

## Reflections and Explorations on Improving Fire Brigade Publicity Work in the New Media Environment (Postprint)

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### Abstract

Fire safety work is of paramount importance, as it not only concerns the safety of people's lives and property, but also relates to the stability of thousands of households and the construction of a harmonious society. Fire departments are forces fighting on the front lines of firefighting, investing substantial human and material resources annually in firefighting operations, with firefighters frequently sacrificing their lives on the front lines. Strengthening the propaganda work of fire departments can not only help people understand the importance and dangers of firefighting work, but also contribute to raising public fire safety awareness, taking preventive measures, reducing unnecessary losses for fire departments, and minimizing casualties and property damage among the populace. In recent years, with economic development and advances in information technology, the new media industry has rapidly emerged. Emerging media platforms such as the Internet, Weibo, WeChat, and QQ have influenced people's lives. The rise of the new media industry has transformed traditional news dissemination channels, with new media offering faster, more timely, and more convenient news propagation, and people increasingly inclined to choose new media as their primary means of obtaining news. Under these circumstances, it appears particularly important for fire departments to actively utilize new media to conduct propaganda work. This paper primarily conducts reflection and exploration on how to effectively carry out propaganda work for fire departments in the new media environment.

## Full Text

### Reflections and Explorations on Improving Fire Brigade Propaganda Work in the New Media Environment

**Abstract:** Fire safety work is of paramount importance, as it concerns not only people's lives and property, but also the stability of thousands of households and the construction of a harmonious society. Fire brigades are frontline forces in firefighting operations, investing substantial manpower and material resources annually, with firefighters frequently sacrificing their lives on the front lines of fire suppression. Strengthening fire brigade propaganda work can help the public understand the importance and dangers of firefighting work, enhance fire safety awareness, prevent problems before they occur, and reduce unnecessary losses for fire brigades as well as damage to people's lives and property. In recent years, with economic development and advances in information technology, the new media industry has rapidly emerged. Internet, Weibo, WeChat, QQ and other new communication methods have influenced people's lives. The rise of new media has transformed traditional news dissemination channels, offering faster, more timely, and more convenient news dissemination. People increasingly prefer new media as their primary source of news. In this context, it is particularly important for fire brigades to actively utilize new media for propaganda work. This paper primarily reflects upon and explores how to effectively conduct fire brigade propaganda work in the new media environment.

**Keywords:** fire brigade; propaganda work; new media

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## 1. New Media and Its Main Characteristics

The term “new media” was created to distinguish the emerging media industry from traditional media. Traditional media mainly includes television, newspapers, and radio, each with its own carriers and dissemination methods. New media, by contrast, is a communication form built upon the rapid development of the internet in the information age, primarily utilizing the internet and information technology as transmission means. New media has numerous carriers, with computers, mobile phones, tablets, and other electronic devices serving as important vehicles for its dissemination. With the popularization of the internet and smartphones, new media has gained increasing favor among people, and its rise has become inevitable. New media provides people with more channels to access news—by simply turning on their smartphones and connecting to the internet, they can obtain the latest news from around the world at any time through various social software and news websites. Moreover, in the new media era, people enjoy greater freedom of speech: they can not only read news but

also express their views about it online at any time. New media has gained a massive public foundation due to its speed and interactivity. The new media industry possesses several key characteristics.

### **1.2 Diversified News Formats**

In the new media era, everyone can be a news publisher. At news scenes, publishers can rapidly release news through images, audio, video, and other means. Traditional media, by contrast, can only disseminate news through fixed methods, making new media evidently more flexible.

### **1.3 Enhanced News Uncertainty**

Due to the extremely wide range of news sources in the new media era, much news is published without verification. Some individuals even fabricate news for certain purposes, leading to the proliferation of fake news in new media. The broad sources of new media also make effective supervision by relevant authorities difficult, resulting in many negative consequences. Meanwhile, debunking false news consumes substantial time and resources.

### **1.4 Reader Participation and Interactivity**

In the new media era, every news reader is also a news participant. Readers can express their views and opinions in comment sections and extensively forward news they find interesting. These factors greatly enhance reader participation and interactivity in the new media age.

## **2. The Importance of Improving Fire Brigade Propaganda Work in the New Media Environment**

In the new media environment, fire brigade propaganda work faces many challenges, but also presents numerous opportunities. We should actively respond to these challenges, seize these opportunities, and strive to improve propaganda work. Effective fire brigade propaganda not only helps people better understand and recognize fire brigades, but also enhances public attention to fire safety work.

