Research on the Communication Mechanism and Influence of WeChat Official Platform in Colleges and Universities

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ABSTRACT

As an effective position for the dissemination of ideological culture and image branding of colleges and universities, the WeChat official platform is also an important support for colleges and universities to carry out education and teaching management, admissions and employment promotion, and teaching method reform. Based on the analysis of the current communication function, development reasons, and practical difficulties of the WeChat official platform in colleges and universities, this paper proposes specific measures to take advantage of the communication mechanism and influence of the WeChat official platform to build a WeChat official platform in colleges and universities from the aspects of university mechanism management, media writing, team innovation, user expansion, and network security.

Keywords: WeChat official platform in colleges and universities, communication mechanism, influence

I. INTRODUCTION

WeChat, as the most widely circulated new type of communication medium, has changed the study and life of contemporary college teachers and students in a significant sense. In the new media environment, with the gradual exploration and use of various WeChat functions in colleges and universities, the WeChat official platform has become an effective position for the dissemination of ideological culture and image branding of colleges and universities. At the same time, it has become an important support for its education and teaching management, enrollment and employment promotion, and teaching method reform. However, the intervention of this emerging media approach has forced the traditional way of information dissemination in colleges and universities to face new opportunities and challenges. How to face up to and evaluate the WeChat official platform and how to make better use of the new media attributes of the WeChat official platform have naturally become problems that scholars and teachers must discuss.

II. THE COMMUNICATION FUNCTION OF WECHAT OFFICIAL PLATFORM IN COLLEGES AND UNIVERSITIES

A. An important mean to enhance the reputation and academic influence of colleges and universities

The reputation of a university is a concentrated expression of its comprehensive strength. Academic influence is an important part of a university's reputation. The reputation and academic influence of colleges and universities will directly affect the admissions and employment, talent introduction, and research cooperation of colleges and universities. In the environment of information explosion, many high-level teaching and scientific research results are easily overlooked and overwhelmed. Therefore, using the WeChat official platform of colleges and universities to timely and effectively disseminate teaching and academic achievements, and to demonstrate the level of cooperation and communication is an indispensable way to enhance the reputation and academic influence of colleges and universities. As the most common, fast, and efficient media method for colleges and universities, the WeChat official platform of colleges and universities must be an important means for schools to display research results, release cooperation and exchange dynamics, establish teacher and student models, and attract peer attention.

B. *An important direction for the reform of relevant professional courses in the future*

The WeChat official account provides an economic and convenient communication platform for relevant scholars and experts to exchange and study. Due to the timeliness and freedom of information exchange on the platform, and the convenience and keeping quality of video, image and voice transmission, it can build a sharing platform for all kinds of learning resources on and off campus for the school, and provide online classes, micro classes, school-based resource database and other ways through video new media technology, making it possible to extend the teaching of relevant majors in colleges and universities. Taking the art subject as an example, the art design major of colleges and universities assisted by the WeChat official platform can create an environment for students to learn independently, and establish multiple learning resources and platforms for students to learn and explore independently. It can provide a strong interdisciplinary, cross-regional and diverse teaching guidance team. Teachers upload excellent design teaching videos, design cases, data images, and design concepts for students to learn through the WeChat official account. Students can also paste relevant video data collected by themselves for teachers and students to discuss and study, and teachers pick over and post good ones on the professional WeChat official account.

III. REASONS FOR THE RAPID DEVELOPMENT OF WECHAT OFFICIAL PLATFORMS IN COLLEGES AND UNIVERSITIES

A. *Advantages of new media intervention*

Gong Chengbo pointed out in "Introduction to New Media": New media refers to emerging media that rely on digital technology, Internet technology, mobile communication technology and other new technologies to provide information services to audiences. The emergence of WeChat is a product of the rapid development of new media. The WeChat official platform breaks the traditional single mode of online publicity and combines a variety of multimedia methods to achieve a suitable publicity effect. The WeChat official platform adopts a "one-to-many" information release model, with accurate and divergent communication targets, which is very suitable for the aesthetic characteristics of current college students who are active in thinking and keen to share. Campus news in the form of videos, pictures, and texts released on the WeChat official platform of colleges and universities, once released, quickly spread among WeChat users in a fission manner, and the number of disseminations will increase geometrically, so that the information will quickly form a response situation after it is released.

B. *Requirements for the development of mass culture*

The birth of the WeChat official platform mainly uses original videos, articles and related materials as creative content to show different perspectives of world. It takes the traditional media as its mission and occupies an important position in the era of mass culture. The establishment of the WeChat official platform conforms to the development needs of mass culture, and is a deep echo and reflection on the culture of the times. Due to the popularity of mobile media, the WeChat official platform can subscribe by itself according to the audiences' aesthetic preferences. At the same time, personalized, free, fast, and efficient new media have surpassed traditional media forms of communication and have met the spiritual needs of the public for audiovisual media. As various colleges and universities with young college students as the main body, the establishment of the WeChat official platform is the most basic platform to meet the needs of teachers and students on campus culture. Information and cultural forms full of positive energy are the fundamental guarantee for teachers and students to build self-confidence, sense of accomplishment, sense of honor, and sense of community.

