

Research on Development Strategies of Secretarial Studies in the Era of Integrated Media

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Abstract: The application of artificial intelligence, AR/VR, and other digital technologies has profoundly changed the demands and forms of the secretarial industry. Higher education institutions offering secretarial studies must keep pace with social development, redesign talent development models, curriculum frameworks, and teaching methods to cultivate highly skilled professionals who meet future job requirements. In the era of integrated media, secretarial studies face multiple crises, including a lack of awareness among teachers about integrated media teaching, inadequate application of integrated media technology in practical training, and a deficiency of innovative methods and content in practical teaching. However, the era of integrated media also brings opportunities for the development of secretarial studies, including effective integration of the professional characteristics of secretarial studies with the demands of the integrated media era, providing feasibility for cross-disciplinary cooperation with integrated media technology, and expanding the development space of secretarial studies. To address these challenges and opportunities, the development of secretarial studies requires a parallel approach of theory and practice, cultivating numerically intelligent secretarial professionals; leveraging integrated media technology to construct a multi-dimensional teaching system based on societal demands and enhancing media literacy. Through these measures, secretarial studies will better adapt to the development demands of the integrated media era, laying the foundation for cultivating application-oriented professionals capable of meeting future secretarial career requirements.

Keywords: Integrated media era; Secretarial studies; Artificial intelligence; Development strategy.

1. Introduction

The development of new technologies in the integrated media era, especially the application of artificial intelligence, has changed the nature of the secretarial industry. Businesses are increasingly focusing on the application of new technologies such as cloud computing, cloud platforms, and big data. Higher education institutions offering secretarial studies should respond to new societal or market demands by systematically designing talent development models, curriculum systems, practical teaching, internships, employment, and evaluation criteria to cultivate high-skilled individuals capable of meeting future secretarial job requirements[1]. There is an intrinsic and inseparable connection between integrated media and secretarial studies, and the integrated media era imposes higher demands on the development and transformation of secretarial studies. Secretarial studies must adapt to the development trends of integrated media by enhancing integration with related disciplines such as media and information technology, focusing on developing students' practical abilities, and providing opportunities for interdisciplinary communication and collaboration. Only through continuous innovation and reform can secretarial studies keep pace with the times and prepare for the development of secretarial professions in the integrated media era.

2. The Crisis Faced by Secretarial Studies in The Era of Integrated Media

2.1. Crisis 1: Insufficient awareness of integrated media teaching among dedicated instructors

Awareness of integrated media teaching refers to educators' understanding and comprehension of utilizing diverse media technologies to support instructional activities and educational objectives. The inclusion of secretarial studies as an undergraduate major is relatively recent, and faculty expertise primarily originates from the field of Chinese language and literature. Consequently, there frequently arises a lack of coordination in curriculum development: instructors often offer courses aligned with their research focus, which may not strongly correlate with the content of secretarial studies; alternatively, courses assigned to instructors within secretarial studies may not align with their professional expertise, necessitating a significant adjustment period for both faculty and students[2]. Moreover, in the era of integrated media, the theoretical proficiency of dedicated instructors in secretarial studies tends to lean towards theory in classroom teaching, lacking guidance on big data thinking and specific methodologies. This results in students being unable to intuitively grasp the impact and challenges of big data and artificial intelligence on secretarial work, thus hindering a comprehensive understanding of practical secretarial tasks. Consequently, there exists a significant gap between practical application and theoretical knowledge. Faced with the continuous integration of new media, dedicated instructors in secretarial studies often lack

awareness of integrated media teaching in actual teaching, seldom utilizing integrated media technologies for instruction, which diminishes the effectiveness of teaching. While some institutions employ multimedia teaching or micro-lesson animations, they often fail to fully utilize integrated media for post-lesson student reviews and reflections, limiting students' creativity and their understanding of daily secretarial tasks, and hindering the promotion of a correct understanding of secretarial work.

2.2. Crisis 2: Inadequate utilization of integrated media technologies in practical training instruction

In the era of integrated media, the practical training process of secretarial studies integrates experiences from multimedia and massive open online courses (MOOCs), fully leveraging diverse media formats by incorporating networks, videos, and traditional media into classroom instruction. The development and widespread application of large-scale online courses facilitate the convergence and coexistence of three-dimensional and flat media, ushering in a new reform and leap forward in teaching. This greatly enriches teaching content and formats, enhancing the attractiveness and effectiveness of classroom instruction[3]. However, addressing how to apply integrated media technologies to secretary internship education, fully utilizing various media formats, leveraging their commonalities and complementarities, and providing more practical and targeted teaching resources and content for secretarial work, remains an urgent issue. During the teaching process, it is crucial to integrate various media such as videos, audios, multimedia, text, and images with practical secretarial work scenarios, fully utilizing these media resources to enhance efficiency and quality of use. This presents an urgent challenge that needs to be addressed.

