

Research on the construction of financial media platform in private universities

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Abstract: The construction of financial media platform is one of the important measures to promote the information construction of private colleges and universities. Through the establishment of the financial media platform, it can improve the information service ability and level of private colleges and universities, build a highly interactive information exchange platform, and build a more efficient and convenient information service system for teachers and students, which is an important measure for private colleges and universities to strengthen their own characteristics and concept publicity and respond to the development of the information age. Based on this, this paper first analyzes the requirements for the construction of the financial media platform in private colleges and universities, and then starts with effective measures to improve its construction level from the aspects of talent team construction, technical support, content innovation, and event holding.

Keywords: Private colleges and universities; Financial media platform; Construction

Integrated media platform refers to a platform integrating traditional media and new media, including traditional media such as TV, radio, newspapers, networks and mobile terminals, as well as emerging media such as wechat, Weibo and APP. By building an integrated media platform, colleges and universities can better publicize their own school-running concepts, characteristics and innovative achievements, and enhance the brand awareness of private colleges and universities. In this era of information explosion, private colleges and universities should actively explore new ways to use new media for publicity and management, and improve the construction level of financial media platform.

1. Requirements for the construction of financial media platform in private colleges and universities

1.1 The structure and composition of the financial media platform

With the development of the information age, it has become a development trend of digital media to integrate multiple media forms and achieve the effect of information integration and dissemination, and financial media platforms are gradually rising. In this context, how to build a set of efficient and reliable financial media platform has become one of the issues that private colleges and universities need to explore urgently. The financial media platform of private colleges and universities is the integration of multiple media forms, which can transmit information through different language forms (text, pictures, audio, video, etc.), present information from multiple angles and report in an all-round way, realize the maximum value of information and improve the communication efficiency. In order to meet the needs of private colleges and universities in all aspects of information communication, the framework and composition of the financial media platform need to include several parts.

1.1.1 System level

The system level mainly includes two parts: hardware equipment and software system. First of all, in order to ensure the stability and operation efficiency of the system, it is necessary to choose high-performance and high-efficiency hardware equipment as support. Secondly, the financial media platform of private colleges and universities needs to choose a suitable software system, including system applications and software tools.

1.1.2 Network communication

The network communication part refers to the communication system inside and outside the media platform. Within the platform, it is necessary to establish a set of efficient and stable internal communication mechanism to ensure the timely circulation and sharing of information among various departments.

1.1.3 Resource base and management system

Resource library and management system is the most important part of financial media platform. Among them, the resource library is the information storage warehouse in the platform, which is used to store the information resources collected by the platform. The management system is to facilitate the management and maintenance of the platform, need to support different forms of information resources for classification, labeling, sorting, screening and other management operations. The platform management personnel can designate the acquisition and editing personnel to integrate and supplement it according to the needs.

1.1.4 Editing and publishing platforms

The editing and publishing platform is the core of the financial media platform, which is mainly responsible for the collection, processing, editing and publishing of the platform content. Specifically, the functions of the editing and publishing platform include collecting information resources, integrating and processing resources, displaying content in diversified forms, making and publishing the homepage of the website, and releasing content to the public through various channels.

1.2 The basic requirements of the financial media platform

The financial media platform is a new media platform for private colleges and universities to display their academic, educational,

scientific research and cultural achievements to students, teachers and the public, publicize the image of the university, and serve the society. Therefore, the following requirements should be complied with.

1.2.1 Complete functions and simple interface

The financial media platform needs to have a variety of functions, such as information, interaction, video, etc., so that users can easily obtain information, exchange and interact. At the same time, the interface of the financial media platform should also be as simple as possible to facilitate the use of users.

1.2.2 Rich content and accurate positioning

Private university financial media platform should focus on academic, education, scientific research and culture as the main content, through careful planning and release of articles, videos and other forms of content, highlighting the professional and accurate positioning of financial media platform.

1.2.3 User friendly and personalized

Financial media platforms should focus on user experience, create user-friendly interfaces and functions, and provide personalized services according to the needs of different users, so that users can get a better experience.

1.2.4 The platform is stable, safe and reliable

As a new media platform facing the public, the stability and security of the financial media platform are very important. Therefore, the platform needs to reach a certain level of technology to maintain stable operation; The management of platform users should be strengthened to protect users' privacy and information security.

1.3 The functions required by the financial media platform

The construction of the financial media platform of private colleges and universities not only needs to grasp the cultural trend of The Times and innovate the form of media expression, but also needs to pay attention to experiencing the user's use scenario and have the following functions.

1.3.1 Multimedia integration: The financial media platform needs to integrate text, pictures, audio and video and other information, and support the rapid generation and processing of these media elements.

1.3.2 Interaction: Rongmedia platform needs to support the interaction between users and content, for example, add comment area, like button, share button, etc., on the page to encourage users to actively participate in the interaction.

1.3.3 Responsive design: The financial media platform needs to have a responsive design, which can adjust the layout and display mode according to the screen size and browser type of different terminal devices, so that different end users can obtain excellent experience.

1.3.4 Data analysis: The Rongmedia platform needs to be able to collect and analyze user behavior data, and analyze the data to provide better services and improve user experience.

