A Study on the Subject of Discourse Power in education Activities of Local Universities under the Background of All Media

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Abstract: The education activities of local universities are crucial for cultivating students' sense of social responsibility and ideological qualities. With the development of the internet and the arrival of the era of all media, the methods and discourse power of education activities in local universities are facing new challenges and opportunities. In practice, there are certain issues with the discourse power of local universities in education activities. Different subjects have varying degrees of discourse power, which has a significant impact on the content and form of educational activities. The discourse power of education in universities is influenced by various factors, including government departments, school leadership, teacher teams, social organizations and public opinion, student groups, and relevant experts and scholars. Based on this analysis, the paper will further explore improvement strategies to enhance the discourse power of education activities in local universities.

Keywords: All Media; Local Universities; Education; Subject of Discourse Power

1. Introduction

With the continuous development of all media, there have been full process media, holographic media, all staff media, and all effect media, that leads to profound changes in the public opinion ecology, media landscape, and communication methods[1]. This has become an important historical background that cannot be avoided in the research of education theory. The challenges brought by detailed process, holographic, full effect, and all staff media require the innovative development of the theoretical discourse system of education. In today's society of information explosion, the rise of all media has had a significant impact on the discourse power of education activities in local universities. Regional universities serve as important places for cultivating talents and transmitting education. In the era of all media, the discourse power of education activities in indigenous universities has become particularly important. The discourse power subject of education activities in neighboring universities has become a topic of great concern. With the rapid advance of information technology and the popularization of the Internet, traditional methods of education can no longer meet the needs of students in the new era. Currently, the information that students are exposed to is becoming increasingly diverse. How local universities can maintain their discourse power and effectively carry out education activities in this era has become an urgent problem to be solved. In the context of the "all media era", how to broaden the new space for the development of education in universities, innovate new forms of expression in education discourse, build a new platform for education exchange in universities, thereby maintaining the mainstream ideological field, improving the pertinence and effectiveness of education in universities, which is a problem worthy of research at present.

2. The Composition of the Subject of Discourse Power in Education Activities

2.1 The Discourse Power Subject of Education Activities in Local Universities

The subject of discourse power refers to the subject who can express, disseminate, and influence opinions in a specific field, and the ability of discourse power to lead and shape public opinion. For education activities, the mastery of discourse power is of great significance in shaping students' ideological concepts and values. In the education activities of local universities, the position and role of the discourse power subject cannot be ignored.

They have a decisive influence on the content, form, and methods of educational activities, directly affecting the effectiveness of education and the ideological consciousness of students. The discourse power of education activities in local universities is of great significance in shaping students' ideological concepts and values. By mastering the power of discourse, students can be guided to form correct ideological concepts and values, and their ideological and political qualities and comprehensive literacy can be improved. Meanwhile, the mastery of discourse power can also promote the cultivation of students' independent thinking and innovation abilities, which has a positive impact on the development of local universities and social progress[2].

2.2 The Composition of the Subject of Discourse Power

The discourse power subject of education activities in local universities in the context of all media refers to the organization, individual, or platform that can lead and influence the discourse of education activities in local universities in the context of all media. These discourse power subjects can be government departments, universities, media institutions, student organizations, and relevant experts and scholars. In the education activities of local universities, the main subjects of discourse power include teacher teams, student groups, and relevant government departments. As the main bearers of education, organizers and implementers of educational activities, the teacher team has important discourse power. They have rich academic theoretical knowledge and practical experience, and can provide systematic ideological guidance and education to students. Through teaching and coaching, the teacher team conveys the content and concepts of education, guiding and educating students. As the object of education, students also have a certain right to speak in education activities, who have their own thoughts and views, and express their voice by participating in education activities, such as discussion, questioning and interaction. Relevant government departments play the role of guidance and supervision in the education activities of local colleges and universities to ensure the compliance and effective implementation of educational activities.

Social organizations play an important role in the education activities of local colleges and universities. They provide students with more diversified and practical educational content by holding lectures and carrying out social practice. The media organization is an important voice subject of education activities in the context of Omnimedia. They convey the information of educational activities to a wider audience through reporting, publicity and interaction.

