

# Research on the Innovative Path of the Educational Function of University Journals in the New Media Era

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## Abstract

This paper explores the innovative paths of the educational function of university journals in the new media environment, analyzes the challenges and opportunities they face, and proposes strategies such as content innovation, technology empowerment, and channel expansion to strengthen the unique value of university journals in moral education and talent cultivation, providing theoretical basis and practical reference for the modernization of the educational function of university journals and their adaptation to the demands of higher education reform.

## Keywords

New media era; University journals; Nurturing people

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## 1. Introduction

University journals are an important platform for the dissemination of academic achievements. “Local university journals, as an integral part of university education,”<sup>[1]</sup> are also a key link in the university education system. In the new media era, with the accelerated speed of information dissemination and enhanced interactivity, the educational function of university journals faces new development opportunities. However, traditional academic journals are mainly paper-based and focus on academic aspects, but the educational dimension is often weakened, and there are limitations in terms of communication methods and content innovation, making it difficult to fully meet the educational needs of universities. Therefore, exploring strategies to strengthen the educational function of university journals in the new media era is of great significance for improving the

quality of education in universities.

## 2. The Connotation of the Educational Function of University Journals

The educational functions of university journals are mainly reflected in three aspects: academic guidance, value shaping and practical ability cultivation. Academic guidance, through the publication of high-quality papers, cultivates students’ rigorous academic attitude and innovative ability; Value shaping guides students to establish correct worldviews, outlooks on life, and values by disseminating positive content; The cultivation of practical ability, through the academic exchange platform, promotes students to transform theoretical knowledge into practical application ability. These functions together constitute the core of the educational system of university

journals.

The essence of the educational function of university journals is the deep integration of academic communication and value guidance, and the core lies in achieving the transformation from “academic journals” to “educational highlands” through content innovation, mechanism reconstruction and technology empowerment. “University journals are rooted in universities and have unique contributions to higher education,”<sup>[2]</sup> in the future, university journals need to further strengthen their synergy with the classroom and practice, and build a dual role of “academic community” and “educational ecosystem” to provide endogenous impetus for cultivating innovative talents.

### **3. Challenges to the educational Function of University Journals in the New media Age**

#### **3.1. Lagging dissemination methods: Traditional journals rely on print distribution and have a limited reach, making it difficult to meet the information acquisition habits of digital natives**

In the era of information explosion and new media, university journals, as important carriers of academic dissemination, are facing the severe challenge of lagging dissemination methods. Traditional journals overly rely on print distribution. The long distribution cycle, narrow coverage area and limited dissemination range of print journals are the core pain points of print distribution. Their dissemination range is limited within the campus or specific academic circles, and it is difficult to break through the limitations of time and space, resulting in a significant weakening of the radiation power of academic achievements. This model contrasts sharply with the information acquisition habits of digital natives (the generation that grew up with the Internet), who are accustomed to obtaining fragmented and highly interactive digital content in real time through mobile devices. The static and one-way dissemination characteristics of print journals not only reduce the efficiency of information reach but also weaken the actual influence of the journal in its educational function. For example, students tend to browse short, quick academic interpretations on platforms

like wechat and Douyin rather than flip through heavy periodicals, making it difficult for the journal’s functions of ideological guidance and knowledge supplementation to penetrate effectively.

#### **3.2. Content homogenization: Some academic journals focus on academic aspects and neglect educational elements, resulting in content being disconnected from the growth needs of college students**

