

The “Micro-Era” Luminary: Positive Energy at the Fingertips—Postprint of the Practice and Reflections on Leveraging Party Media Advantages and Building Converged Media at the Shandong Jiaozhou City News Center

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Abstract

County-level party media should enthusiastically embrace the “micro-era” with a firm political stance and keen journalistic sensitivity, and through innovative concepts, build an all-media matrix to achieve integrated collection and editing of images, text, audio, and video, thereby continuously amplifying promotional advantages and strengthening discourse power in public opinion.

Full Text

Luminaries in the “Micro-Era” : Positive Energy at Your Fingertips—Practices and Reflections on the Jiaozhou News Center of Shandong Leveraging Party Media Advantages to Build Converged Media

Abstract: County-level party media must embrace the “micro-era” with firm political stance and keen news sensitivity. Through conceptual innovation and the construction of an all-media matrix, they should achieve integrated collection and editing of images, text, audio, and video to continuously amplify propaganda advantages and strengthen discourse power.

Keywords: Converged media; Discourse power; Strong positive energy

As a social lifestyle model, the “micro-era” is profoundly transforming our production, daily life, thinking patterns, social interactions, and social governance. How media can actively adapt to this era and embrace it with steadfast political

positioning and acute news sensitivity represents an undeniable and urgent mission for party media workers. In 2014, *Guangming Daily* introduced the concept of “converged media,” proposing that different media forms should stimulate one another to create a chemical reaction, ultimately forging a new type of mainstream media with greater penetration and competitiveness. In this vision, post-convergence media would be neither purely new media nor static print media, but rather “converged media” in the true sense [?]. Since July 2016, the Jiaozhou News Center has devoted itself entirely to building converged media, leveraging its substantial political, resource, and talent advantages to intensify its focus on emerging media platforms. With its authority, timeliness, and accessibility, the center has attracted numerous followers, effectively enhancing the party’s news and public opinion dissemination capacity, guidance, influence, and credibility, while highlighting more accurate, mainstream, authoritative, timely, abundant, and warm characteristics in communication, service, and interaction—achieving remarkable results in conveying public voice, expressing public opinion, gathering public wisdom, addressing public concerns, and warming public hearts.

1. Building an All-Media Matrix to Strengthen Discourse Power

At the National Conference on Propaganda and Ideological Work held on August 21-22, General Secretary Xi Jinping emphasized that with socialism with Chinese characteristics entering a new era, the central task of propaganda and ideological work must be to unify thought and gather strength. As party media, county-level outlets must maintain correct political orientation in public opinion, hold high the banner, and guide the direction—this is the most fundamental political requirement. In the all-media era characterized by diverse and pluralistic social thought, party media must always prioritize politics and the overall situation, continuously expand development platforms, form an all-media matrix, build consensus across different groups and audiences, and create powerful public opinion synergy [?]. In recent years, the Jiaozhou News Center has focused on innovative thinking, platform building, resource integration, and amplifying online propaganda advantages.

1.1 Innovating Development Concepts: Establishing an Integrated “Central Kitchen” News Production Mechanism

The news center has broken down media barriers by integrating resources across news planning, interview reporting, newspaper editing, and WeChat publication, achieving an integrated news production mechanism that merges new media platforms like WeChat public accounts and Weibo with traditional media. It has established a long-term mechanism of weekly Friday news planning meetings chaired by the director and attended by heads of newspaper and new media departments to determine key topics and content for the following week across both print and new media. A deputy director on duty coordinates daily news

collection and distribution, enabling full staff participation in interviews and integrated news production.

1.2 Building Platforms: Twelve All-Media Platforms Amplifying Propaganda Advantages

As network and digital technologies become increasingly widespread in society and the “Internet Plus” concept continues to strengthen, new opportunities and challenges emerge for traditional media while providing conditions for new media convergence [?]. The Jiaozhou News Center fully utilizes new technologies and applications to innovate media communication methods, constructing twelve comprehensive all-media platforms: *Jin Jiaozhou* newspaper, *Jin Jiaozhou* digital newspaper (computer and mobile versions), “I Love Jiaozhou” WeChat public account, and accounts on NetEase, Toutiao, Baijia, Penguin, and Phoenix platforms, as well as “Jiaozhou Release” government Weibo, Shandong Mobile Newspaper Jiaozhou News, and the Jiaozhou Party Building Service Platform “Palm Jiaozhou.” The center has established a professional recording studio and developed a network cloud live streaming platform, achieving integrated collection and editing of images, text, audio, and video. It launches daily graphic columns and regular audio columns such as “Good Morning Jiaozhou · News Express” and “Happy Reading,” as well as video columns including “Micro Help,” “Yuanyuan’s Living Room,” and “Aerial Jiaozhou,” with its all-media architecture model maturing daily. Leveraging the advantage of numerous live streaming followers, the center actively participates in major municipal events. In 2017 alone, it conducted over 40 live broadcasts, including citizen talent shows, weekly square performances, on-site coverage of national civilized city creation, development zone economic forums, and Jiaodong International Airport construction progress, accumulating more than 1.5 million online viewers. Currently, the all-media platform has over 100,000 followers and nearly 1 million monthly reads, comprehensively strengthening Jiaozhou’s voice in online and self-media public opinion fields.