### **2.1 Challenges and Opportunities for Fire Brigade Propaganda Work in the New Media Environment**

New media primarily disseminates information through networks, which users receive through their personal devices. News publishers can rapidly spread content to all corners of the world with just a few words posted online—something traditional media cannot achieve. However, in the new media environment, many fire brigades do not prioritize propaganda work, believing that focusing on their essential duties is sufficient and that propaganda is unrelated to their core mission. They particularly view the new media industry as distant from

their work, arguing that fire brigade propaganda can be conducted through television and newspapers, and that new media propaganda offers little help for firefighting work, making investment of manpower and resources unnecessary. This mindset has caused fire brigade propaganda work to remain absent from the new media domain for a long time, making it difficult for people to see fire brigade-related content in new media. This deficiency in fire brigade propaganda under the new media environment has left many people with little knowledge of fire brigades and fire safety. Meanwhile, the mixed nature of new media has allowed numerous false reports and fake news to spread widely among the public, creating significant difficulties for fire safety propaganda. Such false news not only affects the image of fire brigades but also influences people's correct understanding of fire safety knowledge, undermining the protection of people's lives and property.

Conversely, the new media environment enables faster and more extensive news dissemination. More and more people obtain desired news through new media, whose characteristics of strong participation and powerful transmission make fire brigade propaganda work more efficient. Therefore, the new media era also presents more opportunities for fire brigade propaganda. In the traditional media era, fire propaganda methods were very simple and monotonous, with news formats often being uniform and lacking originality, and typically lacking real-time reporting from fire scenes. This caused many audiences to lose interest in fire propaganda. In the new media era, we can utilize new media to adopt more innovative propaganda methods, conduct propaganda work on a broader scale, and enable more people to timely understand and recognize the importance of firefighting work and the achievements of fire brigades.

### **3. Main Measures and Methods for Improving Fire Propaganda Work in the New Media Environment**

#### **3.1 Correctly Understanding and Recognizing New Media**

Many propaganda personnel working for fire brigades have not updated their thinking in a timely manner and fail to recognize the opportunities and challenges that the new media era brings to propaganda work. This leads to many personnel not prioritizing new media as a propaganda domain, resulting in seriously lagging propaganda efforts for fire brigades in new media that cannot meet public needs. In the new media environment, every propaganda worker should correctly understand and recognize new media, understanding both its advantages and disadvantages. When conducting propaganda work, we must fully utilize these advantages while striving to avoid the disadvantages, thereby leveraging strengths and circumventing weaknesses to effectively accomplish fire brigade propaganda work.

### **3.2 Adhering to Facts and Ensuring Credible Propaganda**

In the new media environment, many members of the public are deeply skeptical of online propaganda, yet remain somewhat credulous of rumors circulating on social media. Under these circumstances, fire brigade propaganda work must seek truth from facts. Particularly in reporting emergency incidents, propaganda workers must adopt first-hand materials and verify them repeatedly before release. Any false or inaccurate reporting will cause the public to distrust fire propaganda, seriously affecting the smooth implementation of future propaganda work. However, once the public has established sufficient trust in fire brigade propaganda departments, propaganda efforts will achieve twice the results with half the effort, and these departments can more smoothly debunk false reports in new media.

### **3.3 Conducting In-Depth Investigation and Comprehensive Reporting While Expanding Propaganda Methods**

During the propaganda and reporting process, propaganda workers cannot compile materials based on their own imagination and some textual information. They must go deep into news scenes and frontline fire brigade units to conduct thorough investigations of the content they intend to publicize and report, thereby enabling comprehensive coverage that allows audiences to gain a more complete and profound understanding of fire brigade work. Additionally, propaganda methods in the new media environment must be actively transformed, as traditional approaches to writing propaganda reports can no longer meet public needs. Propaganda workers should employ more creative methods, such as producing serialized promotional videos depicting the lives of fire brigade soldiers for broadcast on new media platforms, enabling every viewer to understand the life and work of an ordinary firefighter. Such propaganda methods can greatly narrow the distance between audiences and fire brigades, helping more viewers recognize the hardships of fire brigade work and the importance of fire safety work, which is highly beneficial for the smooth implementation of fire brigade operations.

### **3.4 Strengthening Cooperation and Improving Propaganda Personnel Quality**

Solid fire safety knowledge and firm news writing skills are important guarantees for improving the quality of fire brigade propaganda reporting. However, in the new media era, merely mastering these skills is far from sufficient; new media propaganda work requires more personnel who understand and are familiar with new media. Under these circumstances, fire brigades should strengthen cooperation with the new media industry, introduce more outstanding talent, and through coordination between brigade propaganda personnel and new media practitioners, improve the quality of fire brigade propaganda work in the new media environment, ensuring that such work can meet the needs of the broad new media readership.

## 4. Conclusion

With the continuous development of fire safety undertakings, the importance of fire brigade propaganda reporting has become increasingly prominent. In the new media environment, fire brigade propaganda work faces more opportunities and challenges. To conduct such work under these circumstances, we must actively adapt to these changes, adhere to the basic principles of propaganda reporting, innovate propaganda methods and approaches, and fully leverage the advantages of new media in fire brigade propaganda reporting.

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

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