



Research on the Communication Channel of Epidemic Prevention and Control in Colleges and Universities: A Proposal

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ABSTRACT

The research focuses on the following aspects. Firstly, it describes and analyzes the communication channels of university logistics support in emergencies (epidemic prevention and control), scientifically evaluates its functions and deficiencies, and puts forward corresponding improvement suggestions for its shortcomings. The overall evaluation description needs to include not only the macro level but also the micro and internal operation mechanism, including tips for its future development and reduction of negative impact. Secondly, with the help of crisis management theory, how to improve the preparedness, removal, and response of university logistics support in the construction of communication channels in emergencies (epidemic prevention and control) from the perspectives of environment, structure, system, and personnel, and improve the construction of communication channels in emergencies (epidemic prevention and control). Thirdly, according to the characteristics of different stages of crises and the differences of public psychological performance, this paper studies which stage to focus on which communication channel; Finally, how to introduce music to strengthen the construction of communication channels with the help of the sociological function of music, the media role of music and the impact of music on people's psychology.

Keywords: Communication channel, Epidemic prevention, Universities

1. Introduction

Ghio and Verona document that the low costs associated with the Web and social media provide free and immediate as well as large amounts of information to stakeholders, overcoming the media's monopoly in reporting corporate information. Ghio and Verona provide empirical evidence of the determinants for social media presence and activity around earnings announcements for a sample of firms listed on the Alternative Investment Market (AIM), London, over the period 2007 - 2015. The authors also show the association between presence and activity on social media before earnings announcements and press coverage in the aftermath of earnings announcements (Ghio et al., 2020).

The current research takes these premises as theoretical foundation:

First, we should improve the communication channel construction of university logistics support in emergencies (epidemic prevention and control) from the four perspectives of environment, structure, system, and personnel.

According to the theory of crisis management, the ability of preparation, reduction, and the response of channel construction is a necessary standard to measure the construction of communication channels. The communication channel mainly involves four aspects: environment, structure, system, and personnel. Therefore, it is necessary to improve the awareness of crisis response, implement the construction of communication channels in daily management, master the skills and means of information communication such as micro blog, WeChat, and other new media clients, establish and improve the early warning system, promote the smooth and improvement of information release and public opinion guidance, and improve the construction of information collection, sharing and guidance mechanism.

Second, the channel construction needs to introduce opinion leaders to improve the quality and credibility of information dissemination.

According to the cluster theory, groups often have short-term irrational behavior after being greatly stimulated. The opinion leader theory points out that some people in the group can act as opinion leaders, and opinion leaders have a significant influence on the group. Therefore, in the improvement of communication channels, we should be good at giving full play to the role of opinion leaders. Specifically, in Colleges and universities, they can be school leaders, experts and authorities. These opinion leaders can effectively improve the quality and credibility of information communication and reduce the impact of group panic.

Third, we should be good at using new media to shape information communication channels

In the current society, micro-blog TikTok, WeChat, and jitter are the most popular media users. Therefore, in terms of communication channels in emergencies (epidemic prevention and control), we should be good at using new media to shape information communication channels. In daily work, students should be urged to pay attention to micro-blog, official accounts, and so on. At the same time, schools can use WeChat small programs to closely link school daily educational functions (such as punch-card functions) with the prevention and control of emergencies so as to ensure students' daily attendance while integrating channels and enhance information push ability and communication ability.

Fourth, focus on the use of information dissemination channels in all stages

According to the life cycle theory, there are differences in the impact of different stages of emergencies and public psychological performance. The use of additional information communication channels has other effects on general psychology. Therefore, each step should focus on different information dissemination channels. For example, at the beginning and middle of the event, we should focus on new media such as the Internet to strengthen publicity and communication, and at the end of the event, we should focus on traditional interpersonal communication, etc.

Fifth, pay attention to the role of music sociology in the construction of communication channels

Music has a media function. In the process of communication, we should pay attention to the impact of music on people's psychology. The music reflects not only certain cultural content but also has different effects on people's psychology. Therefore, in the process of information dissemination during the epidemic, we should actively play the media role of music, such as spreading anti-epidemic songs and improving teachers' and students' understanding of the epidemic situation.

2. Research Innovation

First, the innovation of research theme and research angle.

Through consulting a large number of domestic and foreign literatures, carefully collecting cases, and sorting out materials, the research aims to explore new research perspectives. It is found that in the existing literature on emergencies, most of the study is carried out with the government as the research subject, and less research focuses on Colleges and universities. In addition, the current informatization brings a new research perspective for the communication channel of emergencies, which enriches the research content. The second is to use new theoretical integration to support the channel construction and response strategy of college logistics support emergencies. This study organically combines management theory, journalism theory, and music sociology theory with the research on the communication channels of college logistics support in emergencies and scientifically analyzes the current situation of colleges and universities responding to emergencies under the background of new media communication through specific cases. This study attempts to comprehensively analyze its problems in combination with practice, scientifically evaluate its shortcomings, and put forward improvement suggestions for its problems.