1.3 Strengthening Interaction: All-Media Platforms Entering Readers’ and Fans’ Hearts

The center continuously reinforces the concept that all staff are all-media workers, utilizing its twelve platforms to conduct joint planning between traditional and new media. Based on different seasons and the central tasks of the Jiaozhou Municipal Party Committee and government, it launches diverse activities. For instance, during the national civilized city creation campaign, the news center designed columns and activities such as “Positive Endorsement, Positive Leadership,” “Civilization Photography Contest,” and “Comment for Prizes,” calling for universal participation and enhancing fan stickiness. Earlier this year, the “Jin Jiaozhou 2016 Most Popular Correspondent Selection” created strong momentum through newspaper-new media interaction, attracting over 20,000 high-quality fans. Collaborating with various departments, the center launched

multiple award-winning photography or writing contests, including “Taste of Home,” “Green Homeland · Forest City,” “Environmental Home,” and “Trustworthy Jiaozhou,” increasing reader and fan participation while strengthening their sense of belonging and stickiness. The philosophy of “Always Online, Forever Together” has made the “I Love Jiaozhou” WeChat public account a benchmark for leading new media development in Jiaozhou and the main front for online public opinion.

The WeChat public account has been deeply developed, with the digital version of *Jin Jiaozhou* newspaper delivered daily before 8:00 AM as a “Micro Newspaper” for timely reading. Each day’s “Good Morning Jiaozhou News Express” delivers fresh local and external news through audio format. Since its official launch in July 2016, the “I Love Jiaozhou” WeChat public account has published seven issues weekly, with a maximum click rate exceeding 100,000 and an average of over 9,000 clicks per issue. It plays a crucial role in addressing livelihood issues, boosting economic development, releasing authoritative information, answering public questions, guiding Jiaozhou public opinion, and clarifying misinformation, rapidly becoming Jiaozhou’s most credible and influential official public platform.

2. Leading Content Innovation Through News Planning to Inject Strong Positive Energy

In the Internet age, content is king. The Jiaozhou News Center emphasizes all-media platform news planning, continuously innovating reporting content and forms to enrich coverage, make mainstream media voices more accessible and powerful, render news stories warmer and more relatable, and enhance fan trust.

2.1 Serving as the “Microphone” for Party and Government Voices

As party media, the news center must implement, publicize, and interpret party principles and policies. General Secretary Xi Jinping emphasizes that political orientation must be the top priority in news and public opinion work, requiring thorough explanation of new party theories and interpretation of party lines, principles, and policies to tell China’s stories well and spread China’s voice effectively. As a party news and propaganda department, the municipal news center actively organizes journalists and editors to study first and study deeply, truly using the spirit of the 19th Party Congress to guide news and public opinion work. This provides strong public opinion support for the city’s practical efforts, pioneering role, and innovative development in building a livable and happy modern airport new district. Centering on key municipal work priorities, the all-media platform has opened 11 key columns, including “Studying and Implementing the Spirit of the 19th Party Congress, New Era, New Atmosphere, New Actions, Pioneering Development,” “Studying and Implementing the Spirit of the 19th Party Congress, Acting Practically, Pioneering, Innovating,” “Learning, Thinking, Practicing, Comprehending the Spirit of the 19th Party Congress,”

and “Implementing the Spirit of the 19th Party Congress, China Construction Eighth Engineering Division Airport Construction Cup Good News Competition,” promoting progress in the new era and new journeys and implementing the spirit of the 19th Party Congress in Jiaozhou.

Not long ago, President Xi Jinping announced at the Shanghai Cooperation Organization Qingdao Summit that “the Chinese government supports the construction of the China-SCO Local Economic and Trade Cooperation Demonstration Zone in Qingdao.” As the core area of this demonstration zone, Jiaozhou bears a national responsibility. The Jiaozhou News Center swiftly acted around this national priority, highlighting the “Promoting China-SCO Local Economic and Trade Cooperation Demonstration Zone Construction—Jiaozhou in Action” column as key propaganda, accurately reporting on demonstration zone development dynamics, achievements, and powerful measures by municipal departments to advance construction.

