

Upholding Tradition and Innovating: The Role of the Converged Media Center in Empowering University Online Cultural Ecology Construction

-- A Practical Case Study from the School of Geoscience and Technology

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Abstract: The Converged Media Center of the School of Geoscience and Technology, Southwest Petroleum University, takes "upholding the banner, gathering public opinion, nurturing talents, promoting culture, and showcasing image" as its core mission. Centering on the main line of "vigorously implementing the new-era project of fostering virtue through education and comprehensively enhancing the leading power of ideological and political work", it has innovatively constructed a three-dimensional online education model of "ideological and political education + media + major". Through operating new media platforms such as the "Xiyou Dike" WeChat official account and video account, the center integrates socialist core values into online cultural construction, creating a diversified content matrix covering ideological and political education, academic communication, cultural inheritance, and employment services. In the past two years, it has published 1,299 articles with a total readership exceeding 600,000, and produced a series of high-quality columns such as "Ideological and Political Courses on the Move". This practice has effectively addressed the pain points of "single form and insufficient guidance" in university online ideological and political education, providing a replicable practical sample for integrating socialist core values into the university online cultural ecology.

Keywords: Converged Media Center, University Online Cultural Ecology, Ideological and Political Education, Three-Dimensional Education Model, Talent Cultivation.

1. Introduction

The School of Geoscience and Technology, Southwest Petroleum University (hereinafter referred to as the "School of Geoscience") has long been committed to exploring new paths of ideological and political education in the digital age. Its Converged Media Center, established through resource integration in 2023, builds on the foundation of new media development since 2014. Adhering to the working mechanism of "Party committee leadership, teacher guidance, and student-led operation", the center has formed a comprehensive online education system that integrates ideology, professionalism, and interactivity [1]. By optimizing platform functions, innovating content forms, and improving operation mechanisms, it has successfully transformed the online space into an important position for ideological and political guidance, academic exchange, and cultural inheritance, achieving remarkable results in cultivating talents with firm ideals and professional competence [2].

2. Case Background

2.1. Era Demand: The Internet Has Become the Main Position for Ideological and Political Education

With the advent of the digital intelligence era, college students have become a native online generation, and online channels have become their primary means of accessing information and exchanging ideas. Traditional ideological and political education models face dual challenges:

"difficulty in impressing students through offline indoctrination and difficulty in implementing online guidance". How to seize the online position, transform ideological and political education from "one-way output" to "two-way interaction", and from "rigid preaching" to "vivid infiltration" has become a crucial issue in university ideological and political work.

2.2. Practical Pain Points: The Urgent Need for Integration of Online Culture and Ideological and Political Guidance

The university online space has problems such as homogenized content and vague value orientation. Some platforms over-pursue entertainment and traffic while neglecting the educational function. As an energy-featured college, the School of Geoscience has students whose professional learning is closely combined with field practice [3]. There is an urgent need to build a network environment that is professional, interesting, and ideological, realizing the in-depth integration of ideological and political education with professional growth and daily learning.

2.3. Self-Foundation: Sufficient Practical Conditions for Converged Media Construction

The School of Geoscience has laid out new media construction since 2014 and vigorously built the Converged Media Center in 2023, equipped with professional software and hardware facilities and an operation team composed of more than 30 teachers and students. Relying on the WeChat official account platform, it has formed a working mechanism

of "Party committee leadership, teacher guidance, and student main body", laying a solid foundation for the in-depth integration of online ideological and political education and cultural ecology construction.

3. Implementation Process and Main Measures

Taking "upholding tradition" as the fundamental principle and adhering to the orientation of socialist core values, the Converged Media Center of the School of Geoscience takes "innovation" as the driving force, adapts to students' needs and professional characteristics, and promotes the construction of online cultural ecology in phases, building an all-round education system.

3.1. Platform Foundation: Building a "Trinity" Communication Matrix

Core Platform Optimization: The "Xiyou Dike" WeChat official account has been updated, setting up three major menus: "Approaching Geoscience", "Information Geoscience", and "Cultural Geoscience", covering 14 sub-columns such as Party building, academics, culture, and employment, forming a comprehensive functional platform integrating "information + ideological and political education + services". In the past two years, the official account has maintained daily updates, publishing an average of 62 articles per month.

Video Account Expansion: The WeChat video account has been operated simultaneously, focusing on short video communication. It has produced and released 66 pieces of content including postgraduate entrance exam encouragement, holiday blessings, and practice documentaries. Among them, 3 have exceeded 3,000 views, and the counselor's New Year greeting video has reached more than 2,000 views, enhancing the communication power of ideological and political education through visual forms.

Multi-Platform Linkage: Channels such as the official account, video account, Yiban (a university student online community), and the college official website have been connected to realize synchronous content distribution and joint activity development. For example, the internship activity evaluation is carried out through Yiban voting, official account display, and video account communication, expanding the coverage and influence of the activities.

3.2. Content Innovation: Creating a Characteristic Column System of "Ideological and Political Education + Major"

Ideological and Political Guidance Columns: Columns such as "Party Building Innovation and Entrepreneurship", "Ideological and Political Courses on the Move", and "Shiguang Lecture Hall" have been set up to integrate Party discipline learning, red education, and the inheritance of scientists' spirits into online content. Among them, "Ideological and Political Courses on the Move" has published more than 20 pieces of immersive ideological and political content through students' internship and social practice scenarios, and related activities have been reported by Sichuan Party Building Network.

Professional Integration Columns: Columns such as "Academic Frontiers", "Competition and Speech Moments", and "Internship Memories" have been launched, integrating

the geological spirit of "Three Honors" (honor to work hard in the field, honor to overcome difficulties, and honor to dedicate to the cause) and the mission of serving the country through energy into professional communication. For example, "Competition and Speech Moments" records the process of students' academic competitions and speech presentations, which not only improves their expression ability but also strengthens their professional confidence, covering more than 100,000 student interactions.