3. The Importance of Strengthening the Discourse Power of Education Activities

The importance of discourse power in education activities in local colleges and universities can not be ignored. With the rapid development of higher education in China, local colleges and universities play an important role in cultivating students' Ideological and moral quality and innovation ability .In education activities, local colleges and universities need to have the right to speak to ensure the effectiveness and quality of education. Local colleges and universities undertake the important task of training local talents and promoting local economic and social development. Education activities are an important part of the education of local colleges and universities, which aims to cultivate students' patriotism, socialist core values and legal consciousness[3]. The education activities of local colleges and universities are related to the cultivation of students' Ideological and moral quality and social responsibility, which is of great significance for the long-term development of local colleges and universities.

3.1 Improving the Quality of Education

As an important part of education, local colleges and universities have the right to speak, which can better formulate educational objectives and methods, so as to improve the quality of education. According to the local characteristics and needs, local colleges and universities can formulate educational objectives suitable for the region, and adopt innovative educational methods to cultivate students' comprehensive quality and innovative ability. Through the cooperation with local enterprises and social organizations, local colleges and universities can also provide practice opportunities and internship projects,

so that students can better apply their knowledge to practice, so as to improve the effectiveness of education.

3.2 Shaping Campus Culture

Local colleges and universities have the right to speak, which can guide the construction of campus culture and create a positive, open and inclusive campus atmosphere. By formulating relevant policies and regulations, local colleges and universities can guide students to form good habits and values. At the same time, local colleges and universities can also organize various cultural activities and community organizations to provide rich and diverse learning and communication platforms to promote the all-round development of students. The shaping of campus culture not only helps students' personal growth, but also helps to cultivate students' sense of social responsibility and team cooperation ability.

3.3 Enhancing Social Influence

Local colleges and universities have the right to speak in public opinion, guide social values, and enhance the influence and reputation of local colleges and universities in local society. Local colleges and universities can transmit academic and scientific research information to the society and guide the public to think and discuss major social issues by opening public courses, holding academic seminars and publishing research results. Local colleges and universities can also cooperate with local governments, enterprises and social organizations to jointly promote the solution of local problems and promote social progress, and make positive contributions to local social development.

3.4 Promoting Local Development

Local colleges and universities have the right to speak and can cooperate with local governments to jointly promote local economic and social development and inject intelligence and power into local development. Local colleges and universities can carry out scientific research projects related to local economic development to provide support for local industrial upgrading and innovation. Local colleges and universities can also cultivate talents with innovative ability and practical experience, and provide talent resources for local enterprises and social organizations. Through cooperation with local governments and all sectors of society, local colleges and universities can provide intellectual and technical support for local development and promote the prosperity and progress of local economy and society.

4. The Discourse Power Subject of Education Activities is Facing New Challenges and Opportunities

4.1 Challenges Faced by the Discourse Power Subject of Education Activities in Local Universities in the Context of all Media

4.1.1 Fragmentation of Information Dissemination

In the Internet age, the way people access information has changed. In the past, people mainly obtained information through newspapers, television and other traditional media, but now they can obtain all kinds of information anytime and anywhere, whether news, entertainment or social media content through the Internet. However, this fragmented mode of information dissemination has also brought some problems[4]. First of all, information fragmentation makes people more vulnerable to misleading. On the Internet, the authenticity of information is difficult to guarantee, and false information, rumors and misleading content are rampant. Many students only look at the title or brief summary to make a judgment, without in-depth reading the full text or verifying the source. Thus it leads to the inaccuracy and one sidedness of information, and then affects the public's judgment and decision-making. Secondly, information fragmentation makes it difficult for people to obtain comprehensive knowledge. The information on the Internet is massive and messy. People tend to focus on topics or opinions they are interested in, while ignoring other important information. This kind of selective reading and screening behavior may lead to people's incomplete understanding of the facts and easy to fall into an information island. The rise of the Internet and social media has made information dissemination fragmented, and the way people access information has also changed, which has brought the uncertainty of communication effect and the difficulty of information transmission to the education activities in local

colleges and universities.

