**Ten requirements for improving the effectiveness of news and public opinion work in the omni-media era**

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Author: Ni Wan

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【Abstract】The media’s public opinion guidance and ideological functions are an important part of the national governance system. The changes in domestic and international situations and social thoughts in the era of all-media have made the current news and public opinion work much more complicated than before. Improving the effectiveness of news and public opinion work is not only an inevitable requirement for the news and public opinion front to perform its duties in the future development process, but also a basic guarantee for the construction of the public opinion ecology in the process of promoting the modernization of the national governance system and governance capabilities.

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Since the symposium on news and public opinion work of the Party was held in 2016, our understanding of news and public opinion work has entered a new stage, marked by a series of important speeches by General Secretary Xi Jinping. At present, the public opinion ecology, media structure, and communication methods have undergone profound changes, and news and public opinion work faces new challenges. In 2020, the raging COVID-19 epidemic has made us more deeply aware of the importance of the news and public opinion front. At the meeting on the overall promotion of the prevention and control of the COVID-19 epidemic and economic and social development, General Secretary Xi Jinping particularly emphasized the need to "improve the effectiveness of news and public opinion work." This requirement is also the inevitable path for my country to achieve modernization of national governance capabilities in the field of public opinion. In the era of all-media, the entire process of news collection, production, distribution, reception, and feedback has undergone tremendous changes. Generally speaking, improving the effectiveness of news and public opinion work should meet ten basic requirements.

**Requirement 1: Effectively assess the information environment**

In the era of all-media, new features have emerged in my country's information environment: First, in terms of the international information environment, Western media represented by the United States still have a monopoly in the international public opinion field, and have done everything they can to strengthen the leading position of information technology and consolidate the monopoly of the information field. Second, in terms of the social ideological environment, facing the great changes that have not been seen in a century, my country's social public opinion ecology and the public's ideological situation have become more complex and changeable, and the collision of ideas has become more intense. Behind it are the support of different social thoughts and the intervention of capital forces representing different positions to varying degrees; at the same time, with the in-depth application of emerging media, netizens' opinions have shown a typical trend of group polarization. Third, in terms of the media application environment, media applications show the core characteristics of socialization, mobility, intelligence, and dataization. Media content presents a mainstream audio-visual expression, and media forms are aggregated into a platform-based operation model.

To effectively judge the international information environment, we must fully understand the ideological struggle behind the information environment and the long-term and difficult nature of the competition for international discourse power; to effectively judge the social ideological environment, we must fully understand the characteristics and impact of changes in China’s social thoughts in the new era, and lay the ideological foundation for the modernization of the national governance system and governance capabilities; to effectively judge the media application environment, we must have a deep understanding and control of the ecology of information content production and dissemination against the background of rapid iteration of media technology.

**Requirement 2: Effectively grasp the communication opportunity**

Timeliness, effectiveness and efficiency are the yardsticks for testing the level of news and public opinion work. Whether it is theme propaganda, typical propaganda, achievement propaganda, or emergency event reporting, hot spot guidance, and public opinion supervision, we must focus on timeliness, effectiveness and efficiency and reflect the requirements of timeliness, effectiveness and efficiency.

First, we need to effectively grasp the opportunity from the law of news and public opinion dissemination. Grasping the opportunity is an inevitable requirement of following the law of news and public opinion dissemination, and it depends on the different attributes of different events: some need to speak out immediately and confront each other; some need to release public opinion and guide gradually; some need to plan as a whole and act at the right time.

The second is to effectively use opportunities from the operating rules of communication platforms. From a global perspective, a diversified matrix of leading platforms with obvious advantages has been formed, and the operating characteristics of each leading platform are different, forming different communication characteristics and rules. Systematic use of cross-platform communication chains is an important guarantee for effectively grasping communication opportunities.

The third is to effectively grasp the timing from the time patterns of user behavior. In terms of the media resources used by various types of users, there are significant differences in the distribution of usage time periods, durations, and types among different user groups, and they also show obvious regularity. Understanding the time patterns of user usage is the practical basis for effectively grasping the timing of communication.

**Requirement 3: Effectively plan communication strategies**

How to effectively plan a communication strategy? You should seize the opportunity, grasp the rhythm, pay attention to strategy, be good at setting topics, and make what should be hot become hot, what should be cold become cold, and what should be said be said in place through a continuous supply of high-quality content.

First, accurate timing and authentic information. In the era of all-media, online information from major media platforms is complex and has strong dissemination power, but the content is inevitably biased, and it is difficult to trace and verify. On the one hand, this requires news and public opinion workers to pay more attention to the timeliness, authenticity, and accuracy of information dissemination. On the other hand, it also puts forward higher requirements for the construction of the guiding power of new mainstream media: not only should we grasp the timing of communication, but we should also always adhere to the principle that "authenticity is the life of news."

