The Cultivation of Marketing Students' Innovation Ability From the Perspective of Cybernetics

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Abstract: *Under the new situation, in the society of knowledge economy, it is not only the competition of talent quantity, but also the competition of talent innovation ability. In order to adapt to the development path of the Times, marketing specialty should start from the talent training system, rationally use cybernetics, and maintain the appropriate transformation and sustainable development of the specialty. In this way, not only to improve students' practical ability, but also to improve their innovation ability, and lay a good foundation for future development.*

Keywords: Cybernetics; higher vocational marketing; the innovation ability.

1. INTRODUCTION

The "14th Five-Year Plan" put forward to promote the construction of an innovative country. Driven by the national strategic goal, more innovative talents are needed to achieve this goal and improve its comprehensive national strength. Since the establishment of the market camp major until today, vocational colleges have spent a lot of human and material resources and financial resources, and the evaluation quality has deviated, and even the combination of school-running characteristics and school-running ideas is not clear, and the positioning is not clear [1]. At this point, it is necessary to improve the quality of talent training and show its own teaching characteristics on the basis of marketing specialty. the control theory should be rationally integrated into it, the cultivation goal of innovative talents should be implemented, the curriculum construction should be optimized, the practical ability should be improved, and the development direction of innovative talents should be extended. In Zuckerberg's Founder's letter, published in October 2021, he declared that the metaverse is the next chapter of the Internet, and we are at the beginning of that chapter. The term "meta- universe" was born in the science fiction novel "Avalanche" in 1992. It refers to the virtual world that is linked and created by scientific and technological means, maps and interacts with the real world, and the digital living space with a new social system. This concept was well interpreted in the film "The Matrix" produced by Warner Bros. in 1999. The evolution of media literacy goes hand in hand with the role played by media. The emergence and popularization of new media technologies have created new possibilities for the production and life of the public, and media literacy should also be timely adjusted according to the media ecology. The meta- universe has the potential to subvert and reconstruct the social structure and the way of human existence, but the problems of space, time and self-alienation brought by it also bring "revolutionary" changes to media literacy, and the public needs to promote the upgrading of media literacy to adapt to the digital living environment in the context of the meta-universe[1]. Therefore, this paper intends to take media literacy as the research object, discuss the new pattern of media literacy in the era of strong embodied metauniverse and the resulting evolution of media literacy, and put forward the path of media literacy upgrading accordingly.

2. CULTIVATION OF MARKETING STUDENTS' INNOVATION ABILITY FROM THE PERSPECTIVE OF CYBERNETICS

2.1 Based on the principle of cybernetics, the innovative talent training system of higher vocational colleges is constructed

Cybernetics itself is a research discipline, which can control the change of the controlled object on the basis of various systems and achieve the best effect. To increase the order in the system, not only need to maintain communication between system and environment, but also need to be in the controller, actuator and the controlled and the information feedback device, on the basis of four parts, such as through the comparison of the output value and target value of deviation, to implement the feedback on behavior, and automatic update, achieve effective control in the perfect. In other words, a dynamic system with automatic adaptive capacity needs to be established

on the basis of the "double closed-loop control" system [2]. If the talent cultivation mode belongs to an internal and external circulation system, then the relationship between the quality and state of talent cultivation is a transfer relationship. In order to achieve control optimization, the talent cultivation system needs to reach the best state.

2.2 Construct the quality evaluation system of higher vocational talents training based on cybernetics

In view of the current situation, vocational colleges need to improve the application ability of "double closed-loop control" in personnel training system based on cybernetics in the course of development. In such a large system, the school is an organic whole, students are the controlled system, teachers are an executive agency, and other departments belong to the control link. First of all, the internal system needs to run, the teacher organization link, belongs to the system's guarantee system. It is necessary to arrange teaching content reasonably on the basis of internal supervision, detection and feedback to ensure the implementation and output of teaching. After different elements are controlled, the deviation part can be analyzed, and the teaching and management services can be carried out according to the standardized content input before. In the teaching implementation stage, it is necessary to control the teaching process reasonably according to the plan of talent training, and arrange the relevant content of professional construction and tasks reasonably, implement the teaching reform, and establish the training of teachers. In terms of teaching feedback and monitoring, colleges and universities need to combine the actual situation and implement the learning effect through lectures, teaching evaluation and symposiums, so as to improve the teaching quality of in-school and out-of- school practical training [3]. Secondly, the operation of the external system includes the Office of Academic Affairs, student Affairs Office, employment quality evaluation, third-party institutions and other departments [4]. These are automatic feedback mechanisms, which need to be reasonably designed in daily teaching management and implemented into practice. After these evaluation activities are fed back to the unit, students can keep the best learning state, improve their learning skills and ensure the learning effect by attending lectures. This approach is not only to verify the quality of employment and maintain the sustainable development of content control, but also to optimize the professional structure and maintain the direction of professional development.

