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Building a Mobile Government Affairs Cloud Platform to Promote the Convergent Transformation and Development of Newspaper Organizations: A Case Study of the Zhanjiang Daily Mobile Government Affairs Cloud Platform (Postprint)

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Abstract

As regional mainstream news media, they should actively transform their mindset, strengthen local services, and construct a new model for the transformation and development of regional traditional mainstream media. They must comprehensively expand new media business cooperation with local governments, build mobile government affairs cloud platforms, promote smart city construction, and achieve converged media development that integrates mainstream media with government services.

Full Text

Building a Mobile Government Affairs Cloud Platform to Promote the Integrated Transformation and Development of Newspaper Organizations: A Case Study of the *Zhanjiang Daily* Mobile Government Affairs Cloud Platform

Abstract

As a regional mainstream news media organization, it is imperative to actively transform mindsets, focus on local services, and construct a new model for the transformation and development of traditional regional mainstream media. This involves comprehensively expanding new media business cooperation with local governments, building a mobile government affairs cloud platform, promoting the development of smart cities, and achieving integrated media convergence between mainstream media and government services.

Keywords: integrated media; mobile government cloud; information cloud; service cloud

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The construction of a mobile government affairs cloud platform relies on the newspaper's all-media and integrated media platforms to actively promote deep integration across information production platforms, content distribution channels, business operations, and management aspects for print media, PC terminals, mobile terminals, and network terminals. By leveraging advanced technologies and innovative communication methods, the mobile government affairs cloud platform developed using cloud computing and big data technologies can rapidly generate information content, aggregate various mobile government affairs products, provide news propaganda and public opinion management tools, and enable open information sharing and smart, people-friendly services. Built upon the integrated media platform, the mobile government affairs cloud platform will construct three major platforms— “Mobile Government Cloud,” “Integrated Media Information Cloud,” and “Smart Service Cloud” —to create an information port carrier.

Based on an analysis of government new media platform construction across China and considering the actual circumstances of the newspaper organization, the following construction directions are proposed for the “Mobile Government Cloud” project.

1. Guiding Ideology for the Mobile Government Affairs Cloud Platform Project

The project must thoroughly implement the spirit of General Secretary Xi Jinping's important speeches at the Party's news and public opinion work symposiums, comprehensively implement the central, provincial, and municipal Party committees' important documents regarding ideological responsibility, media convergence development, and government affairs openness, and earnestly fulfill the primary responsibilities of Party committees (Party groups) for ideological work and government affairs openness. The project should actively adapt to the new situation of changing media patterns and public opinion ecosystems, scientifically apply cloud computing and big data technologies, accelerate the construction of the mobile government affairs cloud platform, and build and aggregate “two microblogs and one client” products for Party and government departments at all levels, enterprises, and institutions. This will form a “news + government affairs + services” mobile new media platform that effectively enhances the Party's news and public opinion dissemination capacity, guidance, influence, and credibility. The platform will become an important means for Party committees and governments at all levels to implement their primary

ideological responsibilities, a crucial pathway for news media organizations to promote convergence development, a powerful position for mainstream online public opinion, and an effective tool for improving social governance capabilities.

2. Positioning of the Mobile Government Affairs Cloud Platform Project

The mobile government affairs cloud platform is positioned as a government media convergence cloud platform, a new media product aggregation platform, and a new media propaganda and management platform. It consists of four major platforms: “Integrated Media Platform,” “Mobile Government Cloud,” “Integrated Media Information Cloud,” and “Smart Service Cloud,” featuring four innovative functions. First, it further strengthens and promotes the “four-terminal convergence” development of print media, network terminals, mobile terminals, and outdoor terminals. Second, it enables rapid construction of mobile clients at all levels for city, county, and district governments and enterprises, providing public service entry points and aggregating news and government information through these mobile clients. Third, it facilitates information sharing and interoperability of mobile government affairs product content through the platform. Fourth, it enables centralized management of aggregated new media content, monitors publishing trends, and achieves one-click push and one-click withdrawal.

