

# Research on the Construction of College Students' Postgraduate Entrance Examination Service and Convergence Media—Take Jiangxi Agricultural University as an Example

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This paper investigates the 2021 Postgraduate Entrance Examination information push of the new media platform of Jiangxi Agricultural University—Weibo, WeChat official account, Tiktok, and school official website news, integrates, analyzes, and classifies the push content, summarizes the shortcomings of the current postgraduate entrance examination education service of Jiangxi Agricultural University in the media, and puts forward countermeasures against the existing problems. This paper will provide reference for the construction of the financial media platform for the postgraduate entrance examination education service of Jiangxi Agricultural University.

*Keywords:* colleges and universities, postgraduate entrance examination, financial media

## Research Background of the Construction of College Students' Postgraduate Entrance Examination Education Service and Integrated Media Service Platform

“Socialism with Chinese characteristics has entered a new era. The new historical orientation determines the new historical mission of higher education. Higher education must establish new value coordinates, achieve new achievements, and adhere to the same direction with the new era.” (Speech by Xi General Secretary at the Teachers and Students Symposium of Peking University (May 2, 2018)). This puts forward new requirements for colleges and universities. Postgraduate entrance examination is an important way to cultivate high-level scientific and technological innovation talents, an important aspect of testing teaching effect, an important embodiment of students' ideological education and management level and effect, and an important export of undergraduate employment. In recent years, the number of students taking the postgraduate entrance examination has been increasing. In 2021, the number of students taking the postgraduate entrance examination reached 4.22 million. The craze for postgraduate entrance examination has become a trend for graduates to export. The demand for postgraduate entrance examination education services is also growing, which requires that the postgraduate entrance examination education services in colleges and universities need to be refined. With the development of information technology, new media forms are increasingly playing a leading role in information communication. Online meetings and online learning have become the norm, profoundly changing the information access and communication channels of young students. In September 2020, the General Office of the CPC Central Committee and the General Office of the State Council issued the Opinions on Accelerating the

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Integrated Development of Media, which clearly raised the issue of integrated development of media in the “Fourteenth Five Year Plan”. It directly shows that the CPC Central Committee attaches great importance to the integrated development of media.

“Media integration” is to maximize the advantages of traditional media and new media by taking development as the premise and promoting excellence as the means, so as to turn the competitiveness of single media into the common competitiveness of multimedia. Media integration can integrate the advantages of radio, television, and the Internet, and achieve resource integration, content compatibility, communication integration, and interests integration. It has the characteristics of full media, full coverage, full function, full time, and space. The integration of media technology has provided new tools and methods for the postgraduate entrance examination education and service in colleges and universities. The active participation of students has promoted the innovation of the propaganda and education mechanism in colleges and universities, and expanded the space and channels for colleges and universities to carry out postgraduate entrance examination service. The diversity of media application forms, the richness of content, and the instant of communication can fully expand the space of the whole process and all-round education, making the postgraduate entrance examination education service run through the whole process of the students’ learning path. The development of the media platform of the postgraduate entrance examination education service has become the general trend of the university education management.

### **The Significance of Building a Comprehensive Media Service Platform for College Students’ Postgraduate Entrance Examination Service**

“Media integration” has broken through the traditional service mode of postgraduate entrance examination education in terms of form, content, and carrier. Therefore, taking “media integration” as an effective media, “integrating the efforts of all parties to build a community of postgraduate entrance examination service”, “integrating the efforts of schools to cultivate the employment workers’ ‘media integration’ application ability”, and “integrating the efforts of professional teachers to provide professional guidance and assistance” are of great significance to the expansion of postgraduate entrance examination students’ academic career.

Through the research on the promotion of the four official mainstream media of Jiangxi Agricultural University, it can be found that there are still some parts to be improved in the postgraduate entrance examination service media work of Jiangxi Agricultural University. Building and improving the college students’ postgraduate entrance examination education service media and service platform is conducive to more in-depth ideological and political education for students, guiding the postgraduate entrance examination students to strive for the development of the motherland, and at the same time, by improving the media content and release channels, realizing the resource memory of postgraduate entrance examination work. It is convenient for future data analysis over the years and provides big data guidance and support for candidates. While guiding students to take the postgraduate entrance examination to promote the construction of the style of study, we should share more scientific and efficient learning methods to help them develop good learning habits.

### **Existing Problems in the Construction of Financial Media Platform for Postgraduate Entrance Examination Education of Jiangxi Agricultural University**

#### **The Cultivation of Patriotism and Dedication Is Insufficient**

The author made a preliminary survey on the official mainstream media platform of Jiangxi Agricultural University—WeChat public account, Tiktok, microblog, and the school’s official website news column. The

author searched four platforms with four keywords: “postgraduate entrance examination”, “postgraduate”, “entering a higher school”, and “master’s degree”. The number of tweets in 2021 was 348, including 124 about postgraduate entrance examination education services. According to the content of the tweets, the author preliminarily divided tweets into five categories: ideological guidance (eight articles), humanistic care (26 articles), professional guidance (10 articles), process service (51 articles), and publicity work (29 articles). After the search for keywords such as “ideal and faith”, “patriotism”, and “dedication” in 124 tweets, only four tweets appeared, three of which were pushed by the official news column.

