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Challenges and Countermeasures of Higher Vocational Student Management under the New Media Environment

Bing Wang

Zibo Vocational Institute,Zibo City,Shandong Province,255300

Abstract: Now our country is under the background of the new media era,the integration of various industries and new media has made a qualitative leap,at the present stage,under the influence of new media,higher vocational student management in our country not only has a positive part,but also has a negative part.Pertinently find the countermeasures to deal with the challenges in the view of new media,so as to improve the management of higher vocational students under the background of new media,and provide reference for the sustainable development of higher vocational education in our country.

Keywords: New media;Higher vocational education;Students;Challenge

China's economy,politics,science and technology have changed under the background of new media.At this stage,people's study,work and life are affected by new media,and higher vocational student management is no exception.With the continuous acceleration of the information process of higher vocational schools in our country,our students use more new media platforms in communication.

1. The connotation and communication characteristics of new media

1.1 The connotation of new media

New media is a new way of media that is different from newspapers,radio and other traditional media.New media is the use of digital memory and network technology through satellite and other channels,the use of computers,mobile phones and other terminals to provide users with media information transmission mode.

1.2 The communication characteristics of new media compared with traditional media

(1)Speed of propagation

Compared with the traditional media,the new media carries science and technology to make its own information spread faster,which means that the information is more timely,and the difference between the new media and the traditional media is that it is not restricted by printing,transportation,etc.,and can publish the information directly on the network,and let the users see,reduce the transmission cycle of the information,so that the information on the network can break the restrictions built in space.Improve the pertinence and timeliness of the information.

(2)Interactive mode of communication

The traditional communication mode is the unilateral dissemination of information,while the new media can communicate with users two-way on the basis of transmitting information.The information dissemination of new media enables users to express their views on the network through their understanding of the information,and the disseminator of the information can also become the receiver of the information,and he can receive the views of the information receivers on the information.in order to communicate and interact.This allows the recipient of the information and the publisher of the information to enjoy the right to discuss and the right to know fairly and impartially.

(3)Dissemination of content diversity

Different from traditional communication methods,the communication content of new media information is more diverse.Compared with traditional media,its communication content and communication methods can attract the attention of vocational students.

(4)Wide spread

New media communication can use information terminals to break the boundaries of time and space,so that the publishers of information can have the right to publish information,and use information terminals to make the scope of information spread more widely.

2. The challenge of higher vocational student management under the new media environment

2.1 More difficult to manage

In the new media environment,the timeliness and convenience of information dissemination enable higher vocational students to learn a lot of information through the Internet,and communicate the content of the information in real time.Higher vocational students learn about diversified cultures and values through new media,but they are unable to distinguish between favorable content and inferior information.High-quality information can help students learn and grow,but poor information will not only endanger their own healthy growth,but also have a negative impact on their own values and world outlook.serious cases will make students do wrong behavior. The negative impact of new media on higher vocational students has aroused widespread concern in the society.Relevant staff should formulate corresponding countermeasures according to the negative impact of new media on higher vocational students to effectively reduce the negative impact.In addition,in the new media environment,students can be used not only as recipients of information,but also as publishers of information.It is worth noting that the stage that higher vocational students are in now means that they lack experience,their thoughts are not mature,they do not have a clear understanding of whether events are right or wrong,and they are easily affected by extreme remarks in the new media.therefore,in the process of the management of higher vocational students,we must protect the new media environment,do a good job of information supervision by public opinion,and timely understand the ideological trends of higher vocational students.

2.2 Has a great influence on the physical and mental health of higher vocational students

At present,higher vocational students'access to information has gradually shifted from the traditional media to the new media platform,and they usually communicate and communicate on the new media platform.Due to the influence of their own environment,higher vocational students have a high degree of recognition and dependence on the new media platform.At present,higher vocational students in our country are more and more reluctant to go out,and more and more students are willing to play games and socialize on the new media platform.Students are immersed in the false world of new media,resulting in a decline in their social skills,reduced exercise,poor mental health,poor eyesight,as well as cervical vertebra problems.Students waste a lot of time on fake networks and spend less time on skills and courses,which prevents them from possessing professional skills and good qualities.

3. The countermeasures of higher vocational students' management under the new media environment

3.1 Using New Media to enhance the effect of moral Education

The focus of student management in higher vocational education lies in moral education.The management of students should strengthen their ideological education on the basis of paying attention to their studies.Under the traditional education mode,it is easy to form an antagonistic relationship between students and teachers,which leads to the inefficiency of students' ideological education management and can not achieve significant results for the development of students.The new media platform provides a lot of opportunities for the management of higher vocational students.By using the emerging technology of new media,the forms of ideological and political education can be more diversified and the means of educational management can be richer. In practice,we can play educational films for higher vocational students,and use the hot events that students pay close attention to to let students discuss,and use students' favorite ways to make the management work go on smoothly.Under the guidance of teachers,students can consciously join the ideological and political education,so that students can make use of new media without the restrictions of time and space,receive education anytime and anywhere,so that student management can develop in a healthy direction.

3.2 Use new media to enhance communication between teachers and students

The traditional student management work is lack of communication,resulting in managers unable to understand the real needs of students.At this stage,colleges and universities can use new media to strengthen communication with students,understand the needs of students,and reform and optimize their own management methods according to the actual needs of students,so that student management

can be carried out more efficiently. New media can make the communication between schools and students more convenient, and through the communication with students to understand the actual situation and actual needs of students more deeply, targeted to provide students with life, psychological and other aspects of help, while helping students to improve their professional skills, but also enable students to cultivate excellent quality. New media platform can make communication more private, students can pour out their difficulties and problems they want to solve on the Internet, teachers can provide practical help according to the situation of students, teach students in accordance with their aptitude to provide better management, so that students can better devote themselves to professional learning in the process of growing up, and eventually become students with strong skills and moral character. Schools can make use of new media when notifying relevant information, which can not only subtract the time of notification one by one, but also improve the efficiency of information transmission.

3.3 Strengthen the supervision of new media

Higher vocational colleges should do a good job in network construction, on the basis of improving their own infrastructure, strengthen the supervision of new media, so that students can use new media to learn better. While using the new media for management, the school should pay attention to the dual identity of the new media and strengthen the supervision and management of the public opinion of the new media. Teachers should control and supervise the information of the Internet, guide the bad information of the network correctly in time, so that students can learn in a good new media environment and shape a correct outlook on life and values.

Conclusion:

Higher vocational students are an important group, and their outlook on life and values play an important role in the stability of our society. The complicated information in the new media will have an important impact on the cultivation of students' values. Under the background of the new media era, in the era when higher vocational students understand the diversification of information channels, the traditional student management model has been unable to adapt to the development of the times, and we should seek a more efficient and targeted management mode. Let the higher vocational student management work be more scientific and standardized, and use innovative management ideas to meet the challenges of higher vocational student management under the new media background.

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