Research on the Mode of Short Video Project Teaching and Media Talent Training in Colleges and Universities under 5G Industry Chain based on Multimedia Technology

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Abstract. 5G technology has been an important technology remembered by the current network, which supports the rapid operation of network speed. Short video has become an important part of current life, which brings new thinking to film and television media talents. Financial media has become an important media development direction under the 5G industry chain. Through short video creation, we can cultivate suitable media fusion talents. With the application of short video, media talents have become the mainstream, which will become the future development direction of colleges and universities. First of all, this paper analyzes the important role of financial media compared with traditional media. Then, this paper puts forward the problem of talent training in the media. Finally, some suggestions are put forward.

Keywords: 5G industrial Chain, Short Video, Financial Media, Talent Training Mode

1. Introduction

China's 5G is developing rapidly, which leads the world with the largest construction scale. China's 5G industrial chain and foreign countries stand on the same running line, which supports the process of China's network development. With the rapid development of 5G technology, network speed can support the rapid development of short video. The development of 5G industry chain affects Chinese culture and society, which has affected the education mode of Financial Media Talents in China. Financial media has become an important media development direction under the 5G industry chain. Kwai tiktok has become a new form of communication in recent years [1-3]. It has become an important part of people's lives, such as fast hands, jitter, small volcano, etc. With the rapid development of 5G industrial chain, China's mobile terminals will gradually popularize 5G technology, which will greatly improve the network speed [4-6]. Therefore, short video has gradually become a new force in the Internet era. Therefore, colleges and universities should carry out short video project teaching, which will change the mode of talent training.

2. The importance of financial media

Compared with the traditional media, the fusion media has a variety of importance, as shown in Figure 1.
2.1. Diversity of subjects
Compared with the traditional media, the fusion media has more themes, which poses a new challenge to the traditional media industry. In the era of media integration, every individual is "self-media", which is not limited to the traditional single mainstream media, such as television, radio, newspapers, etc. Through close to the perspective of the masses, the new media will be more in line with the public taste, which is determined by a variety of themes. However, there are also some problems in the media, such as network rumors, dross information and so on. Therefore, we must vigorously develop new media, which will be more healthy communication network environment. Therefore, the theme of the media has diversity.

2.2. Channel diversity
There are many ways of communication, such as Weibo, Wechat, QQ, etc., which will make the audience more closely connected. Through the form of short video, we can deliver news real-time dynamic or various small video production. We can provide readers with more news information through micro-blog, WeChat official account and proprietary media website. Therefore, there are various channels for media integration.

2.3. Stronger timeliness
With the rapid development of science and technology, new Internet products have entered everyone's life. Through the integration of media, each individual can record on-site events, which will form a stronger timeliness. Through the integration with emerging financial media, individuals can live broadcast events, which will improve the timeliness of news or events. Therefore, the media has a stronger timeliness.

2.4. Enhance interaction
In the media environment, the masses can express their comments through micro-blog, WeChat official account, short video application client, etc. this has strengthened the interaction of the masses. Through the integration of media, we can improve the participation and attention of the masses, which will expand the influence of news events. Through close contact with news events, the masses can improve their participation, which will achieve the purpose of news dissemination.

3. Problems in the cultivation of media talents

3.1. Weak teaching staff
Although the number of teachers is increasing, it still can’t meet the needs of students. Therefore, it is difficult for some colleges and universities to cope with the actual challenges under the trend of media integration. According to the survey results, the main problem is lacking of professional skills.
education, accounting for 65.6%. The second is lacking of practical operation, accounting for 59.3%. Details are shown in Figure 2.

![Figure 2. Weak teaching staff.](image)

3.2. Teaching course is not systematic

Nowadays, the main trend is to integrate media, which requires colleges and universities to cultivate more talents. According to the survey results, the main problem is Unsystematic of teaching course, accounting for 62.4%. The second is lacking of practical teaching, accounting for 54.9%. Details are shown in Figure 3.

![Figure 3. Teaching course is not systematic.](image)

4. Mode reform of talent training in the media

4.1. Adjust the goal of talent training

Under the environment of media integration, the pattern of media industry has changed greatly, which has caused the change of information production and consumption mode. Therefore, colleges and universities should adjust the training objectives of media talents. First of all, colleges and universities should cultivate students' all media literacy, which can guarantee many abilities of students, including collecting, writing, photographing, recording, editing, network skills, etc. Second, colleges and universities should cultivate "application-oriented" media talents, which needs to strengthen the vocational skills training of students, including acquisition, writing, recording, editing and evaluation. Third, colleges and universities should cultivate "compound" media talents, which needs to cultivate many abilities of students, such as the application ability of modern new media technology, the ability of business practice, the ability of practical innovation, etc. Under the environment of media integration, new media talents should have all media thinking, media integration skills and new media literacy.
4.2. Promote the construction of financial media laboratory

Media integration is an era of media integration, a variety of ways of communication emerge in endlessly. With the development of media convergence technology, the traditional radio and television industry will be gradually eliminated. In the development of news communication, we will gradually come up with frontier hot research areas, such as big data, public opinion research, integrated news, etc., which represents the new direction of the future development of the media industry. Therefore, colleges and universities should adapt to the trend of social development. Therefore, colleges and universities must promote the construction of media laboratory, which will improve the students' practical teaching level. Through the media lab, students can improve their practical ability, which will better cultivate their professional quality and competitiveness.

5. Conclusion

We need to make clear the research orientation of "short video" teaching, which will better cultivate professional talents in line with social needs. Combined with the current situation, colleges and universities should set up professional content, which will better map the performance setting unit. Through the "short video" teaching method, colleges and universities can set up, promote and integrate the teaching mode of media integration. At the same time, media majors in Colleges and universities need to strengthen cooperation with the media in society, which will continue to cultivate and Polish students' media awareness. In the context of media integration, media follow-up reserve talents need to learn new knowledge and skills, which will better meet the needs of social development. By cultivating the internal quality of media people, we can guarantee the professional quality of media people, which requires students to put moral quality first. By continuously promoting positive energy, we can realize our dreams.

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