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An Action Framework for Enhancing Public Opinion Guidance Capacity in County-Level Converged Media Centers (Postprint)

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Abstract

[Objective] County-level converged media play an irreplaceable role in serving grassroots livelihoods and facilitating rural revitalization. Enhancing the public opinion guidance capacity of county-level converged media is of great significance for reshaping the communication landscape of mainstream media at the grassroots level.

[Method] By synthesizing the current developmental disparities among various county-level converged media in terms of channels, technology, and content, an action framework for enhancing the public opinion guidance capacity of grassroots mainstream media is delineated.

[Result] The grassroots level represents both the focal point and the challenge in public opinion guidance. Only by seizing mobile opportunities, deeply exploring local resources, and integrating data resources to quantify guidance effectiveness can county-level converged media centers continuously improve the grassroots public opinion guidance system.

[Conclusion] As media convergence development enters the “deep-water zone,” effectively enhancing public opinion guidance capacity requires greater emphasis on data value, actively leveraging self-built platforms to enable media content production to truly form an iterative closed loop of production-dissemination-feedback-optimization, while simultaneously strengthening user-centric thinking and highlighting county-level characteristics.

Full Text

County-Level Media Convergence Centers' Action Framework for Enhancing Public Opinion Guidance Capacity

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Abstract

[Objective] County-level media convergence centers play an irreplaceable role in serving grassroots livelihoods and facilitating rural revitalization. Enhancing their public opinion guidance capacity is crucial for reshaping the communication landscape of mainstream media at the grassroots level. **[Methods]** By synthesizing current developmental differences among county-level media convergence centers in terms of channels, technology, and content, this paper clarifies an action framework for strengthening the public opinion guidance capacity of grassroots mainstream media. **[Results]** The grassroots level represents both the focus and challenge of public opinion guidance. Only by seizing mobile opportunities, deeply exploring local resources, and integrating data resources to quantify guidance effectiveness can county-level media convergence centers continuously improve the grassroots public opinion guidance system. **Conclusion** As media convergence development enters the “deep-water zone,” effectively enhancing public opinion guidance capacity requires greater emphasis on data value, actively leveraging self-built platforms to enable media content production to truly form an iterative closed loop of production-dissemination-feedback-optimization, while simultaneously strengthening user-centered thinking and highlighting county-level characteristics.

Keywords: County-level media convergence; Public opinion guidance capacity; Grassroots social governance; Media convergence

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In 2018, General Secretary Xi Jinping emphasized at the National Conference on Propaganda and Ideological Work the need to grasp the construction of county-level media convergence centers to better guide and serve the masses. Subsequently, the Publicity Department of the CPC Central Committee explicitly defined county-level media convergence as the “mainstream public opinion position, comprehensive service platform, and community information hub.” The

Opinions on Accelerating In-Depth Media Convergence Development issued in September 2020 listed the improvement of county-level media convergence center construction as a major project of equal importance to central, provincial, and municipal media in the overall layout of media convergence development. The central government's thinking on filling the grassroots void of mainstream media and establishing a united front for public opinion is very clear. The current media convergence communication system is a four-tier development layout comprising central, provincial, municipal, and county-level media convergence centers, guided by the principles of "resource conservation, rational structure, differentiated development, and collaborative efficiency" [1]. The achievement of full regional coverage by county-level media convergence centers signifies their transition from vertical extension and horizontal addition to a deeper development stage. For a long time, mainstream media has had a "hollow" distribution at the grassroots level, with fragmented discourse influence. To overcome the shortcoming of China's media communication system not yet achieving "where the people are, there ideological propaganda work shall reach," it is necessary to build county-level media convergence into the main force of the mainstream discourse position.

1. Realistic Significance of County-Level Media Convergence in Enhancing Grassroots Public Opinion Guidance

With the rapid development of the internet and the popularization of mobile smart devices, social media and platform-based media have quickly captured the main market share of the information industry, becoming the primary channel for users to receive information. The mainstream position of mainstream media in the public opinion arena is being continuously deconstructed. Therefore, continuously strengthening and consolidating the construction of mainstream public opinion positions is key to reshaping the media communication landscape. Building county-level media convergence with a vast grassroots user base is significant for improving the grassroots public opinion guidance system and ensuring the dominant position of mainstream media in promoting social integration, gathering mainstream opinions, and correctly guiding public opinion.

