

Practice of Media Convergence Reporting—A Case Study of *Bao'an Daily's* Media Convergence News Reporting on Creating a National Civilized City (Postprint)

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Abstract

Policy communication constitutes a critical component of policy implementation, and its effectiveness directly determines the success or failure of policies. As an integral part of ideological, propaganda, and cultural work, news and public opinion work represents mass work and, more fundamentally, grassroots work—it originates from the minutest details, manifests in subtle phenomena, and constitutes an endeavor of ideological construction within the human mind, with its principal agents, priorities, and focal points all situated at the grassroots level. Grassroots party newspapers, by centering on core tasks and serving the general situation, deeply cultivating grassroots communities, strengthening content development, conducting media convergence reporting, vigorously launching special columns, enhancing public welfare campaign planning and publicity, reinforcing the function of public opinion supervision, effectively bridging the “two public opinion spheres,” delivering sophisticated “combined approaches,” and championing the “main melody” of civilization, render the earnest implementation of media convergence reporting profoundly significant and far-reaching in its impact.

Full Text

Preamble

ChinaXiv Cooperative Journal: Media Convergence Reporting in Practice—A Case Study of *Bao'an Daily's* Coverage of Creating a National Civilized City

Abstract: Policy communication constitutes a critical component of policy implementation, and its effectiveness directly determines policy success or failure.

As an essential part of ideological, propaganda, and cultural work, journalism and public opinion work represents mass work and, more fundamentally, grassroots work. It originates from the minutiae of daily life and manifests in subtle details, essentially constructing ideas in people's minds—with its subjects, priorities, and focal points all rooted at the grassroots level. Grassroots party newspapers that center on core tasks, serve overarching goals, cultivate deep community ties, strengthen content development, and employ media convergence reporting can powerfully launch special column reports, enhance public welfare campaign promotion, intensify public opinion supervision, robustly bridge “two public opinion fields,” deliver brilliant “combination punches,” and sing the “main melody” of civilization. Such earnest media convergence reporting carries profound significance and far-reaching impact.

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Introduction

“Policy communication is a crucial link in policy implementation; its effectiveness directly affects policy success or failure.” Journalism and public opinion work, as a vital component of ideological, propaganda, and cultural work, constitutes mass work and, more essentially, grassroots work. It emerges from humble beginnings and manifests in subtle details, constructing ideas in people's minds, with its subjects, priorities, and focal points all residing at the grassroots level. For these reasons, robust media convergence reporting by grassroots party newspapers carries profound significance and far-reaching implications.

The year 2017 marked the evaluation period for the fifth National Civilized City designation. To implement the Shenzhen Municipal Party Committee and Government's deployment requirements for advancing the national civilized city creation initiative, foster a positive public opinion atmosphere of universal mobilization and participation in Bao'an District, win the “civilized city creation” battle, and secure the district's fifth consecutive National Civilized City title, *Bao'an Daily* fully leveraged its functions as an official party newspaper and community newspaper. Focusing on media convergence reporting models, *Bao'an Daily* concentrated intensively on civilized city creation, launched powerful column reports, strengthened public welfare campaign promotion, enhanced public opinion supervision, robustly bridged “two public opinion fields,” delivered brilliant “combination punches,” and sang the “main melody” of civilization, thereby providing crucial public opinion support and driving work forward in Bao'an District's civilized city creation efforts.

1. The Necessity and Significance of Media Convergence Reporting for Grassroots Party Newspapers

“We must promote integrated development and actively leverage new media communication advantages.” The integration of traditional and emerging media must follow the laws of news communication and new media development, strengthen internet thinking, uphold the principle of complementary advantages and integrated development between traditional and emerging media, and prioritize advanced technology as support and content construction as the foundation. This integration should drive deep convergence across content, channels, platforms, operations, management, and other dimensions. “The key to integrated development lies in becoming one, in merging into a single entity.” President Xi Jinping’s repeated directives on advancing media convergence have pointed out the direction and provided fundamental guidance for media integration efforts.

