

## Improving Post-Print People' s Livelihood News in Local Party Newspapers Under Media Convergence

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### Abstract

People' s livelihood news refers to a news genre or journalistic attitude that focuses on national economy and people' s livelihood, characterized by a people-oriented approach that embodies humanistic care, with public perspective and people-centered orientation as its fundamental features. Nowadays, competition in the newspaper industry is becoming increasingly fierce. Due to their strong political nature and serious style, party newspapers face limitations in readership. Therefore, local party newspapers must strengthen the coverage and intensity of people' s livelihood news, earnestly implementing the "Three Closeness" principle, injecting more vitality and freshness into their reporting, and stimulating audience interest in reading. Drawing on personal professional experience, this paper provides a brief introduction to the definition of people' s livelihood news and focuses on exploring concrete pathways for producing high-quality people' s livelihood news, aiming to offer effective guidance and promote the better development of local party newspapers.

### Full Text

## How Local Party Newspapers Can Excel at People' s Livelihood Journalism in the Context of Media Convergence

### Abstract

People' s livelihood news is a journalistic form or attitude that concerns national welfare and people' s livelihood, embodying people-centeredness and humanistic care, with a popular perspective and people-oriented approach as its fundamental characteristics. Nowadays, with increasingly fierce competition in the newspaper industry, party newspapers' strong political nature and serious style have limited their readership. Therefore, local party newspapers must strengthen the

intensity and scope of people' s livelihood news reporting, earnestly implementing the "three closeness" principle. They should inject more vitality and freshness to stimulate audience reading interest. Drawing on personal professional experience, this paper briefly introduces the definition of people' s livelihood news and focuses on discussing specific pathways to excel in such reporting, aiming to provide effective guidance for the better development of local party newspapers.

**Keywords:** Local Party Newspapers; People' s Livelihood News; Affinity

In recent years, people' s livelihood news has gained widespread popularity among the public due to its highly accessible and civilian-oriented expression, with various media outlets treating it as important content to demonstrate a people' s perspective and humanistic care [1]. For people' s livelihood news to have viewpoints, depth, and a clear stance, it must keep pace with the times. Party newspapers serve as the "eyes, ears, and voice" of the Party, capable of conveying public sentiment upward and communicating Party policies downward. Simultaneously, interpreting major policies, clarifying factual viewpoints, and stating positions on significant issues represent unique advantages of party newspapers. On certain major issues, party newspapers can effectively release and feedback information, achieving positive interaction among government departments, audiences, and media.

## 1. How to Define People' s Livelihood News

At present, there remains no clear consensus in academic and professional circles regarding the connotation and definition of "people' s livelihood" news. However, as frontline news media, local party newspapers define people' s livelihood news as journalism concerning ordinary people' s survival, living conditions, and development status, as well as social, political, economic, and cultural construction issues related to their vital interests. Although people' s livelihood news originates from social news, it should not be treated entirely as such, as its purpose is not to cater to people' s curiosity but to focus on people' s livelihood and serve the people wholeheartedly, making the joys and sorrows of ordinary people the protagonists of news stories and reflecting issues that most concern the masses.

What issues currently concern the masses most? Simply put, they can be divided into five categories: employment, education, distribution, social security, and stability. Employment means everyone has work and can feed themselves; education means children can study with peace of mind and parents need not worry excessively about tuition fees; distribution means everyone can live a good life; social security means the elderly are cared for, the sick receive medical treatment, people have housing, and no one worries about basic necessities; stability means enhancing people' s sense of security. If local party newspapers wish to excel at people' s livelihood news, they must center on these five major categories of livelihood issues, vigorously expand the scope of people' s livelihood news reporting, increase its quantity, improve its quality, and provide

more comprehensive and in-depth coverage to gain popular approval.

