

An analysis on the strategies of university education management under the background of new media era

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Abstract: With the advent of the Internet era, the forms of media continue to upgrade and evolve, and the rapid development of new media technology has ushered in the era of new media. The new media takes the Internet as the data platform to carry out the high-speed real-time transmission of information. In the era of new media, all walks of life have been affected to some extent, especially the university education management has brought profound impact, not only changes the way of education and teaching activities, but also provides a brand-new idea for education management. This paper will deeply explore the characteristics of new media communication, deeply analyze the existing problems in the current teaching management of colleges and universities, and provide scientific solutions, in order to look forward to better promote the management of college education in the era of new media.

Keywords: New media; University; Educational management.

1. Advantages of the application of new media in college education management

New media is an open and interactive public platform, which allows individuals to freely express their views and constantly develop and change. Compared with conventional media, new media is regarded as a brand-new form of media. Due to the development of science and technology, the connotation and form of new media continue to evolve, and its concept is also a set of dynamic process, but no matter how new media changes, it is on the basis of conventional media in-depth development, has a wide range of transmission fields, information transmission speed, timeliness and other advantages, has a huge charm for young people, if properly guided, Will have a positive impact on the education of young people. Compared with traditional media, new media has the following advantages in the application of university education management.

By taking effective measures, the efficiency and quality of university education management can be greatly improved

The education management of colleges and universities involves many fields and is a complicated systematic work. It needs to keep close contact with each department and department to ensure the smooth completion of teaching and research projects, timely release of teaching plans, effective implementation of education management system and effective implementation of quality education assessment projects. This work is vital for both teaching and research staff and students, so it must be communicated to each participant in a timely manner. With the development of new media, school education is no longer limited by the traditional work system, and information can be rapidly disseminated through mobile terminals and the Internet to improve the quality and efficiency of work. The emergence of new media not only greatly reduces the time of information transmission, but also ensures the effectiveness of information, making school education more efficient and effective. Through substantial improvement, the efficiency of university education management has been significantly improved.

1.1. Promote interactive communication between teachers and students to enhance classroom teaching

College education management plays a crucial role in the work of colleges and universities. It is not only responsible for the implementation of higher education measures proposed by higher education departments, but also in the construction of teaching system, teaching plan formulation, evaluation system establishment, salary management system establishment and other work, as far as possible to meet the humanization requirements of college teachers and students and the requirements of social interests. In order to ensure the quality of university education work, improve the efficiency of education, promote the development of education. In the era of new media, it is a difficult task to establish an efficient and convenient information communication management mechanism with teachers and students. The birth of this new media makes students in colleges and universities no longer restricted by time and space, and can realize unhindered interaction with teachers, which fully demonstrates the interactive ability of new media. Students in colleges and universities can express their own views and opinions in the form of new media, and carry out communication activities through the network, so as to obtain a variety of ways of interaction, which is convenient and concise. Education administration departments should use a wider range of channels to effectively communicate with front-line teachers and students in order to improve the quality of education.

1.2. To promote the innovation and exploration of university education management, in order to improve its work efficiency and service quality

New media is an important driving force for social development. College administrators should fully realize this trend and actively explore how to innovate the management system under the new media environment so as to improve the management level of students. Traditional media's information transmission mode is usually unilateral, while

new media subverts this teaching mode, making students themselves the active audience of news. The booming development of the Internet also makes the content of new media more diversified, and the forms of sources, release and expression of news also become more diversified. Due to the vigorous development of new media, the expression of information is no longer limited to the paper version, but can be shown through graphic, video, sound and other forms. Through the use of the network, the university's information, notice release timelier, students access more convenient.

2. In the new media era, the challenges and problems facing the educational management of colleges and universities

2.1. The educational management system is relatively backward

At present, the overall programmed rules and regulations play an important role in education management, but because the traditional concept of education management cannot keep up with the needs of the development of The Times, the traditional Chinese ideological education and education management mode still exist, the education management system has many loopholes, the education management system is not perfect, the education management system is not scientific enough. In many colleges and universities, quite a few management systems have been used for many years. The establishment of teaching management system should be innovated according to the change of students' learning situation and the development of The Times. Many colleges and universities are not aware of this point, and there are still some problems in the educational management system implemented. First of all, the outlook on life and values of contemporary college students are different from those of the past. If the previous educational management system is applied, it will not only fail to achieve beneficial results, but also easily cause dissatisfaction among students. Secondly, teaching management system practicability is not strong. Some colleges and universities have formalism in the formulation of the educational management system, and lack of supervision in the implementation process of the educational system, so they do not know the effect of the educational management system. Finally, the educational management system lacks rationality. Under the background of the new era, higher requirements are put forward for the educational administration departments of colleges and universities, such as having the consciousness of innovation, the consciousness of reform and the broad scope of knowledge vision. However, many personnel in the educational administration departments lack the relevant qualities, so there are still some unreasonable situations in the educational management system formulated. Perfect educational management system can play an important guiding role in educational management work, and can provide solutions in case of emergencies. With the development of new media, the original management mode of education concept has been hit by an unprecedented huge impact. Such original management mode and fixed department management structure make the staff lack of enthusiasm to participate in education management work, which seriously affects the overall work efficiency.