Role Model Demonstration Columns: Columns such as "Dike Outstanding Youth Talk" and "Postgraduate Journey Starlight" have been created to publicize the deeds of 52 outstanding students and alumni. Stories such as "all members admitted to postgraduate programs" dormitories and postgraduate entrance exam top students have aroused widespread resonance, conveying positive value orientations.

Cultural Infiltration Columns: Columns such as "Colorful Geoscience" and "Dike Good News" have been set up to release 310 pieces of information on cultural and sports activities and award announcements. The original drama "Growing Up" was selected into the promotion campaign of the China Association for Science and Technology, and the microfilm "Password" won the special prize in the National University Microfilm Competition, gathering spiritual strength through cultural works.

3.3. Mechanism Guarantee: Improving the "Standardization + Empowerment" Operation System

Standardized Organizational Structure: A three-level management mechanism of "led by the deputy Party secretary, guided by counselors, and student-led" has been established. The Converged Media Center has four departments: the New Media Publicity Department, the Video and Design Department, the Editing and Management Department, and the Yiban Department, clarifying personnel responsibilities and divisions of labor to ensure the orderly progress of work.

Regular Training and Guidance: Regular skill training on news gathering and editing, video editing, and poster design has been carried out. Industry experts and media practitioners have been invited to give lectures to improve the professional quality of the student operation team. In the past two years, more than 40 training sessions have been held, cultivating a group of student backbones with both media skills and ideological and political literacy.

Strict Review and Reward-Punishment System: The "Converged Media Center Work System" has been formulated, clarifying the "three reviews and three revisions" process for content. A reward-punishment and assessment mechanism has been established, incorporating article quality, readership, and external publicity achievements into the assessment to ensure correct content orientation and high quality.

4. Implementation Effects

4.1. Continuous Optimization of the Online Cultural Ecology

The quality and influence of platform content have been significantly improved. In the past two years, the total readership of published articles has exceeded 600,000, with a growth rate of 46%, forming a sound online cultural atmosphere. The platform has been rated as a "Top Ten Campus New Media" for two consecutive years, becoming

the core position for the college's external publicity and internal education.

4.2. Significant Enhancement of Ideological and Political Guidance Effects

Socialist core values have been deeply infiltrated through online content, and students' ideals and beliefs have become more firm. Graduate Party members of the college have a strong sense of mission to "serve the country through energy". The postgraduate enrollment rate of undergraduate graduates in the 2025 class has reached 58.24%, and more than 50% of the students have signed contracts with state-owned enterprises.

4.3. Comprehensive Improvement of Students' Comprehensive Abilities

The media literacy, organizational coordination, and communication skills of students in the operation team have been significantly enhanced, and the team has won many university-level and above awards. Members participating in converged media operations have shown obvious improvements in communication and teamwork abilities, achieving all-round development.

4.4. Expanding Social Influence

High-quality content produced by the platform has been reported more than 50 times by external media such as Xuexi Qiangguo (Learning Power) and the National University Ideological and Political Work Network. Cases such as the "Competition-Speech-Practice" activity and postgraduate entrance exam condolence have attracted widespread attention, effectively enhancing the social image of the college and the university.

5. Case Insights

5.1. Upholding Tradition as the Soul: Grasping the Correct Direction of Online Ideological and Political Education

University online cultural construction must adhere to the orientation of socialist core values and take "nurturing talents" as the fundamental goal. The Converged Media Center of the School of Geoscience has always integrated ideological and political guidance into the entire process of content creation, proving that only by adhering to the correct value orientation can the educational value of online culture be realized.

5.2. Innovation as the Key: Adapting to Students' Needs and Professional Characteristics

Online ideological and political education should avoid homogenized and preaching expressions, and innovate content forms in combination with students' interests and professional characteristics. The School of Geoscience integrated the geological professional spirit of "Three Honors" and the mission of serving the country through energy into column design, conveying ideas in forms popular with students. This enlightens university online cultural

construction to be "down-to-earth, warm, and distinctive".

5.3. Mechanism as the Foundation: Ensuring the Sustainable Development of the Platform

A sound organizational structure, training system, and assessment mechanism are important guarantees for online cultural construction. Through regular training and the "three reviews and three revisions" mechanism, the School of Geoscience has ensured the high-quality operation of the platform, providing a mechanism reference for university converged media construction.

5.4. Integration as the Path: Realizing All-Round Collaborative Education

The construction of the online cultural ecology needs to break the barriers between "online and offline" and "ideological and political education and majors" to achieve multi-dimensional integration. The School of Geoscience transformed scenarios such as field practice and teacher-student interaction into online ideological and political resources, promoting the organic integration of ideological and political education, professional education, and cultural education, and providing a replicable and promotable practical path for the new-era university project of fostering virtue through education.

6. Conclusion

Through the practical exploration of "platform foundation, content innovation, mechanism guarantee, and scenario extension", the Converged Media Center of the School of Geoscience has successfully integrated socialist core values into the university online cultural ecology, achieving the dual improvement of ideological and political leading power and online communication power. In the context of the in-depth implementation of the new-era project of fostering virtue through education, universities should further attach importance to the construction of online positions, take students' needs as the orientation, adhere to the principle of upholding tradition and innovating, and take mechanism construction as the guarantee. They should make the online space a new classroom for ideological and political education, a new carrier for cultural inheritance, and a new bridge for teacher-student interaction, contributing to cultivating new-era talents who can shoulder the responsibility of national rejuvenation.

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