**From insisting on the Party managing the media to the Party managing data**

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【Abstract】With the continuous advancement of my country's comprehensive deepening of reform and the rise of emerging technologies, the layout of the national governance system has been adjusted accordingly, and "the Party's control over the media" has been challenged by the new situation from both inside and outside. Focusing on data governance is a new issue facing the Party and the country in the data age, and "the Party's control over data" has become an inevitable trend. From insisting on "the Party's control over the media" to "the Party's control over data", what has changed is the actual implementation and practical issues of the Party's news and public opinion work in the digital age, and what remains unchanged is the adherence to the Party's principles of Marxist journalism. This is not only the inheritance and promotion of the Party's principles of Marxist journalism, but also an important direction for responding to new issues in the new era.

【Key words】The Party manages the media, the Party manages data, Marxist news perspective, big data 【Chinese Library Classification Number】D261.5 【Document Identification Code】A

In the glorious history of the Communist Party of China over the past 100 years, news and public opinion work has always adhered to the leadership of the Party and formed a news management model with "the Party managing the media" as the core. With the rapid development of emerging technologies such as big data, cloud computing, and the Internet of Things, all kinds of data have exploded, and data has become the fifth largest production factor and an important strategic resource. In order to adapt to the new requirements of the times, we should carefully summarize the valuable historical experience and development laws of "the Party managing the media", think about how to inherit and carry forward the concept of "the Party managing the media" in the context of the new era of data, and grasp the feasible path from "the Party managing the media" to "the Party managing data". This can provide practical inspiration for the current work of the Party's news and public opinion, and has important theoretical significance and practical value.

**A century of inheritance: the rich connotation of "the Party controls the media"**

After a glorious journey of a hundred years, the Communist Party of China has always taken "the Party's control over the media" as the practice principle of the Party's news and public opinion work. From the foundation of the theory of the Party's nature of newspapers and periodicals during the New Democratic Revolution, to the exploration of "politicians running newspapers" in the early stage of socialist construction, to the transformation of "business nature, enterprise management" during the reform and opening up period, and the adherence to "the unity of Party nature and people's nature" after entering the new era of socialism with Chinese characteristics, "the Party's control over the media" has always been the lifeline and fundamental principle throughout the Party's news and public opinion work. The century-long history of "the Party's control over the media" has accumulated valuable experience for the inheritance and development in the new era.

Theoretical source: the principle of party nature in Marxist news. The news management model of the Communist Party of China, "the Party controls the media", originates from the Marxist theory of the party nature of newspapers and periodicals, and belongs to the category of the Marxist news view. Marx and Engels clearly discussed the principle of party nature in the proletarian news industry. These news ideas have profoundly influenced the news practice of the Communist Party of China. It can be said that the news industry of the Communist Party of China, which originated from the Marxist news view, has had a distinct party nature since its inception. In the early days of the founding of the Communist Party of China, it was clearly pointed out that the proletarian newspapers and periodicals founded by the party had the requirement of party nature. After the founding of New China, Comrade Mao Zedong proposed that "politicians should run newspapers" and emphasized the party nature of newspaper propaganda. "The Party controls the media" has thus risen from theoretical consciousness to practical consciousness. After the reform and opening up, Comrade Deng Xiaoping clearly pointed out that party newspapers and periodicals must unconditionally publicize the party's propositions; Comrade Jiang Zemin emphasized that news work is an important part of the party's entire cause. Therefore, it goes without saying that the principle of party nature must be upheld; Comrade Hu Jintao emphasized that the party controls propaganda and ideology, which are important principles and systems formed by our party in long-term practice, are an important aspect of upholding the party's leadership, and must always be firmly adhered to and cannot be shaken at any time. These important statements have established the firm party-oriented nature of my country's media and are the practical adherence to the sinicization of Marxist news views. Since the entry of socialism with Chinese characteristics into a new era, General Secretary Xi Jinping has made important arrangements for the party's news and public opinion work and ideological construction, emphasizing that the principle of party-orientedness is the fundamental principle of the party's news and public opinion work, "no matter how the times develop or how the media landscape changes, the principle and system of the party's control over the media cannot change", and constantly strengthened the tasks and role of the principle of "the party's control over the media", forming an institutionalized system, and further enriching the theoretical connotation of the sinicization of Marxist news views.