2.2. Lack of humanistic feelings in educational management

The lack of humanistic emotion is an obvious problem in college education management. This rigid management means that humanistic emotion fails to play a corresponding role in college teaching. Education administration is too tough. The management system of most colleges and universities is mandatory, mainly with rigid rules, but in the implementation process, more severe punitive measures will be taken to ensure the effective realization of educational management objectives. The flexibility of these systems is very small, but in the process of implementation, it will cause great negative impact on students. Although some hard-educational management measures can adapt to the needs of colleges and universities to some extent, the excessive use of these measures is not conducive to the sustainable development of educational management in colleges and universities due to the factors of humanistic emotion and humanized management concept. With the advent of the new media era, college teachers can obtain information from a variety of channels. However, if the education administrators adopt mandatory and punitive methods, it will lead to the decline of the education administrators' sense of identity, resulting in conflicts in teaching management, and even the loss of management talents, and even the collapse of the management system and system. Thus, a series of educational management problems are more likely to appear.

2.3. The construction of educational management team lags behind

With the influence of new media communication on the research of talents and teaching activities in colleges and universities, the construction of the team of educational administrators in colleges and universities is also faced with many challenges, among which the most prominent one is that some units have no talents and many schools have fixed educational administrators. This situation will make the managers lack the sense of fair competition and the sense of responsibility of employees, thus hindering the effective implementation of higher education management. There is a bias in the cognition of education administration departments in colleges and universities. Many faculty and staff misunderstand the importance of education management team, believing that they are only responsible for dealing with daily affairs inside the campus, while ignoring the complexity of education management. However, this view is wrong, because educational management is not only a part of classroom teaching, it also involves other aspects. Due to the lack of effective educational management, the educational management team has not received the corresponding attention, resulting in the imperfection of the educational management system. Third, the information level of staff is not developed equally. In the era of continuous development of network new media, the educational management system and mode need to be reformed constantly, and the information technology capability of relevant managers must also adapt to the era of network new media. However, according to the research findings, experienced staff in different educational management departments are usually older. Their ability to accept new things is poor, and their ability to use information technology lags behind younger employees to a certain extent, which leads to the imbalance in the actual management efficiency of the whole team, and some employees need to

improve their new media management technology.

2.4. The duty division of education management is not clear

The overall structure of college education management is presented in the form of a pyramid. Leaders make overall planning and subdivide the management objectives into multiple departments. Each department has its own clear responsibilities and makes joint efforts to promote the rapid development of college education management by taking the tasks assigned by superiors as the primary goal. Due to the traditional mode of education management, the division of responsibilities and powers among departments is not very clear, so that the staff cannot understand their own work scope in the process of work, and there is no sense of responsibility and responsibility, which leads to the confusion of the work content of each department and the lack of professionalism. It has seriously affected the work efficiency and accuracy of educational management personnel, greatly reduced the quality of education work, caused no small obstacles to the university education management work, and affected the overall management system reform process.

3. In the era of new media, the effective countermeasures of college education management

3.1. Take advantage of IT to drive innovation and improvement of management methods

With the advent of the new media era, the efficiency of information has been greatly improved, so that various information technologies can be better applied in the educational management activities of colleges and universities. Therefore, colleges and universities should actively explore and innovate educational management methods to meet the actual needs of educational management in the new era. Through the application of information technology, college education management can be greatly improved, so as to improve the efficiency of education management. In the new media era, college education management can be innovated from many aspects, one of the important aspects is to expand the democratic management channels, so as to better realize the effectiveness and fairness of higher education management. With the advent of the new media era, the rapid popularization of information technology has brought unprecedented changes to the educational management of colleges and universities. The original educational management methods are no longer suitable for today's new media environment. Therefore, in today's educational management, we should abandon the single management mode and realize the democratic management of college students, so as to better meet the needs of students. In the new media era, establishing the network democratic management mode will help to make full use of the advantages of the network and expand the scope and depth of college education management. In addition, democratic governance can be improved. In the process of the reform of the management mode of basic education in colleges and universities, we should attach importance to students' main body, respect their independence, make full use of the new media environment, strengthen democratic management, and promote the development of their overall quality. Therefore, college education administrators must constantly renew their

