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## Research on Pathways for Improving “Coordinated” Publicity Reporting Under New Circumstances: Postprint

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### Abstract

Under the new circumstances of media convergence, effectively conducting “cooperative” propaganda reporting requires that, in journalistic practice, journalists continuously enhance their footwork, observational acuity, intellectual capacity, and writing proficiency; innovate their conceptual and technical approaches to news gathering and editing; delve into the frontlines to capture vivid, firsthand stories, seek genuine emotions, comprehend sentiments, and strive for resonance; and endeavor to produce journalistic works that are thoughtful, warm, high-quality, and enduringly vital, thereby better serving the propaganda endeavors of the Party and government. This paper investigates and explores these issues from the perspectives of adhering to the laws of news reporting, avoiding superficial trend-chasing, and striving to enhance the art of propaganda.

### Full Text

#### A Study on Approaches to Effective “Cooperative” Propaganda Reporting in the New Media Convergence Context

**Abstract:** In the new context of media convergence, effective “cooperative” propaganda reporting requires journalists to continuously enhance their footwork, vision, mental acuity, and writing prowess. Through innovative editorial thinking and techniques, they must venture to the frontlines to capture fresh material, seek genuine emotions, comprehend meaningful insights, and evoke resonance, striving to produce journalistic works with intellectual depth, human warmth, and enduring quality that better serve the Party and government’s propaganda efforts. This paper examines pathways for improvement through adherence to journalistic principles, avoidance of superficial bandwagon tactics, and enhancement of propaganda artistry.

**Keywords:** cooperative propaganda; reporting principles; propaganda artistry; propaganda quality

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As the eyes, ears, and voice of the Party and government, radio and television journalists must undoubtedly conduct appropriate cooperative propaganda aligned with the priorities and focal points of Party and government work at different periods. The critical questions, however, are how to understand this responsibility and how to cooperate effectively. Simply reciting scripts verbatim regardless of time, place, or occasion, or blindly following trends to emphasize the importance of a particular task, violates objective laws of development and often breeds audience distrust, 逆反心理, and negative effects. How, then, can we improve the quality of cooperative propaganda reporting under new conditions? The author proposes several pathways for television practitioners' reference.

## 1. Following the Laws of News Reporting

Cooperative propaganda can be divided into direct and indirect cooperation. Direct cooperation complements, explains, or elaborates on specific, immediate news or propaganda centers with strong timeliness requirements. Indirect cooperation aligns with propaganda centers over extended periods, playing a deepening and strengthening role without necessarily focusing on specific news items, thus having weaker timeliness demands and less urgent manuscript requirements. Both forms must adhere to fundamental journalistic principles.

### 1.1 Refining Reporting Themes

Before undertaking cooperative propaganda reporting, editors and reporters must first identify their theme—clearly understanding the purpose and main idea of the coverage. Practice reveals that most failed “cooperative” reports suffer from unfocused themes.

### 1.2 Reporting Based on Facts

When conducting cooperative propaganda reporting, journalists must grasp two essential principles: first, the original news subject must not be distorted or falsified; second, the reported object must achieve both partial and overall truthfulness. Exaggerated news crudely fabricated for cooperation' s sake, or one-sided reports with inconsistent content and form, inevitably fail because they disregard factual basis.

### 1.3 Highlighting Television' s Distinctive Characteristics

Cooperative television propaganda reporting possesses inherent features and patterns, requiring its content, methods, and forms to emphasize television news characteristics through journalistic means and formats. Cooperative news lacking news value—featuring poorly planned meetings with flashy but insubstantial content, stiff camerawork, and rough post-production—proves ineffective due to its lack of foresight and poor promotional impact.

**1.3.1 Using Images to “Speak”** Television uses images to “speak.” When selecting visual material, videographers should prioritize audience resonance points, employing compelling imagery that interests the public. They must adhere to the editing principle of “images first, commentary and music second” to reveal news themes, express viewpoints, and achieve propaganda objectives. Therefore, using the most appropriate and exquisite images to illuminate themes from a news reporting perspective constitutes a crucial pathway to successful television reporting.

**1.3.2 Leveraging Television' s “Liveness”** On-site interviews effectively reveal news subjects' ideological levels and cognitive depth, making reports more vivid, dynamic, and expressive while bringing them closer to audiences. However, on-site interviews should be used judiciously—better short than long, refined than crude. Overly long or excessive interviews become tedious 流水账, easily boring viewers and losing both the report' s appeal and the audience' s focal excitement. Television documentaries, employing documentary techniques to present on-site footage and interviews “in their original ecology” to audiences instantaneously, achieve greater objectivity and authenticity, yielding more ideal propaganda effects.

### 1.3 Selecting Facts with News Value and Propaganda Value

Reports that merely repeat documents with explanatory elaboration or general commentary—lacking both “medicinal potency” to refresh audiences and practical efficacy—represent failed cooperative propaganda that only alienates audiences. A news event offers multiple reporting angles; a journalist' s ability to successfully identify embedded news values and portray them more accurately, vividly, and graphically constitutes the ultimate test of professional competence. To better select newsworthy and propagandistically valuable facts, journalists should grasp four key characters: “new, hot, deep, and red.”

*New* refers to fresh figures and events that meet current situational and policy propaganda needs, demonstrating exemplary and guiding functions for practical work. Such topics promote implementation of the Party' s latest policies and resolutions, offering high news value and effective propaganda impact, making them the top choice for journalists selecting subjects and angles.

*Hot* denotes issues of widespread public concern affecting people' s immediate

interests. When covering such topics, we must uphold the principle of “singing the main melody” and “helping without causing trouble,” serving the overall situation by playing a correct guiding role in public opinion, answering public questions, dispelling misunderstandings, and helping audiences properly understand various hot-button issues.

