

## *Original Paper*

# About New Path of School-based Cultural Propaganda Based on 5-FOCUS—Taking the New Media Platform of the Admissions and Employment Office of Southwest Petroleum University as an Example

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### **Abstract**

*With the steady progress of the new college entrance examination, the admissions work in colleges has ushered in new challenges and new opportunities. How to seize the opportunity in the increasingly fierce competition for students in colleges and universities, carry forward and publicize campus culture, and shape the school brand is the key. Relying on the new media platform, the Admissions and Employment Office of Southwest Petroleum University focuses on the theme of “energy confidence”, platform construction, mechanism construction, team building, function development, and original content through 5-FOCUS, so as to propaganda the culture and spirit in the colleges, and to continuously improve the recognition and social reputation of the parents of candidates.*

### **Keywords**

*School-based culture, Energy confidence, 5-FOCUS*

## **1. Introduction**

In September 2014, the State Council issued *the Implementation Opinions on Deepening the Reform of the Examination and Admissions System*, which opened the prelude to the reform of the examination and admissions system. The new college entrance examination system not only increases the power of candidates to choose majors according to their own interests and hobbies, but also expands the initiative of colleges and universities to select talents. Colleges and universities have changed from “relying on reputation to recruit students” to “relying on ability and professionalism to attract students”, and there are both opportunities and challenges in admissions work.

School-based culture is the cultural identity formed in the process of building a school, developing a school, and educating people. It originates from the long-term educational practice of teachers and students and the unique cultural tradition of the school. It is the comprehensive presentation of management system, teaching strength, humanistic spirit, environmental atmosphere and school running thought in the school, and is the construction achievement of school material and spiritual civilization. Therefore, the in-depth excavation and publicity of school-based culture can most intuitively enhance the identity of teachers and students, the attraction of candidates and recognition of the society.

The Admissions and Employment Office of Southwest Petroleum University has focused on the theme of “energy confidence”, platform construction, mechanism construction, team building, function development, and original content through the new media platform, so as to propaganda the school-based culture and help to shape and enhance the brand image of energy university.

## **2. Practice of Propagandizing School-based Culture Based on 5-FOCUS**

### *2.1 Integrating Resources to Improve Efficiency, and Focusing on the Construction of Publicity Positions with “one Body and two Wings”*

The Admissions and Employment Office of Southwest Petroleum University takes the development of “media integration” as “one body” to and constructed a new media publicity matrix integrating WeChat public account, Microblog account, Douyin account, Bilibili account and Toutiao account, and takes “refinement” and “change” as the “two wings” to accelerate the in-depth integration between different media platforms, strive to improve the innovation, communication and influence of the school, and continue to launch high, deep and hot school-based cultural publicity products.

### *2.2 Strengthening Guidance, Paying Attention to Supervision, and Focusing on the Construction of Management Mechanism with “Trinity”*

First of all, Southwest Petroleum University establishes a leading group headed by the head of the Department, regularly organize policy discussion and make formal research and judgment. They often carry out work discussion and integrate advantageous resources of the Department, so as to conduct research and study, form joint efforts, share and build a new media platform.

In addition, the university establishes a New Media Publicity Center, which consists of four centers such as Operation Center, Image Center, Network Security and Technology Center and Volunteer Center, and two departments as Microblog Department and WeChat Department, so as to form a reasonable division of labor layout. At the same time, the university will improve the three-level organizational guarantee mechanism of instructors, chief editors and minor editors, form a three-level management mechanism of assessment, evaluation and feedback, and continue to strengthen the guidance and construction of the center.

Finally, by constructing a four-level network work push mechanism of decentralized collection, collective discussion, centralized editing, review and release, the university can filter bad information

from all links. And the university can effectively supervise and correctly guide network public opinion events and network emergencies by relying on the three-level network public opinion supervision and management system of teacher review, department inspection, and committee inspection.

### *2.3 Emphasizing the Quality, Improving the Business, and Focusing on the Construction of Communication Teams with High Ideological Awareness, Refined Business and Advanced Innovative Ability*

The communicator is a bridge linking the society, school, teacher and student, and the words and deeds of the communicator directly affect the intuitive impression of the school. Therefore, the center has repeatedly emphasized the team operation mode of “instructor + student”. Instructors and students learn together, arm their minds with scientific theories, enhance political sensitivity, adhere to correct value orientation, adhere to school-based cultural confidence, and continuously improve the appeal of propagandized works.