1.1 Core Carrier for Public Services Reaching the Grassroots

First, information is a public resource concerning the public interests of all people. Media are users and disseminators of public information, and it is their responsibility to meet people's needs for public information and eliminate random uncertainties. Although public information is already in a state of surplus in the era of media convergence, and grassroots people can obtain corresponding public resources through numerous information channels, acquiring targeted information requires more time and effort. Moreover, since state public power stops at the township level, a direct two-way link between public services and grassroots masses is missing. County-level media convergence, as a product to

solve the “last mile” dilemma of mainstream media information delivery, possesses exclusive communication resources in its region and has the advantage of being closest to the grassroots and the masses. It serves as a bridge and link connecting national information with grassroots people, directly facing and influencing grassroots communities. How to discover news facts, how to report them, and how to conduct monitoring and early warning at the first moment of latent public opinion, timely set media agendas during the integration stage, and lead correct orientation during the formation stage—all these concern the subsequent development of public opinion. General Secretary Xi Jinping has repeatedly emphasized that the Party’s news and public opinion work is an important task for the Party and a major issue in state governance and national stability [9]. The Party and government, as well as mainstream media at all levels under their leadership, are the main bodies of public opinion guidance, and news and public opinion work is a task that mainstream media must adhere to over the long term. County-level media convergence centers, as the mainstream media closest to the masses, demonstrate their public opinion guidance capacity in multiple aspects.

1.2 Key Node for Amplifying Mainstream Voice and Guiding Grassroots Public Opinion

The phenomenal rise of new media platforms represented by WeChat, Weibo, and other social media has brought tremendous changes to the communication landscape. Information is ubiquitous and omnipresent, and the traditional media environment, public opinion ecology, and public opinion patterns have all undergone profound changes. The power of new media is undoubtedly enormous for the transmission of mainstream discourse. In county-level communication spaces, these media platforms with strong platform advantages and huge user bases have become the most dominant media that people access, and their prominent entertainment attributes have made the “de-politicization” of mainstream media’s grassroots communication agenda increasingly evident [3]. Therefore, 打通 the “last mile” of grassroots propaganda and completing the “grassroots puzzle” of media convergence has become a national strategy. County-level media convergence centers integrate traditional media, new media, and self-media [4], reorganizing county-level media resources and information production factors to maximize the power of consolidating mainstream public opinion positions. Taking county-level media convergence as a node to expand mainstream discourse influence requires gradually building a mainstream public opinion pattern that integrates online and offline, coordinates internal and external propaganda, and innovates and optimizes the systems, mechanisms, and methods of media convergence development in the new era. Public opinion is a subjective ideology constrained by multiple factors. Media are the main channel for the Party to exert its news and public opinion guidance capacity [5]. Accurate judgment of public sentiment and active concern for major realities are important prerequisites for achieving “phenomenal-level” communication and successfully guiding public opinion [6]. The construction of county-level media convergence cen-

ters has largely filled the “hollow” in mainstream media’ s distribution at the county level, solving the dilemma of weak coverage and insufficient cohesion of mainstream media within counties, expanding media development space and communication voice, and incorporating townships and streets into the public opinion guidance system. County-level media convergence, as grassroots mainstream media, bears the optimal carrier for the public power to 下沉 to the grassroots level [2]. Where the public is, there livelihood information should extend.

1.3 Important Position for Safeguarding Local Territory and Assisting Rural Revitalization

Rural revitalization is the rural development strategy in the post-poverty alleviation era and the general grasp of “three rural” work in the new era. Implementing and carrying out the rural revitalization strategy cannot be separated from comprehensive information on social structure, industrial structure, personnel mobility, and economic development status, especially in rural areas within counties. The 2021 Central No. 1 Document proposed to “accelerate urban-rural integration development within counties,” clearly regarding the county as an integrated spatial unit for implementing rural revitalization. Therefore, the county, as the main grassroots unit for promoting national policy implementation, coincides with the service object of the rural revitalization strategy itself and has become the main position for implementing rural revitalization. Focusing on the center and serving the overall situation are the basic tasks of China’ s media, and assisting national economic and social development is also part of media work. County-level media convergence is the end of the four-tier media system, located at the “last mile” of rural revitalization, and has great advantages in public opinion guidance, information propaganda, e-commerce assistance for agriculture, and life services. At the same time, county-level media convergence’ s aggregated App, Weibo, WeChat, radio, television, newspaper, and other all-media communication networks have improved the breadth and depth of information dissemination on rural revitalization strategies. To assist rural revitalization, economically it can solve farmers’ problems from information services, sales services, production services, and training services, narrowing the distance between Party policies and rural society [7]. Culturally, it can also directly express support for rural revitalization and protection of farmers’ interests through emotional communication, establishing a “one of us” media image [8]. Internally, it can timely bring the latest market information, innovative technology, and “three rural” policies to the grassroots, promoting rural economic development. Externally, it can publicize local characteristics, attract investment, improve production-supply-marketing structures, and promote industrial circulation. Enhancing the public opinion guidance capacity of county-level media convergence centers can undoubtedly provide more innovative driving forces for rural revitalization and create more development possibilities.