### **The Time Spent on Tweeting Is Relatively Concentrated, and the Whole Process of Postgraduate Entrance Examination Service Is Not up to Standard**

By sorting out the release time of 124 pieces of media content, it can be seen that the number and category structure of tweets in the second half of a year are better than those in the first half of a year as a whole. In terms of monthly release, the month with lowest release during one year is January, and the month with highest release is December, reaching 24 tweets. March, April, and May are approaching the adjustment period of the postgraduate entrance examination. There are many service content pushes for the adjustment process of the postgraduate entrance examination, but the ideological guidance and humanistic care are zero. June, July and August are important periods for students to prepare for the exam. During this period, process service analogies such as experience sharing in preparing for the exam are more important, and students have a high demand for professional guidance for the postgraduate entrance examination. At this stage, there are only three process service analogies, only one professional guidance push, and the number of humanistic care tweets reached the peak at the end of the year. The imbalance in the number of tweets in each month reflects the lack of educational services throughout the whole process in the postgraduate entrance examination education service and media platform, and it is necessary to consider the appropriate advance of postgraduate entrance examination education services.

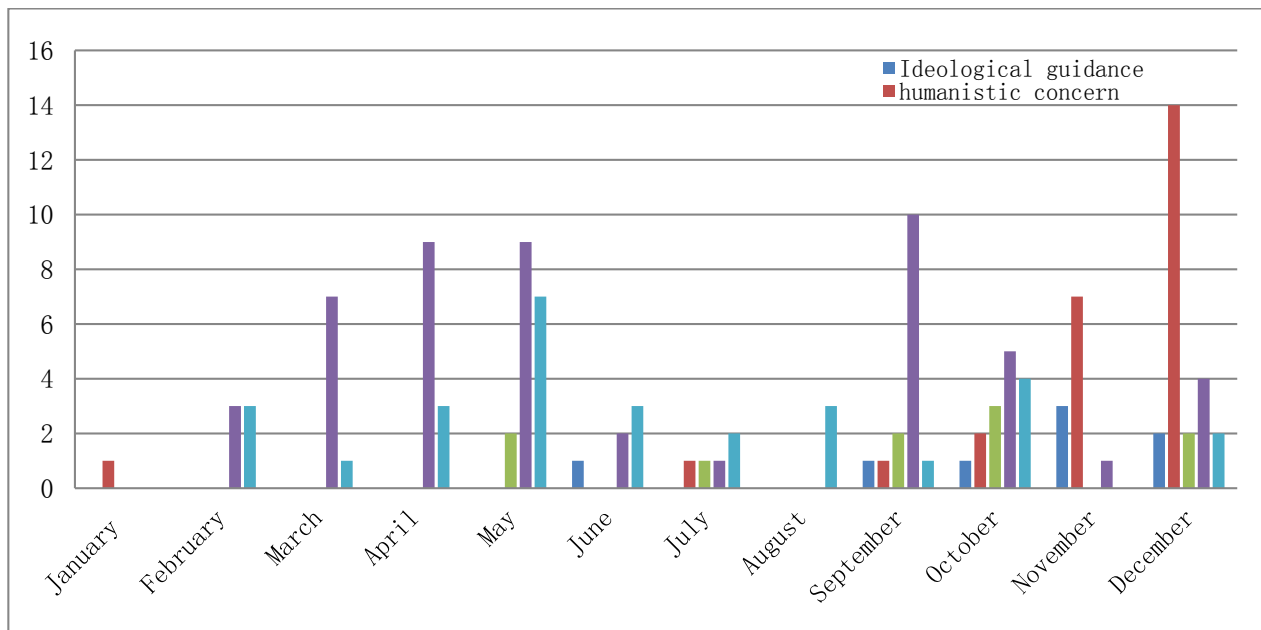


Figure 1. Statistics on the promotion of the postgraduate entrance examination guidance service content on the online media platform of Jiangxi Agricultural University in 2021.

### **Less Professional Guidance, Insufficient Integration of the Three Holistic Education Systems**

There is a lack of effective linkage between all parties involved in the construction of the media platform for postgraduate entrance examination education service in colleges and universities. Currently, the postgraduate entrance examination education service is mainly concentrated on the employment management department of colleges and universities. The resource integration has not yet formed a perfect system, and the data storage is scattered. The analysis of the data about the postgraduate entrance examination over the years is not systematic enough. It is not clear about the professional students of some emerging professional colleges and universities, and professional teachers have a low degree of participation in the postgraduate entrance examination service. In 2021, there were only 10 professional guidance tweets, accounting for 8.06% of the total number of tweets related to the postgraduate entrance examination service, and eight of them were recorded news releases of the official website news column for professional guidance. The postgraduate entrance examination students will not get many “dry goods” of the professional guidance content of the postgraduate entrance examination through the financial media platform. There are few promotional tweets about the postgraduate entrance examination guidance for professional teachers. They have not set an example, not formed a professional guidance atmosphere for postgraduate entrance examination, lacked a perfect incentive mechanism for the professional guidance for postgraduate entrance examination, and failed to fully mobilize the enthusiasm of professional teachers to participate in the guidance work for postgraduate entrance examination.