4.1.2 Influence of Network Public Opinion

Network public opinion refers to the public opinions and comments spread through the Internet. The rise of the Internet makes it easier for the public to express their views and opinions, but it also brings some problems. First of all, the spread of public opinion on the Internet is fast. A message can quickly spread to the world in a short time on the Internet, causing extensive discussion and attention. This rapid spread of the characteristics of the network public opinion has greater influence, which can quickly change the public's views and attitudes. Secondly, the anonymity of network public opinion makes the speech more intense and impulsive. On the Internet, people can use anonymous identity to make comments without bearing the direct consequences. This anonymity makes the comments on the Internet more intense and impulsive, which is easy to cause controversy and contradictions. The formation and dissemination of network public opinion is very fast. Once there is negative public opinion, the reputation of education activities in local colleges and universities may be seriously affected. This requires that the subject of the right to speak must respond to network public opinion timely and effectively in order to maintain its own image[5].

4.1.3 Diversified Media Forms

With the development of the Internet, media forms have become more diversified. In addition to the traditional text, pictures and videos, now there are live broadcast, short video, animation and other media forms. This diversified form of media has brought more possibilities and choices to information dissemination. First of all, diversified media forms enrich the way of information dissemination. Traditional words and pictures can not fully express some views or emotions, while video, animation and other forms can better convey information. Through diversified media forms, people can understand and feel information more intuitively. Secondly, diversified media forms improve the effect of information dissemination. Live broadcast, short video and other forms are more attractive and interactive, and can better attract the attention of the audience. This interactivity and sense of participation make information dissemination more vivid and effective. In the era of all media, the education activities of local colleges and universities need to be spread on multiple media platforms, which requires the subject of discourse right to have the ability of cross media communication and adapt to the characteristics and laws of different media forms.

4.2 Opportunities Faced by the Discourse Power Subject of Education Activities in Local Universities Under the Background of all Media

4.2.1 Expanding Communication Channels

In the context of all media, the expansion of communication channels has become an important task. The limitations of traditional media gradually appear, and the emergence of all media provides more choices for the dissemination of information. Through all media, information can be transmitted in many forms, such as text, pictures, videos, etc., which are more intuitive and vivid to the audience. In addition, all media can also use social media and other platforms to further expand the scope of information dissemination. By expanding communication channels, we can not only improve the communication effect of information, but also attract more audience attention and participation. The Internet and social media provide a wider communication channel for the education activities in local colleges and universities, which can break through the limitations of time and space and spread the educational content to more people[6].

4.2.2 Enhance Participation

Another important opportunity for all media is to increase participation. In the era of traditional media, the audience usually only accepts information passively. While in the era of all media, the audience can participate more actively. For example, in news reports, the audience can express their views and opinions through comments, sharing and other ways, and interact with others. This increased participation can not only improve the satisfaction of the audience, but also provide more feedback and improvement opportunities for content creators. Omnimedia can create a more open and interactive communication environment by enhancing participation. In the all media era, the education activities of local colleges and universities can better interact with the audience, collect opinions and

feedback through the interactive platform, and improve the participation and quality of education activities[7].

4.2.3 Innovative Educational Methods

Educational methods have also been innovated and improved in the context of Omnimedia. The traditional education mode is usually one to many teaching mode, while Omnimedia provides more choices. Teachers can use the network, video and other technical means to carry out online teaching and provide more abundant and diverse teaching resources through Omnimedia. Students can also conduct autonomous learning through Omnimedia, and choose learning content and learning methods according to their own interests and needs. The innovative education mode of all media can not only improve the learning effect, but also cultivate students' autonomous learning ability and innovative thinking. In the context of Omnimedia, local colleges and universities' education activities can use multimedia technology and interactive educational tools to innovate educational methods, so as to improve the educational effect and attraction.