2. Current Development Status and Differences Among County-Level Media Convergence Centers

Since the outbreak of COVID-19 in 2020, the game between the folk public opinion field and the official public opinion field has shown that public opinion always faces the risk of losing control. Doing a good job in news and public opinion guidance is crucial for ensuring the dominant position of mainstream ideology. From the perspective of current construction achievements, county-level media convergence centers in different regions show obvious differences, mainly in channels, technology, and content.

2.1 Channel: Differences in Information Coverage

General Secretary Xi Jinping emphasized: “Where the readers are, where the audiences are, the tentacles of propaganda reports should extend, and the focus and foothold of propaganda and ideological work should be placed” [10]. Against the backdrop of media convergence development and with the support of digital technology, most county-level media convergence centers have three or more content distribution channels and have established their own all-media matrices relying on major social media platforms and mobile terminals, striving to build “four-all” mainstream media and achieve the leap from “addition” to “integration.” The 122 county-level administrative units in Hunan Province have built their own county-level media convergence Apps relying on the two major technical platforms of Xin Hunan and Hunan Red Net, all of which have been officially launched. Although these clients have different specific functional divisions under unified guidance and policy requirements, most include live streaming, short videos, government affairs, convenience services, and media releases. Under the exploration model of “pilot first, comprehensive rollout” nationwide, mobile clients of county-level media convergence centers in various regions, including Hunan Province, have been established one after another, but there are still significant differences among them. These differences are roughly reflected in three aspects: the integration of convenience services and government service matters, the division of client functions and content, and the construction of sections for public feedback and political participation.

From the perspective of live streaming, the live broadcast areas of county-level media convergence Apps are not further categorized, with content uniformly focusing on Party and government meetings, supplemented by school-enterprise activities, cultural tourism knowledge, and civilization construction. The categories are single, with only a few able to combine actual conditions and move local characteristic product production-supply-marketing and enterprise and tourist attraction promotion onto the live stage. Beijing’s Fengtai District Media Convergence Center excavated local advantageous resources and launched a series of online live broadcasts, including “Fengtai Invites You to Be a Guest,” “Garbage Classification I Take the Lead,” “Peking Opera Cloud Theater,” “Fragrant China Fengtai Reads Through the Ages,” and “Assisting the Disabled and Poverty Alleviation for a Decisive Victory in Building a Moderately

Prosperous Society,” achieving good communication effects [13]. Additionally, serving as a link for government convenience services is a consensus in the construction of media convergence mobile clients. However, the integration of these services on county-level media convergence clients is relatively low, mostly including only limited convenience service items such as life payment, health code inquiry, and traffic inquiry, while lacking public services like employment and medical care. Local advantageous resources have not been fully and effectively utilized. Some clients have not yet been associated with mobile operators and cannot be directly searched and downloaded on mobile phones, relying only on small-scale promotion through pure organizational communication. Without a large stable user group, the entry of county-level units correspondingly remains formal, and the user groups brought by online government services can only flow to self-built platforms at the municipal level. In terms of client function division, there are also problems such as repeated functions, scattered ports, and some function entrances having only frameworks without substantive content, resulting in poor overall user experience of mobile clients and insufficient attractiveness and competitiveness to retain county-level users.

