

Reflections and Explorations on Improving Coal Mine News Publicity Work in the New Media Environment (Postprint)

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Abstract

With the rapid socio-economic development in China, coal mining enterprises have also continued to expand. For the vast majority of enterprises, news and publicity work represents a crucial component of both ideological and political work and corporate culture construction, holding significant importance for enterprise reform, development, and construction; coal mining enterprises are no exception. In the current era where new media prevails, traditional media is experiencing unprecedented influence and impact. If left to its own devices, it will inevitably face the awkward predicament of being eliminated by the times. Therefore, news and publicity work in coal mining enterprises must confront existing problems in their own development, boldly innovate and develop distinctive features, in order to forge a new path forward. This article presents an in-depth exploration of coal mine news and publicity work in the new media era.

Full Text

Thoughts and Exploration on Improving Coal Mine News Propaganda Work in the New Media Environment

Abstract: China's socio-economic development has been rapid, and coal mining enterprises have continuously expanded alongside it. For most enterprises, news propaganda work constitutes a crucial component of ideological and political work as well as corporate culture construction, holding significant importance for enterprise reform, development, and construction—coal mining enterprises are no exception. In today's prevalent new media environment, traditional media faces unprecedented impact and challenges. If left to drift, they risk the awkward fate of being eliminated by the times. Therefore, coal mine news

propaganda work must confront existing problems in its development, boldly innovate, and develop distinctive features to carve out a new path forward. This paper conducts an in-depth exploration of coal mine news propaganda work in the new media era.

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1. Problems in Coal Mine News Propaganda Work Under the New Media Environment

In the new media era, traditional news propaganda work has suffered severe impact from online media. Coal mine news propaganda work must confront these existing problems to achieve targeted improvements and healthy development.

1.1 Insufficient Attention to News Propaganda Work

With rapid socio-economic development, competition across industries has become exceptionally fierce. As modern enterprises expand, many coal mining enterprises have adopted a safety-production-and-economic-benefit-centered approach, often treating operational work as hard targets while paying insufficient attention to news media and team construction. They fail to fully recognize the importance of news propaganda in politically guiding, educating, and directing public opinion to ensure smooth implementation of enterprise deployments, resulting in obvious lag in enhancing corporate “soft power.” Particularly in the new media era, standing still undoubtedly means falling behind.

1.2 Inadequate Understanding of News Media Construction

News propaganda work requires various positions, carriers, and platforms as media, and the quality of media construction directly affects propaganda effectiveness. Many enterprises prioritize investments that yield direct benefits but show obvious deficiencies in hardware investment for news propaganda media. Their understanding of various online media and media tools in the new media era is insufficient; some only make necessary investments when equipment becomes outdated or severely damaged and can no longer function normally, leaving no room for keeping pace with the times.

1.3 Low Quality of News Propaganda Work

News professionals hired by social media are mostly journalism graduates with solid professional foundations and theoretical literacy. In contrast, many coal mine enterprise news practitioners are recruited and trained from internal staff, lacking professional qualifications and the sense of responsibility and mission that news professionals should possess, leading to uneven quality in news manuscripts. Moreover, constrained by coal mine enterprise mechanisms and systems, many news practitioners lack foresight and initiative in public opinion guidance, merely “working for the sake of work,” completing tasks perfunctorily and allowing propaganda reporting to become formalistic.

1.4 Intense Competition from New Information Media

In the new media era, the rapid development of various mainstream media outlets, websites, WeChat, Weibo, and other online media has led to pervasive and convenient public information platforms that occupy the limited space of public spiritual life. Simultaneously, as online media develops rapidly, market competition in news propaganda work becomes increasingly fierce, especially with the strong intervention and information coverage of various mainstream media. Audiences can more conveniently consume information selectively through “mobile reading” and “palm-top access,” inevitably diminishing the influence of coal mine enterprise news propaganda work.

2. Measures to Strengthen Coal Mine News Propaganda Work

To address the aforementioned problems, coal mine enterprise news propaganda media must confront deficiencies in their development, boldly innovate, and develop distinctive features to carve out a new development path.

