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Smart Media Publicity Service Platform Construction Approach: Postprint

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Abstract

With the rapid development of mobile Internet, netizens' demand for truth and the timeliness of authoritative government releases have become increasingly critical. Within a region, this encompasses both professional official institutional media such as newspapers, radio, and television, as well as various government agencies' new media platforms for government affairs. To enhance communication effectiveness, an interactive smart media publicity service platform should be established for official media and government affairs new media within the jurisdiction, enabling one-click publishing and revocation of press release content; facilitating the sharing and exchange of manuscript content resources, big data, and content security audit services within the jurisdiction; simultaneously, conducting centralized monitoring of new media communication channels such as WeChat and Weibo for official media and government affairs, thereby realizing and strengthening the Party's functions in the construction, service, utilization, monitoring, and management of online media, gradually shifting from regulation to service and from post-event to pre-event intervention, to better fulfill the role of guiding public opinion and occupying the commanding heights of public discourse.

Full Text

Preamble

Smart Media Propaganda Service Platform Construction Approach

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Abstract: With the rapid development of mobile internet, the public's demand for truth and the timeliness of authoritative government releases have become increasingly critical. Within any given region, there exist both professional official media outlets (such as newspapers and broadcast television) and various

government-affiliated new media platforms. To enhance communication effectiveness, establishing an interactive smart media propaganda service platform for official media and government new media within the jurisdiction is essential. This platform would enable one-click publishing and retraction of press releases, facilitate sharing and exchange of editorial content resources, provide shared access to regional big data, and offer shared content security review services. Simultaneously, it would enable centralized monitoring of new media communication channels such as WeChat and Weibo accounts of official media and government agencies, thereby strengthening the Party's functions in building, serving, operating, monitoring, and managing online media. This approach gradually shifts the focus from regulation to service and from post-hoc to pre-hoc management, better guiding public opinion and occupying the commanding heights of discourse.

Keywords: big data; regional media convergence; government new media; one-click publishing; new media monitoring

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1. Necessity Analysis

The overall integrated application scenario for the platform is shown in Figure 1 [Figure 1: see original paper]. With the explosive growth of mobile internet, online media platforms have proliferated rapidly. While satisfying netizens' personalized needs, this has also led to excessive entertainment, vulgarization, and uncontrollable content quality. Following the information explosion and carnival of self-media on mobile internet, the general public has gradually returned to rational information consumption, and the value of official media and government agencies' release channels in pursuing truth and upholding social responsibility has become prominent once again.

Within a region, there are both official media outlets such as newspapers and television stations, as well as official WeChat accounts, Weibo accounts, Toutiao accounts, and other release channels under various commissions, offices, bureaus, and governments at all levels. These official new media carriers and communication channels directly serve netizens in the jurisdiction, fulfilling both service functions and propaganda guidance roles, with broad coverage and high user stickiness.

The *Opinions of the General Office of the State Council on Promoting the Healthy and Orderly Development of Government New Media* (issued on December 7, 2018) states that government new media represents an important channel for the Party and government to connect with, serve, and unite the people in the mobile internet era. It is a crucial means to accelerate the transformation of government functions and build a service-oriented government, an important

front for guiding online public opinion and cultivating a clean cyberspace, and a key vehicle for exploring new social governance models and improving social governance capabilities. Fully leveraging the natural advantages of these down-to-earth and responsive regional new media release channels to actively build a regional smart media propaganda supervision and service platform, improve the content release quality of official new media, enable unified publishing control for important news and policy announcements, and conduct unified centralized monitoring of release content, frequency, and communication effects is highly significant and necessary. This approach effectively strengthens the Party' s functions in building, serving, operating, monitoring, and managing online media, purifies the cyberspace environment, and better plays the correct role in guiding public opinion.

2. Construction Approach

Against the backdrop of rapid development in mobile internet and big data, we should build a media propaganda supervision and service platform supported by technology, powered by big data, and seizing the opportunity of media convergence. This will promote in-depth media convergence development, adapt to segmented and differentiated communication trends, and accelerate the construction of a new pattern of public opinion guidance.

[Figure 1: see original paper] Integrated Application Scenario

2.1 Centralized Management with Public Opinion Guidance as the Core

Correct public opinion guidance can unite people' s hearts and gather strength to promote career development, whereas incorrect guidance will shake people' s confidence, 瓦解斗志, and endanger the cause of the Party and the people. Within a region, to strengthen the Party' s construction, operation, and monitoring management of online new media, we must build a converged media propaganda monitoring service platform for professional media, various commissions and offices, and governments at all levels. This platform would gather new media release channels and carriers including WeChat, Weibo, Toutiao accounts, APPs, websites, and micro-videos, enabling unified services and centralized monitoring directly from the source of news dissemination to the final audience. Therefore, the media propaganda monitoring service platform must implement centralized management with public opinion guidance as its core.