2.2 Technology: Differences in Mobile Terminal Construction

In the new media era, mobile internet has developed at an astonishing speed. Mainstream media has flocked to third-party new media platforms such as Douyin and Toutiao, competing with numerous self-media in the public traffic pool to better “guide the masses and serve the masses” by expanding information distribution channels. However, due to these platforms’ own traffic and resource preferences, most county-level media convergence presents insufficient competitiveness on public platforms. Therefore, strengthening technical logic and increasing technical investment has become a new convergence path. To regain the agenda-setting and public opinion dominance of county-level media in localized areas [12], county-level media convergence centers across the country have successively established their own media convergence clients to integrate government, business, and convenience services and facilitate information within counties, providing grassroots people with a one-stop comprehensive county-level service platform.

In some areas where the establishment of centers is relatively recent or economically underdeveloped, due to practical problems such as institutional blockages in the county’ s administrative system, serious brain drain, and heavy local government financial burdens, the construction of county-level media convergence centers remains at the stage of simple superposition of traditional and new media, formally complying with policies but unable to utilize local advantageous resources according to local conditions to achieve self-sustaining development. There is also information dispersion and fragmentation on existing communication channels, with much information neither divided into content sections and functional areas nor guaranteed to be updated in a timely manner. Some platforms even have no updates for weeks or months, unable to accumulate stable

user groups, let alone provide effective services, ultimately leading to severely insufficient public opinion guidance capacity. The laying of information channels is the guarantee for information to reach grassroots people, and information truly reaching grassroots people is the prerequisite for public opinion guidance work. Without top-level architecture and channels to spread information, the “last mile” dilemma of information transmission cannot be truly solved.

2.3 Content: Differences in Policy Superposition Effectiveness

County-level media convergence centers are “converged media platforms that integrate county-level radio and television, newspapers, new media, and other resources to carry out media, Party building, government affairs, public services, and value-added services” [14]. Media attributes are the foundation of county-level media convergence centers. After completing framework construction with strong national policy support, to truly become media serving county-level people, high-quality content must be the core for active exploration. Mainstream media are the mouthpiece of the Party and the people, and the Party’s thoughts, principles, and policies are the media’s action guide. How to accurately and clearly convey the Party’s voice to grassroots people and strengthen the flesh-and-blood ties between the Party and the people is an eternal issue facing China’s media. The degree of polishing core content is also the key to differences in public opinion guidance capacity among county-level media convergence centers in various regions. Those with higher influence and guidance capacity can often effectively 下沉 Party policies to the county level, deeply understand the trend of governance 重心下移 in the process of national governance modernization, deeply link rural society, combine grassroots social governance and rural revitalization strategies, and further open up mainstream discourse positions. Some county-level media convergence centers have made rural revitalization a key work, continuously 下沉 their perspective to villages, categorizing content and combining it with strategies on different communication channels, maximizing policy superposition effectiveness, and forming their own innovative content. Some relatively newly established county-level media convergence centers have not yet broken free from the shackles of single-thread communication frameworks. As mainstream media closest to rural society, they remain simple “secondary processors” of Party policies and meetings, becoming shallow disseminators of information without county-level characteristics. WeChat public accounts, as one of the earliest new media platforms developed by county-level media convergence to extend information and services, still lack platform linkage in content, have no category distinction, and suffer from prominent information homogenization.

3. Action Framework for Enhancing Grassroots Public Opinion Guidance Capacity

County-level media convergence center construction is still in full swing nationwide, with various regions actively exploring development models suitable

for themselves. Based on the achievements of the first phase of construction, some economically developed and resource-rich regions have mature development models. However, most county-level media convergence centers still face many problems. Facing the new media pattern and public opinion ecology, to achieve “guiding the masses and serving the masses,” enhance the public opinion guidance capacity of county-level media convergence centers, and reshape the communication landscape of mainstream media at the grassroots level, the author believes that the following aspects need to be addressed.

3.1 Strengthen User Thinking and Enhance Platform Activity

News activities originate from human needs for information. In the new media era, media and technology are deeply integrated, and news information is no longer the “exclusive” of professional media. For new media users, they hope to obtain comprehensive, multi-dimensional information in the shortest time and with the least effort. To enhance the public opinion guidance capacity of county-level media convergence, the foundation is to gain higher user attention. Therefore, moving from the audience concept of traditional media to the user thinking of new mainstream media, interaction and usage under the cloak of marketization have become more prominent. Enhancing user activity and revitalizing the communication “beachhead” of grassroots mainstream media requires further strengthening user thinking, deeply cultivating the media usage habits of county-level audiences, and paying attention to user group characteristics and multiple needs.