Historical review: the fine traditions and valuable experience of the Communist Party of China. The formation and establishment of the principle of "the Party controls the media" of the Communist Party of China is associated with the glorious journey of the Communist Party of China for a hundred years, and is closely related to the social reality, economic development and other conditions at that time, and has a distinct mark of the times. During the period of the New Democratic Revolution, the nascent Communist Party of China had to seek a revolutionary path to save the nation, so the purpose of formulating news policies was to serve the cause of revolutionary liberation. After the founding of the Communist Party of China, a number of political newspapers and periodicals were founded. From the macro-newspaper guidelines and propaganda policies to the writing and proofreading of specific reporting content, these newspapers and periodicals were under the all-round leadership of the Party. In the revolutionary struggle, they vigorously promoted the Party's policy program and became an important tool to assist the Communist Party of China in winning the historical task of the revolutionary struggle. During the period of socialist revolution and construction, in order to consolidate the nascent socialist system, the media took on the mission of promoting socialist values ​​and carrying forward the socialist spirit. Therefore, the Communist Party of China began to explore the transformation path of "the Party controls the media". First, the public ownership of news media was established, the situation of the coexistence of public, private and public-private joint ventures in news media was rectified, and the socialist news propaganda system under the leadership of the Party was established. Secondly, a top-down news media management system should be established to realize the Party's centralized management and efficient leadership over news and public opinion work and consolidate the socialist system. Entering the reform and opening-up period, the establishment of the socialist market economic system has shifted the focus of work to the economy. News media are encouraged to pursue economic benefits while adhering to social benefits, and news media have the possibility of diversified and flexible development. However, no matter how the business philosophy and organizational structure change, the principle of "the Party controls the media" is still emphasized. Adhering to the leadership of the Party is the unshakable fundamental principle of the socialist news industry with Chinese characteristics.

Realistic logic: the inevitable requirement for promoting the modernization of the national governance system and governance capacity. The media field occupies an important position in the national governance system. However, in today's world, the degree of economic globalization continues to deepen, cultural conflicts and communication patterns are constantly changing, social thoughts at the ideological level frequently emerge and collide with each other, the public opinion ecology is complex and chaotic, and social consensus is difficult to form, which has brought obstacles to the Chinese Communist Party's work in guiding news and public opinion. The ability to guide public opinion is not only related to the party's ability to govern, but also to the level of national governance. Doing a good job in public opinion guidance and adhering to the correct guidance of public opinion work mechanism can not only guide social negative emotions, eliminate ideological traps, bridge differences of opinion, and build social consensus, but also promote the modernization of the national governance system and governance capacity. Therefore, the principle of "the party controls the media" must be unswervingly implemented and implemented in the news industry, especially the new mainstream media that mainly rely on party newspapers, party journals, and party stations. As media integration enters the critical zone, the new mainstream media plays the role of the mainstay in the current public opinion field, assuming the role of a glue to coordinate social operations, a safety valve to guide social contradictions, and a flag bearer to guide mainstream public opinion. Its influence continues to expand and plays an important role in national governance. The Party’s management of the media, especially the management of new mainstream media, can amplify the effectiveness of public opinion guidance, innovate the current news and public opinion guidance mechanism, and promote the modernization of the national governance system and governance capabilities.

**Development of the times: "Party management of data" is an inevitable trend**

With the continuous advancement of my country's comprehensive deepening of reform and the rise of emerging technologies such as big data, 5G, artificial intelligence, and blockchain, the layout of the national governance system has been adjusted accordingly, and the "Party-run media" has been challenged by the new situation from both inside and outside. In order to adapt to the needs of the times, the "Party-run media" needs to continue to innovate and develop in inheritance and promotion. It must not only adhere to the consistent Marxist news view of news and public opinion work and adhere to the principle of party spirit, adhere to its basic principles and value demands, but also do a good job in the overall planning and top-level design of data resources, place this emerging country's basic strategic resource under the leadership of the Party, consolidate the Party's ruling foundation, maintain national long-term stability and social and economic development, and enhance comprehensive national strength.

Internal tension: Media integration seeks "Party management of data" reform. Under the influence of national strategic deployment and the COVID-19 epidemic, my country's media integration has entered the critical stage of deep integration. The specific practices in many aspects of the media industry have undergone qualitative changes under the influence of the media deep integration strategy. This forces "Party management of media" to seek a transformation path based on the current situation of the media industry.