Second, the innovation of research methods

Through consulting the data, it is found that most of the existing studies focus on the use of literature research method, logical analysis method, and so on, and lack the introduction of specific cases. This study attempts to use the interview method and introduce specific university cases to obtain the performance and feelings of various personnel on the communication channels of university logistics support in emergencies (epidemic prevention and control) so as to lay a foundation for the in-depth research of this paper.

3. Data Collection

Firstly, based on the study of a large number of documents, a scientific and rational cognitive method is formed for the research object. On the one hand, this study collects, arranges, and analyzes the literature related to the research purpose and research content so as to understand the current research results, form a theoretical understanding, and lay a theoretical foundation for later research. Then, investigate the communication channel construction of university logistics support in emergencies (epidemic prevention and control), collect relevant data, use the form of an interview to understand the feeling system of various personnel on the communication channel construction of university logistics support in response to emergencies (epidemic prevention and control), grasp its shortcomings, and deeply analyze its deep-seated causes. It provides a reference for the writing of the paper.

4. Discussion

This research will start from the work of COVID-19, and study the communication channels of university logistics support to deal with emergencies, and take the school of music of Shanxi Normal University as the research object, analyze the problems in its operation process, and put forward corresponding countermeasures, to support some reference for our university logistics to deal with emergencies such as epidemic situation timely and effectively. The full text includes the following parts:

The first part is the introduction, which summarizes the relevant research at home and abroad through literature analysis, expounds the research background, purpose and significance, and introduces the research ideas, research contents, and research methods.

The second part is the theoretical basis of the research on the communication channel of university logistics support in emergencies (epidemic prevention and control). It mainly expounds on the concept and connotation of emergencies, the main content, scope, and characteristics of university logistics support, the communication mode and communication channel of public emergency information communication, and focuses on the crisis management theory, life cycle theory Opinion leaders, cluster behavior and sociology of music provide a theoretical basis for the writing of the paper.

The third part is novel corona virus pneumonia in China's logistics support in the process of coping with the new crown pneumonia epidemic prevention and control process, the characteristics of the transmission channels, and the status of the construction of communication channels to conduct a comprehensive and scientific evaluation. In this part, the paper selects the Conservatory of music of Shanxi Normal University as the research case and analyzes the characteristics of communication channels between teachers and students of the Conservatory of music. The outbreak of the novel corona virus pneumonia has swept across the country in recent years, highlighting the importance of emergency management. The establishment and improvement of emergency management mechanisms depend on the construction of effective communication channels. We must establish timely and unimpeded communication channels to improve the efficiency and quality of information dissemination to change passivity into initiative in the war of prevention and control of the epidemic situation, group prevention, and power and overcome the epidemic situation.

The fourth part analyzes the problems existing in the communication channels of logistics support in emergencies (epidemic prevention and control) and profoundly explores the deep-seated reasons. On the whole, it has some problems, such as imperfect logistics support. In addition, it faces many managers and people. Therefore, it isn't easy to establish a communication channel with high smoothness and a multi-dimensional model. After large emergencies such as epidemic diseases, it often falls into a passive situation and cannot be communicated to everyone in time and effectively, which is highlighted by the imperfect early warning system, Information release, and public opinion guidance are not smooth. This is directly related to inadequate work and weak awareness at ordinary times. At the same time, it is closely associated with the lack of application skills and unfamiliar means of multimedia client communication means and the imperfect mechanism of information collection, sharing, and guidance.

The fifth part puts forward suggestions for improvement based on the problems found in the research process. In the construction of communication channels in emergencies (epidemic prevention and control), college logistics support should first improve the awareness of crisis response, implement the structure of communication channels in daily management, master the skills and means of information communication such as micro blog, WeChat and other new media clients, establish and improve the early warning system, and promote the smooth and perfect information release and public opinion guidance, Improve the construction of information collection, sharing and guidance mechanisms. At the same time, according to the relevant theories of music sociology, the role of anti epidemic songs should be consciously played in the communication process so that the teachers and students of the Conservatory of music can feel the country's confidence and determination to overcome the epidemic.

The sixth part is the summary of the complete text, comprehensively combs the views of the full text, prospects the research on the communication channels of university logistics support in emergencies (epidemic prevention and control), and points out the shortcomings of this research.

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