5. Analysis of the Current Situation of the Subject of Discourse Power in Education Activities under the Background of All Media

Education in Colleges and universities is an important part of Cultivating College Students' comprehensive quality and ideological morality. As the main undertaker of education, colleges and universities play an important role in the subject of discourse power. In this process, different subjects have different degrees of discourse rights, which has an important impact on the content and form of educational activities. The discourse power of education in Colleges and universities is affected by many factors, including government departments, school leaders, teacher teams, social organizations and public opinion, student groups and relevant experts and scholars[8].

5.1 Government Departments

The discourse power of education in Colleges and universities is affected by many factors, including government departments, school leaders, teacher teams, social organizations and public opinion, student groups and relevant experts and scholars. They regulate the content and form of education by formulating policies and regulations, and guide and supervise educational activities. However, due to the administrative nature of government departments, their discourse power in educational activities is not completely rational and scientific, and is vulnerable to political factors. Therefore, government departments need to pay more attention to the professionalism and scientificity of educational activities to ensure the rational exercise of the right to speak.

5.2 Colleges and Universities

As the main undertaker of education, colleges and universities play an important role in the subject of discourse power. The school leadership has an important voice in the education activities of local colleges and universities. They organize and manage education activities by formulating educational policies and management systems. Teachers' teams in local colleges and universities are important implementers of education activities, and they have a greater say in the choice of education content and form. Teachers pass on and guide students' education through teaching, counseling and guidance. However, the guidance of the main body of the right of discourse in schools is not clear enough, and the training and incentive mechanism of the main body of the right of discourse is lack, which leads to the limitations of the main body of the right of discourse in schools. In addition, due to the different structure and quality of teachers, some teachers lack innovative consciousness and methods in education activities, and rely too much on the traditional teaching mode, which leads to poor teaching effect and can not stimulate the enthusiasm and initiative of students. In addition, some teachers lack of awareness of the importance of education, resulting in uneven quality of educational activities.

5.3 Social Organizations and Public Opinion

Social organizations and public opinion have a certain influence on the discourse power of education activities in local colleges and universities. Social organizations can guide and influence the direction and content of education by holding lectures, seminars and other activities. Public opinion, on the other hand, can evaluate and criticize education

activities through the media and the Internet, which will have a certain impact on the formation and development of the right to dialogue. Local colleges and universities should actively listen to the voice of social organizations and public opinion, and timely adjust and improve educational activities to meet social needs better. Therefore, local colleges and universities should pay attention to the interaction and communication with students, listen to their voices, better meet the needs of students, and improve the effect of education activities.

5.4 Student Groups

As the audience of education activities in local colleges and universities, students also have a certain discourse power. They feed back and influence the content and form of education activities by participating in discussions and making suggestions. However, due to the limitation of students' age and experience, there are some limitations in the exercise of their discourse power. There are differences in students' interest, cognitive level and values, which will affect their acceptance and participation in education activities. Some students lack interest and participation in education activities, and have weak knowledge of education, resulting in the inability to give full play to the role of the subject of the right to speak.

5.5 Relevant Experts and Scholars

Relevant experts and scholars play an important academic leading role in education in Colleges and universities. Experts and scholars have high prestige and influence in the education activities of local colleges and universities, and they are also one of the important discourse subjects. Their research results and theoretical views play a guiding and supporting role in the development of education in Colleges and universities. They provide theoretical support and guidance for education activities through research and academic exchanges. Local colleges and universities should actively invite experts and scholars to participate in educational activities and learn from their experience and views in order to improve the quality and effect of educational activities[9].

6. Improvement Strategies for the Discourse

Power Subject of Education Activities in Local Universities

In the context of Omnimedia, the discourse power of education activities in local colleges and universities is facing challenges and opportunities. Only by adapting to the characteristics of the Omnimedia era and strengthening the ability of communication and response, we can better play the role of the subject of the right to speak and improve the quality and influence of educational activities. At the same time, it is also necessary to make full use of the opportunity of the Omnimedia era, expand communication channels, innovate educational methods, and improve the attraction and interactivity of educational activities. Only in this way the education activities in local colleges and universities achieve can better results and influence in the era of all media. The improvement strategy of the discourse subject of education activities in local colleges and universities needs to be promoted from the five levels of government, schools, teachers, students and media. Schools should strengthen the training and construction of leadership, teachers should improve their professional quality and educational ability, and students should cultivate correct values and world outlook. Only through comprehensive improvement strategies we can improve the effect of education activities in local colleges and universities, and enhance the influence and decision-making ability of the main body of the discourse power.