2.3 Revision of marketing professional personnel training program

At this time, the marketing major needs to improve the management ability of enterprises on the basis of the construction of talent training objectives. Combined with the actual situation, we set up "teacher workstation, enterprise workstation, entity company" to establish a development platform with its own characteristics. Students need to take "study" as the starting point in the real business environment, "employment" is the core content of talent training, and "entrepreneurship" becomes the outcome of talent training. In such an overall system, schools, students and enterprises are organically combined to directly connect with vocational positions, determine curriculum standards and develop corresponding curriculum standards. That is to say, the teaching content needs to be reconstructed on the basis of work tasks and typical products, and the teaching and training should be organically combined with the operation and management of the enterprise, so as to achieve the development goal of "study, employment and entrepreneurship". During the implementation and construction of the curriculum system, the cultivation of innovative talents should be regarded as a big tree, while the other parts are branches. It can be seen here that "roots", "branches", "leaves" and other parts show basic courses, practical courses, extended courses and other related content, which can realize the sharing of professional teaching resources. In the overall curriculum system, it is necessary to have clear priorities and reflect the important contents and implement them into the teaching organization and management. In different practices, it is necessary to make reasonable overall planning according to public courses and specialized basic courses, improve professional ability and maintain innovative development goals. In the practical development needs of on-campus training, professional practice and graduation post practice, it is necessary to maintain the pertinence of target system construction according to the professional development needs. On the basis of teaching students in accordance with their aptitude, according to the differences between students, maintain hierarchical teaching, to the direction of personalized extension. In the cultivation of innovative talents, it is necessary to strengthen school-enterprise cooperation, not only to implement the cultivation of basic ability, but also to implement the cultivation of professional technical ability and career development ability. In real projects, the hierarchy of in-class simulation, on-campus production and off-campus post management needs to be maintained. At the beginning of entering the school, it is necessary to conduct simulation training; at the middle stage, it is necessary to establish "in-school factory" practical training; at last, it is necessary to take the post internship to deepen skills and maintain the development path of professionalism. In addition, it is necessary to cultivate students' emotional INTELLIGENCE, build platforms for innovation and entrepreneurship, and hold various competitions to improve students' creativity.

2.4 The full sensory envelopment of the body by the medium

McLuhan believed that media is the extension of human beings, radio is the extension of hearing, text is the extension of visual ability, television is the extension of vision and hearing, and the existing media realize the expansion and extension of one or several senses of human beings. All human senses rely on sensory neurons to receive external stimuli and return to the central nervous system in the form of nerve impulses. Under this biological condition, the meta- universe era will rely on deep neural networks and intelligent devices to build digital sensory neural models according to the stimulation-response process of human senses, simulate human touch, taste, smell, taste, and vision, and then establish a "Cyborg avatar" of the public in the meta-universe, which has all human senses. Breaking through the stimulating effect of the existing media on a single or several senses of human beings, realizing the full sensory surround of human beings, enabling the public to have a real physical sensory experience in the meta- universe space that is no less than the real world, and its call to embodiment has never been seen before.

2.5 A spiritual world based on consciousness

As a new space with the duality of reality and virtuality, the meta-universe is a reflection of the real world and can replicate and reproduce the real material world[4]. In addition to material properties, the "Cyborg avatar" of the public is basically equivalent to the reproduction of the public body. In the spiritual space with high similarity to the real world, the public personally contacts and perceives various elements in the environment, so as to obtain an immersive experience, just like being in the real world. But in essence, the meta-universe is a spiritual world based on body and consciousness. It can be seen that the core factor of media literacy is the "knowledge" and "basic skills" necessary to use media. The evolution of media literacy goes hand in hand with the role played by media. With the development of the Internet, media has gradually generalized and penetrated into all aspects of human life in an all-round way. The concept of "digital survival" has been put forward, and media literacy has gradually broken through the traditional shackles. For example, the disorderly expression of the public in the network space leads to the deterioration of the network environment. At this time, the edge of media literacy begins to expand, and the corresponding laws and ethics in the real world are gradually integrated into media literacy, becoming the quality that Internet users must possess when using new media.

