

The Guiding Role of Scientific Journals in Emergency Management: A Case Study of *China Coal Magazine* (Postprint)

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Abstract

The establishment of the Ministry of Emergency Management has imposed higher requirements on the role of its affiliated scientific and technological journals. These journals should not only ground themselves in their inherent responsibilities to effectively publicize innovative technologies, but also uphold correct public opinion guidance and disseminate positive energy. Only by accomplishing both aspects can scientific journals properly exert their guiding role in emergency management and contribute to China's emergency management endeavors.

Full Text

The Role of Scientific Journals in Emergency Management: A Case Study of *China Coal Magazine*

Abstract: The establishment of the Ministry of Emergency Management has placed higher demands on the role of affiliated scientific journals. These journals should not only fulfill their fundamental responsibilities in publicizing technological innovations but also uphold correct guidance of public opinion and disseminate positive energy. Only by achieving both aspects can scientific journals properly exert their guiding role in emergency management and contribute to China's emergency management efforts.

Keywords: scientific journals; emergency management; guiding role

3.1 Publicity and Propaganda

Emergency management refers to the activities of governments and other public institutions in establishing necessary response mechanisms, adopting essen-

tial measures, and applying scientific, technological, planning, and management methods to protect public life, health, and property, thereby promoting harmonious and healthy social development during sudden incidents. China's emergency management system construction started relatively late, particularly regarding comprehensive disaster response systems. The primary issues in China's government emergency system include weak prevention awareness, imperfect early warning and monitoring systems, inadequate emergency coordination and linkage mechanisms, and underdeveloped social participation mechanisms.

In the 2018 State Council institutional reform plan, the State Administration of Work Safety was replaced by the "Ministry of Emergency Management." Building upon the responsibilities of the former State Administration of Work Safety, the Ministry integrated functions from the General Office of the State Council and several ministries including Public Security, Civil Affairs, Land and Resources, and Water Resources. The establishment of the Ministry of Emergency Management represents an important milestone in aligning emergency management with contemporary demands, marks a significant step toward professionalizing the emergency rescue system, and constitutes a crucial institutional innovation.

On August 19, 2013, at the National Conference on Propaganda and Ideological Work, the General Secretary specifically emphasized the role of media for the first time: "(Propaganda work) must adapt to the continuous advancement of social informatization, accelerate the integrated development of traditional and emerging media, fully utilize new technologies and applications to innovate media communication methods, and occupy the commanding heights of information dissemination." Media professionals should recognize that traditional and new media have become the main battleground for news competition. Scientific journals, like newspapers, radio, and television, constitute new frontiers for the Party's public opinion work. They must adhere to the guidance of Marxism-Leninism, Mao Zedong Thought, and Deng Xiaoping Theory, closely center on economic construction and the Party's overall work, firmly grasp the correct orientation of public opinion, and not only disseminate scientific knowledge but also uphold correct guidance of public opinion and spread positive energy. This ensures that the public receives correct and uplifting influences, steering public opinion toward directions that benefit overall societal interests.

China Coal magazine reports on news events periodically, following the overarching requirement of serving the central task and overall situation, conducting timely and effective publicity to disseminate authentic and useful information promptly. For example, in its special planning for the eighth issue of 2019, the magazine published articles on coal construction achievements since the founding of the People's Republic of China 70 years ago, systematically reviewing these developments and enhancing the confidence and pride of coal industry personnel.

3.2 Technology Guidance

Science and technology are crucial factors and important forces driving modern productivity development. The rapid advancement of modern science and technology and its swift transformation into practical productivity have greatly enhanced humanity's ability to understand, transform, and protect nature, as well as improved labor productivity. In the productivity system, science and technology have become key and leading elements in promoting productivity growth. Actively publicizing beneficial theoretical innovations and the most advanced scientific and technological achievements both domestically and internationally will promote the development of China's work safety and emergency management undertakings, providing theoretical support and capability guarantees for effectively safeguarding people's lives and property.

China Coal magazine is a national-level academic journal with authority, guidance, and scientific rigor, focusing on technology while integrating economics and management. It is supervised by the China National Coal Association and sponsored by the Information Research Institute of the Ministry of Emergency Management (Coal Information Research Institute). The journal features columns such as Energy Economics, Smart Mines, Coal Mine Safety, Clean Utilization and Deep Processing, comprehensively showcasing the development landscape of China's coal industry and exploring frontier issues in technology and management. The magazine actively publicizes innovative achievements in the coal industry and coal mine safety production technologies, analyzes industry development dynamic indicators, and introduces trends in coal circular economy development and the global coal industry.

Addressing the transformation and upgrading needs of the coal industry, *China Coal* established a "Smart Mine" column to promptly report on safety technologies in the industry, providing important technological support for government decision-makers and enterprises to ensure safe production. Particularly in the seventh issue of 2019, responding to the emerging robot trend in the industry, the magazine created a special issue on coal mine robots, systematically and comprehensively introducing the application status of various coal mine robots including shotcrete robots, rock drilling robots, coal mine rescue robots, and coal mine service robots. The issue analyzed challenges facing coal mine robot development such as navigation, power sources, communication, reliability, and explosion-proofing, while also envisioning future development directions for coal mine robots.

4.1 Upholding Opinion Guidance and Defending Publicity Positions

From the perspectives of journalistic oversight's comprehensiveness, legality, balance, and constructiveness, correctly guiding public opinion in news reporting requires appropriate methods and practical results. It is particularly important to shift away from the previous practice of measuring the effectiveness of opinion guidance solely by content dissemination, instead emphasizing communication

effects—that is, evaluating success by the cognitive effects and social behaviors formed by the public’s reception of information. Opinion guidance should adhere to the principle of “five appropriateness and five inappropriateness” to enhance media and public acceptance of authoritative information, core viewpoints, and mainstream values, thereby truly playing a leading and decisive role in social opinion.

4.2 Highlighting Academic Leadership and Improving Academic Standards

We must steadfastly maintain the target positioning of scientific journals, seize development opportunities, deepen reform of journal operation mechanisms, and improve publication quality. Industry development depends on science and technology, so reporting on technological development trends must be a priority for industry journals.

4.3 Strengthening Talent Team Building

Journalists should possess high political quality and uphold correct guidance of public opinion. We must build a team of journalists with high political consciousness and professional competence, cultivate proper professional ethics and spirit, and continuously improve the professional skills of editors and reporters. Work should minimize unnecessary errors and improve quality, with clear understanding of which topics can be published, which cannot, and which should be vigorously promoted—this is what constitutes a qualified journalist.

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

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