

On the Standards and Innovation of College Campus News Writing

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Abstract: College news is not only a window to understand the school information inside and outside, but also an important way to promote the publicity of school affairs, serve staffs and students, publicize the development and display the image of the school. It undertakes the important mission of guiding teachers and students to be firm believers, active communicators and model practitioners of socialist core values. In campus news writing, it is necessary to formulate news headlines that convey correct value orientation, condense educational features and highlight the features of the times. We need to write news reports that follow the law of communication, stress the art of communication, and attract college students. We should use accurate, clear, vivid, innovative and standard words to express, tell the campus story well, and convey the campus voice. In this way, it can play a role in cultivating talents in the new era and consolidate positive energy for school development.

As an important carrier of cultural heritage, development and prosperity, language expresses and delivers the charm of a country's culture and the cohesion of a nation. News is a style that newspapers, radio, television, Internet and other media often use and spread information, and it is a language to reflect the times^[1]. College news is not only a window to understand the school information inside and outside, but also an important way to promote the publicity of school affairs, serve staffs and students, publicize the development and display the image of the school. It not only has the common features of publicity, authenticity, pertinence, timeliness, accuracy, distinctiveness, proximity, openness and universality, but also undertakes the important mission of guiding teachers and students to be firm believers, active communicators and model practitioners of socialist core values^[2]. Thus, it is of great significance to write the campus news that enables teachers and students to love to see, listen to, resonate with each other, and are attractive, infectious, and fully inspiring. This paper will combine the author's many years of experience in campus publicity, analyze specific cases of college news, and discuss the writing standards and innovation of college campus news from aspects of titles, introductions, structures, and texts.

Polishing eyes, and formulating news headlines that convey correct value orientation, condense educational features and highlight the features of the times

In the new media era, the information exchange between news producers and the public has formed a two-way interactive mechanism. The public has the initiative in information exchange, and will actively obtain the required information according to their own needs. As the eye of news, the title is the focus and generalization of the core content of news. A good title can not only point through and sublimate the theme of the article, but also enhance its readability and appeal of the article^[3].

Concise

What the headlines reveal should be fully consistent with the facts. For example, when selecting an important information point in the news to make headlines, the whole facts of the news should be taken into consideration. The headlines should be as short as possible, prompt the most important news information, reflect the "headline is news", and fully play the guidance to read^[4]. Generally, they should not exceed 40 words, so that they can be displayed completely in one line on campus network. For example, "The opening ceremony of our school's" Double Innovation Festival 2019 "was held in Lushunkou Campus", whose headline clearly gives the time, place and event.

Accurate

The headlines should try to avoid using such words as "grand opening", "successful holding" and "smooth holding", which contain words of comments and emotional colors. For instance, in case of major events like the Party congress and the Party commendation conference that need to highlight the solemn atmosphere, the use of such words should be appropriate. The headlines of the school leaders' investigations and inspections at the grassroots should not use "condolence", "survey", "check" instead of "investigation" and "inspection". Another example is that a school's headline is "The headmaster personally teaches the situation and policy to the freshmen of 2019", which will give people a sense of official tone and condescending. If the headmaster doesn't give a lecture personally, will he find a substitute to give a lecture? When the word "personally" is removed, it makes people feel "friendly."

Vivid

Campus news mainly includes conferences, campus activities, visits by leaders, academic exchanges, and awards for teachers and students. This kind of headlines is most easy to be cold and insipid according to routine. For example, if the headline to report the awards of college students is set as "Our students won the championship in the 2019 Asia Pacific Robot World Cup", it will be too calm and difficult to resonate. However, the revised one is "World Cup champion"! Please call for Jiaotong University students!" This one will bring people positive feelings and strength. The word "please for" brings interaction, and "call" is more acceptable to young college students. For another example, if the news headline of the college students in the dramatic competition, "Our school's original drama "Nostalgia and Lingering" to participate in the 7th college students' drama festival in Liaoning", is changed to "Another original one! "Nostalgia and Lingering" makes people "linger and forget to return", it can better reflect the author's hard work, and also easier to impress readers to take this into heart. The quoted "linger and forget to return" not only mean "linger and unwilling to leave", but also point out the theme of the play. It expresses the deep love of college students for Dalian and Liaoning, and guides them to stay in Dalian, the city of hope and the fertile land of Liaoning. In this way, they can achieve their youth dreams and contribute to the overall revitalization of the oldest son and the old industrial base of China.

