**Government image system building and government new media standardization**

Source: People's Forum

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Editor: Xie Shuai

2020-02-26

<https://www.rmlt.com.cn/2020/0226/570334.shtml>

Core Tip: As a brand-new platform element, government new media provides a new model for the shaping of the government image system, simplifies the image shaping process, and improves the efficiency of image shaping. At present, from the perspective of the government image system, there are still some aspects that can be improved and perfected in the construction and operation of government new media. Under the guidance of the concept of government service standardization, a government new media standardization system should be established with the three systems of government image concept identification, behavior identification, and visual identification as the framework, so as to achieve the overall improvement and development of the government image.

【Abstract】As a new platform element, government new media provides a new model for the shaping of the government image system, simplifies the image shaping process, and improves the efficiency of image shaping. At present, from the perspective of the government image system, there are still some aspects that can be improved and perfected in the construction and operation of government new media. Under the guidance of the concept of government service standardization, a government new media standardization system should be established with the three systems of government image concept identification, behavior identification, and visual identification as the framework, so as to achieve the overall improvement and development of the government image.

【Key words】Government new media standardization Government image system

【Chinese Library Classification Number】D262 【Document Identification Code】A

The "Notice on Further Improving the Work of New Government Media" issued by the Office of Government Information and Government Affairs Disclosure of the General Office of the State Council further narrowed the scope of new government media to government microblogs, government WeChat and government apps, namely "two microblogs and one app". Generally speaking, new government media has demonstrated its advantages and vitality in improving the equality of government services and innovating government service management models, effectively improving public satisfaction, shaping and improving the image of the government, and moving towards the era of policy communication 3.0. As a new platform element, new government media provides a new model for the shaping of the government image system, simplifies the process of image shaping, and improves the efficiency of image shaping. At present, from the perspective of the government image system, there are still some aspects that can be improved and perfected in the construction and operation of new government media.

**Building a government image system (GIS) based on government new media**

Government image refers to the organic reflection of the government as the administrative subject in the minds of citizens as the administrative object. It is the product of the two-way response between the government and citizens. It includes three elements: government (subject), citizens (object) and platform (carrier). The complete image system consists of three aspects: Mind Identity (MI), Behavior Identity (BI) and Visual Identity (VI). The outermost layer of the government image system (GIS) is the visual identity system (VI), which is the visual display of the government image and directly enters the human brain through the visual communication design of specific symbols; the middle layer is the behavior identity system (BI), which is specifically reflected in the government's dissemination of the government's policy ideas in internal and external activities to gain public support for the government; the innermost layer is the concept identity system (MI), which is the theoretical basis, code of conduct and basic concept upheld by the organization, which determines and guides the behavior identity and visual identity systems.

In the traditional model, the government image building process is as follows: Assuming that the government relies on platform A to transmit information to the public in a one-way manner, after citizens have formed a stable image of the government, it is difficult to directly feedback this image to the government through platform A, and they can only choose other platforms such as B, C, and D to feedback it to the government. Although this image building process seems to be two-way, it is not symmetrical. It will cause the public's feedback to reach the government later, so the government cannot respond immediately as the public expects, and the accuracy and efficiency of communication are reduced. At the same time, the noise generated in the communication process will increase with the increase of platforms, making the public's image of the government more and more fragmented, which in turn affects the effect of shaping the government's image.

In contrast, the new government media model greatly simplifies the process of government image building. The government directly transmits information to the public through new government media, and also directly receives the public's immediate response and feedback information. In this communication process, the public receives government information through platform A, gradually strengthens their cognition of the government, forms a stable visual, behavioral and conceptual image, and as a sender, sends information and feedback to the government through platform A. In this process, the government and the public are both senders and receivers, and are active participants in the communication process. This model can effectively make up for the shortcomings of the traditional model. Real-time interaction can help the government effectively perceive and grasp the subtle changes in public opinion, adjust its own behavior, strengthen image building, and improve and enhance the image system.

**New government media under the framework of government image system (GIS)**

In terms of concept identification, administrative agencies at all levels from the central government to local governments have successively issued relevant documents to regulate new government media. Generally speaking, these documents have indeed guided the development of new government media towards standardization, but have not yet clearly stipulated what specific government concepts should be reflected in the development and operation of new government media, and what kind of government image should be shaped.