The rural revitalization strategy, proposed by General Secretary Xi Jinping in the 19th Party Congress report, has been promoted through multiple forms and platforms by the Jiaozhou News Center. Combining images, text, and video, the center opened series reports such as “Jiaozhou Landscape of Rural Revitalization” and “Rural Revitalization Strategy · Township Tour,” conducting in-depth frontline interviews to tell village transformation stories, listen to ordinary people’ s narratives, and tell good stories of this strategy emerging across Jiaozhou.

2.2 Acting as the “New Engine” for Old-New Kinetic Energy Conversion

Focusing on key functional area construction, kinetic energy conversion, innovation and entrepreneurship, building a close and clean business environment, and the “Three Entries and Three Promotions” service for economic development, the news center has produced 156 graphic messages in columns such as “Accelerating Kinetic Energy Conversion, Innovating and Taking the Lead” and “Kinetic Energy Conversion in Progress · Key Enterprise Profiles.” Many of these achieved over 100,000 reads, with journalists going to the frontlines and enterprises to tell compelling stories through vivid images and texts.

2.3 Sounding the “Assembly Call” for “Belt and Road” Publicity

Centering on Jiaozhou’ s five “new kinetic energy strategic development platforms”—the China-SCO Local Economic and Trade Cooperation Demonstration Zone, the National Jiaozhou Economic and Technological Development Zone, the National Airport Economic Demonstration Zone, the National Multimodal Transport Demonstration Logistics Park, and the Dagu River Provincial Ecological Tourism Resort—the news center innovates “Belt and Road” reporting and tells Jiaozhou’ s Belt and Road stories, showcasing local enterprise excellence. Stories such as “Jiaozhou Banqiao Town Appears at Belt and Road

International Forum,” “Amazing! Riding the Belt and Road East Wind, Connecting East and West, Linking Asia and Europe!” and “This Park is the Key Point for Jiaozhou’s Integration into the Belt and Road!” attracted large readerships. During this year’s Two Sessions, President Xi Jinping met Xinjiang People’s Congress delegate Maimaiti Yibureyimu Maimaitiming, praising his story of getting rich by planting peppers through his connection with Jiaozhou. After the Jiaozhou News Center’s public account timely reported this story, it attracted higher-level media including *Qingdao Daily*, *Dazhong Daily*, and Shandong Television for interviews. Seizing the momentum, the news center organized a group to Xinjiang for follow-up interviews at the end of April 2017 and invited Maimaitiming to revisit Jiaozhou in mid-May, facilitating the signing of a pepper poverty alleviation agreement between Jiaozhou and Cele County. During this period, the center successively released stories such as “Maimaiti Yibureyimu’s Jiaozhou Sentiment” and “Pepper Poverty Alleviation Upgraded, Jiaozhou and Xinjiang Are One Family!” demonstrating Jiaozhou’s deep bond with Xinjiang and practically fulfilling media responsibilities.

2.4 Serving as the “Amplifier” for “Telling Village Stories with Local People”

Focusing on this year’s city-wide “Telling Village Stories with Local People” campaign, the news center fully reported each on-site event while deeply excavating typical cases and telling ordinary people’s stories through multiple angles using graphics, video, and H5 formats. Watching “good stories” on “I Love Jiaozhou” has become a common choice across all social sectors. Reports such as “Yuanbaowan, Longevity Village, Natural Gas...Dongfeng Village Sets Out for Happiness” and “Elders in Dongyong Village Are Quite Fun” turned many villagers into “stars.” Meanwhile, the municipal party committee and government increased *Jin Jiaozhou* newspaper circulation by 20,000 copies, distributing them all to villagers and community residents to expand the influence of local people and local affairs, transmit exemplary power, and inherit model spirit, receiving widespread public praise.

2.5 Striving to Be the “Gas Station” for National Civilized City Creation

On November 17, 2017, the National Spiritual Civilization Construction Commendation Conference was held in Beijing, where Jiaozhou was honored as a National Civilized City, ranking first among 50 newly designated county-level cities (counties). Jiaozhou Party Secretary Sun Yonghong attended the conference and was received by President Xi Jinping. As the only district/city in Qingdao participating in this round of creation, this was both Jiaozhou’s glory and Qingdao’s pride. In covering the National Civilized City creation campaign, the Jiaozhou News Center conducted comprehensive all-media, all-perspective “bombardment” to create a strong public opinion atmosphere. It gave full play to all-media’s positive energy dissemination by launching columns

and special editions such as “Create Civilized City, Build Beautiful Jiaozhou, Be Civilized Citizen,” “Virtuous Jiaozhou, City of Civilization,” and “Determined to Win, Success Assured, Win the Battle for National Civilized City.” These efforts focused on key creation tasks and fostered a strong atmosphere of city-wide participation. Leveraging new media’s real-time and fast communication characteristics, the center released daily public service advertisements for city creation and launched columns and activities including “I’m On-Site for City Creation,” “Jiaozhou News Center Benefits from City Creation,” “Civilization Photography,” “City Creation Relay,” “Happy Reader,” and “Positive Endorsement, Positive Leadership,” releasing 86 public service advertisements that attracted 160,000 citizens to participate in the city creation relay. Collaborating with the Education and Sports Bureau, the center launched the “Create National Civilized City, I’m a Little Master” summer essay contest for primary and secondary school students, using small hands to pull big hands in building a civilized city together. Columns such as “Grey Lens Around Us” and “Beautiful Lens Around Us” subtly influenced citizens, continuously improving civil literacy and urban civilization levels.

