

Analysis on the Status Quo and Countermeasures of Network New Media Talents Demand under the Background of Media Convergence--Based on empirical research of industry enterprises

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Abstract: The media pattern in the all-media era has changed. The barriers of traditional media and new media have broken into integration. The new media talents in the network have become “just-needed”, which has brought new opportunities and challenges to university media education. However, there are still contradictions between talent cultivation and market demand, including the conflict between the development of new media technology and the obsolete teaching model, the dilemma between cultural knowledge learning and technical ability training, and the conflict between Internet thinking and media literacy. Based on the empirical research on the new media talents of the industry and enterprises, this paper attempts to find out the countermeasures for the training of new media talents in the network, thus alleviating the contradiction between talent output and supply, and reducing the deviation between the media education and the actual needs of colleges and universities.

1. Introduction

Since the 18th National Congress of the Communist Party of China, the Party Central Committee with Comrade Xi Jinping as the core has attached great importance to the integration and development of traditional media and emerging media. On February 19, 2016, General Secretary Xi Jinping pointed out the direction for the party's news propaganda work under the new situation; on January 23, 2019, General Secretary Xi once again profoundly analyzed the challenges and opportunities in the all-media era, and clearly proposed to promote media integration. How to change the way of thinking and build a media integration work mode of “collection, multi-media utilization, internal and external linkage, maximum benefit”; how to establish a relatively stable and professional news communication team; these are the primary tasks that media people must face. It has also become the primary content of thinking about the cultivation of media talents that adapt to the new era.

In 2018, the author mainly focuses on new media companies, film and television production companies, newspaper magazines, publishing houses, radio and television stations, advertising companies, mobile internet, software development, and government affairs new media departments. It also involves education, training, e-commerce, and tourism real estate. Other food companies, such as food companies, need to network new media talents, mainly in the eastern region of Shandong, Anhui, Shanghai, Jiangsu, Zhejiang, Fujian, central Hubei, Hunan, Jiangxi, southern regions of Guangdong, Guangxi, northern regions of Beijing, Tianjin, Jilin, Liaoning, 185 enterprises and a number of free media people in 17 provinces and 4 municipalities including Chongqing, Sichuan, Yunnan, Qinghai, Ningxia and Xinjiang. There are small enterprises with a scale of 10 or less, and enterprises with a scale of 30 or more. This survey provides us with effective first-hand information.

2. Analysis of the status quo of network new media talent demand

Internet technology has broken the information barriers and industry barriers between traditional media and emerging media. The use of online new media for news dissemination has become a basic

requirement of the media industry. The 42nd Statistical Survey of China's Internet Development Status reported that the number of Internet users in China exceeded 800 million, and the results of Internet inclusiveness were significant. As of June 2018, the number of Internet users in China reached 802 million, with a penetration rate of 57.7%; the first half of 2018 The number of new netizens increased by 3.8% compared with the end of 2017. The number of mobile Internet users in China reached 788 million, and the proportion of Internet users accessing the Internet through mobile phones was as high as 98.3%.

2.1 The main platform of network new media business

Figure 1 shows the proportion of employees in various types of enterprises in the questionnaires collected. The larger the fan area, the more the number of such enterprises. The pie chart shows that the largest proportion of enterprises in this survey is radio and television stations, websites and new media companies, accounting for 20.92% and 17.35% respectively. With the development of media convergence, radio and television stations have been transformed, and with their own network new media departments, the demand for online new media talents has increased.

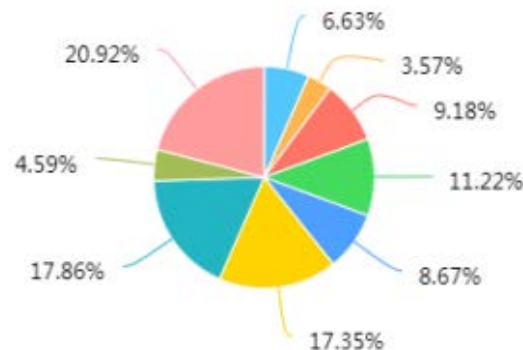


Figure 1 Investigation of types of enterprises related to new online media

Newspapers & Magazines /Publishing house /Radio & Television/Film and Television Media Co./Website/New Media/Enterprise & institutions/Electronic Commerce & Wechat salesman/Other(please specify)

As shown in Figure 2, the larger the fan, the more demanding the talents are. With the rapid development of WeChat platform, it has penetrated into all aspects of people's life, including information acquisition, mobile payment, socialization, etc. The new media business of enterprise network has the largest demand for WeChat public account, accounting for 67.86% of the survey. , followed by portals, news clients and industry websites, accounting for 39.29%, 31.12% and 25% respectively.