ideas and adopt innovative methods to implement college education management in order to achieve the best results. The democratic management of college students is an effective way of management, which aims to mobilize learners' subjective ability to achieve the goal of school education, meet the needs of the society for personal quality development, and provide learners with more opportunities for development. Democratic management can be seen as a process of self-management, which can not only help students learn and master knowledge, but also stimulate their potential. Regardless of the management style and content, this kind of self-management can exert the maximum effect in the new media environment. With the advent of the new media era, the continuous expansion and utilization of information resources, and the continuous improvement of students' awareness of autonomy, democratic management has become an innovative and effective way in college education management.

3.2. Screening educational resources through new media

With the development of digital teaching management, the source of educational resources has been greatly expanded, from the database system, the Internet stage to the teachers and teaching management personnel themselves, there are a lot of resources. With the promotion of new media, curriculum management of college students in our country is no longer limited to the original form of education, and with the development of new multimedia technology, it abandoned the original teaching mode and expanded the horizon of curriculum management, making the acquisition of educational resources more convenient, effective and comprehensive. With the development of new media, college education management becomes more comprehensive and effective. In order to meet the needs of students themselves, a set of targeted educational management work content system has been developed, including the following contents: students are in an important stage of development, which puts forward higher requirements for educational management. Therefore, educational administrators need to deeply study how to effectively implement educational management in the new media environment. First of all, college education administrators should enhance their understanding of new media technology and history, establish a good spiritual civilization in the new media environment, lead students to face up to the history of new media, establish correct values, and avoid being addicted to the virtual network environment, so as to promote the development of students. Only under the guidance of such ideas can we better implement educational management and let college students accept more effective educational management. In the age of traditional media, the communication between school and parents is almost completely isolated, but the negative impact of private tutoring on them cannot be ignored. Even in colleges and universities, they are already adults, and private tutoring will still have a profound impact on them. Therefore, it is particularly important to promote the management of home-school education. Due to the development of new media technology, information communication between schools and parents becomes more convenient, schools can more fully understand students' personal information, and adopt more effective education methods. This change is not only reflected in the content of communication, but also reflected in the targeted management of students' psychology, thought and

living conditions. In the educational management of colleges and universities, all kinds of information network platforms should be used to realize the effective transmission and exchange of information and educational resources, so as to achieve the overall goal of sharing high-quality educational resources. Therefore, college education administrators should purchase the applied educational resource library and combine it with campus network, so that new media technology can penetrate into classroom teaching and students' daily life. In this way, colleges and universities can strengthen the common development and cultivation of teachers' advantages, encourage teachers to actively participate in the creation of excellent teaching resources, and achieve the goal of independent innovation and research and development resources. At the same time, colleges and universities can also promote the comprehensive network of high-quality courses and the network platform of open resource construction projects, and establish a complete resource base.

3.3. Transfer positive energy, improve students' quality, strengthen moral education construction

At the National Symposium on Ideological and Political Work in Colleges and Universities, we reiterated that we should unswervingly practice the socialist view, so as to lead college students to pass on the true values, train them to become the model of practicing the socialist view, and make unremitting efforts to achieve the brilliant Chinese Dream of the Chinese nation. At present, our country is in the new era of socialism, people get all kinds of ideas through the media mainly. However, due to the complexity of network information, the lack of effective management, so that the dissemination of these information is limited. With the rapid development of information, many colleges and universities are lacking in educating students about thinking and political systems, so the role of new media has become particularly important. Colleges and universities should take the responsibility of cultivating students' moral qualities and equip excellent new media operators so as to flexibly carry out educational management according to the actual situation, the characteristics of The Times and the development trend. Although the traditional knowledge system is updated slowly, some new media practitioners in colleges and universities are still in urgent need of learning more skills and new media literacy. Moreover, because some practitioners are older, their ideas and professional knowledge reserve often cannot keep up with the development of applied research subjects and object-oriented, so they cannot give full play to their functions. New media operators need to have a comprehensive grasp of the educational management of colleges and universities, and have the knowledge of "network sense" and "network language", so that they can timely grasp the network hot spots, and effectively use "network language" to help them establish a correct outlook on life and belief, further improve their culture, and accurately select, understand and criticize the information in new media. Colleges and universities should take measures to prevent the information that is harmful to the healthy growth of students and prevent students from indulging in the Internet world. In order to cultivate students' correct Internet ethics and application ability, colleges or teachers should hold some lectures on Internet literacy.