In terms of behavior identification, the lack of clarity in concept identification has led to deviations in behavior identification to a certain extent, which is mainly manifested in the following aspects: First, the current requirements of "the opening rate of new government media", "using new government media to improve the arrival rate of response information", "expanding the dissemination scope of response information" and other contents have not further stipulated specific standards, and there is a lack of unified requirements for the job responsibilities, necessary knowledge, skills and abilities of new government media staff, resulting in a lack of clear guidance for governments at all levels and their functional departments in practice. Second, there is a lack of clear and practical norms in terms of information release content, release frequency, feedback mechanism, and interactive mechanism of new government media. Third, the language of new government media does not have the consistency and authority of government documents. Fourth, new government media does not have a unified official operating platform. At present, the only one with a unified platform is WeChat, a government communication and office tool developed by Tencent; government microblogs are distributed on more than 80 platforms, and government apps are classified as life, tools or news in the mainstream application market.

In terms of visual identification, government new media presents a state of ambiguity and difficulty in distinguishing: First, the naming. According to a survey by the China Software Evaluation Center, it is difficult to determine whether some government APPs are official APPs by name, or although they are named with official names, the issuing units are enterprises. This situation has led the public to question the authenticity of some government new media. The second is visual identification. The current government new media do not use a unified logo, lack authority, and the account avatar design does not reflect the functions and characteristics of the organization itself, so the recognition is low.

It can be seen that at the three levels of the government image system, my country's new government media lacks uniformity and standardization. This is just as the "Guidelines for the Construction of the "Internet + Government Services" Technology System" pointed out the problems existing in the development of my country's new government media: "The degree of standardization and regularization of government services is not high enough."

**Establishing a new government media standardization system based on the framework of the government image system**

Based on the above analysis results, the author believes that in order for government new media to achieve reform and innovation and better play its platform role in the future, it should establish a government new media standardization system based on the framework of the government image system under the guidance of the concept of government service standardization, thereby achieving the overall improvement and development of the government image. Combined with the "National Standards of the People's Republic of China·Guidelines for Standardization Work", the government new media standardization system can be summarized as follows:

In terms of the concept identification system, based on the Party’s major policies and the government work report, the concept of the construction and operation of new government media is determined to be “building a service-oriented government that satisfies the people”, and is specifically reflected in the following aspects: the definition of new government media, the guiding values ​​and future development plans of new government media, the scope of standardization of new government media, and the types of new government media standards.

In the behavior identification system, we should take "scientific functions, optimized structure, clean and efficient, and people's satisfaction" as the principle and goal, and clarify the standards of new government media in terms of resource allocation, operation, behavior, and process. Specifically: First, establish the resource allocation standards for new government media: various goals of new government media; measures taken to achieve goals; the establishment, structure, division of responsibilities and operation of organizational structures and related positions; personnel responsibilities; efficiency requirements; quality evaluation; the number and level of equipment and facilities and safety technical requirements; technical requirements for basic equipment, facilities and information systems; basic number and level requirements of supporting equipment and facilities, etc. Second, establish the operation standards for new government media: the types and scope of new government media; the content of new government media; the process of new government media; the supervision and evaluation provided by new government media; the ability and qualifications of the subject; the qualifications of staff; personnel allocation; information security and confidentiality; protection of public rights and interests; remedial measures; emergency management. The third is to establish the behavior standards of government new media: the use and maintenance of equipment, facilities and information systems; personnel service etiquette; behavior requirements (acceptance time limit, work efficiency); communication requirements (communication methods, communication content, communication frequency); quality control (handling of public complaints, correction and management of unqualified information release, requirements for preventive measures); supervision and assessment. The fourth is to establish the process standards of government new media: including clear operation process guidelines; procedures and stages of government new media, key processes; participants and responsibilities at each stage; conversion time; public participation.

In the visual identification system, we should follow the principle of "authoritativeness, seriousness, standardization and unification" of the government visual identification system, build a unified government new media portal or entrance, standardize the name format and logo (shape, color, pattern, font size, etc.) of government new media, encourage diversity and innovation on the basis of uniformity, and make unified requirements for the file formats of pictures, videos and other government new media.

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