Second, reflect the overall situation and grasp the rhythm. "What to report, what not to report, what to publicize more, what to publicize less, must proceed from the overall situation and reflect the requirements of the overall situation." Set topics and grasp the rhythm in the dialectical relationship between quantitative change and qualitative change, and pay attention to the systematic and effective grasp of national reports and local reports, one-time reports and follow-up reports, news reports and in-depth reports.

Third, the content is substantial and responds to concerns. We cannot simply present the policies and guidelines of the Party and the government and the issues of concern to the people. Instead, we must fully consider the people's ability to understand and their level of concern when formulating communication strategies, and fully interpret the major policies and specific policies of the Party and the government.

**Requirement 4: Effectively build internal and external relationships**

From the perspective of organizational communication, creating a new type of mainstream media and shaping an omnimedia communication system requires the effective construction of coordinated internal relationships among various components of the organization, as well as a benign interactive relationship with the external environment. This is the organizational guarantee for improving the effectiveness of news and public opinion work.

From the perspective of internal relationship construction, as a special social organization, the new mainstream media must adhere to the Party’s leadership over news and public opinion work as a prerequisite for the operation of this news and public opinion organization. In the specific work links, it is necessary to have an effective internal work coordination and operation mechanism, an effective top-down management and control mechanism, and an effective emergency management decision-making mechanism.

From the perspective of building external relations, the media, as a component of the social system, must face the problem of dealing with the external environment when operating in society. Specifically, it is necessary to effectively coordinate the relationship with party and government agencies, enterprises and institutions, social groups, the general public and other media.

As General Secretary Xi Jinping has required, "We must establish a working concept of large-scale propaganda, mobilize all fronts and departments to work together, and more closely integrate propaganda and ideological work with administrative management, industry management, and social management in all fields." The coordination of internal and external relations is the basis for fulfilling this requirement.

**Requirement 5: Effective production of media content**

In the context of all-media, we must adhere to advanced technology as the support and content construction as the foundation, and implement General Secretary Xi Jinping’s requirement to "build a socialist ideology with strong cohesion and leadership, so that all the people are closely united in ideals, beliefs, values ​​and moral concepts."

Facing the new development situation at home and abroad, effective production of media content must be strategically presented on the basis of implementing the "four confidences". For content production, we must be especially good at expression, and profound truths must be moved and persuaded by telling stories.

From the perspective of domestic communication, keeping the right path and innovating are the core of telling good stories. Keeping the right path means consolidating the foundation and nurturing the roots, always keeping the direction, position, roots and bottom line; innovation means pioneering and innovating, solving new problems with new concepts, ideas, methods and means. This requires news and public opinion workers to change their work style and writing style, bend down, calm down, observe the facts, tell the truth, and express true feelings, and strive to create works with ideas, warmth and quality.

From the perspective of international communication, storytelling is the best way to communicate internationally. We must make great efforts to strengthen the construction of international communication capabilities, including building a foreign discourse system to consolidate the semantic foundation for telling Chinese stories well; integrating new concepts, new categories, and new expressions from China and foreign countries to lay the pragmatic foundation for telling Chinese stories well; promoting media integration, creating key foreign propaganda media, and building a channel foundation for telling Chinese stories well, thereby accelerating the international influence of Chinese discourse and allowing the world to hear and understand China's voice.

**Requirement 6: Effective use of communication skills**

In order to achieve good results with the policy of focusing on positive propaganda, we must effectively improve our communication skills. News reports that are condescending, empty, rigid, and rigid in form cannot really impress people, no matter how good the content is. Good ideas, concepts, and content must be expressed in vivid forms and various means to achieve the best propaganda effect. We must adopt more forms that the masses like, constantly enhance the vividness and watchability of news propaganda, and strive to improve the quality and level of news propaganda.

First, under the requirement of in-depth development of media integration, we should take advantage of the development opportunities of all media and give full play to the advantages and characteristics of emerging media such as "two microblogs and one TikTok", various news clients, websites, forums, etc.

The second is to comprehensively use news, reviews, profiles, editorials, comments, charts, diagrams, short videos, H5, animation and other forms to enrich news language and creative skills.

The third is to improve interactivity, especially to innovate discourse forms while ensuring positive publicity, enhance user stickiness of new mainstream media, and thus improve publicity effects.

Fourth, we should be good at creating and exploring hot topics, but not blindly chasing after them. We should pay attention to the hot topics that netizens are concerned about, while maintaining the seriousness, accuracy and political nature of mainstream media.

**Requirement 7: Effectively analyze user data**

With the continuous development of media technologies such as 5G, big data, cloud computing, the Internet of Things, and artificial intelligence, mobile media with socialization, intelligence, and data as the main line has entered a stage of accelerated development. From audiences to netizens to users, every individual on the Internet can be accurately digitally portrayed.

