

Research on the Integration of Production and Education of Radio and Television Media News Communication Based on All-Media Conditions under Computer Technology

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ABSTRACT. The arrival of the all-media era brings both opportunities and challenges to the news dissemination of radio and television media. Under the current socio-economic and cultural development, various media are constantly emerging, and the dissemination of information has become diversified, which provides great convenience for people to obtain information. The increasing pressure of social competition puts higher demands on students. Under the background of quality education, the emphasis on improving students' practical ability in higher education is increasing. News media plays an important role in promoting college education. In the process of college education, we should follow the modern teaching concept, give students more exercise, and let them have more practice opportunities. This paper mainly analyzes how the radio and television stations make use of their own advantages to excavate and improve their own news communication power in the era of all media. It also analyzes and discusses the role of news media in promoting the market-oriented development of modern university education, with a view to improving the level of university education.

KEYWORDS: All media, News dissemination, Quality education

1. Introduction

With China's society entering the new media era in an all-round way, the media in society are no longer dominated by radio and television, and the media forces spawned by various information technologies are unprecedentedly prosperous, and society has also entered the era of information explosion [1]. All kinds of news moments are full of people's sight and hearing, and the timeliness and coverage of news have been comprehensively improved. Under the current socio-economic and cultural development, China's media industry has a very large development space, various media are constantly emerging, and the dissemination of information has become diversified, which provides great convenience for people to obtain information [2]. With the continuous progress and development of science and technology, new media and forms are constantly emerging, and new media forms such as Internet, PAD and mobile phone are constantly known and accepted by people. Under the trend of triple play, media convergence and terminal convergence [3]. The ways of communication are becoming more and more abundant, the forms of activities are becoming more and more diverse, the interactivity of programs is becoming more and more active, the audience participation is getting wider and wider, and the concept of innovation and cooperation is getting stronger and stronger, forming a new pattern of radio and television communication under the condition of all-media [4]. For radio and television media, with the emergence of various media, the law of news dissemination has changed. To maintain the effectiveness of news dissemination, it is necessary to strengthen the grasp of the new law of dissemination [5].

For the same piece of information, through the "all-media" platform, there can be various forms of expression, but at the same time, according to the individual needs of different individual audiences and the focus of information expression, the media forms adopted can be chosen and adjusted [6]. As far as the transformation and upgrading of traditional media is concerned, its essence is to realize the integration of content, channels and carriers on the existing basis, relying on the power of digital technology and network technology, and using different terminals and platforms such as the Internet and mobile Internet [7]. In recent years, the increasing pressure of social competition has put forward higher requirements for students. Under the background of quality education, college education, which focuses on improving students' practical ability, has received increasing attention [8]. In the future education process, we should give full play to the role of news media, innovate the higher education model, and make the higher education realize market-oriented development. News media can build a bridge between college education and market, and make college education realize marketization and modernization [9]. This paper mainly analyzes how radio and television stations use their own advantages to tap and improve their news communication power in the all-media era, and analyzes and

discusses the promotion of news media to the market-oriented development of modern college education, aiming at improving the level of college education.

2. News Dissemination Law of Radio and Television Media under the Condition of All-Media

2.1 News Communication Content

Under the condition of all-media, the news dissemination content of radio and television media has changed. In the past, the news content of radio and television media mainly came from the data collected and collated by reporters. During the production of news content, information producers need to participate in the whole process in order to realize information dissemination. In the case of all-media, the development of media is not single, and it needs constant integration to make the ways of information dissemination more diversified, so that people can get the information they want from different paths, and the audience of news will be larger, so as to better grasp the basic laws of news dissemination and maintain the effectiveness of news. In the process of news dissemination, there are many news elements, among which there are many changes in content, form and dissemination methods. In the actual dissemination process, radio and television news can be better integrated with the characteristics of radio and television dissemination.