2.1 Enhancing Attention to Coal Mine News Propaganda Work

Leadership and decision-makers in coal mining enterprises must strengthen their emphasis on news propaganda work to better promote healthy enterprise development. News propaganda serves as the “mouthpiece” of an enterprise, a “sowing machine” and “propaganda team,” and constitutes an indispensable component of ideological and political work and corporate culture construction in coal mining enterprises. It holds vital significance for implementing higher-level spirit and deployments, unifying all staff thoughts and will, and rallying workers to undertake entrepreneurship and innovation. Currently, reform and restructuring of state-owned coal mining enterprises are imperative, and news propaganda work must adopt a “politically aware” stance, respond promptly to situational demands or even take preemptive measures to create a favorable atmosphere for enterprise reform and development. Particularly regarding hot-button issues of concern to employees, news propaganda also plays a crucial

role in clarifying doubts, correcting misinformation, and ensuring harmony and stability.

2.2 Creating Electronic Newspapers for Coal Mine Enterprise News Propaganda

In the new media era, the emergence of smartphones, computers, and mobile television has severely impacted traditional media, with newspaper and periodical circulation declining yearly and readership shrinking. Compared with traditional media, new media offers greater timeliness, can update news promptly, provides massive information volumes, and enables more convenient browsing methods, winning support and recognition from many employees. Therefore, while strengthening traditional print media construction, coal mining enterprises should fully utilize network platform characteristics to create electronic enterprise newspapers, using online browsing to enable employees to conveniently access enterprise dynamics and major news in real time, achieving complementary advantages between traditional and new media. This approach not only saves costs and enables low-carbon environmental protection while avoiding resource waste but also saves readers' time.

2.3 Fully Utilizing Internet Information Platform Advantages

Nowadays, internet technology develops rapidly, with online communication platforms such as QQ, WeChat, Weibo, and Renren mushrooming. Take "WeChat" as an example: it primarily uses mobile phones, is simple and convenient to operate, and features fast and extensive message dissemination, enjoying widespread popularity among employees. Compared with traditional media, WeChat has no time, space, or geographical restrictions, and many people habitually share fresh happenings or focus issues around them through WeChat. This communication form is extremely simple. Coal mining enterprises can also use WeChat to transform their marketing concepts, leverage WeChat platforms for brand promotion, and release enterprise news dynamics with text, images, and video according to actual development conditions to achieve information and resource sharing, naturally attracting more attention and enhancing enterprise brand influence.

2.4 Strengthening Coal Mine Enterprise News Media Team Construction

Building a team of professional and competent full-time and part-time news propaganda workers is crucial for better conducting propaganda work. Centering on frontline editors and journalists while relying on grassroots correspondents, enterprises should establish QQ groups, WeChat groups, etc., to mobilize their enthusiasm and achieve resource sharing, interactive exchange, and learning progress. They should regularly hold training sessions for special correspondents and grassroots reporters, adopting approaches of bringing in experts and

sending staff out for learning. Invite experts to explain professional news writing knowledge to correspondents from grassroots units, organize correspondents to conduct field trips and learn news photography techniques, and effectively enhance the professional competence and theoretical literacy of coal mine news propaganda staff. Simultaneously, strict evaluation systems should be established through regular assessments and summary commendations to select “Excellent Correspondents” and “Excellent News Works,” providing material and spiritual rewards to winners to promote the construction of full-time and part-time news propaganda personnel teams in coal mining enterprises.

2.5 Improving the Credibility of Coal Mine Enterprise News Media

As is well known, Weibo features brevity, speed, rapidity, and anytime-anywhere dissemination, making it popular among the public. However, in the Weibo era, everyone plays the role of reporter and editor, resulting in excessive randomness and low credibility of much information. In response to this phenomenon, coal mine enterprise news media can leverage their authority to launch official Weibo accounts for timely news releases, achieving rapid information dissemination while maximizing news credibility and avoiding confusion caused by rumors and hearsay. Additionally, coal mine enterprise news propaganda work must, while adhering to correct political guidance and public opinion orientation, follow the principle of “three closeness” (being close to reality, close to life, and close to the masses), address the actual needs of audience groups, leverage market differentiation advantages, fully explore news materials with coal mine characteristics that employees enjoy, and capitalize on their proximity advantage through “targeted services” to win the support of employees and the public.

3. Conclusion

In summary, in the new media era, market competition in news propaganda work becomes increasingly fierce. Coal mine enterprise news media must adapt to new situational demands, confront existing problems, deeply study the characteristics and patterns of news propaganda work under new circumstances, persist in keeping pace with the times and bold innovation, fully utilize internet platform advantages, expand into various new media fields, continuously strengthen news media and news practitioner team construction, and further improve news propaganda work quality to achieve healthy development and better serve the central work of enterprises.

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

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