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A Strategic Study on Enhancing External Publicity Work of County-Level Converged Media Under New Circumstances: Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

China has currently entered an era of new media convergence. In this context, county-level converged media must strengthen external publicity work, fully exert its functions, and ensure its smooth implementation to promote the spirit of the times and better guide and serve the masses. Simultaneously, effective external publicity work by county-level converged media can establish a favorable image among the people, thereby enhancing government credibility. This paper analyzes strategies for county-level converged media to effectively conduct external publicity work under the new circumstances and proposes measures for optimizing such endeavors.

Full Text

Preamble

Title: Strategies for County-Level Media Convergence Centers to Improve External Propaganda Work Under New Circumstances

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Abstract: China has entered an era of new media convergence. Against this backdrop, county-level media convergence centers must strengthen external propaganda work to fully leverage its functions, ensure smooth implementation, promote the spirit of the times, and better guide and serve the masses. Simultaneously, effective external propaganda helps county-level media establish a positive image among the people and enhances government credibility. This paper analyzes how county-level media convergence centers can optimize external propaganda work under new circumstances and proposes concrete measures for improvement.

Keywords: county-level media convergence; external propaganda; propaganda technology; communication characteristics; propaganda pathways

Classification: G206

Document Code: A

Article ID: 1671-0134(2021)09-108-03

DOI: 10.19483/j.cnki.11-4653/n.2021.09.034

Citation Format: Gong Qingming. Strategies for County-Level Media Convergence Centers to Improve External Propaganda Work Under New Circumstances [J]. China Media Technology, 2021(09): 108-110.

1. The Significance of Effective External Propaganda for County-Level Media Convergence Centers Under New Circumstances

Effective external propaganda work plays a crucial role in consolidating public opinion positions. Under new circumstances, high-quality propaganda enhances the appeal and influence of grassroots cadres among the masses, facilitates unified ideological understanding, and strengthens the power of public opinion guidance. Furthermore, robust external propaganda not only elevates the influence and credibility of county-level media convergence centers but also enables positive social guidance, effectively promoting Party principles, safeguarding the authority of the Party and government, and disseminating socialist core values. Finally, successful implementation of external propaganda improves service quality for the masses, satisfies their growing demand for information resources, enriches their spiritual and cultural lives, and contributes to building a more harmonious and beautiful urban environment [1,2].

2. Current Problems in County-Level Media External Propaganda Work

Investigation reveals several serious, long-standing problems in the external propaganda work of some county-level media convergence centers. If left unaddressed, these issues hinder the establishment of concrete work objectives and significantly impact quality and effectiveness.

2.1 Incomplete Management Systems for External Propaganda

Many county-level media departments lack comprehensive external propaganda work systems, including detailed responsibility monitoring and accountability mechanisms. This deficiency affects the orderliness and standardization of propaganda activities. As important platforms for the government to disseminate policies and ideology, management system flaws lead to mixed or overlapping management, responsibility-shifting, and operational confusion. Such problems

not only degrade work quality but also restrict information access for the masses, negatively impacting their daily lives [3].

2.2 Lack of Advanced Convergence Media Technology

Some county-level media units lack advanced propaganda technology and equipment. Effective convergence media propaganda requires journalists and editors with strong capabilities in video editing, image processing, and data collection/visualization [4]. However, personnel in some departments have not mastered these skills and lack professional responsibility awareness. Additionally, outdated technology and equipment in certain regions further compromise the efficiency and quality of external propaganda work [5].

2.3 Simplistic Propaganda Content

Quality content is essential for effective external propaganda, yet investigations show that journalists and editors in some county-level media collect and produce overly simplistic content. They often forcibly combine unrelated material, resulting in propaganda that lacks both interest and substantive value, failing to align with public perspectives. This approach undermines propaganda effectiveness and prevents quality improvement.

3. Characteristics of Convergence Media Information Dissemination Under New Circumstances

Previously, people obtained information through television and newspapers. Today, they can access, discuss, and exchange information via the internet using mobile phones and computers. We now live in an all-media era where media touches every aspect of the world, reaching every corner and exerting significant global influence.