2.2 Open Sharing with Innovative Services as the Link

Mobile internet development is essentially cross-boundary, and media convergence also represents the service integration of media with other departments and industries. Various resources, information exchanges, and operations on the internet are built upon platforms—that is, placing different users and disseminators on the same platform for interaction and sharing. Internet information

dissemination and applications manifest as participants sharing information and continuously 挖掘真相. By establishing a sharing and exchange mechanism among various media outlets through the platform, service capabilities can be enhanced, and resource sharing services within the jurisdiction can be realized.

2.3 Mobile-First with User Experience as the Center

According to the 43rd *Statistical Report on China's Internet Development* released by the China Internet Network Information Center (CNNIC), by the end of 2018, 817 million people accessed the internet via mobile phones, accounting for 98.6% of all netizens. Consequently, online channels have become the absolute main battlefield, and media propaganda channels and supervision targets must align with netizens' development directions and concerns. Special attention should be paid to social platform communication channels, which feature mobility, interactivity, and broad audiences. Propaganda planning, content review services, and adaptive multi-channel display should center on user experience for such channels.

2.4 Data Empowerment with Data Services as the Engine

Data is widely recognized as the most valuable asset of the future. To fully leverage the value of media data, we must provide data services through data processing and analysis to empower media convergence and highlight the value of media data. Through multi-dimensional indexing, manuscripts, images, and videos acquire special data significance, enabling diversified data services and achieving data empowerment. This data empowerment represents the most cost-effective and beneficial approach for the future.

3. Planning and Construction Scheme

Based on the system construction approach and comprehensive consideration of system positioning and operability, the platform's propaganda services should include: internet big data services, media unit management, media propaganda management, media content management, media release monitoring, public services, data visualization command, and performance evaluation systems. The system functional framework is shown in Figure 2 [Figure 2: see original paper].

[Figure 2: see original paper] System Functional Framework Diagram

3.1 Internet Big Data Services

Based on internet big data, the platform provides big data services including internet public opinion monitoring, hot topic aggregation, and communication analysis. Through data empowerment, it generates association analysis reports and evaluation data, providing foundational data support for intelligent policy formulation and propaganda topic selection.

3.2 Media Unit Management

This module manages regional institutional media, government new media, social media, cooperative media, and self-media within the jurisdiction, with particular focus on centralized registration and management of their affiliated new media and social media accounts.

3.3 Media Propaganda Management

This module implements propaganda management functions including task assignment and execution, as well as task distribution for major topic planning.

3.4 Media Content Management

This module enables press release distribution and publishing for rapid, unified voice projection; manages shared manuscripts and personal archives for resource sharing among various media; provides content security review services as a critical and necessary gateway for propaganda content release; and implements content security early warning through defining and alerting on localized sensitive words and keywords.

3.5 Media Release Management

This module monitors press release distribution status, aggregates and monitors content published by managed media units, and generates periodic monitoring reports.

3.6 Public Services

This module aggregates social conditions and public sentiment to form analysis reports, and integrates government services and public services to expand service content.

3.7 Data Visualization Command and Dispatch

This module visualizes data to establish multi-dimensional comparative analysis models based on time, location, and channels, enabling visual display. It integrates an LBS-based map system for video emergency command and dispatch.

3.8 Performance Evaluation

Using internet big data, this module establishes evaluation models to implement comprehensive performance assessments of units or individuals.

4. Big Data Empowering Intelligence

All propaganda effects and netizen interactions can be rapidly and objectively reflected through data in the mobile internet era. By empowering media propa-

ganda management services with big data, intelligent services can be realized.

4.1 Assisting Content Production

Big data can advance news production and optimize media content creation. By providing network hot topics, big data broadens news sources, enriches news content, and promotes the production of high-quality propaganda works.

4.2 Precision Communication Monitoring

Through internet big data, communication paths can be clearly understood, and communication effects, audiences, and interaction situations can be known, forming comprehensive quantitative data for communication monitoring. This data can be used for assessment management, ranking, communication analysis, and other aspects to promote media convergence development.

4.3 Integrated Data Services

Regional data covers multiple industries and business functional domains. Associating media data, communication data, and industry data can further promote regional data integration and form comprehensive data analysis reports of tremendous value. Improving the efficiency of government information sharing and promoting integration of departmental business systems can better serve government functional departments, enterprises, and the public.

5. Outlook

As technology continues to improve and iterate, more artificial intelligence services based on big data will mature and be implemented. Gradually introducing these into application scenarios can better serve smart media propaganda management, empower media content production, better integrate various government big data resources, and more effectively serve and guide the public.

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