**Promoting the development of county-level media integration with the concept of information service**

**Source: People's Forum Network**

**Author: Chen Rudong**

**Editor: Yin Bingyao**

**2019-07-17**

[**https://www.rmlt.com.cn/2019/0717/552159.shtml**](https://www.rmlt.com.cn/2019/0717/552159.shtml)

**At present, my country has entered the stage of county-level media integration. In September 2018, the Central Propaganda Department held a field promotion meeting for the construction of county-level integrated media centers in Zhejiang Province. The meeting deployed the construction of 600 county-level integrated media centers to be launched in 2018 and to cover the whole country by the end of 2020. This reflects the country's emphasis on county-level media integration, and also indicates that strengthening county-level media integration and building a national all-media landscape have become an organic part of the national strategy.**

**Therefore, the examination and treatment of county-level media integration should be given national attention, and it should be understood and constructed from the perspective of the construction of my country's media strategic pattern and social development pattern. County-level media integration leverages the integration trend of national media, but also has its own pattern. County-level media integration faces a series of problems and challenges, such as "deviating from the main business and positioning of integrated media in integrated development"; "staying at the integration and enrichment of media forms, and failing to truly transform"; "few high-quality content, and limited audience groups are diverted and harvested by other media"; and so on. Therefore, it is urgent to improve the institutional mechanism construction of county-level media integration and solve the prominent contradictions of funding shortages and talent shortages. Only in this way can the county-level media integration cause prosper, be conducive to the construction of the national all-media communication pattern, and serve the overall development of the country.**

**First, establish the concept of media integration of information services. We should keep pace with the times, adapt to the characteristics and requirements of the development of the times, change the "control mode" to the information service mode, and establish the concept of information service, that is, based on the actual social development of the local area, to serve the overall situation of reform and development of the country, pay attention to the information needs of the local audience, and make the media integration center serve the social development of the local area. That is to "build an important platform for solving problems for the people and doing ideological and political work for the masses, connect the needs and expectations of the grassroots people with the active actions of the party committee and government, extend services to the grassroots, and solve problems at the grassroots"; let the county-level media integration center become a "communication commanding height for serving the people", a position to meet the information needs of the people, and integrate the tasks of the construction of the party and government integrated media center with the people's expectations for a better life.**

**Secondly, establish an information production team and cultivate an audience team for information consumption. At present, one of the main problems faced in the construction of county-level media integration centers is the lack of new talents in the production of integrated media information. Therefore, it is urgent to build an information production team that "can fight when it comes and can win when it fights." Among them, in addition to the construction of the talent team of the county-level media integration center, the most important thing is to cultivate an audience team with high ideological awareness and make it a new force in information production and consumption. The vast majority of netizens in my country are still in district and county-level cities. Therefore, cultivating a large audience team and making it a new force for spreading positive energy is the top priority of the construction of county-level media integration centers.**

**Secondly, establish an information production system and mechanism guided by information service awareness. In the context of traditional media, our communication model is a propaganda paradigm based on the communication subject. This kind of programmed communication often does not pay much attention to the audience's social class, psychological characteristics, information needs, and differences in the audience's ethnicity and country. It blindly starts from the subjective wishes of the communicator and conducts programmed information structure design and information production, and the communication effect is difficult to be satisfactory. Therefore, based on the opportunities of digital media integration and 5G technology, it is an important path for the construction and development of county-level media integration centers to achieve the transformation of the communication paradigm, establish an information production and information consumption system and mechanism centered on the audience's information needs, meet the audience's right to disseminate and the right to know, and enhance the audience's participation, cognition, and trust in information production and information consumption.**

**Finally, the integration of media functions such as political function, social function and capital function should be achieved. The establishment of a county-level media integration center is conducive to the integration of county-level media resources. Media integration does not only mean the integration of media, but also the integration of traditional media and digital media. It is also the integration of media organizations, media platforms, institutional mechanisms, talent teams, communication concepts, communication methods, and communication content. More importantly, it is the integration of interests and functions. my country's traditional media mainly bears political functions, but lacks capital functions and social functions. In the digital media environment, with the rise of private media and social media, the capital function and social function of the media are becoming more and more important. While paying attention to the political function of real media, it is also increasingly important to take into account the capital function and social function of the media. We must adhere to the correct political direction, public opinion orientation, and value orientation, adhere to social responsibility, and put social benefits first. Only in this way can the construction of county-level media integration centers break through the bottleneck of construction and development and be sustainable and long-lasting.**

**(The author is a professor and doctoral supervisor at the School of Journalism and Communication, Peking University)**

**Editor/Zhang Zhonghua Art Editor/Wang Mengya**

**Statement: This article is original content from People's Forum Magazine. Any unit or individual wishing to reprint it should reply to this WeChat account to obtain authorization. When reprinting, be sure to indicate the source and author, otherwise legal liability will be pursued.**