With the arrival of all-media era, news content production has a wide range of sources. With the help of various media channels, the whole people began to participate in news production activities, providing rich news resources for radio and television media. In the dissemination of information, the traditional way is to use TV and TV as media, but under the background of all-media, not only the scope of dissemination has been expanded, but also there are more ways of dissemination. From the overall situation of local stations, the investment in human resources and financial resources is limited by external conditions, and there are certain limitations in the dissemination channels of news content. Today, with the proliferation of all media, it has brought a certain impact to local stations that are already in poor condition [10]. In the all-media era, the market competition is intensifying. If local TV stations want to gain a certain position in the market competition, they must maintain their core competitiveness and strengthen the news dissemination. Compared with the production and dissemination of news content by each media alone, it can obviously attract more audiences' attention. The long tail effect means that after the news content is merged, the news products will cover a wider field and involve more content, which can strengthen the news industry alliance and bring considerable benefits.

2.2 Forms of News Communication

In the all-media era, media forms are various and media networks are growing. Local TV stations should make good use of such favorable conditions, flexibly use media resources in the all-media era and innovate their own news communication forms. The greatest impact of the development of the whole media on the law of news dissemination is to promote the diversified development of news dissemination methods. News for TV distribution and all-media distribution have very different characteristics. For all-media users, they are more willing to receive fragmentation, so that they can watch, comment and interact with news content anytime and anywhere, while traditional news producers cannot adapt to this brand-new production mode. In the news dissemination work, the person in charge of the TV station needs to define his own position. Besides the regular reports, he also needs to establish differentiated reports with other local TV stations to form his own characteristics. With the development of radio and television industry towards collectivization, the competition among the media is becoming more and more serious, which urges the radio and television media to pay attention to the needs of the audience. It is necessary to realize the integration and application of various communication methods in combination with the audience's habit of accepting the media, and promote the news communication to change towards multi-scene and audience participation. In the process of development, TV stations should pay attention to the development of information technology, organically combine with modern media technology and information technology, and actively promote the digital development of news communication on the basis of traditional forms of communication.

3. The Application of News Media in the Development of Education Marketization

3.1 Change the Traditional Education Mode

With the continuous improvement of social and economic level, people's professional requirements are not limited to obtaining reasonable remuneration, but also must be able to meet their spiritual needs, show their talents and realize their life value. Under the concept of quality education, the teaching goal has changed completely. Quality education is to improve students' comprehensive practical ability. In the process of college education, more attention is paid to the

cultivation of students' practical ability. With the help of all-media channels, radio and television media can complete the collection of rich news resources. With the gradual deepening of the integration of media and network, the audience will upload news materials around them through the network, and provide abundant news information for news producers according to what they have seen, heard and felt. Under the condition of all-media, radio and television news dissemination extends traditional radio and television media to new media, realizes the generalization and generalization of radio and television news dissemination tools, and makes the dissemination and circulation of news content have wider channels, positions and fields [11]. In the aspect of news dissemination, radio and television media should strengthen the use of the whole media, actively cater to the information receiving habits of the audience in the new period, speed up the news dissemination, expand the scope of news dissemination, and promote their own influence to be improved. When using the whole media, the radio and television media should also strengthen the analysis of the development direction of the whole media communication and establish the corresponding media operation mode, so as to transform the advantages of the whole media into the convenient conditions for the news communication of the radio and television media and stand out in the fierce competition in the industry. For college students, their study can not be separated from a variety of teaching materials. In order to improve students' interest in various majors, the design of teaching materials should be strengthened in the teaching process. In the process of teaching material design, the contents of news media can also be used as teaching materials, and some practical contents can be used as teaching materials, so that students can be more exposed to the knowledge content, thus better connecting with the society and the market.

With the increasingly fierce competition for talents, college students must acquire necessary social knowledge through more systematic scientific and cultural knowledge, professional theoretical knowledge and reform. The specific construction model is shown in Figure 1.