1.3.5 Personalized display of characteristics: According to the characteristics and cultural inheritance of private colleges and universities, the financial media platform needs to have a certain personality, such as highlighting the characteristics of private colleges and universities in the layout, style and content.

2. the path to build the financial media platform of private colleges and universities

2.1 Technical support: the construction of a sound Internet technology platform and digital media equipment

Financial media platform is an important support for modern colleges and universities to carry out education, teaching, scientific research and information dissemination, and is also one of the necessary channels for private colleges and universities to carry out brand publicity and enhance visibility. Therefore, for private colleges and universities, building a financial media platform with the main support of Internet technology platform and digital media facilities is an important path to ensure their comprehensive development and enhance their competitiveness. First of all, in the construction of financial media platform, we should pay attention to the improvement of Internet technology platform. Internet technology platform is the basis of financial media platform, related to the performance and reliability of the platform. Private colleges and universities should comprehensively upgrade and improve the implementation of hardware facilities and system security management, for example, by purchasing more advanced server equipment, increasing broadband access points, strengthening website security and other measures, and constantly improve the operation efficiency and service quality of the entire platform to meet the needs of various users. Secondly, innovation and effectiveness should be paid attention to in the construction of digital media facilities. Digital media facilities are the driving force for the content production and dissemination of financial media platforms, and they are crucial to enriching the content forms and dissemination methods of platforms. Therefore, private colleges and universities should carry out targeted technical research and innovation in video production, live broadcast technology and digital sandtable technology, introduce more popular and easy to learn multimedia technology and tools, and improve the richness and quality of campus news, online courses and campus culture with the help of advanced technical means and team cooperation. To make the financial media platform truly become a comprehensive information dissemination platform serving the development of higher education.

2.2 Team building: training professional talents and multimedia material producers

With the development of information technology and the rapid development of the Internet, media forms and means are increasingly diversified. In order to build a successful media platform for private colleges and universities, not only advanced technology and equipment are needed, but also a professional, creative and responsible team is needed to support. Therefore, private colleges and universities should

actively train professional talents and multimedia material producers to build a talent team that meets the actual needs. In terms of cultivating talents, private colleges and universities should pay attention to all-round development, not only pay attention to the professional quality of staff, but also train their cross-border thinking. For example, systematic training should be carried out in several professional fields such as design, editing and photography to provide more practical opportunities for staff; Targeted training of innovation and teamwork ability is provided to encourage staff to explore their potential in various scenarios, such as on campus and off campus. In addition, private colleges and universities should also pay attention to the training of multimedia material producers, improve the level of their material production from multiple aspects such as material storage, script writing and music synthesis, and meet the needs of different artistic styles of content production. At the same time, colleges and universities should also pay attention to the quality and standardization of materials, ensure the consistency of platform style, and provide more space for the improvement and development of material producers.

2.3 Content innovation: Create rich and professional content

The daily operation of financial media platforms in private colleges and universities needs to focus on rich and professional content creation, so as to provide high-quality content services for teachers, students and the society. First of all, the content construction of the financial media platform should be diversified and all-round, which should not only include text, pictures, video, audio and other media forms, but also cover various fields, such as news, culture, education, science and technology. Through diversified content creation, more users can be attracted and the stickiness and influence of the platform can be improved. Secondly, the content of the financial media platform should include rich professional knowledge and practical experience. Private colleges and universities have rich teaching resources, which can be integrated into the financial media platform to provide readers with deeper, more professional and practical knowledge, and improve readers' reading experience and learning effect. At the same time, colleges and universities can also build some practical courses and allow students to participate in them, improve their practical ability and professional level, and promote the content on the platform to be more rich and professional. Finally, private colleges and universities should also pay attention to user needs and experience in the process of content construction of financial media platforms. The content of the platform needs to be adapted to the interests, hobbies and needs of the readers, so that they are willing to use the platform for a long time.

2.4 Organizing activities: Diversified activities are carried out

To carry out diversified activities is one of the important ways for private universities to promote the construction of financial media platforms. By constantly holding diversified activities, students can be provided with more rich learning experience, which can enhance the influence of financial media platform inside and outside the school, and is of great significance to further promote the development of the university. First of all, private colleges and universities can hold various forms of activities, such as online and offline themed activities, contests and so on. These activities can not only provide students with a brand new learning experience, exercise their innovation ability and cooperation ability, provide them with more experience and help for their future employment, but also help the university to better publicize information and enhance the influence of the media platform. Secondly, private colleges and universities can combine the characteristics of the school to launch activities related to the internal content of the school, such as students interview key figures in the school and the industry, or introduce the history and culture of the school. In this way, not only can students have a better understanding of the school, but also can show the school's unique educational resources to the outside world. Finally, private colleges and universities should actively carry out social related online activities, such as survey and interview, to enhance the connection between students and the society, and help people better understand the education quality of private colleges and universities and students' learning status.

Epilogue

In a word, the financial media platform, which integrates the Internet, mobile communication, radio, television and other media, can meet the needs of teachers and students in information acquisition, information release, communication and interaction, and provide them with more convenient and efficient information services. Private colleges and universities should attach importance to the construction of financial media platform, clarify its construction requirements, and improve its construction level from multiple aspects such as talent team construction, technical support, content innovation, and event holding.

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