First, there is a tendency towards uniformity dominated by academic content. Some academic journals regard academic nature as the sole criterion, focusing on theoretical discussions and professional research, and lacking attention to the actual needs of college students. For instance, educational elements such as policy interpretation or campus dynamics have been marginalized, making the journal an “academic island” that is difficult to attract student readers. This tendency stems from the traditional evaluation system’s excessive reliance on academic indicators and neglect of the social value of educational practices. Secondly, the absence and disconnection of educational elements. The educational function requires that the content of the journal be close to students’ lives, such as integrating themes like ideological and political education, career planning, or mental health. However, the homogenized content often repeats existing research and lacks innovative perspectives, making it difficult for college students to gain growth guidance from it. For example, reports on employment information or research dynamics are merely formalistic and fail to address students’ pain points, resulting in a disconnection between content and demand. “The lack of educational resources in the social sciences section of the journal”<sup>[3]</sup> weakens the role of the journal as an educational hub. Finally, the impact of the new media environment. New media technologies have diversified information dissemination, but some journals have failed to adapt in time. Traditional editing models still dominate, and content production lags behind students’ preferences, such as the absence of short videos or interactive reporting, further exacerbating homogenization. At the same time, the lack of synergy in the new media matrix makes it difficult for the journal to form an educational synergy of “news + ideological and political + service”.

### **3.3. The evaluation system is monotonous: The current evaluation mainly focuses on academic indicators, and the effectiveness of education has not been included in the core assessment, which has suppressed the impetus for innovation**

The current evaluation system of university journals overly focuses on academic indicators such as citation rate, impact factor and journal grade. These quantitative standards, which are easy to operate, marginalize educational achievements, resulting in the function of the journal being distorted into an “academic achievement display board” rather than an “educational ecosystem builder”.

This single orientation suppresses innovation, specifically manifested as: first, there is an imbalance in the production of content, where editorial teams, in pursuit of high impact factors, give priority to publishing papers in hot fields and neglect the cultivation of young scholars and the provision of student participation opportunities, thereby weakening the value of the journal as an educational platform.

Secondly, the educational outcomes of are diluted. Educational achievements (such as the improvement of students’ abilities and the shaping of values) are not included in the core assessment, and editors lack incentives to design ideological and political education columns or practical content. “The educational outcomes are subtle,”<sup>[4]</sup> further weakening the ideological leading role of the journal. Finally, the momentum of innovation has been hindered, and the journal’s excessive reliance on traditional academic indicators has led to a conservative approach in content planning and dissemination forms, making it difficult to adapt to the demands for interactivity and interest in the new media era.

## **4. Opportunities for the educational function of University Journals in the new media age**

### **4.1. Digital communication expands the coverage of education**

New media technologies have broken through the limitations of time and space, enabling the content of university journals to reach readers around the

world rapidly. Through online platforms and mobile applications, journal articles can be updated in real time to attract a wider audience. For example, the establishment of university journal websites and social media accounts has significantly enhanced the visibility of academic achievements and facilitated interdisciplinary communication. This digital dissemination not only expands the scope of education, but also enhances academic influence, providing more abundant learning resources for teachers and students in universities.

### **4.2. Enhanced interactivity to increase participation in education**

New media platforms support immediate feedback and interactive communication, changing the one-way communication model of traditional academic journals. Readers can participate in content creation through comments, sharing and online discussions, forming a two-way educational mechanism. For example, university journals use social media to organize thematic essay contests, encouraging students to share their research findings and fostering critical thinking and innovation. This interactivity not only enhances students’ sense of academic participation, but also promotes in-depth dialogue between teachers and students, reinforcing the educational effect.

### **4.3. Resource integration and optimization of educational content**

New media technologies facilitate the integration of multimodal resources. University journals can incorporate various forms such as text, images, and videos to enrich educational content. For example, with digital editing tools, journals can produce interactive charts and case studies, making academic knowledge easier to understand. At the same time, university journals can integrate high-quality resources both on and off campus, such as expert lectures and online courses, to provide students with a comprehensive learning experience. This integration optimizes educational content and enhances learning efficiency.

## 5. Specific strategies for the educational Function of University Journals in the New Media Age

### 5.1. Content Innovation: Building a two-way content ecosystem of “academic + educational”

#### 5.1.1. Youdaoplaceholder0 delve deeply into professional fields and create distinctive columns

University journals should build on their disciplinary strengths and create specialized columns such as “Frontier Technology”, “Interdisciplinary Studies”, “Ideological and Political Education”, etc. Through thematic planning and in-depth reporting, they should form differentiated content competitiveness. For example, science and engineering journals can focus on hot topics such as “AI + Education” and “big data and Discipline evaluation”, and enhance the readability and inspiration of the content through case analysis and data visualization; Liberal arts journals should deepen their thematic planning and plan special columns around major events (such as the centenary of the founding of the Party, the spirit of fighting the epidemic) to strengthen the educational function of the journals. For example, a column on “Research on Red Culture” is set up to publish achievements such as the inheritance of revolutionary spirit and the cultivation of red genes, creating a synergy effect of “academia + education”.