6.1 Improvement Strategies at the Government Level

First, the government should strengthen policy support. The government should clarify the objectives, principles and requirements of education and provide clear guidance for colleges and universities. The government should increase the investment in education, increase the support of funds and resources, and improve the strength and influence of the main voice of the education activities in local colleges and universities. The government should establish and improve the incentive mechanism to stimulate the enthusiasm and creativity of the discourse subjects of education activities in local colleges and universities through the reward and honor system. Secondly, the government should further improve the relevant management

mechanism to improve the ability and level of the discourse power of the local university education activities. The government should establish and improve the management mechanism of education activities in local colleges and universities, clarify the division of responsibilities, and strengthen the supervision and evaluation of activities to ensure the quality and effect of activities. The government should strengthen the supervision and evaluation of education activities in Colleges and universities, establish a scientific evaluation system, conduct a comprehensive and objective evaluation of the performance of the subject of the right of dialogue, and provide the direction and methods for improvement. The government should strengthen the training and guidance of university teachers, improve their education ability and level, and provide strong support for the improvement of the subject of the right to speak. We should also strengthen the guidance and education of students, cultivate their ideological and political quality, and improve their awareness and ability of discourse power. Finally, greater efforts should be made to promote cooperation and exchanges. The government can organize exchange activities between colleges and universities around the country, build exchange platforms, share successful experiences and educational resources, and promote interaction and learning between the subjects with the right to speak. The government should encourage colleges and universities to cooperate with enterprises, social organizations and other external forces to jointly carry out education activities, give full play to the advantages and resources of all parties, improve the ability and influence of the subject of the right to speak, strengthen cooperation with international organizations and foreign colleges and universities, and introduce advanced ideas and methods of education, so as to provide an international vision and reference for the improvement of the subject of the right to speak[10].

6.2 Improvement Strategies at School Level

At the school level, strengthening the cultivation and construction of leadership is essential. We should further strengthen the organizational and management capabilities of the school leadership, and enhance the discourse power of the school leadership in education activities, and pay attention to the training and selection of leading cadres, ensuring that they possess appropriate ideological and political qualities and leadership abilities. At the same time, schools should also establish a sound organizational structure, establish a sound organizational structure and management system for education activities, clarify the responsibilities and rights of each level, form an effective cooperation mechanism, and provide strong support and guarantee for education activities. Further, schools should strengthen the cultivation and incentive mechanisms for dialogue language rights, encourage students to take part in education activities, and improve their awareness and ability of language rights. In addition, schools should strengthen their connections with various sectors of society, draw on external resources, and enhance the level and discourse power of education.

6.3 Improvement Strategies at the Teacher Level

Teachers are the cornerstone of education activities, and their quality and ability directly affect the effectiveness of educational activities. Therefore, improvement strategies at the teacher level are of great importance. Firstly, schools should strengthen the training and cultivation of teachers, improve their professional competence and educational ability; Encourage teachers to innovate teaching methods, adopt diverse teaching methods, and stimulate students' interest and initiative in learning. Secondly, schools should strengthen the specialized training and educational quality improvement of teachers, and improve their education level and ability; Encourage teachers to participate in academic research and educational reform, and enhance their academic level and discourse power. Finally, schools should also establish a sound incentive mechanism to stimulate teachers' enthusiasm and creativity.