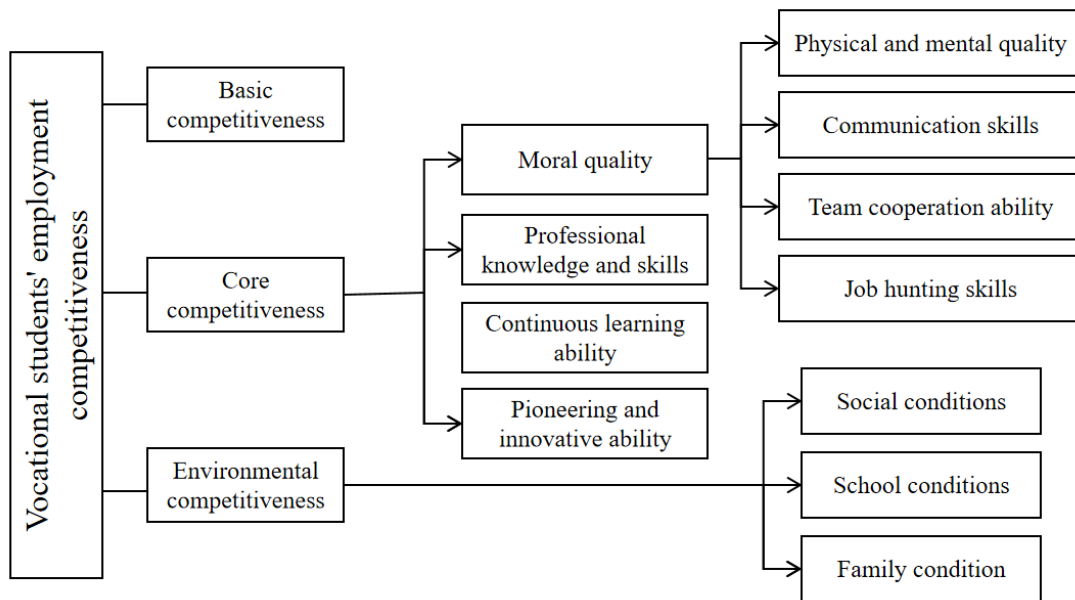


Fig.1 Composition of the Employment Competitiveness of Students from Higher Vocational Colleges

3.2 Strengthening Extracurricular Practice Education by Using News Media

In order to realize the integration of higher education and market, it is necessary to build a bridge of communication between higher education and enterprises, and the news media just plays the role of this bridge. Core competitiveness is directly related to the employment level and career development of vocational high school students, and it is the decisive factor affecting the employment quality. In the process of teaching in colleges and universities, we should strengthen extracurricular practice teaching, guide students to learn independently in their spare time, give students more opportunities to participate in enterprise practice, and apply the knowledge of school learning to the practice process, so as to lay a solid foundation for future work [12]. Colleges and universities relying on the combination of production and education can provide an incubation platform to cultivate innovative and entrepreneurial talents in colleges and universities from mechanisms, carriers and methods. In the process of practical education, teachers should use the news media to strengthen the communication among students, so that students can have a better understanding of their majors through the news media, thus improving students' comprehensive practical ability.

4. Conclusion

With the arrival of the all-media era, the law of news dissemination in radio and television media has changed, which not only enriches the content and methods of news, but also expands the scope of news dissemination. In the all-media era, media forms are diversified, and information technology is gradually maturing. Although this has brought a certain impact to traditional TV media, making good use of its traditional advantages and strengthening the combination and innovation with new media technologies can still bring many opportunities to the development of traditional radio and TV media. Under the condition of all-media, radio and television news dissemination extends traditional radio and television media to new media, realizes the generalization and generalization of radio and television news dissemination tools, and makes the dissemination and circulation of news content have wider channels, positions and fields. Under the background of quality education, the traditional education mode should be improved and innovated, and the quality of college education should be improved with the help of news media. News media can provide a communication bridge between higher education and the market, and strengthen the connection between higher education and the market, so that the information about various majors in the market can be transmitted to universities and students in time. In the process of practical education, teachers should use the news media to strengthen the communication among students, so that students can have a better understanding of their majors through the news media, thus improving students' comprehensive practical ability.

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