Effective user data analysis has great practical significance for the development of news and public opinion work. By analyzing the data, we can not only learn about user attributes, user preferences and user influence, and modify the communication strategy of media organizations based on the analysis results, but also predict user behavior and prevent a series of ideological risks.

In recent years, the domestic news industry has attached increasing importance to the measurement and use of user data. The data analysis function of the ByteDance platform can capture real-time hot spots and predict possible future hot spots based on the massive behavioral data and article data of the user group, and provide data analysis of hot events for media organizations. It does not conduct real news collection, but captures and analyzes data such as user attributes and reading behavior, and reintegrates and discovers user concerns in the massive content released on the platform, thereby reproducing news.

**Requirement 8: Effective distribution of accurate information**

At present, cross-platform and intelligent information distribution mechanisms are gradually becoming dominant. First, multi-platform linkage dissemination: under the trend of platformization, the same news event and the same content materials are processed and distributed on different media platforms, producing a linkage resonance effect. Second, intelligent distribution: personalized content push led by algorithms has become the mainstream of current news distribution. In particular, artificial intelligence technologies including robot writing are changing various links such as news topic planning, information collection, content generation and product distribution, resulting in increasingly blurred boundaries between news production, distribution and consumption.

For example, Tiktok's success overseas is not only due to its popularity among users due to its UGC model that produces short videos as its core content, but more importantly, the recommendation algorithm behind it more effectively realizes the understanding and interaction between the platform and users, making Chinese-based social media in a relatively advantageous position in the competition among overseas social platforms. However, we should also see that Tiktok's success has shaken the situation in which American companies are leading in both technology and market in this field, and has made the US government, which has experienced events such as "Brexit" and "CA election assistance", feel "thrilled". Similarly, for the information distribution logic behind big data intelligent algorithms, we also need to continuously strengthen the construction of review mechanisms to ensure the correct orientation of Internet information dissemination.

Accurately distributing information is not only a matter of technology and the market, but also a matter of guidance and control that news and public opinion work needs to effectively address. Therefore, General Secretary Xi Jinping specifically pointed out that "we should explore the application of artificial intelligence in news collection, production, distribution, reception, and feedback, and comprehensively improve our ability to guide public opinion" and use mainstream value orientation to control "algorithms."

**Requirement 9: Effectively evaluate communication effectiveness**

For news and public opinion workers, the pursuit of results and effectiveness should be the starting point and end point of public opinion guidance, so as to effectively enhance the ability to guide public opinion.

Communication effect evaluation plays an important role in improving the effectiveness of news and public opinion work. Its premise is to judge from the ideological level whether news and public opinion work has adhered to guiding people with correct public opinion, and whether all work is conducive to upholding the leadership of the Communist Party of China and our country's socialist system, promoting reform and development, enhancing the unity of all ethnic groups in the country, and maintaining social harmony and stability. From a practical perspective, on the one hand, effective communication effect evaluation should be able to intuitively reflect the specific results of news and public opinion work at home and abroad, in society and individuals, and in organizations and groups from the three overlapping and related dimensions of cognition, attitude and behavior; on the other hand, through communication effect evaluation, it is possible to effectively summarize the lessons learned from news and public opinion work and better guide future work.

**Requirement 10: Effectively shape the public opinion ecosystem**

To effectively improve the dissemination, guidance, influence and credibility of news and public opinion is to effectively create a good public opinion ecology.

First, we need a scientific top-level design. We need to adapt to the trend of segmented and differentiated communication and accelerate the construction of a new pattern of public opinion guidance. Since the 18th CPC National Congress, the Central Committee has re-arranged the ecological pattern of public opinion in my country from a strategic perspective, and has now achieved remarkable results.

Second, we must grasp the relationship between online and offline. Nowadays, more and more people are accustomed to expressing their demands and opinions through the Internet. General Secretary Xi Jinping emphasized that we must "respond to social concerns, especially the concentrated demands of the masses, not avoid contradictions, and actively promote problem solving." We must listen carefully to well-intentioned criticism, opinions, and suggestions. We must do a good job in monitoring online public opinion, accurately grasp and effectively respond to the concerns and demands expressed by the people through the Internet, and properly resolve the problems reflected as soon as possible to achieve a healthy interaction between online and offline.

Third, it must operate on the track of the rule of law. Effective news and public opinion work should not only inspire positive energy and promote truth, goodness and beauty in the whole society, but also resolutely crack down on malicious dissemination of false information and the creation of panic, to ensure that a good public opinion ecology operates on the track of the rule of law.

(The author is the vice dean, professor and doctoral supervisor of the School of Journalism and Communication at Shandong University)

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