### **Suggestions on the Construction of Financial Media Platform for Postgraduate Entrance Examination Education in Jiangxi Agricultural University**

#### **Focus on the Education of Ideals and Beliefs, the Cultivation of Patriotism and Dedication, and Realize the All-Round Construction of Platform Content Modules**

Patriotic dedication reflects the internal logic of the new generation with ideals, skills, and responsibilities. The education service for postgraduate entrance examination and higher education should also closely focus on the theme of ideological value guidance, and push the spiritual value of patriotic dedication through various online platforms through the financial media platform, such as seeking typical cases of patriotic dedication in the exclusive interview of postgraduate entrance examination experience of students who have succeeded in the postgraduate entrance examination. Only by imperceptibly applying patriotism and dedication to college students' study life, guiding students to “study for the rise of China”, strengthening the patriotism education and selfless dedication of students taking the postgraduate entrance examination, helping them to establish a correct value on employment and career selection, and establishing a firm ideal and belief, can they obtain inexhaustible spiritual power and achieve the goal of cultivating talents for the country. On the basis of the education of ideals and beliefs and the cultivation of patriotism and dedication, combined with the publicity, process services, humanistic care, and professional guidance of the postgraduate entrance examination, an all-round construction of the media platform content module of the postgraduate entrance examination education service can be achieved.

#### **Focus on the Key Points by Stages, and Realize the Continuous Development of the Whole Process of Postgraduate Education Service and Media Platform**

The service work of postgraduate entrance examination education should fully consider the characteristics of each stage of the postgraduate entrance examination process, seize the key period to make efforts before the

postgraduate entrance examination, pay attention to the propaganda work of postgraduate entrance examination, strengthen the guidance of ideology and value, help students understand the “why” problem, and guide students to establish a correct concept of postgraduate entrance examination. In preparing for the examination, we should focus on the examinee’s review characteristics and psychological characteristics. In the preparation stage for written examination, we should focus on process guidance, experience summary, professional guidance and other contents. In the tense period of examinee’s psychology one month before the written examination preparation, we should pay attention to the humanistic care and spiritual encouragement of the examinees. In the interview preparation stage, we should also strengthen the guidance of the examinee’s postgraduate examination and retest, and strengthen the adjustment guidance of colleges and universities for the first volunteer unsuccessful examinee, give more humanistic care to the unsuccessful candidates, after the postgraduate entrance examination, master the Successful entrance in time, cultivate an example, and pass on the positive outlook on postgraduate entrance examination and scientific and efficient test preparation plan.

### **Integrate Resources to Realize the Integration and Development of All Staff Education and Postgraduate Education Service and Media Platform**

Colleges and universities should integrate the resources of teachers inside and outside the school, the resources of colleges and universities’ filing lines over the years, and the resources of materials for postgraduate entrance examination, give full play to the strength of professional teachers inside and outside the school, and the strength of students who have gone ashore for postgraduate entrance examination so as to achieve the full participation in the postgraduate entrance examination education service, increase the proportion of professional guidance services in the postgraduate entrance examination education service process, and integrate the data of students who have succeeded in the postgraduate entrance examination over the years, the enrollment of colleges and universities, and the investment line of relevant majors from the perspective of student needs. Relevant staff should analyze the overall trend of students’ postgraduate entrance examination, strengthen coordination and guidance services, and promote the integration and development of postgraduate entrance examination education services and media platforms.

### **Conclusion**

Through data analysis and research, taking Jiangxi Agricultural University as an example, there are still some problems in the construction of the financial media platform for college students’ postgraduate entrance examination education service, such as insufficient patriotic and dedication cultivation content, insufficient service in the whole process of postgraduate entrance examination, less professional guidance, insufficient integration of the three complete education systems, etc. At present, the postgraduate entrance examination education service may still have the dilemma of insufficient financial media application ability, and the use of online media is still relatively simple. The integration of offline work and media is still not high, and the quality of short video shooting is also not high. In the future, colleges and universities should pay more attention to the education of ideals and beliefs and the cultivation of patriotism and dedication in the construction of postgraduate entrance examination service and media, realize the all-round construction of platform content modules, focus on the key points by stages, and realize the continuous development of the whole process of postgraduate entrance examination service and media platform, integrate resources, realize the integration and development of all staff education and postgraduate entrance examination education service media platform, realize the “three all-around”

personality education bureau for all staff, the whole process and all directions, and promote the construction and improvement of postgraduate entrance examination education service media platform in practice

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