#### 5.1.2. Youdaoplaceholder0 strengthen the education orientation and develop the “academic education” product

Transform academic achievements into educational resources and develop a series of products such as “Academic Micro-lectures”, “Expert Interviews”, and “Case analyses”. For example, transform complex academic issues into popular science content that is easy to understand through short videos, text and image interpretation, etc., to attract teachers and students to participate in the interaction and achieve the organic unity of “academic communication” and “value guidance”.

First, content innovation. Build an “academic + educational” dual-dimensional product system, develop ideological and political education columns, policy interpretation short videos, etc., and integrate the core socialist values into academic communication. For example, through the “Micro-Classroom of Ideological

and Political Education” column, ideological guidance is strengthened by combining current hot topics. Second, knowledge expansion. Design out-of-class content such as research briefs and job information push to broaden students’ horizons. For example, use the wechat official account to publish “Academic Frontier Express” to stimulate students’ interest in research. Third, practical interaction. Organize online academic salons and student editing team activities to develop information recognition and new media operation skills. For example, promote communication between teachers and students through live “Academic Roundtable” events.

### 5.2. Technology Empowerment: Creating New communication scenarios of “intelligence + interaction”

#### 5.2.1. Youdaoplaceholder0 build an all-media communication matrix

With the rapid development of information technology and the deepening of media convergence, the academic communication ecosystem is undergoing a profound reconstruction. The wide application of new-generation information technologies such as 5G networks, artificial intelligence and big data has not only changed the way information is obtained and disseminated, but also reshaped the paradigm of academic communication and the logic of knowledge production. As an important channel for the release of academic achievements and the dissemination of knowledge, university journals have long relied on the dissemination model of print journals and a single online platform, which is difficult to adapt to the modern communication trends of segmentation, interaction and visualization. In this context, “cultivating Internet thinking and building digital communication models”<sup>[15]</sup> has become a strategic choice for university journals to break through communication bottlenecks, expand educational functions, and serve discipline construction by constructing a full-media communication matrix that covers multiple platforms, integrates multiple forms of content, and has intelligent interaction capabilities. The construction of the all-media communication matrix not only involves the expansion of communication channels, but also requires a systematic reconstruction of the content production model, user interaction mechanism, and technical support system,

integrating platforms such as the official website of the journal, wechat official account, Weibo, Douyin, etc., to build a communication system of “multiple forms of one manuscript and multiple distribution”. For example, academic viewpoints are visualized through short video platforms, scholar interaction communities are established through academic social networks, and precise content push is achieved through intelligent recommendation algorithms; Publish academic abstracts and the essence of viewpoints on wechat official accounts, create short videos on Douyin to interpret core viewpoints, and conduct topic discussions on Weibo to create a multi-platform interactive communication effect. These are all effective ways to enhance the dissemination efficiency of the journal.

### **5.2.2. Build a “1+N” communication system**

In the context of the deepening development of media convergence, university journals face challenges such as fragmented communication channels and scattered audience attention. The traditional single dissemination model, which relies on paper or a single digital platform, is difficult to meet the demand for efficient promotion of academic achievements, resulting in limited dissemination of high-quality research results. For example, the readership of many university journals is still confined to the university or specific academic circles, lacking cross-disciplinary influence. Building a “1+N” communication system, which centers on academic journals and integrates diverse new media resources to achieve extensive coverage and in-depth interaction of academic content, is the key to breaking through this bottleneck. First, expand the new media matrix by opening accounts such as wechat official Account, Weibo, Douyin, Toutiao, etc., to form a communication pattern of “one main and multiple auxiliary”. For example, in-depth articles are pushed through wechat Official accounts, short video summaries are posted through Douyin, and topic interactions are carried out through Weibo. Rework the original paper based on the platform’s characteristics, such as transforming complex research into short videos, infographics, or interactive Q&A, to suit the reading habits of different audiences. For example, launching a series of “One Minute to Understand Academic Papers” on Douyin to attract attention from younger audiences.