2.6 Building a “Talent Pool” for “Most Beautiful Jiaozhou People”

The center launched columns including “Most Beautiful Jiaozhou People,” “Jiaozhou Craftsman Around Us,” “Retired but Not Faded, Positive Energy of the Era,” and “Jiaozhou Model Workers” to excavate and report on exemplary individuals. Stories such as “Jiang Yulong—Writing Splendor with Flying Welding Sparks” and “Jiang Wenxiu—Power Grid Guardian in Wind and Rain” created a good atmosphere of learning from role models and striving for advancement. Gaoshengyuan and Zhang Xiaoyang, the post-90s youths who rescued people from a sea of fire, were reported by the Jiaozhou News Center and made it to the “China Good People” list. To date, the center has excavated 684 typical cases of “Most Beautiful Jiaozhou People,” with 11 individuals selected for “China Good People,” 2 rated as “Provincial Moral Models,” 28 selected for “Shandong Good People,” and 3 families recognized as “First Provincial Civilized Families.”

2.7 Opening a “New Window” for City Image and Regional Characteristics

The news center sorts out Jiaozhou’s urban connotation, outstanding culture, characteristic products, and tourism routes, producing original local content with rich graphics, texts, and interactive videos released at major nodes on its public account to showcase regional traits and expand publicity effectiveness. Articles such as “Jiaobei Rapeseed Flowers Waiting for You!” , “Jiaozhou Spring Outing Guide,” and “Qingming Festival Fun in Jiaozhou! Flower Viewing, Horse Riding, Food Picking…Your Choice!” have played a powerful guiding role. For instance, in shaping the “Landscape Yanghe, Four Seasons Appointment” brand, the Jiaozhou News Center has conducted comprehensive follow-up cov-

erage from the perspectives of unique seasonal landscapes and tourism routes, continuously planning reports on locations such as Ai Mountain, Jiuding Lotus Mountain, picking gardens, and grass skiing venues. Under strong media guidance, Yanghe Town was rated a National Environmental Beauty Town and Shandong Tourism Strong Town. Jiaobei Street' s rural tourism has also been a subject of close tracking by the Jiaozhou News Center, focusing on the evolution from the single Peach Blossom Festival to rural picking and sightseeing tourism across more than 10 villages, and from the original rapeseed flower viewing in Yuhuangmiao Village to current red education base tours, continuously strengthening its social visibility. Recently, Yuhuangmiao Village won the title of "China' s Most Beautiful Village," all demonstrating the media' s role in promotion and enhancement.

2.8 Striving to Be a Public Opinion Field for Clarifying Fallacies and Authoritative Voice

With the continuous development of self-media, everyone can voice their opinions online anytime, resulting in diverse and sometimes fallacious voices. "Clarifying fallacies and distinguishing right from wrong" is not only an important part of the duties and missions of news and public opinion work but also a fundamental approach to maintaining mainstream ideology. Therefore, correct guidance of online discourse is an urgent need for maintaining social stability and harmony, and a responsibility that mainstream media must undertake. Mainstream media must attach great importance to online voices and fully leverage their advantages to reshape authority in online public opinion [?]. As Jiaozhou' s mainstream media, the Jiaozhou News Center strives to assume its proper responsibilities. Regarding various discussions about Jiaozhou Park' s renovation, the center interviewed the Jiaozhou Planning Bureau and published the authoritative explanation on the "I Love Jiaozhou" WeChat public account, with netizens commenting, "Authoritative statement, finally good news," and "Everyone is paying attention, looking forward to early commencement." When a rumor spread that "an excavator entered a cultural heritage protection area for construction at dawn, demolishing a century-old wall," the center immediately interviewed the competent authority, the Jiaozhou Municipal Bureau of Culture, Radio, Television, Press and Publication, and used "Toutiao" to publish clarifications, enabling the masses to understand it was misinformation. This effectively enhanced the party' s news and public opinion dissemination capacity, guidance, influence, and credibility. During the vigorous National Civilized City creation campaign, which involved community renovation and livelihood improvement, the center' s reporters went to the frontlines to restore facts and provide authoritative voices when facing public misunderstanding.

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

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