3. Construction Content of the Mobile Government Affairs Cloud Platform

3.1 Integrated Media Platform: Achieving Resource Integration and Process Reengineering to Become a Super Hub for Commanding Media Matrix Distribution and Routine Regulation

The newspaper organization comprehensively upgrades its all-media collection and editing system to develop a complete data convergence and application solution that integrates information collection, command, editing, release, storage, assessment, and analysis across work scenarios and business systems. The goal is to break down barriers between collection, editing, and distribution processes across print media, websites, and mobile new media platforms, rationally organize the structure of collection and distribution departments, and establish an operational mechanism that separates collection from editing and enables all-media production. Key features include unified editing and collection, mobile office work, intelligent analysis, unified command, precise assessment, public opinion monitoring, content sharing, parallel processes, integrated management, and talent mobility.

3.2 Mobile Government Cloud: Creating the Most Authoritative Unified Platform for Official Government Information Release

The newspaper organization upgrades its branded Cloud Media APP into a mobile government affairs cloud platform, transforming it into a municipal government new media product production and aggregation platform, a convergence cloud, and a management platform that builds and supports various government new media products for Party and government organs, mass organizations, public service departments, and enterprises at the city, county, and district levels. This platform possesses three major innovative capabilities:

- (1) It enables large-scale rapid customization of exclusive mobile clients for various departments while aggregating Weibo and WeChat accounts, providing public service entry points, and releasing news information and government affairs content at the city, county, and district levels. With technical support from the newspaper's mobile government affairs cloud platform, governments and enterprises at all levels can scientifically plan and coordinate the construction of "two microblogs and one client," building mobile government affairs new media and mobile clients tailored to their actual conditions to create local authoritative mobile government affairs new media comprehensive platforms. These platforms then uniformly join the newspaper's mobile government affairs cloud platform. After joining, each "two microblogs and one client" remains the property of its respective department or unit, with unchanged operational entities and functions serving local units. The newspaper's mobile government affairs cloud platform provides brand effects, technical support, shared content, and external publicity channels, while all departments plan and construct uniformly, building sub-sites, sub-APPs, and sub-WeChat public accounts with different service functions.
- (2) It achieves content sharing and interoperability among "two microblogs and one client" government platforms, enabling unified and rapid release of important government information. By establishing a multi-terminal one-click release system, the platform aims to create the city's largest comprehensive portal mobile Internet platform integrating official Weibo accounts, WeChat public accounts, and mobile clients from various government departments. This platform will become an authoritative unified release platform for official government information, encompassing news information services, government information services, online political inquiry services, and convenient community life services. By comprehensively connecting with municipal and county (district) government departments and enterprises based on data sharing and seamless integration, the platform will establish unified standard release content and service information platforms across four channels—PC web pages, APPs, Weibo, and WeChat—realizing a "one platform, four channels" distribution model.
- (3) It enables secure, real-time information services and control functions

across the entire platform. Various government departments and enterprises can centrally join the mobile government affairs cloud platform for centralized management, with unified allocation of operation accounts and passwords and establishment of corresponding release permissions. This creates a centralized control platform for content production and release across all “two microblogs and one client,” achieving unified management and filing of mobile new media for government departments and enterprises throughout the city, as well as real-time monitoring and control of content release trends and public opinion development. Simultaneously, the platform opens an online political inquiry and Q&A section, providing platform content and functions for government “online spokespersons” and enabling direct online face-to-face conversations between citizens and government personnel. Citizens can directly ask questions about issues, and relevant departments can respond promptly, ensuring smooth upward and downward communication of public opinion. The newspaper’s mobile government affairs cloud platform integrates functional sections such as “government affairs + news + services” with interconnected content, forming a massive new media big data center that provides a powerful mobile network public information service system for the public, expanding government information transparency and propaganda efforts while facilitating citizens. This platform will become the most comprehensive and authoritative platform for official government information release.