First, the production of media content has shifted to content products, and the forms of expression have been constantly innovated. In order to meet user needs and enhance user stickiness, media convergence centers at all levels have actively explored and are committed to launching media convergence products with vivid forms of expression and comprehensive content coverage, including visual news, short videos, live broadcasts, H5 news products, etc. Different forms of media convergence fit the characteristics of different distribution platforms to enhance user experience. Second, the adjustment of media organizational structure has developed towards flat and intensive development. The rapid development of media technology has increased users' demand for the presence of information. The organizational structure of news media needs to reduce the intermediate organizational levels as much as possible, reduce the loss of information caused by the flow of levels, thereby reducing the time of information transmission and improving the efficiency of administrative decision-making. Nowadays, many media convergence centers have transformed from the traditional pyramid structure to a flat learning organizational structure, streamlined middle-level management, and given team members more autonomy, making the flow of information between teams more efficient. Third, media technology has been iteratively upgraded to drive changes in the media industry. Media technologies are not isolated, but they are superimposed on each other to promote the process of media convergence. The development of technology has spawned new media forms, driving the media industry to develop towards mobile, intelligent, and digital trends. Fourth, the trend of cross-border media integration is constantly strengthening, promoting resource aggregation and value symbiosis. The intervention of intelligent media technology has given rise to different models of cross-border media integration. The first is cross-platform media integration, which realizes the organic integration of media content advantages and platform resource advantages. The second is cross-regional media cooperation, which aggregates high-quality resources in the form of pan-regional development alliances. Finally, cross-industry media integration, the widespread application of the "media +" model has stimulated the value of media industry elements, enabling them to transcend their own industrial attributes and promote value symbiosis.

External pressure: The complex public opinion environment urgently needs "Party control over data". In today's world, the international situation is complicated and a multi-faceted competition pattern has taken shape. The public opinion environment is closely linked to ideology and interacts with it. The current tearing of the public opinion field at home and abroad affects ideological security, and ideological security is of great significance to the stable development of our society and the consolidation of the party's regime. This puts forward new requirements for the implementation of the principle of "Party control over the media".

First, changes in the international public opinion environment challenge national information sovereignty. From the perspective of the current international public opinion pattern, Western countries occupy an active position in discourse power, while developing countries are in a passive position. With the evolution of the world's multipolar pattern and the continuous advancement of social informatization, Western countries are trying their best to seize the discourse power in the international public opinion field, trying to dissolve my country's mainstream ideological discourse and deepen the stereotyped effect of countries around the world on China. This poses a certain degree of threat to my country's information sovereignty. Therefore, how to enhance information strength in the international public opinion field, build an efficient communication structure, and gain discourse power in the confrontation with Western countries is an external challenge faced by "Party-controlled media". Second, changes in the domestic public opinion environment challenge ideological security. As the development of media integration enters the critical stage, the media form enabled by technology is becoming increasingly complex, and the media boundaries are gradually disappearing, triggering the transformation of the Internet public opinion field. Internet users, especially young people, have become the main force in socializing and speaking in cyberspace. Compared with the Party's "control" of traditional media, the characteristics of new media make it a free-for-all online public opinion field. Various social thoughts are wrapped up in the integrated and processed Western ideological discourse, trying to disrupt the public opinion field in cyberspace, impact the ideological field of Chinese Internet users, especially young groups, and undermine the influence of my country's mainstream ideology. Mainstream ideology is an important part of my country's ideology. To ensure the security of mainstream ideology is to consolidate the foundation of my country's socialist ideology, consolidate the Party's leadership, and ensure the long-term stability and development of the country.

Technology-driven: opportunities and concerns of data. In this era of intelligent data where everything can be quantified, data plays an important role in social governance and national development. However, massive data also brings about endless problems, seriously damaging personal rights and interests, hindering the development of the data industry, threatening national data sovereignty and thus affecting national long-term peace and social stability. Faced with this core issue concerning national security and economic and social development, "the Party manages data" can be said to be the only way to govern data.

First, the new positioning of data development. Data is an important resource for governance. From the 13th Five-Year Plan, which clearly included big data in the national innovation strategy, to General Secretary Xi Jinping's repeated emphasis on ensuring national data security, the Party and the country have continued to attach great importance to the development and utilization of big data. In 2021, my country has successively issued relevant laws and regulations such as the "Data Security Law of the People's Republic of China", the "Personal Information Protection Law of the People's Republic of China", and the "Critical Information Infrastructure Security Protection Regulations", which have escorted data development from the top-level design and provided a legal basis for data governance. Second, the existing problems of data. At present, my country is in the stage of innovation-driven transformation and upgrading, and the digitalization process is accelerating. However, the various hidden dangers under the data are also becoming increasingly prominent. First, individual users in the context of digital survival face unprecedented information security risks. Personal privacy information leaks occur frequently, and user information has become a commodity that is sold in bulk to obtain illegal profits. Secondly, the problem of "information islands" between government and enterprises is common. Due to the imperfection of data collection and fusion technology and the lack of top-level design for data openness and sharing, data sharing between government departments, data enterprises, and government and enterprises has been difficult to promote for a long time, data processing has increased, information collection costs have increased, and repeated collection has caused a waste of resources. Finally, the cross-border flow of data has threatened national data sovereignty. In the context of the restructuring of the globalization pattern, the cross-border flow of data has led to the generalization of the data sovereignty game, and the size of the discourse power of cross-border data flow is closely related to the level of network development and data collection capabilities. Under the influence of unilateralism, digital powers are moving towards data hegemony, causing cross-border data circulation to stagnate. Data, as a basic strategic resource, will cause many security risks and power disputes, endangering national security if the important information it carries, such as in the military, transportation, and power fields, is not strictly monitored.

