Construction Strategy Analysis of University Education Management Mode under New Media Environment

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Abstract: The rapid development of new media technology brings multiple challenges to university education management, but it also brings new development opportunities. To strengthen the in-depth study of new media technology, understand its value and significance, and strengthen the rational use of new media technology can effectively strengthen the sorting out of the complex educational management environment. Of education management mode under the new media environment optimization significance, this paper analyses the current university education management problems, use diversified management strengthening talent training, strengthen supervision, enhance the level of university education management and education management mode can really build sinicization, enhance our university education level, realize the innovation and optimization of the quality education.

Keywords: New Media; University; Educational Management; Management Mode

1. Introduction

The development and innovation of new media technology have made important contributions to the improvement of people's living standards. Under the new media environment, school education mode and management mode should be changed to meet the development needs of students in the new era and reduce the impact of information technology on modern education management. At present, there are still some schools using the traditional educational management mode for management, which can not highlight the humanization of management, let alone help the reform of university management mode. Using new media technology to transform traditional simple education management into diversified services can effectively highlight the value of new media technology and lay a good foundation for education work.

2. Value Embodiment: the optimization significance of university education management mode under the new media environment

The development of The Times has promoted the innovation and optimization of new media technology. Using new media technology to promote the optimization and innovation of university education management mode can improve the traditional educational management structure based on the development needs of students. Relying on the new media technology to strengthen the all-round cognition and understanding of university education management, it can innovate the traditional education management concept and working mode from multi-dimensional perspective, improve the level of education management, thus laying a good foundation for the construction of modern management mode. The education management mode itself has a strong comprehensive, with the help of new media technology, can meet the development needs of different students, improve the humanization of management, help the combination of rigid management and flexible management, to ensure the protection of education development. Perceiving the value and function of new media technology and using new media technology to promote the optimization of educational management can not only promote quality-oriented education into a new stage of development, but also improve the traditional educational management structure, build a harmonious educational environment and realize the innovative development of colleges and universities [1].

3. Management status: Causes of university education management problems under the new media environment

Although the development and innovation of new media technology promote the continuous optimization of university education management mode, the corresponding education management mode still tends to be traditional due to the lack of comprehensive mastery and cognition of new media technology. Network questionnaire survey shows that schools lack professional new media management talents, which is the main reason that the effective application of new media technology has not been strengthened. As China gradually attaches importance to the construction of smart campus, different colleges and universities have begun to actively introduce diversified technologies into campus, and new media technologies have also been effectively utilized. [2]However, due to the rapid development of new media technology, the current educational management concept is still relatively backward, which is not conducive to strengthening the respect for the subject status of students. At the same time, with the continuous development of new media technology, the corresponding work management mechanism should also be constantly optimized and innovated to meet the needs of students' development and education development. The relative management system updates and the reform speed is slow, can not guarantee the education management innovation, can not perfect the university education management structure as soon as possible. Therefore, strengthening the effective application of new media technology can promote the quality of university education management.

4. Construction strategy: Innovative ideas of university education management mode under the new media environment

4.1 Strengthen the people-oriented concept and realize the diversification of management

Quality-oriented education requires to strengthen the respect and attention to the main body of education, innovate the concept and mode of education management based on the needs of students' development, strengthen the all-round care for students, help the traditional simple management into effective services, to ensure that students become talented and strengthen the correct guidance. College students in the new era have strong learning ability, are accustomed to using the network to socialize and learn, and use multimedia technology to strengthen the comprehensive understanding of college students. Innovation of traditional educational management forms according to their development needs can effectively stimulate students' subjective initiative and guide students to strengthen self-management. [3]In order to realize the diversification of management, we can combine the new media management mode with the traditional management mode to create a new management structure. The Internet is a double-edged sword, so it is with new media technology, strengthen the positive influence of new media technology, correct understanding and effective use of its positive effect and improve the education management structure, break the negative impact, based on students' development needs the innovation management system and management model, also can break the limitation of the traditional education management, strengthen all-round care for students. Available, for example, online education platform, trill, WeChat public, to strengthen the students' all-round guidance, using big data technology students related data collection, based on the students' personality characteristics, targeted to students to push the related content, in order to improve the pertinence of education management and scientific, ensure timely understanding of students' ideological dynamic, targeted to resolve the problems of the students. The integration of offline and online education management can not only promote the university education management into a new stage of development, but also help students to solve the problem of diversity and promote their healthy growth.

4.2 Cultivate advanced management teams and improve the quality of management teams

In order to strengthen the rational use of new media technology, universities can strengthen the cultivation of management team, improve their comprehensive quality and comprehensive ability, and help them rationally use new media technology to innovate educational management mode. For example, schools can strengthen diversity training and build a management team that meets the development needs of college students. Relevant management personnel should not only have the ability to master information technology, but also have a strong sense of responsibility and sense of responsibility, so as to constantly update the management concept and management mode with the development of The Times. At the same time, universities should properly raise the salary and bonus of managers, and take advantage of the opportunity of improving their welfare benefits to introduce high-quality compound talents. High-

quality compound talents can use the Internet to actively strengthen communication and interaction with peers, so as to understand the advanced management mode and management policy, to ensure that scientific guidance to students is strengthened based on the needs of educational development. University using new media form of the traditional education management of technological innovation and management concept, also will be positive in into the content of ideological and political education management, to improve the education pattern of education, education management process to ensure that students in the patriotic consciousness and responsibility consciousness, help students to set up socialist core values, and promote the diversification of power for the national development and social progress. New media technology has a great impact on college students, with the help of new media technology to improve the impact of education management on students, strengthen the all-round care for students, can fully reflect the humanization of education management.

4.3 Build a harmonious management environment and strengthen supervision and administration

When establishing humanistic management concept, educational administrators should actively use new media technology to improve campus culture, so as to create a harmonious educational management environment, strengthen supervision and management, and ensure the healthy development of students' body and mind. As the main body of education, students' comprehensive ability and quality have attracted much attention. Using new media technology to improve the educational function of campus culture and using hidden education to stimulate college students to strengthen self-management can help students establish correct values, moral concepts and life concepts, and improve the timeliness of education management.[4] In traditional educational management, there is little communication between managers and students. New media technology can improve the frequency of communication with students, understand the development needs of students, and innovate educational management mode and management policy according to students' opinions and suggestions, so as to ensure diversified management. The construction of cyberspace requires the joint efforts of schools, enterprises, society, government and other multi-subjects to strengthen cooperation and actively create a harmonious environment, which can help universities improve supervision and management. For example, colleges and universities can set up professional information management departments to strengthen the diversified screening of network information, so as to build a harmonious network space, reduce the adverse impact of the Internet on college students, so as to improve college students' network literacy and discrimination ability, and ensure that college students grow into high-quality compound talents.

5. Conclusion

With the increasing frequency of the use of new media by college students, the reform and innovation of the form of college education management is also imminent. Based on the needs of students' development, innovation of educational management forms and management systems, strengthening the all-round service and care for students, can effectively promote the university education management into a new stage of development. Although universities have strengthened the application of new media technology, there are still many problems in educational management to be innovated and optimized. With the development of The Times, continuous innovation and optimization of educational management forms can not only build a harmonious educational environment, but also protect the development of education.

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