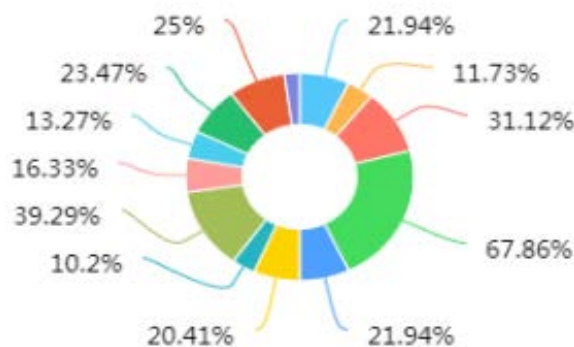


Figure 2 Network New Media Related Business Platform

Electronic Commerce(Taobao.Jingdong.Tianmao)/Wechat shop/News Client/Wechat Official Accounts/Social APP/Serve APP/Website(Sina.Tencent.NetEase etc.)/Entertainment website(Video, games, music, etc..)/Government website/enterprise website/industry website/Other(please specify)

2.2 Enterprise needs for network new media talents

In the enterprises and self-media companies we surveyed, most of the employers' qualifications for talents are undergraduate and junior colleges, which together account for more than 90%, of which college education accounts for 42.35%. At present, it is in the rising period of the development of new media on the Internet. The openness of the new media platform is not high on the educational threshold of media talents, and it pays more attention to the innovative creativity and practical ability of talents. This is undoubtedly a good opportunity for employment for online new media majors in higher vocational colleges.

2.3 Enterprise's job capability requirements for online new media talents









The demand for new media platform promotion has increased, requiring online new media talents to have short video capture and production capabilities, writing publicly-texted tweets and the ability to produce H5. At present, the most important new media platform is the short video platform such as vibrato, fast hand, volcano and the most popular WeChat public number. Mastering the operational skills of these platforms, through these platforms for publicity and promotion activities is the demand of most companies for the ability of network new media talent.

3. Problems and Challenges of Network New Media Talent Market

3.1 Lack of professionalism in the new media format

As the overall development of the industry has gradually stabilized, the vertical background has increased the professional background requirements for media professionals from media operations. At present, there is an urgent need for a large number of self-employed people in the new media market, and the low entry rate from the media is due to the lack of certain professional qualities, resulting in uneven quality of media practitioners in the new media environment. In 2018, a number of 100,000+ WeChat public and short video platforms were reorganized and shut down, exposing many problems such as blind follow-up in the development of the Internet, untrue information, and attracting audiences through eyeballs. In March of this year, the scavengers were filmed and sent to the vibrato to become the net red "Wandering Master". Since the media practitioners swarmed, in order to gain attention, the Internet carnival exposed China. Therefore, the quality of online new media practitioners is uneven, and the problems of insufficient professional knowledge, weak sense of innovation and lack of media literacy are very serious.

Table 1 the Deficiencies of Network New Media Talents

| option | Subtotal | proportion |
|---|----------|---|
| Insufficient basic professional knowledge | 105 |  53.57% |
| Poor hands. | 82 |  41.84% |
| Lack of innovation | 117 |  59.69% |
| Lack of awareness of new online media | 89 |  45.41% |
| Poor communication skills | 71 |  36.22% |
| Deficiencies in development | 71 |  36.22% |
| Knowledge is not deep | 112 |  57.14% |
| Other(please specify) | 4 |  2.04% |
| Number of valid entries for this question | 196 | |

3.2 Urgently need talents with innovation and operational capabilities

Innovation and operational capabilities are the way to survive new online media talent. In the new media era, information dissemination pays more attention to channel optimization of mobile communication, resource integration and platform construction, and sustainable media operation. The new media requires greater innovation and service. Online new media talents need active thinking to keep up with the times to write creative copywriting, and be good at online and offline

operations. Many online new media practitioners lack innovation. By “washing the manuscript”, they are tampering and deleting others' original works. This plagiarism is not only lack of creativity, but also a manifestation of weak intellectual property awareness. With the further development of media integration, the Internet world is changing rapidly, and new media practitioners who lack the ability to innovate will soon be eliminated.

According to the survey, the top three requirements for business team management and new media operations talents are good copywriting skills, strong event planning and organizational skills, and familiarity with new media operations, community operations, activity operations and other user operations. The proportions were 72.96%, 71.94%, and 70.41%, respectively. Corresponding to the current network new media talents facing the biggest problem is precisely the problem of insufficient writing skills and a single way of thinking.

3.3 Simple grafting of news editing and network technology courses

In our investigation, we found that the network new media practitioners are more inclined to the liberal arts and cultural talents than the traditional news editors. The background of science and engineering practitioners has increased significantly compared with the traditional media era. The important reason for this is that the information society is inseparable from the application of network new media technology. The original liberal arts-based journalism training model no longer meets the requirements of talents in the Internet age. In the era of media convergence, a variety of traditional media are intermingled, borders are blurred, and two new communication entities are constantly emerging, requiring information producers to become backpackers and all-around fighters. 1 Therefore, colleges and universities have made some changes in order to adapt to the needs of the development of new media on the Internet. For example, many interdisciplinary courses have been set up on the basis of the original journalism, and courses on new media technologies in the network have been added. However, it is still debatable whether the development of online new media talents can achieve the goal by merely adding some technical courses.