6.4 Improvement Strategies at the Student Level

Students are the learners of education activities, and their participation and feedback play a key role in the effectiveness of educational activities. Therefore, improvement strategies at

the student level cannot be overlooked. Firstly, schools should strengthen students' education and cultivate their correct values and worldview, and encourage students to actively participate in education activities and advocate for the formation of a sound public opinion atmosphere on and off campus. By organizing debate competitions and holding keynote speeches, we aim to stimulate students' critical thinking and expression abilities, enhance their discourse power in education activities, increasing the content and form of education in teaching, let more students pay attention to the combination with students' actual life and learning needs, and improve their participation and satisfaction. Secondly, schools should strengthen students' education and knowledge learning, cultivate their critical thinking ability and innovative thinking, and stimulate their zeal for expressing their thoughts and participating, Actively listen to students' needs and feedback, and increase their voice in education activities. Schools should encourage students to participate in social practice and public welfare activities, enhance their sense of communal responsibility and discourse power. Finally, schools should establish sound student organizations and student autonomy mechanisms, allowing students to participate in school management and decision-making, and enhancing their voice.

6.5 Improvement Strategies at the Media Level

The success of education activities in universities often depends on the connection and management with the media. Strengthening cooperation with the media, increasing the exposure and positive image of educational activities in the media, is of enormous significance for maintaining the reputation of educational activities, enhancing their attractiveness and interactivity, and enhancing audience participation.

First of all, we should strengthen the ability to monitor and respond to online public opinion. The rapid spread and influence of network public opinion can not be ignored. Timely detection and response to negative public opinion has become the key to maintain the reputation of educational activities. Colleges and universities should strengthen the construction of network public opinion monitoring system and personnel training,

timely understand and master the dynamics of social public opinion, and take positive measures against negative public opinion. At the same time, establish a sound information release mechanism, timely release positive publicity information, effectively respond to and guide public opinion, and establish a positive image for educational activities.

Secondly, we should actively use the Internet and social media platforms.. The Internet and social media platforms have become important channels for information dissemination, and universities should actively expand their communication channels to increase the exposure and influence of educational activities. Colleges and universities should establish and maintain official websites and social media accounts of universities, timely release information and achievements of scholastic activities, and attract more attention and participation. Colleges and universities should utilize social media platforms such as Weibo and WeChat to engage in interactive communication, narrow the distance with the audience, and increase participation in educational activities. In addition, universities can also cooperate with well-known online platforms to expand the scope of educational activities and attract more attention and participation.

Once again, we should innovate didactic methods to enhance the attractiveness and interactivity of educational activities. Combined with the characteristics of all media, innovative education methods are an effective way to improve the attractiveness and interactivity of educational activities. Colleges and universities can use multimedia technology to design wonderful educational activities, such as video lectures, online debates, etc., to attract the attention and participation of more audiences. In addition, colleges and universities can also use innovative means such as virtual reality technology and interactive games to provide more attractive and interactive educational activities and enhance the audience's participation and experience.

Finally, colleges and universities should strengthen the cooperation with the media. Cooperation with the media is an important way to enhance the exposure of educational activities and create a positive image. Colleges and universities should establish good media

relations, keep close contact with the mainstream media, and provide timely and accurate information and news materials. At the same time, colleges and universities can also invite the media to participate in the reporting and publicity of educational activities to increase the exposure of the activities in the media. In addition, colleges and universities can also cooperate with the media to carry out special reports and column cooperation, so as to further enhance the influence of educational activities and the recognition of the audience.

7. Concluding Remarks

The enhancement of discourse power in education activities in universities is an important way to cultivate students' theoretical level, ideological quality, and sense of social responsibility, which is of huge significance. The research on the discourse power subject of education activities in provincial universities under the background of all media is a complex and important topic. By effectively utilizing the subject of discourse power, we can better guide students' thoughts and behaviors, and improve the effectiveness and influence of education. Therefore, we should attach importance to the selection and application of discourse power subjects, and adopt corresponding strategies to meet the needs and challenges of the era of all media. By improving the management mechanism of discourse power, innovating the forms of education activities, strengthening the construction of teaching staff, and strengthening social cooperation, local universities can better guide students' values, world views, and outlook on life, and promote their comprehensive development. Regional universities should attach great importance to enhancing the discourse power of education activities, and make positive contributions to cultivating socialist builders and successors.

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