3.3 Integrated Media Information Cloud

The *Zhanjiang Daily* currently operates a “two newspapers, two networks, two terminals, and two microblogs” system, comprising a daily newspaper, evening newspaper, news website (PC + mobile), citywide all-media broadcast network (building advertising screens, floor-standing advertising machines, electronic newspaper reading screens, outdoor LED screens), Cloud Media APP news client, official Weibo, and WeChat, forming a preliminary modern new media three-dimensional communication system. In January 2016, the newspaper launched its branded Cloud Media APP mobile client, building an integrated reporting all-media platform and creating a new communication platform centered on providing local news and government information. Currently, the newspaper is accelerating its transformation, upgrading, and media convergence development, with its daily newspaper, evening newspaper, news website, city broadcast network, Cloud Media APP news client, and mobile news website as the mainstays, supplemented by WeChat and Weibo to form a mainstream media matrix. The “Integrated Media” all-media practical platform achieves simultaneous distribution across print media, PC terminals, mobile terminals, and outdoor terminals, striving to build an “Integrated Media Information Cloud” platform with the newspaper business as the main industry and equipped with full-process media, holographic media, all-staff media, and all-effective media, thereby better fulfilling mainstream media responsibilities, seizing the commanding heights of public opinion, and enhancing the city’s reputation and image.

3.4 Smart Service Cloud

The “Smart Service Cloud” platform will integrate various digital public convenience service interfaces across the city, providing citizens with convenient services accessible via mobile devices and enabling “mobile” transaction handling without leaving home. This platform will allow “Internet +” to illuminate government services at citizens’ fingertips, meeting public demand for online transaction handling. The platform primarily includes connections to government network platforms and sections such as “Government Affairs,” “Police Affairs,” “Education,” and “Lifestyle.” Through digital integration with service content from various departments and real-time information release, the platform will comprehensively serve citizens’ daily lives. On one hand, it will make citizens’ lives more intelligent and convenient; on the other hand, it will enable the government to obtain massive amounts of authentic urban operation data, fully understand citizens’ needs, and further improve smart city construction.

4. Newspaper Integration and Transformation for Development

While constructing the mobile government affairs cloud platform, our newspaper organization must actively pursue institutional and systemic reform and innovation. Based on the foundation of media convergence development, we must expand and strengthen non-newspaper industries, accelerate the construction of outdoor media, green printing, and e-commerce bases, accelerate the development of online mall projects, cultural exhibition industries, tourism and education industries, public opinion internal reference projects, urban television projects, and audio-visual + platforms, continuously increase the revenue proportion of non-newspaper industries, effectively enhance the newspaper industry’s risk resistance capabilities, and build a regional new mainstream media cultural industry.

4.1 Media Convergence Objectives

- (1) Complete strategic reorganization of all-media resources. This involves identifying key development directions, focusing on cultivating and developing core high-quality media resources, determining human resource adjustment directions to optimize personnel teams, and determining institutional adjustment directions to reform organizational structures around core media resources.
- (2) Achieve deep integration between traditional and new media, extensive integration between internal and external media, and high-level integration of the city’s government new media platform products. This will 打通 the entire all-media industry chain from content to profitability, build the first platform for mobile government affairs and interconnected life in western Guangdong, and transform the mobile government affairs cloud platform

into the most comprehensive, authoritative, and powerful platform for official government information release and convenient services.

- (3) Promote the integration of production factors such as technology, content, personnel, and capital, as well as management systems, in both traditional and emerging media. This involves using advanced management systems and technological innovation to reconstruct communication models and benefit models. Convergence development must have clear objectives, definite directions, and practical steps, advancing in an orderly and solid manner to achieve the transformation from newspaper to newspaper media, and from newspaper media to media industry.

4.2 Priority Development Strategies

- (1) The “two newspapers, two networks, and two terminals” (daily newspaper, evening newspaper, news website, city broadcast network, Cloud Media APP news client, and mobile news website) constitute our first mainstream media matrix as strategic-level products. These require strengthened innovation guarantees in talent, technology, funding, institutions, and mechanisms to expand, optimize, and strengthen. As communication has entered the post-PC era, information dissemination has shifted from desktops to fingertips, and the development trend of “platform + content + services” has become irreversible. We must establish a media convergence experimental zone to continuously innovate organizational structures, collection and editing processes, and evaluation systems.
- (2) E-commerce platforms, WeChat, and Weibo constitute our second media matrix as sub-strategic-level products. “Content + services” must be vertical and segmented, accurately identifying markets and users to build a modern e-commerce distribution and delivery network supported by e-commerce. To cultivate users, we must adhere to correct orientation, disseminate positive energy, and create core content with warmth, height, depth, thought, and quality. User experience must be the primary 风向标. The revenue model must prioritize convergence with the goal of maximizing newspaper interests. We must persistently explore the “5+” model of “platform + dissemination + e-commerce + base + services.”

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

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