3.4. Cultivate and introduce professional educational management personnel

In the current era of new media, the staff of education management in colleges and universities must have the basic ability of education management in order to better cope with the challenges brought by new media. They must be familiar with the characteristics of the new media era and be able to use the Internet to address educational management challenges. According to the survey of the current stage of higher education, different educational administrators differ in knowledge base, learning ability and working experience. Therefore, colleges and universities should pay attention to the training of educational administrators and take various ways to improve their professional ability and quality, so as to meet the needs of the new media era. In order to make contributions to educational management, colleges and universities should assist teaching administrators to establish a new understanding of campus and teaching in the process, so as to improve their professional literacy. Therefore, the training work should change their thinking mode, let them make use of their information advantages, understand the school education concepts and ideas, and organically combine new media technology with teaching work. In the specific process, the training program should be divided into two aspects: teaching theoretical knowledge foundation training and teaching practical skills training, so as to meet the needs of educational administrators, further improve their professional quality, and further improve their educational management level. In order to better carry out the work of higher education, the educational administration departments of colleges and universities should establish perfect and scientific norms and principles, and take scientific methods to guide the work of education administration in light of the overall situation, so as to improve their own professional quality. In the new media era, teaching managers must comprehensively improve their personal language expression ability. Chinese traditional media background, due to the closed teaching environment, resulting in backward teaching management. However, if educational administrators blindly follow the traditional cultural teaching methods, it will affect their ability to play, unable to attract students' attention and teach them. Therefore, the cultivation of language expression ability is very important to improve the level of educational management. In the era of new media, higher education administrators should actively participate in network activities, make full use of the advantages of new media, abandon the shortcomings of traditional media, give full play to the advantages of various resources of college education management, so as to further promote the management of higher education, further improve the professional quality of education administrators, and integrate new multimedia technology into the education management of colleges and universities. Then realize the effective application of higher education information management.

3.5. We will improve the educational management evaluation system

With the advent of the new media era, we must use the educational concept of leading by example to improve the evaluation system of teaching management in colleges and universities, and improve the original, simple and rough evaluation, and build a new goal more suitable for the development of the new media era, so as to enhance the level

of education management. In the era of new media, college education management evaluation has developed into a diversified and socialized information system, covering all aspects. In order to meet the various needs of students, the improvement of university management services must start from the following aspects: In the new media era, the diversity of evaluation subject is particularly important. In order to better reflect the learning results of college students, we should strengthen the evaluation of college students, but also take into account the different evaluation subjects such as society, colleges and parents. In this way, we can make full use of the advantages of new media to achieve a diversified educational management evaluation system. Only in this way can we better adapt to the new media environment and provide students with a more comprehensive and accurate evaluation. Starting from the value concept of university education management, we should fully consider the connotation of comments, so as to best reflect the characteristics of the new media era and highlight the importance of university education management under the condition of the Internet. At the same time, according to the vigorous development of new multimedia technology, we should also reform the teaching management evaluation content under the traditional media time, so that it can better adapt to the growth of the new media era. In the evaluation of university education management, we should attach importance to openness so as to reflect the diversity of evaluation results better. Therefore, the content of evaluation should be continuously enriched, and the supervision of evaluation results should be strengthened to fully reflect the characteristics of new media.

4. Conclusion

Colleges and universities are faced with both opportunities and challenges when applying new media to student management. Therefore, colleges and universities must recognize the characteristics of the development of The Times, timely update their supervision ideas and methods, in order to adapt to the development of The Times. To this end, colleges and universities need to comprehensively examine the phenomena and deficiencies in the education work, and make appropriate improvement and promotion according to the needs of the new media era, so as to ensure that the quality and level of higher education work in the new media era today. In order to improve the ability of higher education and management, we need to constantly coordinate the work of

higher education. We should insist on taking reality as the starting point, combine theory with practice, select educational resources through new media, innovate management methods, transfer positive energy, improve students' quality and strengthen the construction of moral education. We should also build an effective school education administration wechat public network platform, ensure the classroom teaching quality management resource sharing network platform, introduce professional education management personnel, perfect and effective school education management evaluation system. By improving the management of higher education, we can promote its smooth progress.

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