At present, the way students and parents obtain information is more diversified, fast and highly fragmented. How to use fragmented information to carry out in-depth publicity of school-based culture puts forward higher requirements for the creation of online cultural works. Therefore, communicators must cultivate skilled communication skills and proficient Internet information technology means. For this reason, the center has created a team-specific professional growth platform. With the concept of “cultivating interest, improving ability, serving others and growing yourself”, the center has continuously improved students’ professionalism through a series of training and growth projects such as “Rookie Training Camp” and “Online Learning”.

And in recent years, the trend of homogenization and creativity admissions publicity with new media has become more obvious, and there are more apparent publicity contents, and the in-depth display of the spiritual connotation and school-running characteristics of colleges and universities is not enough. It requires communicators to continue to dig deeper into the characteristics of school-based culture and innovate the form of propagandizing school-based culture. In addition to the continuous output of high-quality online cultural works online, it is necessary to strengthen research feedback, exchange and interaction, and combine with offline campus open days, youth sharing and other publicity forms to give students and parents an “immersive” school-based cultural experience.

### *2.4 Combining Online and Offline Publicity to Create Diversified Publicity Content*

It is necessary to tell the story of Southwest Petroleum University well. In 2018, the center shot and produced a micro-film named as *Energy Confidence and Combustible Ice* with a cumulative hit of nearly 2 million. The film reflected the research results of the school’s teachers and students on combustible ice, and won the second prize in the National Micro-film Competition of *Ideological and Political Lessons in My Heart*. In 2019, a micro-film, *Energy Confidence and Confidence Forward*, was launched. The film exceeded 1 million clicks within 4 hours of its launch. And in 2020 and 2021, the center assisted the Admissions and Employment Office to produce national-level first-class undergraduate majors, Energy Strategy Research Institute, live broadcast and interview programs of

energy characteristic majors, with more than 9 million hits on the whole network. At the same time, the center created more than 10 high-quality columns such as *Meeting the University*, *University Pictorial*, *Seniors Talking About Professionals*, and continuously launched some original works such as *My Encounter with the University*, *Seeing Southwest Petroleum University*, *the University and Shadow*, and *Jialing and Chaoyang*. Those works enables teachers, students and parents to see the charming of Southwest Petroleum University and the striving dreamers of Southwest Petroleum University, demonstrates to the society the determination and confidence of Southwest Petroleum University to build a world-class discipline, a first-class energy university and a century old famous university with high quality.

In addition, it is also necessary to convey the spirit of Southwest Petroleum University. The center set up a summer social practice team to go to WenJingJiang Town of Chongzhou city to shoot publicity videos of beef tail bamboo shoots for farmers, use Internet new media technology to help farmers sell products, and rely on the “youth forward” targeted poverty alleviation summer social practice project, the new media works as *beef tail bamboo shoots in Chongzhou*, *mountains and rivers in WenJingJiang Town*, and *the proposal on integrating college students’ innovation and entrepreneurship into the local targeted poverty alleviation work* were selected into the achievements of the social practice of “three trips to the countryside” of national college and technical secondary school students in 2016 jointly organized by the people’s network and the School Department of the Communist Youth League Central Committee, and won the honors of “the most influential project” and “creative dissemination of positive energy works”. The youth sharing volunteer activity of “gratitude to the alma mater of senior high school and sharing the youth of Southwest Petroleum University” has been successfully held for six consecutive years. By 2021, more than 10000 volunteers have gone to 25 provinces (cities and districts) to share the youth of Southwest Petroleum University with 504000 middle school students, preach and convey the essence and spirit of Southwest Petroleum University, and help the school build a platform for the education of school history and school situation and students’ practical growth.

### **3. Prospect of Publicity of School-based Culture Based on 5-FOCUS**

#### *3.1 To Carry out Multi-layer Cooperation and Deepen the Construction*

For the exploration of publicity path of school-based culture, we should pay attention to linkage, communication and cooperation of different departments. It is necessary to jointly with the History Museum of the University to deeply excavate the connotation of school-based culture, unite with the student work department to explore the growth law of the current students’ ideological situation, jointly with the publicity department to constantly innovate the creative forms of online cultural works, and Jointly with the Youth League Committee of the University to explore and practice the new mechanism of educating people. Only in this way can we create school-based cultural publicity works with real quality and connotation, and help the school seize the first opportunity in the competition for students in the reform.of new college entrance examination.

### 3.2 To Explore the Law and Innovate Actively

In recent years, colleges and universities often show the homogenization of creativity with the help of new media, and the phenomenon of blindly following the trend is common. The publicity information lacking creativity, depth and connotation is not only boring, but may lead to the conflict of the examinee's parents. Therefore, colleges and universities are required to actively explore the development law of new media, study and judge the communication trend, respond actively and innovate actively. Only such network cultural works can really help the school shape a good social image and enhance its attraction and reputation.

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