Currently, the public opinion ecology, newspaper industry development, communication technology, and media landscape are undergoing profound transformation. The internet, in particular, is catalyzing an unprecedented revolution in the media sector. The transition from traditional media to “two micros and one terminal” (Weibo, WeChat, and news client) and then to “multiple micros and multiple terminals” has transformed readers into users, fundamentally altering how people access news, communicate, and live their work lives. After years of continuous exploration and advancement, China’s media convergence development has entered a stage of deep integration and accelerated upgrading. Under the leadership of party committees and governments, diversified and distinctive media convergence development models have increasingly become the mainstream trend. Benefiting from advantages in policy, technology, and capital, traditional media at all levels have developed numerous distinctive features across content, channels, platforms, operations, systems, operations, and models. New technologies have been widely applied, achieving remarkable new communication effects. News visualization has gradually become the mainstream trend. Top-level design and policy guidance have been strengthened. Media organizations have focused on their core business, engaged in cross-sector co-operation, and pursued diversified operations. They have optimized workflows and shared resources.

News and public opinion work stands at the forefront of ideological work. History and reality demonstrate that there are no vacuums in the public opinion arena; if correct ideological and public opinion does not occupy the space, it will inevitably be occupied by various erroneous ones. We must genuinely enhance political consciousness and position consciousness, uphold correct public opinion orientation, and strengthen the construction of news propaganda and public opinion positions. In this context, grassroots party newspapers’ engagement in media convergence reporting to continuously enhance the communication power, guidance, influence, and credibility of news propaganda work carries important practical significance and profound long-term meaning.

2. Strongly Launching Column Reports

Column reports represent a crucial method for strengthening public opinion guidance and building consensus. *Bao'an Daily* attached great importance to civilized city creation news coverage, organizing meticulously and responding swiftly. The newspaper formulated and issued the *Bao'an Daily 2017 National Civilized City Creation Publicity Work Plan* from four major aspects: work objectives, publicity content, work arrangements, and work requirements. In accordance with the plan, the newspaper meticulously launched a series of civilized city creation news reports.

On April 14, 2017, immediately following the conclusion of Bao'an District's Thousand-Person Mobilization Conference for National Civilized City Creation, *Bao'an Daily* meticulously organized and planned the launch of a 10-page special report titled "Creating a National Civilized City: Bao'an in Action." Subsequently, from April to October 2017, *Bao'an Daily* seized key moments, spared no space in major news sections, and continuously launched the "Creating a National Civilized City: Bao'an in Action" series of large-scale column reports. The newspaper published over 1,000 pages of coverage with more than 4,500 news stories—averaging six pages daily—achieving organic unity between quality and quantity in civilized city creation news coverage.

Particularly on August 7, 2017, targeting the people-centered development philosophy and the value connotation of citizen co-construction and sharing in civilized city creation, the Editor-in-Chief of *Bao'an Daily* carefully considered the timing, personally assigned the topic, and meticulously deployed arrangements to organize and launch the large-scale column series "Great Discussion on Civilization Starts with Me" from different perspectives, fields, and aspects. This initiative advocated for citizens to start small, start with matters around them, and jointly build a civilized and beautiful homeland.

In its specific planning and reporting practice, the column visited farmers' markets, libraries, parks, bus stations, residential communities, shopping malls, and government service centers. Using letters from volunteer representatives calling for civilized behavior through small actions, the newspaper published *Civilization Lies in Every Word and Deed; Creation Originates from Every Drop* from some Bao'an volunteers and *A Letter from Bao'an Daily to All Citizens* in an interactive letter format. As an important carrier of citizens' daily lives, the farmers' market became an entry point for coverage. *Bao'an Daily* visited the Fuzhongfu Market, listening to merchants, customers, and cleaners share their thoughts on civilized city creation, and produced the news feature *Good Market Environment Makes Business More Pleasant*. As public cultural spaces, libraries bear important responsibilities for enhancing citizens' civilized qualities and cultivating ideological values. *Bao'an Daily* visited the central district library, listening to readers and administrators discuss their feelings and suggestions on civilized city creation, and produced *Everyone Promotes Civilization to Create a New "Pleasant" Reading Environment*. As important components