4. Pathways for County-Level Media Convergence Centers to Conduct External Propaganda Work Under New Circumstances

Effective external propaganda is vital for county-level media convergence centers amid China's socioeconomic development [6]. In our information-rich environment, external propaganda can fully leverage its role to positively influence the masses. Therefore, county-level media must employ advanced news promotion methods to enhance their influence, establish a positive image, and promote sustainable development [7]. They must also align with the spirit of the times and clarify their mission. As public demand for information continues growing, maintaining effective external propaganda becomes increasingly important. County-level media should establish new images, enhance government credibility, promote positive ideologies, and comprehensively counter negative social behaviors while deeply 挖掘新闻信息 to convey excellent propaganda content,

thereby strengthening spiritual civilization construction and promoting sustainable urban development.

4.1 Comprehensive Optimization of Propaganda Content

Content is the prerequisite for external propaganda and a key factor affecting its quality. County-level media must ensure rich, engaging content that attracts public attention and achieves propaganda objectives. Journalists and editors should thoroughly understand social information and political affairs of interest to the masses, collecting appealing content to satisfy their information needs. Content should align with public interests and concerns, be processed into easily understandable material, and enhance both efficiency and credibility [8].

In practice, journalists must transform their work approaches, enriching content while strengthening processing and design. They should analyze local social phenomena and economic development, understand public needs and thoughts, and prioritize serving local communities. Additionally, they should incorporate trendy cultural elements and current hot topics, processing them positively to guide the public and fulfill propaganda objectives effectively.

4.2 Establishing Comprehensive Management Systems

Sound management systems are essential prerequisites for efficient operations. Any department or unit requires robust systems to achieve its objectives. County-level media convergence centers must establish comprehensive, suitable external propaganda management systems to ensure all journalists and editors understand their responsibilities and obligations, work efficiently, and maintain standardized operations and quality output [9].

Based on current conditions, county-level media managers must develop clear accountability systems, explicitly delineate every propaganda workflow segment, assign specific tasks to individuals, and grant corresponding responsibilities. When problems arise, responsible personnel must be immediately identified, held accountable, and required to develop solutions. Additionally, supervisory staff should be placed in each department to monitor whether journalists and editors work according to regulations and fulfill their duties, ensuring standardized operations across all positions and processes. Strengthening management is the only way to improve work quality and efficiency.

4.4 Building Professional External Propaganda Teams

Under new circumstances, county-level media must conduct specialized external propaganda work, which requires building a high-quality, professional team. Team quality directly determines propaganda effectiveness, and managerial problems in expertise or attitude inevitably cause serious impacts.

Therefore, managers must assemble professional teams, emphasizing expertise from the initial recruitment stage. They should thoroughly examine candi-

dates' convergence media experience and capabilities, selecting qualified personnel. County-level media departments should also establish comprehensive talent development mechanisms, providing professional training opportunities and building internal training systems. Specifically, managers should develop targeted training programs, categorizing employees for pre-job training, on-the-job training, and subsequent professional skill development [10]. Training should include convergence media technology application, equipment operation, content standards, and work requirements, enabling journalists and editors to comprehensively understand all workflow segments and conduct efficient propaganda work [11].

4.5 Designing Propaganda Content Based on Local Characteristics

China's vast territory encompasses diverse cultural customs and social characteristics. County-level media should leverage their unique advantages to promote local economic and cultural sustainable development, enriching propaganda content and ensuring effectiveness. For example, a city with unique natural environments and a mature tea industry could develop propaganda highlighting these features to expand reach and enhance effectiveness. This approach not only introduces local specialties to broader audiences but also promotes local economic services and tourism development.

Such work environments impose higher demands on journalists, requiring them to strengthen propaganda efforts while enhancing observational and analytical skills to discover local distinctive industries and promote them effectively, thereby establishing positive city images and providing quality services.

4.6 Respecting Facts and Deepening Content Development

When collecting and processing information, county-level media must seek truth from facts and respect reality—a fundamental prerequisite for propaganda work. News reporting should not only inform the public about events' causes and developments but also scientifically position information to ensure normal workflow. For topics of public concern, media should emphasize follow-up reporting, continuously tracking events to enable comprehensive public understanding and ensure real-time, complete information.

For instance, when reporting municipal engineering projects, media should provide detailed introductions based on actual progress while continuously following up and collecting public feedback. Currently, most reports accompany activities as they occur, preventing advance public knowledge of details, reducing participation desire, and limiting effectiveness. At this stage, convergence media technology has become an important information transmission channel for county-level media. Analysis shows that fully utilizing convergence media technology in county-level external propaganda can improve efficiency and quality, accelerate social and spiritual civilization construction, enhance citizens' moral and ideological levels, and promote social stability.

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(Responsible Editor: Hu Yang)

Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv –Machine translation. Verify with original.