The network new media talent training should conform to the development requirements of the media industry in the media age. The integration between disciplines is not only a simple summation of the knowledge learned, but also an organic combination of all aspects of knowledge to make the knowledge of various disciplines the mutual penetration and integration is the integration of knowledge, ability and quality. It will eventually become a new type of media talent that can not only create content but also use the new media technology.

4. Opportunities and Countermeasures for Network New Media Talents

4.1 Strengthen the content production capacity of online new media talents

The content of Wang has always been the foundation of the media. The media has developed more and more attention to the content production capacity of the network new media talents. “In the first phase of media convergence (information network interaction) and the second phase (multimedia linkage), newspapers, radio, television, internet, and self-media are still separate, only overlapping in content; The integration between the media has entered a deeper stage. The media has abandoned the simple content replication between various media, and emphasizes the integration and integration of everything from editing to communication.” 2 As early as 2016, General Secretary Xi I have said that we should move from the “plus” phase to the phase of “melting” as soon as possible, from “you are you, me is me” to “you have me, I have you”, and then become “you are me” I am you.” He also stressed that content is always fundamental and that integration must adhere to content as the king and win the development advantage with content advantages. On January 25 this year, General Secretary Xi Jinping presided over the twelfth collective study of the Political Bureau of the CPC Central Committee, saying that it is necessary to use the results of the information revolution to promote the development of media integration.

4.2 Cultivate Internet thinking of online new media talents

The original news professional teaching started on the basis of newspapers, radio, television, and online different media. The new network media began to learn directly from the PC and mobile media from the beginning. The “generation of the Internet” is completely different from the media growth environment of the previous “TV generation”. Computers and mobile phones have become indispensable tools for their life, study and entertainment.

In the Internet era, the disintegration of mainstream media authorities, the dispersal of discourse power, and the freedom of public opinion have accelerated the speed and spread of information flow. The mode of thinking has also moved from single to diversify. In addition to content production, we also pay more attention to media image and operation. From the new media platform of the mainstream media to the private media, the characteristics of intelligence and equalization are more and more obvious, and more attention is paid to interaction. And exchange and carry out online and offline activities, Xinhua News Agency WeChat public editor Wang Chao said that “interaction is new media, otherwise it is traditional media”, to “personalized shaping” of new media, which will become important for future media operations index. Therefore, Internet thinking pays more attention to the comprehensive index of students' emotional intelligence and IQ, especially the creative thinking ability and rich imagination, and becomes the network new media talent with knowledge cross-border, ability compounding and open concept.

4.3 Improve the data and visual level of information processing for new media talents

The concept of all-media is an inevitable requirement for the cultivation of new media talents in the era of media integration. Students must not only master their writing skills, but also master the ability to take pictures and videos. They also have the ability to think and image, and analyze data and images. In the cross-media presentation ability of journalists' news information, the technical ability requirements of journalists have been included. In the context of mobile internet, all-media reporters have added a new capability requirement, namely, interpreting big data and making visual news. The ability, and this requires reporters to have the ability to data mining, familiar with the use of commonly used data visualization software, will write and produce data news. In the era of big data, data dissemination has become an important means of dissemination of news information. Professor Hong Junhao from the Department of Communication, State University of New York, USA: “The three basic skills of journalism - telling good stories, learning to ask questions, and unique analysis cannot be replaced by big data, but must be cultivated and practiced through hard work. It can only be achieved. However, these three skills alone are not enough to be based on the era of big data. Therefore, the School of Journalism and Communication needs to increase the skills of students in collecting, analyzing and using data in the cultivation of three basic skills. Make your news clearer, more solid, more fulfilling and deeper.”

At the same time, with the rapid rise of short videos in recent years and the strong impact of visual communication, many specialized short video platforms have attracted more and more attention. The visualization of information dissemination has become the requirement of enterprises for new media talents in the network, paying attention to the visualization of new media communication, and strengthening the skills of students in graphic design and video production to adapt to the visual communication means of network communication and new media promotion.

5. Conclusion

The goal of network new media talent training is to be proficient in digital technology, new media communication characteristics, news writing, text editing, image processing, audio and video editing and other professional knowledge in the Internet era. It has professional competence, teamwork, innovation and entrepreneurship. With high quality, he is able to engage in high-quality technical skills such as Internet-based news dissemination, website content operation, WeChat public account operation, mobile client operation, audio and video production and dissemination. In the era of media integration, the traditional operation mode of the media is bound to undergo network, all-media, and

social changes. The optimization and integration of media resources, the transformation and upgrading of communication channels, and the improvement of marketing content and operational value are all new online media talents. With the development of social media, digital media has gradually formed a new media ecosystem full of changes, keeping up with the times, fully surviving the rules of new media environment, and proposing more comprehensive and flexible training for online new media talents.

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