2.3. Crisis 3: Integrated media practical training lacks innovative approaches and content

With the rapid development of network technologies, especially mobile network technologies, practical courses in university secretarial studies often adopt a "flipped classroom" approach. This approach disrupts traditional teaching processes and structures, particularly in print-based classrooms, by shifting the decision-making authority of learning from teachers to students. Building on this foundation, instructors can utilize multimedia teaching tools, mobile teaching aids, and abundant online resources in the classroom to facilitate student learning of training content through resource dissemination and activity creation. However, in practice, most classroom teaching does not extend beyond the classroom and does not involve other new media. During leisure time, students can also use platforms like microfilms, microblogs, WeChat, and online forums to reinforce knowledge and identify their own shortcomings. Furthermore, in terms of internship content, adjustments in secretarial studies are infrequent, and many internship supervisors have not kept pace with the changing demands of the workplace. The design of training programs and modules should reflect new requirements from companies for secretarial job content and capabilities, such as incorporating new media communication and applications, digital archive management, and media cataloging.

3. Opportunities Facing the Development of Secretarial Studies in The Era of Integrated Media

3.1. Opportunity 1: The unique professional characteristics of secretarial studies can effectively integrate the requirements of the integrated media era

In the era of integrated media, the modes of information dissemination have diversified, encompassing various media forms such as text, images, audio, and video. Secretaries possess unique advantages in the collection, mastery, and utilization of information, thereby increasingly assuming an indispensable role in this epoch. The field of secretarial studies cultivates students' multimedia skills, enabling them to adeptly operate a range of office software and multimedia tools, including document processing, image manipulation, and video editing. This proficiency equips them to meet the demands of the integrated media era effectively, facilitating efficient handling and transmission of information. Secretarial studies place significant emphasis on developing students' communication abilities, encompassing both oral and written expression. The role of a secretary extends beyond managing written documents to engaging in communication and coordination across diverse media platforms. Lastly, in this era of information proliferation, not all data holds intrinsic value. Consequently, secretarial studies must foster students' data analysis acumen, enabling them to extract valuable insights from vast datasets and provide support and insights for organizational decision-making. The specialized characteristics of secretarial studies adeptly merge with the requirements of the integrated media era, empowering secretaries to adapt to and excel in the challenges of this transformative age.

3.2. Opportunity 2: Integrated media technologies provide feasible opportunities for interdisciplinary collaboration in the development of secretarial studies

Firstly, the cultural landscape of secretarial studies is inherently interdisciplinary, encompassing literature, management, psychology, and various other academic domains. Furthermore, the interdisciplinary nature of secretarial work is evident in its integration with other industries. Secondly, the broad and diverse knowledge background of secretaries is characterized by intersection and fusion, showcasing a multifaceted nature. The comprehensive nature of secretarial disciplines and the intersections between secretarial work and other industries drive the diversity of the secretarial professional culture[4]. In the context of the integrated media era, the role of secretarial talent is expanding towards supporting decision-making, comprehensive services, value management, and capital operations, requiring support from various disciplines such as economics, management, sociology, psychology, public relations, communications, marketing, and human culture. In the integrated media era, interdisciplinary integration is highly valued, and secretaries, as professionals, need to collaborate efficiently with personnel from various fields. The communication environment of the integrated media era demands that secretaries possess cross-disciplinary communication and collaboration skills. Secretarial studies need to cultivate

students' teamwork, independent innovation awareness, and problem-solving abilities to better adapt to the professional development demands of the integrated media era.

3.3. Opportunity 3: Integrated media technologies have effectively expanded the developmental horizons of secretarial studies

The study of secretarial information knowledge entails not only acquiring skills in information searching and storage, but more importantly, forming a conceptual understanding of information knowledge based on the educational objectives of secretarial studies. This leads to the generation of new concepts of information wisdom, essential for acquiring the genuine expertise needed for future career development. This is the key to truly mastering the essence of information and learning, enabling the effective discovery, utilization, and production of appropriate knowledge in rapidly changing learning and professional contexts[5]. In the era of integrated media, secretaries are required not only to understand the characteristics and operations of various traditional media but also to master the methods and rules of new media usage. Students in secretarial studies should possess media literacy, understanding the applications and characteristics of different media, and be able to flexibly apply them in their professional practice. Therefore, secretarial studies need to adjust and reform curriculum settings and teaching methods to cultivate students' core professional skills through multiple avenues, fostering teamwork, independent innovation awareness, and problem-solving abilities to enhance market competitiveness and better adapt to the professional development demands of the integrated media era.