C. *Bridges connecting the internal and external contact of schools*

The era of mobile Internet and WeChat operation is no longer a future problem for colleges and universities. On the contrary, it is a shortcut that every university must choose. Entering the era of mobile Internet, the campus WeChat official platform helps schools to enter the mobile Internet at a lower cost, and exchange low investment for creating unlimited possibilities in the future. Especially for colleges and universities dedicated to cultivating applied talents, its establishment means establishing a top-down coordination mechanism internally and establishing as wide a practical connection as possible externally. The WeChat official platform, through the use of new communication technologies, allows colleges and universities to deliver their best aspects to the public, peers, and society at the fastest speed, becoming a shared bridge for close internal and external communication and mutual communication. Colleges and universities report their large-scale events in time through videos, newsphoto, etc., to show the society the teaching and scientific research strength and level of themselves, and use the campus WeChat official account information platform to match their high-end image to increase brand propagation effect. At the same time, it establishes a portal for timely communication with parents, industries, enterprises, and the general public, strengthens the society's supervision of its own development, and encourages itself to develop towards a high level and application-oriented school.

IV. THE REALISTIC DIFFICULTIES OF WECHAT OFFICIAL PLATFORM IN COLLEGES AND UNIVERSITIES

A. Homogeneity of news content

News content is the focus of the WeChat official platform construction. Attractive videos, pictures, texts, and voice messages are bound to attract audiences, thereby expanding the influence of official platforms. Due to the convergence of the construction goals of WeChat official platforms in various colleges and universities, the specific content setting and reporting perspective are still consistent with traditional media, and the lack of functional innovation makes the perspective and section setting of news reporting highly similar. At the same time, there is often a lot of imitating and copying current buzzwords and cultural symbols, ignoring their own pursuit of cultural taste. It always reprints videos and articles of mainstream media as daily means, lacking in-depth thinking and systematic learning, and lacking autonomy and creativity. Many information content published on the WeChat official platform overlaps with relevant news on the school's internal and external websites, resulting in the homogeneity of news content with traditional media and failing to truly utilize the communication properties of new media.

B. Low-end media methods

WeChat is not so much a supplement to traditional media as it is a lifestyle chosen by modern people. In this new life-style, young college students constantly perceive and think in their daily use. WeChat official platforms in colleges and universities have long been characterized by single operation thinking and limited use functions. From the perspective of the form of release, due to the constraints of the official media status, the WeChat official platform of colleges and universities is mainly news reports. Video, pictures, and text styles are produced in a single way, new technology investment is not enough, and the university's unique technology and connection platform can't be used to grow into a new media leader. On the contrary, because the user experience is rarely considered, the WeChat official platform of colleges and universities often plays the role of information "bulletin board", which is contrary to the rapid development of current social new media technology. It has always been difficult to break through the influence of traditional campus media and fail to maximize the ability to explore the Internet.

C. Limited audience

At present, the media communication direction of the WeChat official platform in colleges and universities is very clear, which results in the characteristics of single type of WeChat users and limited audience. Since the audience of WeChat official account has the media attribute of passive acceptance, for the WeChat official platform in colleges and universities with homogenized news content, the audience it faces is usually university teachers and students, as well as brother colleges and research institutes. The attributes and forms of new media are often in a dominant position, and users' experience and needs are forced to take a secondary position. "Publicity for the sake of publicity" is more common. The number of students concerned is often limited, and a teacher-student interaction platform has not yet been formed. The service function and value guidance role of students need to be further improved. This also directly leads to the slow growth of user focus quantity, which is more driven by a sense of habituation and ritual than by real daily needs. Based on the above situation, in the golden age of rapid development of mobile Internet technology, if the WeChat official platform of colleges and universities can't change the previous mode of thinking and introduce new ideas, then the development space waiting for it will be very limited.

D. Amateurization of team members

At present, the management and operation mode of the WeChat official platform in most colleges and universities is still consistent with that of traditional media, even the traditional media personnel serve concurrently. According to the classification of the information content published on the WeChat official platform of colleges and universities. The Student Work Department is responsible for students' ideological education and safety education, the Publicity Department is responsible for campus culture construction, the Security Office is responsible for student safety and security issues, the security of the information platform is the responsibility of the University Network Center, and secondary schools are responsible for specific press releases and vetting. It can be seen that the management of the WeChat official platform in colleges and universities belongs to many departments, and there is no independent department directly under it. The staff are mostly part-time professional teachers and students, and there is no systematic team member who is responsible for it. For a mobile Internet platform that requires timeliness, flexibility, and interactivity in media communication, this is almost incredible. Correspondingly, the response monitoring, analysis and judgment for the WeChat official platform of colleges and universities will inevitably lag behind the development of the times.