## 2. Paths to Doing People' s Livelihood News Well

### 2.1 Based on Authoritative Interpretation, Demonstrating Party Newspaper Height

The promulgation of policies and conduct of important meetings and activities by Party and government organs at all levels relate directly to the vital interests of the public, making them focal points for people' s livelihood news reporting [2]. Meanwhile, party newspaper journalists possess unique advantages in these events, often securing exclusive interview opportunities. As party organs of municipal party committees, local party newspapers' important function is to widely disseminate Party principles and policies to the public while feeding back the people' s voices to Party and government departments at all levels. Compared with people' s livelihood news in evening or metropolitan newspapers, such reporting is highly authoritative and influential. Taking *Yingkou Daily* as an example, in recent years under the background of media convergence, it has skillfully integrated people' s livelihood news into daily coverage, focusing on publicizing policies and spirits through current affairs and thematic reporting to communicate government policies and people' s living conditions to the public. Consequently, in topic selection, article writing, and layout arrangement, editorial staff consistently adhere to correct guidance of public opinion, broadly concern themselves with people' s livelihood, and focus on issues of public concern, succinctly following the principle of "reporting what the people want to know," thereby attracting large readerships.

### 2.2 Innovating Concepts, Strengthening Party Newspaper Service Consciousness

As the Party' s mouthpiece, excelling at people' s livelihood news represents not only the objective requirement of upholding the Marxist view of journalism and the high unity of Party spirit and people-centeredness, but also the fundamental way for media to practice the "three closeness" principle and enhance their competitiveness and influence [3]. Nowadays, with increasingly intense competition in the newspaper industry, the most important factor for party newspapers to achieve better survival and development and continuously improve their competitiveness is to strengthen service consciousness, elevate service functions, and continuously expand space in people' s livelihood news practice by enriching connotations, innovating forms, and improving quality, thereby enabling party newspapers to consistently maintain correct guidance of public opinion, promote scientific development, accelerate reform and opening-up, and build a harmonious society. This not only implements the "three closeness" principle but also generates stronger credibility and affinity among readers, enabling better participation in media market competition. Grounded in media convergence, party newspapers must innovate their operational philosophy, shifting from editor-first to reader-first, focusing reporting on people' s livelihood news and hot issues of

public concern, breaking through traditional reporting methods, restoring fundamental news principles, and comprehensively reflecting people's lives, wishes, and voices in the tide of reform, construction, and development, fully embodying the humanistic sentiment of "people-centered, livelihood-focused" journalism.

The vitality of good news lies not in the events themselves but in the mainstream trends and essence of social development they reflect [4]. This requires party newspapers to truthfully reflect the people's wishes, voices, and problems while actively publicizing the Party and government's efforts to solve livelihood issues. Under media convergence, strengthened planning is needed to interpret major policies from the height of national welfare and people's livelihood, pay attention to major events, and produce quality livelihood articles based on central tasks. Focus should be placed on reporting employment, education, medical care, and social security, with meticulous planning, careful organization, accurate angle selection, and in-depth coverage to produce "hotspot" news that fully demonstrates the mainstream voice and ideological height befitting a party newspaper.

#### 2.4 Broadening Thinking, Enhancing Service Capability

First, intensify news planning to produce "hotspot" news. Municipal party newspapers must strengthen planning, grounded in national welfare and people's livelihood, to conduct in-depth interpretation of key policies and track major events as entry points for people's livelihood news reporting [5]. Actively focusing on medical care, social security, employment, education, and other livelihood issues with accurate angle selection and deeper analysis demonstrates mainstream party newspaper thought. In this regard, livelihood reporting, particularly in terms of public opinion supervision, should be constructive. It should not only pay attention to social hotspots but also identify key points, correctly guide public opinion, fully exercise supervisory functions, effectively resolve social contradictions, and enable people's livelihood news to serve as a bond strengthening ties between the Party, government, and the masses.