of the civilized city evaluation system, parks were another focus. *Bao'an Daily* visited Bao'an Park, listening to fitness enthusiasts, security personnel, and cleaners discuss changes and civilized city creation, and produced *Beautiful, Safe Atmosphere Makes Leisure and Fitness More Enjoyable*. Bus stations serve as mobile windows of urban civilization. *Bao'an Daily* visited Bao'an Bus Station, listening to passengers, drivers, and volunteers share their feelings and suggestions, and produced *Better Environment and Stricter Security Promote Mutual Improvement and Shared Civilization*. "Every residential community is a small society; civilized city creation must start from communities," so *Bao'an Daily* visited communities, listening to residents and management personnel, and produced *Community Environment as Beautiful as a Painting; Harmony and Civilization Praised by All*. Shopping malls constitute a major battlefield for civilized city creation work. *Bao'an Daily* visited shopping malls, listening to service personnel, management, and citizens discuss civilized city creation changes, and produced *Bright and Clean Malls Demonstrate Civilization Everywhere*. Service windows are microcosms of urban civilization. *Bao'an Daily* visited Bao'an Government Affairs Center, listening to citizens and service personnel discuss changes, and produced *Civilized Language at Lips; Harmonious Scenes Everywhere*.

The coverage practice demonstrated that this column built consensus and synergy, promoted co-governance, co-construction, and sharing, achieved good response and results, and won unanimous praise from leaders at all levels. Specifically, the column coverage featured three notable characteristics. First, lofty conception with precise focus. The column was personally assigned and meticulously guided by the Editor-in-Chief of *Bao'an Daily*, who carefully considered the timing and aimed at the people-centered development philosophy and the value of citizen co-construction and sharing. The column connected top-level policies with grassroots realities, organically linking them with precise force, and closely integrated the important background, actual conditions, work measures, and distinctive features of civilized city creation in the greater Bao'an area. Second, deep frontline engagement with interactive connectivity. After establishing the macro direction, various editorial departments collaborated and swiftly implemented the plan, going deep into communities and frontlines to investigate actual conditions, listen to public voices, and catch "live fish" (vivid stories). They wrote and edited with dedication, presented content brilliantly and diversely, and strengthened interaction and connectivity with citizens and readers, deeply showcasing the voices, opinions, and suggestions of all sectors of society on civilized city creation. Third, upholding principles while innovating to build consensus. Innovation is the source of vitality for enhancing news reporting, while building consensus constitutes an important purpose. This column innovated in reporting content, presentation methods, and guidance concepts, effectively strengthening the communication power, influence, and guidance of civilized city creation news planning and reporting, creating a favorable atmosphere and building consensus and synergy.

3. Strengthening Public Welfare Planning and Propaganda

Public welfare planning and propaganda constitute important components of the reporting system. Public civilized welfare advertising and public civilized welfare activities hold significant practical and long-term importance for improving citizens' public morality and civilized qualities, gathering positive spiritual energy, and shaping healthy, beautiful psychology, mentality, mood, and mind-sets among the entire population.

Based on this understanding, *Bao'an Daily* clarified priorities, strengthened creativity, and continuously published public welfare advertisements on core socialist values and "civilization and fresh air" themes. The coverage and influence of these public welfare advertisements continuously expanded, while their guidance and driving force continued to strengthen. From January to August 2017, *Bao'an Daily* launched over 120 pages of "civilization and fresh air" and "core socialist values" public welfare advertisements. A large number of civilized city creation public service advertisements that were easy to understand, creatively novel, goodness-oriented, beauty-seeking, and heart-opening gradually took root in citizens' hearts, including messages such as "Cultivate and practice core socialist values, strive for the fifth National Civilized City," "Prosperity, Democracy, Civility, Harmony; Freedom, Equality, Justice, Rule of Law; Patriotism, Dedication, Integrity, Friendship," "People have faith, the nation has hope, the country has strength," "Honor virtue and goodness, make Shenzhen livable," "Do one good deed daily, great love for Shenzhen," "Loyalty and honesty sustain families for generations, reading inherits family traditions," "Clear waters and green mountains are invaluable assets," "Practice thrift, oppose waste," "Give roses to others, fragrance remains on your hands," and "Without credibility, individuals cannot stand, businesses cannot prosper, and nations cannot become strong."

