannot interact and communicate with authors and readers in a timely and rapid manner.

4. The strategy of the transformation of the journal of local ethnic colleges under the background of media convergence

4.1. Pay attention to "content is king" and establish "brand building"

The first, it is necessary to correctly position, highlight advantageous disciplines, strengthen the construction of characteristic columns, and attract high-quality thesis. The journals of local ethnic colleges are generally comprehensive and multidisciplinary journals, lacking in characteristics. In the positioning of the journal, it is necessary to highlight the advantages and characteristic disciplines of the college, and plan special columns and key columns.

The second is to strengthen the construction of the team of young authors, organize experts to provide classification guidance, and improve the quality of thesis. Young and middle-aged teachers are the backbone of the college's scientific research and teaching work, and also the follow-up force of the journal of local ethnic colleges. Although the graduate students lack writing experience, they are active, creative and energetic. For these two types of author groups, the journal of local ethnic colleges should organize experts to provide classification guidance, so that their academic level can be improved through repeated revision. So as to cultivate a reserve author group of high-quality thesis of the journal.

The third is to strengthen the planning of topic selection, increase the intensity of organizing drafts and requesting drafts, and turn passive into active. Editors of the journals of local ethnic colleges should actively "go out" and collide ideas with expert to produce outstanding works by expert.

At the same time, under the background of media convergence, the journals of local ethnic colleges should pay more attention to "content is king" and establish "brand building", create academic journals with distinctive characteristics and clear themes, better realize digital communication, hold online or offline academic salons, keep up with the frontier of research, guide academic hot spots, and establish a variety of rapid dissemination channels, which is also an important means to attract high-quality thesis.

4.2. Build a platform, create a WeChat official account, and broaden publicity channels

The first is to enrich the functions of the journal's own portal. At present, most of the journals of local colleges have their own official websites, but their functions are incomplete, and there are only online submission systems, editing systems and article catalogs. under the background of media convergence, the journal of local ethnic colleges should fully recognize the importance of the website, and should further optimize and improve the functions of the website, such as: using video, audio and other forms of communication to publicize the content of the journal, increase interaction with readers and authors, and provide readers and authors with an academic exchange platform; Influential articles can be pushed

to the website area in a timely manner, and experts and scholars with a certain reputation can be invited to record videos, and authors can be invited to record videos of thesis writing ideas and pushed to the official website of the journal, so as to increase the influence of the journal.

The second is to create a WeChat public account of the journal. WeChat has the advantages of fast transmission speed and low operating cost, and is deeply loved by the public. The creation of the journal's WeChat public account can not only highlight the personalized and characteristic services of the journal, but also facilitate the interactive communication between editors and authors. In the construction of the journal's WeChat public account, attention should be paid to the use of the information expansion function of the WeChat platform to maximize the utilization rate of the menu column. Provide online manuscript search, past issue browsing, current issue catalog and even WeChat network debut services.

The third is to broaden the publicity channels of the journal. Under the background of media convergence, the journals of local ethnic colleges can publicize and promote the journals through platforms such as Toutiao and Weibo. Use the network platform to publish excellent thesis, novel academic views, journal industry trends, invite industry experts and excellent thesis authors to record videos, etc., gradually enhance the attention of readers and authors, and improve the dissemination and influence of the journal.

4.3. Change concepts and reconstruct the core literacy of editors

Firstly, colleges should change their concepts. Under the background of media convergence, local ethnic colleges should seize new opportunities, change traditional concepts, attach as much importance to the work of journals as they attach importance to teaching and scientific research, and give strong support to journals in policies.

Secondly, journal editors should change their concepts. The national "13th Five-Year Plan" pointed out: "With advanced technology as the support and content construction as the foundation, promote the deep integration of traditional media and emerging media in terms of content, channels, platforms, operations, management, etc., and build a new communication system of 'content + platform + terminal'". [3]

First of all, editors should cultivate Internet thinking and new technology application ability. Under the background of media convergence, the focus of journal editors is how to rationally use network new media technology to process and disseminate academic thesis. Master proficient new media technology, combine the production, processing and dissemination of academic thesis, and innovate the published content and communication methods.

Secondly, editors should be productive in the media. Media Convergence is "the re-integration of media on a unified hardware and software physical platform"[4], and its operating model is "organizational restructuring and editorial process reengineering." That is, "one content has multiple ideas, one product is developed multiple times, one product is developed multiple times, one product is multi-form, one input is multiple outputs, and one output is multiple times value-added" [4].

Thirdly, editors should enhance the dissemination power of media convergence. That is to say, editors should have the awareness and ability to use new media dissemination, data analysis ability and reader service. That is, editors should not only pay attention to the processing and production of journal content, but also broaden the social channels of academic journals, strengthen the benign interaction between academic journals and users or potential users, build a communication system that integrates interaction and development, so that readers and authors can integrate with the journal, and at the same time provide suggestions for the online dissemination of the journal.

5. Conclusions

"The era of media convergence is the application of intelligent technology to media applications in the process of the development of big data, the Internet, cloud computing and other technologies, with significant characteristics such as sea quantification, interactivity, diversification, timeliness, and dissemination." [5]

Under the background of media convergence, journal editors have a broader platform, but also face severe challenges. As the famous publisher Mr. Zou Taofen said when he founded Life Weekly: "It is better not to do it than to be perfunctory; if you want to do it, don't be perfunctory; One day I am in office, I will work hard for one day." [6]

Editors of the journals of local ethnic colleges should seize the opportunity to continuously improve their own editorial literacy, start from Internet thinking, strengthen the productivity and dissemination of media convergence, and improve the cultural soft power and influence of the journals of local ethnic colleges.

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