Second, practice the "three closeness" principle to enhance readability and affinity. People's livelihood news is closely connected to people's daily lives, and only by going deep into reality and getting close to the people can it be truly well done [6]. Only by genuinely reflecting their living conditions, wishes, and needs, and solving their practical difficulties, can such news gain public recognition. Taking *Hefei Daily* as an example, it published an article titled "Build More Small and Medium-Sized Housing Units to Stop Young People from 'Dwelling in Narrow Spaces,'" addressing the current high housing price issue. The article suggested that building more small-sized housing could enable young people to realize their homeownership dreams at relatively lower prices. In handling this piece, *Hefei Daily* boldly and flexibly used the popular internet term "dwelling in narrow spaces," making the livelihood news more eye-catching and understandable for readers. Additionally, *Hefei Daily* promptly followed up on news leads from Weibo, and through on-site interviews and verification, produced

numerous substantial, high-quality articles.

## 2.5 Building Communication Platforms, Enhancing Mass Character

Party newspapers must avoid “closed-door operation.” They should publish more livelihood clues and materials, such as difficulties in housing, education, and medical care that people face in daily life. Municipal party newspapers should strengthen reporting on farmers and urban residents, attract large numbers of rural readers, expand rural markets, effectively fulfill their role in rural areas, and highlight their competitive advantages [7]. In reporting on farmers’ livelihood news, they should focus on information valuable to farmers regarding their lives, work, the new rural cooperative medical system, land acquisition compensation, and new policies benefiting agriculture. Including both urban residents and farmers as subjects of people’ s livelihood news can broaden the reporting horizon and enrich the content of municipal party newspapers.

If municipal party newspapers wish to excel at people’ s livelihood news, they must build platforms for communication and exchange with the people, adhering to open operation, mass operation, and social operation. How can such communication platforms be built? The author believes that municipal party newspaper workers must set aside their airs, humbly learn from metropolitan newspapers’ operational experience, and establish their own news hotlines or livelihood hotlines, livelihood columns or special pages, and online or SMS message platforms to facilitate public communication and provide venues for people to voice their opinions. Taking *Xiangtan Daily* as an example, it established a 24-hour award-winning news hotline in a prominent position on the front page, opened a livelihood special page on the second page, and collaborated with the mayor’ s public telephone within this special page to launch the column “Reporter by Your Side,” which serves as a platform for public voice expression and public opinion supervision. By building these platforms, the newspaper quickly reaped benefits, as the public promptly provided numerous leads for livelihood and social news. Journalists followed these leads to cover news conforming to the “three closeness” principle, replacing the previous blackboard-style work reports and significantly enhancing the newspaper’ s readability, earning unanimous reader recognition [8]. The “Reporter by Your Side” column, in particular, published numerous problem-exposing and critical articles. Because the column was co-organized with the mayor’ s public telephone, the power of public opinion supervision combined with administrative supervision formed a strong synergy, enabling reported problems to be resolved quickly. The column gradually became a highly influential brand. Additionally, *Xiangtan Daily* opened columns for certain municipal Party committee and government central tasks related to people’ s lives, such as during the national civilized city campaign, when it launched columns like “My Suggestions for the Campaign” and “Discussing Xiangtan Spirit” on the front page and the “Theoretical Perspective” page, simultaneously publishing large numbers of public submissions. These columns provided a platform for the masses to express their views, gathered valuable

public wisdom and opinion, facilitated the civilized city campaign, and received high praise from both the public and government.

Numerous facts demonstrate that building communication platforms with readers can quickly create a favorable situation of mass operation and social operation, further enhancing the mass character and readability of municipal party newspapers and continuously elevating their social influence.

In the new era, for local party newspapers' people' s livelihood news to gain a firm foothold in fierce competition, they must actively innovate, highlight the mainstream perspective of livelihood news, examine it with new concepts, and fully permeate daily reporting. They should integrate "small livelihood" issues concerning people' s daily needs with major Party and government policies affecting people' s lives, continuously strengthen commentary to occupy the moral high ground and correctly guide public opinion, develop distinctive content, learn from others' strengths, and optimize and strengthen people' s livelihood news in competition.

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

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