3. EVOLUTION OF MEDIA LITERACY IN EMBODIED UNIVERSE AGE

3.1 Marginalization of media literacy

According to Michael Robliko, media literacy is the development and practice of knowledge and skills in media communication that people must carry out in order to participate in and maintain power in society. In the meta-universe era, the edge of media literacy is further generalized. Since the meta- universe creates a spiritual world parallel to the real world and is a mapping of the real world, regardless of physiological conditions, the activities of the public in the meta-universe are largely equivalent to those in the real world, so human survival in the meta-universe also needs to follow the rules of the human real world. At the same time, since human beings themselves become the media, the digital survival activities of human beings in the meta-universe are themselves media activities, and all the criteria to be followed by human digital survival will become the media literacy of the meta-universe era. For example, if human beings observe the traffic rules of "stop at red light, go green" and map to the meta-universe, it will become the necessary media literacy. The social norms of human daily activities become the media literacy of the meta-universe era, and the edge of media literacy is further generalized.

3.2 Media literacy applies goal duality

As Michael Robgliko said, the traditional media literacy mainly includes the basic knowledge and skills necessary to use a certain media, and its main goal is to be able to skillfully use a certain media and narrow the technical gap caused by media technical barriers. In today's new media era, the edge of media literacy is gradually generalized. Cultivating media literacy is no longer just to strengthen the public's ability to use media, but also to manage the deteriorating media environment and regulate the disorderly network space. Another important goal of media literacy is to restrict the public's network behavior.

In the meta-universe era, media literacy as a functional attribute of regulating mass behavior has been further strengthened. Meta-universe can break through the limitations of time and space, allowing users to freely travel in the spiritual space. Meanwhile, due to its powerful virtuality, the public may lose their rationality in the activities

of the meta-universe, get rid of the constraints of the rules of the real space, and produce media ethical anomic behaviors. Therefore, as a meta-universe parallel to the real world, the regulation of anomic behaviors becomes a major problem. As a means to realize mass self-discipline, media literacy will further assume the function of restraining mass meta-cosmic behavior.

3.3 The consideration of the "body" becomes the core content of media literacy

Embodied became a theoretical hot spot in philosophy and cognitive science in the 1980s, aiming to break through the existing traditions of previous research paradigms that separated spirit from entity, placed reason over sensibility, and dismissed the body as an obstacle object to be overcome. With the advancement of artificial intelligence technology, the application of big data, cloud computing and other technologies, the modern media relying on computer "logical calculation" has the computing power and data processing ability beyond human beings, and even gradually realizes automation and autonomy[5]. The academic community shows two attitudes towards the development of media: "embodied" and "disembodied". One is based on the computationist view that everything can be turned into an algorithm, and the media can abandon the body and become a disembodied existence. The other side believes that the medium will eventually call for the return of the body.

In the metaverse era, human beings can transfer their consciousness into the metaverse space through the digital interface, and enter the "Cyborg avatar" equivalent to the human body. At the same time, the spiritual world created by the meta-universe is a space with both authenticity and virtuality, which can highly restore the human social environment. Human beings connect their consciousness to the meta-universe through digital interfaces, and to some extent become independent spiritual individuals free from physical bondage. Under this media ecology, the subject status of human body is challenged. The digital existence in the meta- universe era is essentially a reflection of life in the real world, and its high "immersion" and "authenticity" may make it difficult for netizens to distinguish between the virtual and the real world and the material world, and it is difficult to extricate themselves from the spiritual space, which leads to the neglect of the real world and the noumenon. Therefore, the consideration of "body" in the meta-universe era will have important value and practical significance, and "body" will become the core content of media literacy consideration.

4. CONCLUSION

With the progress of society, marketing major under cybernetics needs scientific planning and long-term cultivation in an overall system. Bring practical activities into the curriculum plan, develop students' initiative to learn, develop students' thinking, and integrate the teaching mode of "teaching, learning and doing" into one, so as to maximize the innovation ability of students and narrow the distance between students and enterprises. Media literacy and media technology need to go hand in hand, the disconnection between the two will cause chaos in media ecology. The meta-universe is a concept and technology of a higher level than the existing media ecology. The digital survival of human beings in the meta-universe era also needs the corresponding media literacy. The development of new technologies has put forward revolutionary requirements for the existing media literacy. From the perspective of embodiment, this paper analyzes the strong embodiment of media in the era of meta-universe and the evolution of media literacy caused by it, and puts forward the path of enhancing the dimension of media literacy.

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