V. THE CONSTRUCTION MEASURES OF WECHAT OFFICIAL PLATFORM IN COLLEGES AND UNIVERSITIES

A. Mutual supervision and coordinated management

In view of the current problems of unclear attribution of the management of WeChat official platforms in colleges and universities and the need to improve powers and responsibilities, it is recommended to establish an independent department for the operation and management of the WeChat official platform to take vertical responsibility. At the same time, colleges and universities should establish a joint coordination mechanism for functional departments such as the school's Office of the Party Committee, the Publicity Department, the Student Affairs Department, the Network Information Center, the Security Office, the Academic Affairs Office, and the Chinese Communist Youth League Committee and so on. All departments supervise and coordinate management with each other, and must incorporate the monitoring and management of the WeChat official platform into the daily work content. At the same time, it's needed to pay attention to the mobilization, encouragement and introduction of the power of teachers, students, and counselors at the grassroots level, take the voices, appeals, and aesthetics of teachers and students at the grassroots level as key breakthroughs in collaborative management, and stimulate WeChat official platform as a new media to create vitality from the root cause to arouse the use and attention of a larger scale of users.

B. Resource sharing and collective creation

In the era of mobile Internet with diversified information, resource sharing is the primary rule followed by every WeChat official platform. However, the problems of homogeneous news content, low-end media methods, and low-level operation teams are the first problems that most WeChat platforms in colleges and universities need to solve. There is only one way to realize resource sharing: learning and then creating. For learning, for the daily use of WeChat official platform, it's necessary to focus on training teachers and students on WeChat application ability, so as to help them fully grasp the use methods, skills and communication characteristics of WeChat, and help them establish a WeChat official platform for academic sharing and communication, social life and extension, and self-expression and improvement. On the basis of teachers and students possessing considerable media literacy and application ability, it's necessary to further stimulate the collective creativity of teachers and students, and conduct research, exchange, sharing, and creation of common problems in the WeChat official platform of colleges and universities. This kind of creation involves both thinking mode and applied technology. It's necessary to establish interdisciplinary connections in creation, use the rich resources of colleges and universities in the humanities, social sciences and natural sciences, and give full play to the guiding and exemplary role of colleges and universities in mobile Internet technology media.

C. Focusing on experience and expanding channels

As mentioned earlier, the use of WeChat official platforms in colleges and universities is largely due to the fact that the new media attributes of WeChat can enhance the reputation and academic influence of schools in a short period of time, and through the intuitive experience of new video media technology, through forwarding among circle of friends, groups and friends, the information dissemination can be increased by dozens or even hundreds of times. However, the prerequisite for all these achievements is that it must pay attention to the experience of individual users of the WeChat official platform, care about the content and themes they care about, and meet the individual needs of WeChat users as much as possible. The WeChat official platform of colleges and universities can be promoted and recommended through multiple channels, so as to expand the focus groups and channels of WeChat, and get maximum promotion in professional fields, related professional fields or similar WeChat platform fields. Simultaneously, by adding the use functions of WeChat official platform, the usage needs of different users are further refined. Through the regular back-end data analysis, it can further attract attention users from teachers, students, parents and all walks of life, so as to improve the media influence of WeChat official platform in colleges and universities.

D. Completing information and attracting audience

In view of the current problems of poor professionalism of WeChat official platform operators, low video dissemination techniques, limited WeChat article writing capabilities, and weak platform maintenance capabilities in colleges and universities, it is necessary to establish and build a professional WeChat news gathering, editing and writing team as soon as possible to further strengthen the ability of campus culture construction. The media form that mainly pushes graphics and text information should be changed, and a large number of video, audio, web design, etc. should be combined to enhance user experience. At the same time, the WeChat official platform should conduct in-depth research, push original videos and articles, carefully typeset, and enhance the overall image of the platform and user recognition. It's necessary to create a youthful and energetic mobile Internet platform with high-level videos and articles, a professional perspective, and a youthful aesthetic style, so as to attract more users to read and forward. Meanwhile, it's needed to combine network marketing methods to expand and explore

related fields around the discipline construction goals of colleges and universities. Through the resource sharing function of the WeChat official platform, it's necessary to establish as many contacts and exchanges with the outside world as possible, and build a safe and reliable practice platform for college talent training and student innovation and entrepreneurship practice.

E. Increasing safety awareness and strengthening prevention

With the rapid development of new media technology, it is not uncommon for network information to be uneven and mixed and false news exist everywhere. If it is not guided in time, it will inevitably endanger the dominant position of the educator and cause the educated to make behaviors that endanger social security under the induction of criminals. Therefore, colleges and universities must raise their awareness of cybersecurity, strengthen the preventive measures of media public opinion, make full use of the modernity, mass feature, practicality and fun of the WeChat official platform in colleges and universities to speak for educators and educatees, and use correct speech to reject pornography, violence, and rumors, so as to form a good network ecological environment. At the same time, it's necessary to accelerate the training of technical experts in the new media field, improve the quality of personnel, enhance awareness of network security prevention, strengthen personnel information release management, and use the data analysis and monitoring of new media to do a good job in dissemination of new media in colleges and universities.

VI. CONCLUSION

Against the background of campus culture construction in colleges and universities, building a group of high-quality WeChat public platforms with the help of the cultural promotion and leading role of new media technology will certainly have a positive impact on expanding the audience and influence of cultural communication. At the same time, it is of great value to carry out education and teaching management, enrollment and employment propaganda, teaching method reform.

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