Organizing and planning public civilized activities represents an important method for strengthening public opinion guidance, building consensus and synergy, and driving work forward. The "Citizen Civilization Observation Group," as the name suggests, focuses on the core meaning of co-construction and sharing in civilized city development under the new development philosophy. It actively and steadily organizes citizens to observe, evaluate, and supervise urban civilization. This represents both the specific requirement for news media to implement the "go, transform, and reform" approach and practice the "three closenesses" (close to reality, close to life, close to the masses), and a vivid practice of the work method of coming from the masses and going to the masses.

Beginning in May 2017, *Bao'an Daily* took the lead in collaborating with the District Youth League Committee to establish a "Citizen Civilization Observation Group" composed of citizen representatives, volunteer representatives, and media representatives, mobilizing citizens to observe and evaluate urban civilization. *Bao'an Daily* formulated and issued the *Citizen Civilization Observation*

Group Activity Plan, specifying activity content, timing, requirements, reporting schedules, and scale. The specific operational model of *Bao'an Daily's* "Citizen Civilization Observation Group" public civilized activities involves weekly sessions focusing primarily on "pain points" in four major areas: public environment, public order, interpersonal relationships, and public welfare actions.

To date, *Bao'an Daily's* "Citizen Civilization Observation Group" public civilized activities have been conducted for 20 consecutive sessions, organizing over 100 observation group members to visit communities for evaluation, research, supervision, and guidance. They have actively offered suggestions, conducted in-depth publicity and reporting, and provided meticulous civilized guidance, forming a normalized, institutionalized, and standardized operational model. This has created a public opinion atmosphere of universal participation, co-construction, and sharing, enhanced citizens' sense of home ownership and civilized qualities, and effectively promoted the in-depth development of civilized city creation work.

4. Strengthening Public Opinion Supervision Functions

On February 19, 2016, President Xi Jinping emphasized at the Party's News and Public Opinion Work Symposium that "unity, stability, and encouragement with positive propaganda as the main approach is the basic guideline that the Party's news and public opinion work must follow." "Public opinion supervision and positive propaganda are unified." "News media must face problems existing in work, confront social ugliness, eliminate the foul and uphold the good, and point out shortcomings. At the same time, critical reporting must be factually accurate and analytically objective." As a grassroots party newspaper, *Bao'an Daily's* carefully launched "Voice" page after the July 2015 layout refresh well embodies the spirit and requirements of President Xi Jinping's "2·19" speech regarding news and public opinion supervision.

After more than two years of innovative exploration and practice, the "Voice" page's "Public Sentiment" column has received full affirmation from leaders at all levels in Bao'an District and deep affection from the general public. Particularly in early April 2017, when *Bao'an Daily* jointly launched the "Supervision Post" column with the Bao'an District Discipline Inspection Commission (Supervision Bureau), it became a golden 招牌 of *Bao'an Daily*. Based on the principle of "running the 'Supervision Post' column well and promptly reflecting Party members and cadres' inaction, slow action, and arbitrary action," the column was established as a new platform for collecting problem clues and educating Party members and cadres. The Bao'an District Discipline Inspection Commission and Supervision Bureau actively paid attention to problem clues reflected in *Bao'an Daily's* "Voice" page "Supervision Post" column, continuously increasing efforts to rectify work styles and enforce discipline.

From April to October 2017, the "Supervision Post" column on *Bao'an Daily's* "Voice" page systematically and comprehensively focused on civilized city cre-

ation work, publishing over 150 reports across more than 100 pages. A series of public opinion supervision reports were basically effectively resolved and improved. For example, on May 26, 2017, during the critical period when the entire district was mobilized to welcome the National Civilized City evaluation, the “Supervision Post” column reported on illegal excavation that had turned a pipeline construction site into a garbage pit on the sidewalk along Xinghua Second Road near Guancheng Shijia. This report received high attention from Shenzhen’s Vice Mayor and then Bao’an District Party Secretary Huang Min, who made two important instructions. Subsequently, on May 31, the “Supervision Post” column followed up with a report titled “Xinghua Second Road Pipeline Construction Section Restored to Traffic—Construction Unit Responsible Person Detained for Illegal Excavation,” focusing on strengthening publicity guidance and establishing legal authority. This effectively safeguarded Bao’an’s civilized city image and the safety of people’s lives, property, and public interests.