*Deep* signifies events that enlighten the public and offer practical guidance. Some news material may appear 平淡无奇 on the surface yet harbor deep-level “value”; seemingly ordinary natural events often contain inevitable causes and effects.

*Red* refers to typical events that promote virtue and advocate new civilized practices. Advanced individuals who respect the elderly and care for the young, act righteously, maintain integrity, and demonstrate professional dedication, along with typical events that promote traditional Chinese virtues, embody new civilized practices, and establish social righteousness, all possess high news value and should be journalists’ reporting priorities.

## 2. Avoiding Bandwagon Tactics and Superficiality

Cooperative propaganda must avoid bandwagon tactics, blind conformity, and superficial posturing. Reporting that emphasizes a topic’s importance through exhaustive coverage without grounding in reality often heats up quickly but cools just as fast. Particularly for strategic, long-term planning and major decisions affecting the overall situation—such as national Five-Year Plans or Ten-Year Programs—propaganda cannot be effective through temporary intensity alone. Instead, it requires continuous, uninterrupted research into new situations, exploration of new problems, and reporting of new experiences, achieving results through efforts toward accuracy, realism, stability, innovation, and depth.

Clearly, effective cooperative propaganda requires appropriate moderation, arising from the news subject itself. “Degree” represents an objective boundary reflecting the unity of quality and quantity. News reporting relates to both the qualitative policy provisions and the quantitative scope permitted by policy. Some journalists, when conducting cooperative propaganda or evaluating matters, set excessively high tones, fundamentally mishandling the relationship between quantitative and qualitative change. Practice proves that dramatic fluctuations in propaganda—sudden heating or cooling, excessive sensationalizing of hot issues—often lead to imbalanced public opinion guidance, obstructing dissemination and triggering audience 逆反心理 and negative effects. Therefore, when conducting cooperative propaganda, we must properly grasp the relationship between quantitative and qualitative change from within 事物变化, recognizing qualitative stipulations to achieve appropriate moderation.

To avoid formalistic tendencies in cooperative propaganda, journalists should fully exert their initiative, enthusiasm, and creativity. First, they should apply more dialectical thinking, unifying Party leadership and the people, integrating propaganda about Party leadership with propaganda about the masses. Sec-

ond, they must seek particularities to prevent one-sidedness and cookie-cutter approaches. Many cooperative propaganda reports feel shallow, repetitive, and unoriginal primarily due to insufficient research into particularities. To identify particularities, we must examine how things emerge, exist, and relate to surrounding matters to discover patterns and reach realistic conclusions. This requires journalists to transform their interviewing style, going to the masses and into production frontlines to pan for gold and excavate treasures. Only thus can reports achieve harmonious unity of universality and particularity, theory, policy, and practice, yielding good propaganda results.

### 3. Improving Propaganda Artistry

Cooperative propaganda must transcend “expedient,” “corroborative,” or “didactic” reporting levels. Instead, it should embed guidance within readability and education within acceptability, merging the combative with the informative, service-oriented, and entertaining to strengthen radio and television advantages while stimulating audience desire to watch. Therefore, when producing cooperative propaganda, journalists must enhance communication artistry, transforming direct exposition into enlightenment, injection-style into implication, and didactic into interactive approaches. For instance, meeting coverage should break away from formulaic patterns of “you pointed out” or “he emphasized, he summarized,” instead selecting newsworthy and propagandistically valuable issues, ideas, approaches, information, and measures for intensive coverage while increasing on-site presence.

#### 3.1 Seeking Breakthroughs in Reporting Art

Cooperative propaganda reporting must break through conventional forms, 跳出论证思维的框框, and achieve breakthroughs in philosophical thinking. Only by mastering systematic thinking—transforming linear thinking into divergent and dynamic thinking—can cooperative propaganda 如实再现事物整体 and reveal essential nature. This approach enables portraying people as flesh-and-blood individuals with thoughts, warmth, and emotions, and depicting matters as living events, thereby enhancing reporting artistry, visual appeal, and credibility.

#### 3.2 Pursuing Novel and Distinctive Angles

Cooperative reporting must identify the 闪光点 or 矛盾集结点 of the reporting object to select optimal angles. Some cooperative propaganda reports alienate audiences by adopting purely work-related or business perspectives, creating distance from the masses and practice.

#### 3.3 Seeking Novelty and Depth in Content

Cooperative reporting content must deliberately pursue novelty and depth, possessing both 品位 and visual appeal. Whether reflecting achievements, disseminating experiences, reporting policy thinking, exploring issues, offering criticism,

or making suggestions, content should serve as an “emergency guide,” “enlightenment piece,” or “practical manual” for real life. This requires journalists to adopt a macro perspective, stay close to reality, confront contradictions, and invest effort in deep thinking. Reported content and facts should be focused without excessive scope, concentrating energy on resolving primary contradictions—like musk from a whole deer or bezoar from an entire cow, offering audiences the essence rather than the whole.

In conclusion, against the backdrop of media convergence, effective “cooperative” propaganda reporting requires journalists to continuously enhance their “four strengths” of footwork, vision, mental acuity, and writing prowess. Through in-depth frontline interviews, they must capture “fresh fish,” seek “genuine emotions,” comprehend “meaningful insights,” and evoke “resonance.” By advancing with the times and innovating editorial thinking and techniques, they can elevate reporting standards and quality, striving to produce outstanding journalistic works with intellectual depth, human warmth, and enduring vitality to fulfill the era’s mission of “holding high the banner, uniting the people, cultivating new generations, invigorating culture, and presenting a positive image.”

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

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