Most high-quality content produced by mainstream media using their unique advantages needs to reach audiences through third-party platforms. While competing for platform traffic and expanding communication tentacles, it also means that users will habitually ignore the source of information when accessing these information and resources, and the “interaction” between media and users is limited. Facing the problem that mainstream media has produced a large number of “hit products” but still cannot retain users, the first thing to consider is how to aggregate county-level information [15]. After completing the construction of autonomous platforms, some county-level media convergence centers have provided channels for ordinary users to become producers in order to make content closer to the masses and shorten the distance with county-level people. People-centered and user-oriented, they open platform resources to enterprises, schools, administrations, and even ordinary users. Compared with the authoritative content publishing platform of central-level media represented by the People’s Daily mobile client, this content production model has lower requirements for productive user content production and is more helpful for platforms to maintain the daily activity of users within the county.

Additionally, providing space for public discussion and achieving public interaction within the county is also one of the means to continuously stimulate user activity and enhance user stickiness. As people’s daily lives become mediatized, individuals’ awareness of participating in grassroots social governance and de-

velopment has gradually increased, and the main arena for public discussion has gradually shifted from offline to online. In addition to local permanent residents, expatriates can also jointly contribute ideas for the construction of rural society. For example, in the “Hengyang Forum” of “New Hengyang,” users can share things around them and initiate public topics for discussion. By stimulating people’s expression and participation awareness, county-level media convergence can enhance platform user activity and assist grassroots social governance.

3.2 Highlight Local Content and Build an Information “Distribution Center”

Whether mainstream media can guide public opinion ultimately depends on the degree of public recognition of content. County-level media convergence centers have strong institutional resource support. After completing the physical media layout, how to truly become the “people’s own media” of county-level people is the key to their communication capacity construction [16]. As grassroots mainstream media, while taking “focusing on central work and serving development overall” as the main work line, they should also pay attention to users’ actual content needs, inject emotional symbols into content, flexibly use symbolic communication, grasp first-hand public opinion information within the county, and guide local public opinion positively.

In terms of specific public opinion guidance, on the one hand, the content itself should highlight local county characteristics; on the other hand, efforts should also be made in content presentation methods. The group characteristics, education level, social life features, and media usage habits of internet users within the county are significantly different from those of urban residents [17]. Therefore, highlighting local content does not mean only disseminating information related to the locality, excessively catering to public needs, nor mechanically aggregating local information for one-click release, increasing users’ information screening “costs.” Instead, it means after one-click input, conducting hierarchical and categorized precise distribution to quickly gather users. On this basis, it is also necessary to balance the expression of life-oriented content with the transmission of serious government information, normalize the dissemination of the Party’s voice, and break the current situation of discrete communication.

In terms of content release methods, provide exclusive content in a multi-dimensional, multi-media, and multi-angle manner. In addition to mechanically collecting, aggregating, and releasing local information, county-level media convergence can also conduct multiple processing of limited resources to improve the utilization rate of news information. Serious information such as local urbanization construction and development policies can be secondarily processed with life-oriented expression and presented in different ways such as news, commentary, in-depth reports, animation, and video. Other information such as life information within the county can also ride the “east wind” of short videos to 下沉 to the grassroots and attract users to share and disseminate. In terms of content operation planning, reference can be made to the community operation

model of central-level media to retain high-quality content producers within the county, conduct multiple development of information collected in one thematic activity, and enable multi-party linkage to allow information subjects to directly connect through the media convergence platform [18]. County-level media convergence centers must not only change the style of public opinion guidance and clarify the direction of public opinion guidance but also continuously innovate operational thinking and work hard on content to consolidate the position of mainstream public opinion.

3.3 Seize Mobile Opportunities and Create Palm-Life

According to the 48th *Statistical Report on China's Internet Development Status* released by the China Internet Network Information Center (CNNIC), as of June 2021, China's internet user scale reached 1.011 billion, with 99.6% of users accessing the internet via mobile phones [19]. In the current media layout, although the rise of new media platforms has expanded the communication surface for mainstream media, the communication data on non-self-controlled platforms does not directly flow back to producers, preventing media from conducting in-depth and comprehensive self-construction. The popularization of mobile internet has brought new opportunities for communication, activating the agency of every individual node on the internet and forming an interconnected network communication pattern. The huge mobile internet user group also provides a good foundation for county-level media convergence to build autonomous platforms and extend public services.