Grasping the whole and writing news reports that follow the law of communication, stress the art of communication, and attract college students

Facing profound changes public opinion ecology, media pattern and communication mode, news media should insist on reform and innovation, explore the law of news communication according to the requirements of timeliness and efficiency, and constantly improve the communication, guidance, influence and credibility of news and public opinion work^[5]. Particularly, college news faces young people, and attractiveness and appeal are key to good news writing.

The selection of genre

The genre of news refers to the standardized basic types and patterns of news reports. Broadly, according to expressed content and ways, it can be divided into news reports (like news, communications, features, interview, investigation reports, news bulletins, etc.), news comments (like editorials and commentators' papers, narrates, ideological comments, etc.) and news subsidiaries (like prose, essays, poems, memoirs, reportage, etc.). The common types of news on campus are news, communication, features and comments, and most the commonly used genre is news^[6]. Reports of important schoolwork, major conferences, large-scale activities, international exchanges, inter-school exchanges, collective or individual winning international or national important honors and other events need to have a strong timeliness, and news can quickly highlight the most fresh and important facts in simple language. However, if the campus network, campus radio and public account are all short, flat and fast news, they will inevitably lose the fresh interest and reading interest of teachers and students. The report of "2019, this opening ceremony is on

fire!" selects the genre of news feature, and takes description as the main method to "reappear" the visualized report of news event "in a moment". It grasps some important scenes of news events and characters, captures the segment of "torch relay" with special significance, and concentrates and highlights it with descriptive techniques and illustrated graphs: The torch of the great iron spirit symbolizing "strictness and honesty, tenacity and perseverance", is passed from the old campus of Shahekou to the new campus of Lvshunkou by senior fellow students by means of rail transit and running relay. The torch relay also symbolizes the inheritance of the great iron spirit. All the new students of 2019 will promote and develop the great iron spirit of strictness and honesty, tenacity and perseverance together with all the teachers and students, and write a new chapter of the school's reform and development. This genre will leave a deep and distinct impression on people, making people feel as if they are there, seeing others, and hearing their voices.

The grasp of elements

The elements of news refer to the basic components of news. In Yan'an period, a series of unique news operation practices, a series of clear and effective system norms have been created^[7]. On December 13, 1945, an editorial published in the Liberation Daily of Yan'an stressed that "the five whats are the minimum conditions to make facts clear, and the initial steps towards accuracy." These are the five elements of news: when, where, who, what and why. Generally speaking, in the first paragraph of a press release, the "introduction" section, the five elements can be explained clearly. For example, "on November 17, the 2019 "New Road Cup" Liaoning graduate ERP sandbox simulation competition hosted by Liaoning Provincial Department of Education and by Liaoning University and Liaoning business management practice graduate innovation and academic exchange center was held in Liaoning University. The two teams selected by our school have won the first prize, which is also the best result our school has ever achieved in this competition. " It can be said that after reading the first paragraph, we have basically understood the general situation of the event.

The improvement of writing style

The writing style is the style of thinking embodied in the article, which has the features of the times^[8]. The most taboo of campus news style is fake, puffery, routine and showing off. For example, "after the meeting, everyone said they benefited a lot"; Words like "this meeting is important" can be applied to any conference news, which is insipid. The so-called "nothing can move people's hearts more than the feelings that come from the heart". To let the news touch others, we must first touch ourselves. If we write the same news reports of excellent college students with stereotyped exemplary roles, like "Chivalrous tenderness of 'old cadres'", "Just do it", "Brother tiger, brother tiger, you are amazing", "Xi xi's 'new' world" and "The five postgraduate issues of "running, chasing the wind girl", then we can't wait to read the news when seeing these headlines. "Students with excellent grades are not people who get full marks in exams, nor bookworms who just study all day. They are people who stick to their dreams." Instead of shaping the "good students" as celestial beings high above the rest of the world, such reports portray them as living, down-to-earth, ordinary people around you and me.