Second, partnerships with third-party platforms, such

as CNKI and Wanfang, to expand content distribution channels; Link up with university media convergence centers to achieve resource sharing, set up “journal traffic diversion entrances” on each platform, and direct external traffic to the core platform through QR codes, topic tags and interactive activities to form a communication loop. For example, initiate the topic # Academic Hotspot Discussion # on Weibo to guide users to visit the journal’s official website or APP and enhance user stickiness.

### **5.2.3. Youdaoplaceholder0 introduce AI technology to enhance dissemination efficiency**

As academic communication enters the “data-driven” era, university journals face numerous challenges such as long content production cycles, low communication accuracy, and insufficient user interaction. The rapid development of AI technology offers new opportunities for academic journals to enhance their communication efficiency. At present, the global academic publishing field is undergoing profound changes centered on intelligence, and AI technology has gradually evolved from an auxiliary tool to a key force reshaping the communication ecosystem. In this context, it is of great theoretical value and practical significance to deeply analyze the specific application scenarios and practical paths of AI technology in the communication of academic journals. For example, ChatGPT is used to assist in writing academic abstracts, algorithmic recommendations are used to precisely push academic content, and data analysis is used to optimize communication strategies to enhance the accuracy of communication and user stickiness of academic journals. AI technology not only significantly shortens the content production cycle and improves dissemination accuracy, but also continuously optimizes dissemination strategies through dynamic feedback mechanisms, providing theoretical support and practical references for the transformation of university journals in the digital wave.

## **5.3. Channel Expansion: Building an “on-campus + off-campus” educational community**

### **5.3.1. Youdaoplaceholder0 deepen school-media cooperation and expand the reach**

Establish cooperative relationships with mainstream media, academic platforms and industry institutions, and expand the dissemination scope of the academic journal

through content sharing, channel intercommunication and joint event organization. For example, the journal has collaborated with China Education Daily to launch a column, with platforms like CNKI and Wanfang to achieve secondary distribution of content, and with industry enterprises to carry out industry-university-research projects to enhance its social influence.

### **5.3.2. Youdaoplaceholder0 incorporate ideological and political education to create an educational brand**

Integrate the dissemination of the journal with ideological and political education, and through the content design of “academic + ideological and political”, guide students to establish correct values and academic views. For example, a column on “Academic Ethics and Academic Style Construction” is set up to strengthen students’ awareness of academic integrity through case analysis; Convey the academic spirit and educational philosophy through the “Experts Talk about Education” series of interviews

### **5.3.3. Youdaoplaceholder0 conduct international communication to enhance global influence**

Promote the journal ‘going global’ through multilingual translation, international academic exchanges, overseas social media operations, etc. For example, collaborate with foreign academic institutions to open English columns, publish academic updates through platforms such as Twitter and Facebook, and participate in international academic conferences to enhance the journal’s international voice.

## **6. Conclusions**

The new media era provides a broad space for the development of the educational function of university journals, but also puts forward higher requirements. By innovating communication models, enriching educational content, integrating new media technologies, strengthening team building and establishing evaluation systems, university journals can effectively enhance their educational functions and become important positions for moral education and talent cultivation in universities. In the future, university journals need to continue to explore and practice to adapt to the changes of The Times and contribute to the cultivation of high-quality talents of the new era. The innovation of communication models and the expansion of educational channels of university journals are inevitable choices in response to media convergence and the digital transformation of education, and the dual positioning of “academic + educational” needs to be further strengthened. Through the three-dimensional linkage of content innovation, technology empowerment and channel expansion, a new communication system of “all-media communication, all-scenario education and all-chain service” will be constructed. At the same time, it is necessary to focus on cultivating compound editorial talents, enhancing the media literacy and technical capabilities of editors, and providing talent support for the continuous development of the journal.

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