For instance, on May 10, 2017, the “Supervision Post” column reported on severely damaged sidewalks near Haoxiang Bus Station on Bao’an Avenue. On May 17, the column provided feedback: “Reporters observed workers rushing to repair the sidewalk near Haoxiang Bus Station. However, recent rainfall has slightly slowed progress, with completion expected tomorrow.” Another example: on August 11, 2017, the “Supervision Post” column reported that “Jinhua Road” was mislabeled as “Mianhua Road” on road distribution maps at Bao’an Park and other bus stations. Subsequently, on August 23, the column reported that “relevant station community and road distribution maps have been promptly updated, and we applaud the relevant staff’s efforts!” The “Voice” page “Supervision Post” column effectively strengthened the newspaper’s connection with party committees, governments, and citizens, becoming both an important tool for departments at all levels to understand higher-level spirit and clarify work thinking, and an effective carrier for conducting public opinion supervision and improving people’s livelihoods.

Additionally, the “Voice” page “Supervision Post” column launched a series of news reports that promoted the main melody and spread positive energy, such as “Bao’an Volunteers in Hunan Disaster Relief,” “Elderly Person Falls, Urban Management Officers Timely Send to Hospital,” “Traffic Police Brave High Temperatures to Give Directions and Move Luggage,” “Police Officers Enthusiastic About Civilized City Creation, Volunteers Deliver Watermelon,” and “Jointly Building Beautiful Urban Villages, Netizens Offer Suggestions.”

5. Robustly Bridging the “Two Public Opinion Fields”

President Xi Jinping emphasized that “currently, the media landscape, public opinion ecology, audience, and communication technology are all undergoing profound changes, especially the internet is catalyzing an unprecedented revolution in the media sector. Wherever readers and audiences are, the tentacles of publicity and reporting must extend there, and the focus and foothold of propa-

ganda and ideological work must be placed there.” In this context, bridging the “two public opinion fields” carries important practical significance and profound long-term meaning.

From the perspective of journalism and communication studies, a public opinion field refers to the domain where public opinion forms and spreads. The concept of “two public opinion fields” was formally proposed by Nan Zhenzhong, former Editor-in-Chief of Xinhua News Agency, in 2003. Specifically, one is the “official public opinion field,” primarily expressed through official media operated by the ruling party and government (party newspapers, party journals, radio and television stations, news agencies, official websites, etc.); the other is the “civil public opinion field,” primarily formed through social network self-media (personal spaces, Weibo, WeChat) as expression platforms.

As the official newspaper of the greater Bao'an area Party Committee (including Bao'an District Committee, Longhua District Committee, and Guangming New District Working Committee), *Bao'an Daily* serves as an important resource and means for district governance. In recent years, to fully leverage *Bao'an Daily's* vanguard and main position role in news publicity and public opinion guidance in the greater Bao'an area, the newspaper has followed the media convergence development concept and basic principle of “content is king, mobile first,” accelerating its media convergence development process. Centering on the overall work of party committees and governments in the greater Bao'an area, the newspaper has carefully planned, deeply aggregated, expanded channels, communicated three-dimensionally, and deeply implemented a mobile-first media convergence development strategy to strengthen and expand its public opinion position.

“Newspaper” is the content of communication, while “paper” is the carrier of communication. County-level newspapers are the most grassroots mainstream media in China's party newspaper system, serving as neural endings that transmit the Party's principles and policies upward and downward, undertaking the important responsibility of conveying the Party's guidelines to grassroots cadres and the masses during the “last mile.” In the current environment of multicultural integration, multiple ideological trends, and diverse values, *Bao'an Daily*, as a banner among China's county-level party newspapers and official newspapers, organically bridging the “two public opinion fields” carries important practical significance and profound long-term meaning.

In recent years, *Bao'an Daily* has established media convergence and mobile-first as important development strategies and its “Number One Project.” Through new reforms, it established a converged media center, issued a converged media operation assessment and management method, reengineered the planning, gathering, editing, reviewing, and distribution process, and formed a work pattern of “one-time collection, multiple distribution, and diversified communication” for major news reports. Currently, *Bao'an Daily* is responsible for operating the Bao'an Tong APP and managing 20 new media operations, forming a “1+1+1+N” new media matrix pattern.

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

Source: ChinaXiv — Machine translation. Verify with original.