Nitpicking on words, and using accurate, clear, vivid, innovative and standard words to express

Ordinary teachers and students will not follow more than ten or even three news a day. Can these "three" be perfected? News writers, sometimes like athletes, rely on physical strength to grab time; However, most of the time, they are like Lin Daiyu, with the fine palmprint. Words, after all, are at the core of news expressions, and need "nitpick on words".

Don't "condescending"

Except for the words "investigation", "inspection", and "personally" in the headlines mentioned above, we should also avoid the expressions like "important instructions" and "important speeches"

of school' leaders. Except the obvious leadership level differences, do not use "visit", just use "meet". Reports of campus news conferences and activities only need to list the main leaders, not the attendees; For the introduction of the same person, it is not necessary to list all their titles and positions, such as "vice president, doctoral supervisor, professor, academician Wang, expert in bridge field". Otherwise, the five elements of the news introduction will be completely submerged in the introduction of the positions and titles of attendees.

Don't "exaggerate"

When reporting campus scientific and technological achievements and teachers and students winning awards, many writers like to use extreme words or words with strong evaluation like "biggest", "latest", "only", "world first", "major breakthrough", "aircraft carrier", "flagship", "leader", "pacesetter". In fact, such words need to be used with great caution, and cannot be used without authoritative statistics. Besides, the campus "science" news should avoid too "scientific". There are some scientific research reports that writers strive to write a scientific paper, but the news network is not academic network; Ordinary teachers and students are not professional scholars. Scientific research reports must be "on the ground". For highly professional reports, popular "translation" must be used in writing, and experts must give "family talk". Only in this way can we avoid obscure and over professional words, and produce good communication effect for the audience.

Don't "cut at will"

Some news writers like to use abbreviations because of the limit of words, but some self-righteous deletions are absolutely forbidden, and are even easy to cause public sentiment. For example, Hong Kong and Macau are China's special administrative regions. In the news, any text, maps and icons must be avoided to make people mistakenly think that they are "countries". Especially when it is used with the names of other countries, it should be noted that "countries and regions" should be used to limit, and "regions" should not be deleted at will. For example, "Mongolian nationality" cannot be abbreviated as "Mongolian" and "Korean nationality" cannot be abbreviated as "Korea". We should not call "vice chairman of the Standing Committee of the National People's Congress" as "vice chairman of the National People's Congress" or "deputy director of the Standing Committee of the Provincial People's Congress" as "deputy director of the Provincial People's Congress". The members of the Standing Committees of People's Congresses at all levels should not be called "standing members of the People's Congress". The village cadres of college students can be called "village officials of college students" and village cadres cannot be simply as "village officials". Moreover, "director of the villagers' committee" can be abbreviated to "village director" but not "village head". These are all matters of principle, which should be paid attention to when writing news.

Don't be "too fashionable"

Colleges and universities should combine the language features of the new era, use the language that meets the standard, and use the principle of "selecting the best" for the emerging characters and network buzzwords. "Excellence" is reflected in spreading positive energy, inheriting excellent culture and actively guiding public opinion. For example, the "Top Ten Internet Terms in 2019" released by the National Language Resources Monitoring and Research Center includes "don't forget your original intentions, ten million roads, safety first, sour grapes, hyper, a werewolf, none of your business, hardcore, 996, 1.4 billion flag bearers and break off"^[9]. These new words are often used in college students' network communication. However, if it is written in the news that "from May 30 to 31, the 52nd sports meeting of our school was held in the playground of Lvshunkou campus. Hyper, the school leaders and the whole teachers and students participated in it. This is a hardcore sports meeting, but some teachers and students said that it's none of their business", then the use of such vocabulary in news is undoubtedly inappropriate.

Conclusion

General Secretary Xi Jinping pointed out at the National College Ideological and Political Work Conference that to do a good job of college ideological and political work, we must adapt to events, advance with the times, and be new with the situation^[10]. We should make use of new media and new technologies to make our work more lively, integrate the traditional advantages of ideological and political work with information technology, and enhance the sense of the times and appeal. The publicity department of colleges and universities should stand on the height of politics, tell school stories well and convey the school voice from the perspective of focusing on teachers and students with craftsmanship. In this way, it will play a role in cultivating talents in the new era and condenses positive energy for the development of the school.

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