4. The Development Strategy of Secretarial Studies in The Era of Integrated Media

In the present day, knowledge continues to evolve, and students face dynamic learning environments and evolving work environments. The foundational professional knowledge and basic theories passively absorbed in school merely lay the groundwork for future development. Teachers in secretarial studies must keep pace with the development trends of the information society, seeking effective methods of cultivation to prepare students who meet the demands of the new era. While maintaining the distinctive features of secretarial studies, institutions of higher learning should recognize the importance of information technology tools, enhance their information literacy in applying modern information technology to teaching, effectively harness the potential of educational informationization, fully utilize information resources, and better serve educational reform, enhance teaching quality, and cultivate students' ability to solve practical problems, thus aligning students more closely with societal and corporate needs.

4.1. Theory and practice run in parallel, nurturing numerically intelligent secretarial professionals

To cultivate secretary professionals equipped with "data technology + management wisdom," it is necessary to enhance top-level design, focusing on establishing institutionalized, systematic, and collaborative mechanisms

for university-enterprise collaboration and school-community linkage involving multiple stakeholders. This includes advancing professional co-construction, deepening industry-academic collaboration, and achieving the joint creation and sharing of high-quality educational resources across regions[6]. Teachers should align their teaching with the specific needs of secretarial education, extending instruction beyond the classroom to the broader society, with a strong emphasis on cultivating practical skills. Emphasizing practical teaching and real-world applications is crucial. Through methods such as practical case studies, simulations, and internships, students can better familiarize themselves with and master the application of integrated media technologies in secretarial work. Engaging in practical training not only provides students with a glimpse into their future careers and tests their acquired knowledge but also allows them to acquire knowledge that cannot be learned solely from textbooks, bridging the gap between theoretical knowledge and secretarial practice. This indispensable step in practical teaching helps students truly become professionals in the secretarial field. Additionally, secretarial studies should establish close ties and partnerships with industries and enterprises. By collaborating and exchanging ideas with industry experts, educators can stay informed about industry trends and demands, adjusting program offerings and teaching content accordingly. This enables students to hone their skills in practical settings, enhance their proficiency in integrated media technology, maintain relevance and competitiveness in the modern era, and gradually develop into quality secretarial professionals.

4.2. Utilizing integrated media technology to establish a multidimensional instructional framework

Utilizing various intelligent terminals and interconnected networks, harmonize teacher instruction, student learning, and secretarial work simulation to form a cohesive instructional chain. By developing learning applications (apps) and leveraging new media teaching methods such as Massive Open Online Courses (MOOCs), micro-courses, and WeChat platforms, integrate in-class and out-of-class practical experiences, extend simulated training beyond campus boundaries, increase the emphasis on practical coursework, reduce reliance on traditional exam scores, and truly establish a flipped classroom model that enhances students' practical skills, occupational adaptability, and analytical capabilities. The textbooks used in higher education secretarial programs should integrate practical experience from secretarial work, with input from specialized secretarial professionals and industry collaboration to reconstruct the curriculum. In the context of the "Internet Plus" era, vocational colleges can fully utilize internet resources, actively explore the use of high-quality online educational resources, develop internet-based textbook models that incorporate not only print but also video, animation, and micro-learning resources. Current textbook designs and system restructuring should emphasize a shift in mindset, aligning with the psychology of today's youth who are constantly online, pooling resources from various parties to craft refined textbooks that explain theoretical concepts from a perspective of "joy" and "vitality," sparking students' interest in administrative and secretarial knowledge[7].

4.3. Based on societal demands, elevate media literacy

The intensifying trend of media integration undoubtedly brings changes to the traditional secretarial industry. In terms of job content and requirements, secretaries in the media-converged era must enhance their information analysis and processing capabilities, be familiar with the changing context of new media, and adeptly use and operate new media to effectively carry out corporate publicity and marketing activities, achieving bidirectional interaction online and offline. Regarding job types, with the continuous improvement of information digitization methods, digital archive management and media cataloging will become another form of big data representation. Therefore, talents in digital archive management, such as media catalogers and online secretaries, have emerged as new types of secretary positions. Consequently, higher education institutions offering secretarial studies should promptly respond to changes in industry demands, adjusting roles as the era of media convergence arrives, providing students with an "immersive learning environment," leveraging new media methods to drive the development of media-integrated teaching materials, reducing reliance on traditional media usage while increasing utilization of emerging media. As media convergence technology continues to advance, higher education institutions offering secretarial studies should flexibly apply media integration technology, teaching concepts, and equipment according to the specific requirements and development characteristics of secretarial work, enhancing the media literacy of secretarial students. Only in this way can they survive future competition with artificial intelligence and robot secretaries, leveraging differentiation as a competitive advantage.

5. Conclusion

The field of secretarial studies represents a comprehensive and highly practical applied discipline. However, when confronting practical issues in society, secretarial studies still

face disparities compared to disciplines in STEM fields such as artificial intelligence and biological sciences. In the era of media convergence, for secretarial studies to bridge disciplinary divides, it is essential to recognize the crises at hand, seize opportunities, and promptly reform, injecting new vitality into the development of secretarial studies.

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