As a platform extending the “media + services” of county-level media convergence centers, in addition to meeting county-level users' information needs, it is more important to start with convenience, aim to serve the public well, and expand the public opinion position of mainstream media. These services are also an expansion of the mainstream media's public opinion position. In addition, with the construction of county-level media convergence centers, a large number of media workers have been rooted in the grassroots, and they also need a relatively independent platform to “fully display their talents,” make characteristic content according to local conditions, and provide effective services.

Mobile clients can gather grassroots node users, content, and resources. These grassroots social resources are undoubtedly a major boost for enhancing the public opinion guidance capacity of mainstream media. Combining the group characteristics of residents within the county, county-level media convergence should also lower the technical usage threshold of the platform and improve user experience when building mobile clients. Xinshao County Media Convergence Center divides its “Xin Xinshao” client into three functional sections: news, government affairs, and life. The life section also integrates services including health codes, life payment, and electronic malls, with clear divisions and convenient use. Liuyang County Media Convergence Center's “Palm Liuyang” has also launched a characteristic “Palm Liuyang Yangtao Mall.” Most Apps also include local information tip functions. By strengthening the design of this

function to solve people' s problems, they can also improve people' s loyalty and usage rate of the platform, create palm smart life, and achieve sustainable development.

3.4 Quantify Guidance Effects and Establish an Evaluation System

The reason why a large number of phenomenally rising internet platforms can sweep the entire 下沉 market in a short time, continuously optimize design, and move toward commercial development, in addition to necessary technical support and precise market positioning, is inseparable from their continuous development of user data resources. Mastering core technologies and user data resources can not only make them the dominators of traffic distribution, understand users' content needs at any time, but also enable media content production to truly form an iterative closed loop of production-dissemination-feedback-optimization through self-built platforms, independently analyze user behavior data, monitor ongoing public opinion in real time, understand the emotional orientation of county-level internet users, and grasp the process and direction of reporting [20]. Therefore, the collection of communication data and the evaluation of guidance effects can also enable various county-level media convergence centers to see their development deficiencies from a clearer perspective, which is necessary for optimizing the construction of county-level media convergence centers and an important step in ensuring the dominant position of social mainstream ideology and mastering the leadership of public opinion.

Media public opinion guidance is a process of influencing the development trend of public opinion through specific methods and means based on its own positions and intentions, promoting changes in public cognition, attitudes, and behaviors [21]. Since the ultimate goal is to make the public change, the public' s recognition of county-level media convergence centers is particularly important. To evaluate the public opinion guidance capacity of county-level media convergence centers, when designing indicators, in addition to ensuring practicality and monitoring media-released text, image, audio-visual content dissemination data, and service capability-related data, it is necessary to be user-centered and include user behavior data such as user usage, user stickiness, and user interaction. These data can not only intuitively illustrate user usage differences but also be deeply developed to assist the continuous optimization of media convergence centers. In addition, combining the existing media matrix to design a guidance capacity evaluation system for different content distribution channels can scientifically depict the current communication landscape of county-level media convergence centers with quantifiable data, achieving "visualization" of public opinion guidance capacity.

Conclusion

The construction of county-level media convergence centers has gradually become robust in the development process from pilot to full coverage. After recognizing their important role in grassroots social governance and consolidating

mainstream public opinion positions, grassroots public opinion guidance has become the focus of county-level media convergence centers. Orderly public opinion guidance can provide guarantees for news work. To enhance the public opinion guidance capacity of county-level media convergence, it is necessary to conduct in-depth analysis of their construction status and reasons for differences. County-level media convergence centers are the most widely distributed media at the grassroots level. To build them into truly new mainstream media, in addition to doing the media's own work well, it is also necessary to expand their resource and database libraries, conduct innovative transformation of county-level developable resources, face up to their own construction shortcomings, learn from typical and advanced development models, and take simultaneous measures in third-party platform 铺设, self-built platform operation, and user data resource mining. The powerful guidance of county-level media convergence on grassroots public opinion is of great significance for improving the mainstream discourse system, implementing the Party Central Committee's development plan for county-level media convergence centers, and filling the grassroots "hollow" of mainstream public opinion positions.

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