**The path to achieving “Party management of data”**

"The Party manages data" does not mean controlling all data, but grasping the development trend of the data industry from a comprehensive, systematic and holistic perspective. Its core is to promote the positive development of the data industry so as to achieve healthy, standardized and sustainable development of the data industry, help social and people's livelihood, and promote the modernization of the national governance system and governance capabilities.

Management rules: attach importance to data norms and explore the construction of data element standardization. First, through legislation, establish data property rights establishment rules, form a complete set of data property rights system with institutional binding force, and clarify the ownership of property rights. After the data property rights system is established, establish a data asset intellectual property management system to provide institutional guarantees for data asset value assessment. Second, improve the personal information authorization system. At present, information collectors such as enterprise platforms usually use roundabout and covert methods to set traps for users. Users often find it difficult to distinguish unfavorable information from the lengthy and complicated user authorization and consent information, and are "forced" to agree to the improper requirements of information collectors. Therefore, Internet enterprise platforms need to adopt a method of clearly informing users of relevant information collection to protect users' privacy and right to know. Of course, this is not a one-size-fits-all information collection restriction. For users' personal data that has been desensitized, Internet companies should be encouraged to mine and use this part of data or open it for sharing. For example, promote the establishment and maintenance of data element market rules, establish a big data rights confirmation platform, build a big data operation ecosystem, and make in-depth explorations in data rights confirmation, data access, etc.

Management and openness: Build a data open platform and break down data barriers. In 2020, the Party and the State clearly proposed to encourage the openness and sharing of government data. "The Party manages data" breaks down government data barriers and capital data monopoly by building a public data open platform, and practices the principle of data openness and sharing. First, according to the city's development positioning, an organizational structure and management system with clear rights and responsibilities is constructed from the top-level design, and government departments are transformed into managers and enablers of the platform. Secondly, strengthen overall planning and coordinate the coordination and cooperation among administrative levels, departments, and entities. Thirdly, improve the quality of open data, simplify the data acquisition mechanism, and provide analysis methods and visualized data results. Finally, clarify the boundaries of data technology and legal openness, promote the integration of data resources between governments and enterprises, organically integrate government public data and enterprise non-public data, and effectively promote scientific management decisions. For example, actively promote the establishment of an urban big data center and launch a public data open platform to make new attempts to promote government transparency, optimize the business environment, and build smart cities.

Management security: The government and enterprises work together to improve the data security system. The improvement of the data security system requires the joint efforts of the government and enterprises. For the government, to ensure data security, it is first necessary to build a data sensitivity review mechanism to screen and classify data and issue warnings for sensitive information. Secondly, strengthen data security awareness training for staff of relevant departments. Finally, establish a risk assessment mechanism for Internet companies to timely understand the flow of corporate data and avoid the leakage of corporate data that holds key information, which endangers national information security. For enterprises, it is necessary to clarify their own responsibilities in data security and formulate a data security management system applicable to the enterprise. After the management system is implemented, it should be reviewed regularly and risk assessments should be conducted to ensure the effectiveness of the management system.

Talent management: Cultivate excellent data talents and promote data technology reform. On the one hand, the Party and the state should further strengthen the management of the data talent training process. First, relevant departments can aggregate the forces of scientific research, enterprises, and the media to create relevant disciplines for big data applications, formulate discipline development plans that meet actual conditions, and conduct professional and diversified cross-disciplinary training for data talents. Secondly, a number of big data education and training bases can be established to create big data application talents, cultivate technical personnel's data acquisition, analysis and application capabilities and data literacy, data ethics and data sensitivity, and provide intellectual support for the practice of "Party management of data". On the other hand, a mechanism for the exchange of data talents between government and enterprises should be established. The government can take the lead in establishing an expert committee in the field of data research to provide intellectual support when there is a need for enterprise planning and decision-making. Enterprises can send elite talents who are proficient in artificial intelligence, cloud computing, blockchain and other technologies to the government, and provide professional and technical support such as data processing and platform operation and maintenance.

At present, China's data industry development is in a new stage of innovation and transformation. Driven by technology, my country's news industry faces severe challenges brought about by the new business model. Against this background, focusing on data governance is a new issue facing the Party and the country in the data age. From "the Party manages the media" to "the Party manages data", what has changed is the actual implementation and practical issues of the Party's news and public opinion work in the digital age, and what remains unchanged is the adherence to the party principle of the Marxist view of journalism. This is not only the inheritance and promotion of the Marxist view of journalism, but also an answer to new issues in the new era.

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