**Use all media means to strengthen youth propaganda and ideological work**

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[Abstract] In the era of all-media, the reception and dissemination of information by young people presents new characteristics of fragmentation, entertainment, socialization, personalization, emotionalization, circleization, and positivity. These changes have brought new challenges and opportunities to the propaganda and ideological work for the younger generation. To this end, we must establish a sense of position, innovation, and audience awareness, and do a good job in the "big article", "new article", and "good article" of propaganda and ideological work for the younger generation.

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Educating and guiding the younger generation to shoulder the mission of national rejuvenation is an important task of propaganda and ideological work in the new era, and it is also a future project related to the great cause of the Chinese nation for thousands of years. With the rapid development of the economy and society, the situation of propaganda and ideological work for young people has changed. How to adapt to changes, seize opportunities, respond to challenges, and enhance the communication, guidance, influence, and credibility of propaganda and ideological work for young people is an important topic worthy of serious exploration.

**What kind of words can be heard by young people?**

For the young generation living in the omnimedia era, the meaning of information is not just knowledge and information, but an innate part of daily life. Media includes not only traditional media such as newspapers, magazines, television, and radio, but also emerging media such as online media. With the rapid development of mobile Internet, young people have new characteristics and new preferences in obtaining and disseminating information:

The first is fragmentation. The pace of life of young people is fast, and fragmented time such as commuting, after work, between classes, and before going to bed is their main window for obtaining information. According to a survey by the New Media Research Institute of Communication University of China, young people mainly obtain information in three time periods: 18:00-midnight, 11:00-14:00, and 6:00-9:00. This makes it difficult for them to immerse themselves in "big and complete" with a large amount of information, few exciting points, and too much time. Instead, they tend to prefer "small and beautiful" that is short and concise, has a focused focus, and does not require long stay.

The second is entertainment. Relaxation and killing time are one of the main purposes of young people to obtain information, and whether it is "interesting" is an important criterion for them to choose content. Live broadcasts and short videos are more entertaining, and the information they present is more intuitive and efficient. The climax-focused content arrangement is also more likely to attract the attention of young people.

The third is socialization. Young people are not only the objects of information dissemination, but have become important subjects in creating and disseminating information and even leading and creating cultural trends. They are no longer satisfied with one-way information dissemination, but are more willing to participate, express, share and discuss. The information interaction methods of social media are timely, rich, multi-directional and multi-dimensional, and can establish connections between people.

Fourth, personalization. Young people generally have a stronger sense of self-awareness and more independent personal interests, and they also know how to dig out and filter content that suits their preferences. In the current information overload, they need to efficiently filter out useful information, and therefore reject invalid information.

Fifth, emotionality. The preference of young people for information has obvious emotional characteristics, and they prefer resonance with consistent "three views". According to the research report released by Mango Youth Marketing Research Institute, among the content factors favored by young people, "the content is authentic, inspiring and educational" accounts for 62.7%, and "the concepts and values ​​conveyed by the program/video are what I agree with" accounts for 57%, ranking first and second respectively.

Sixth, it is circle-based. The young generation is generally only children. The loneliness in reality has given them a strong need to seek recognition from cultural symbols and "like-minded people". Various circle cultures represented by "fan circle culture" are prevalent among young people. This is actually a new subculture phenomenon. "Circling and growing" in various small communities formed based on common interests and hobbies is a daily routine for many young people. This also makes them more trusting of the information obtained from their circle, immersing themselves in the "echo chamber" composed of themselves and "like-minded people", while information that contradicts their own views or interests is excluded.

Seventh, it is positive. Due to the great abundance of information, the vast majority of young people have a very clear perspective on various events, strongly appreciate "truth, goodness and beauty", and extremely hate "falsehood, ugliness and evil", which also makes the value orientation of the youth group increasingly similar to mainstream values, showing full positive energy. In terms of information preference, the youth group is increasingly interested in current political hotspots. According to a research report released by Penguin Think Tank, 87.8% of "post-00s" netizens have the habit of reading news. Among all news fields, 59.4% of "post-00s" netizens pay attention to social news, ranking first.

**Examining the communication effect from the perspective of youth**

In the era of all-media, significant changes have taken place in all aspects of content creation, distribution, feedback, etc. The new characteristics and new preferences of young people in receiving and disseminating information have also formed some new communication effects, which means that propaganda and ideological work faces both new challenges and new opportunities.

New phenomena and new rules that need to be paid attention to in the propaganda and ideological work of youth groups under the new situation: First, the "information cocoon" effect. Based on big data algorithms and user portraits, various new media platforms push information, while allowing users to "see what I want to see and hear what I want to hear", while invisibly isolating information that deviates from the user's interest points, forming an information barrier. Second, the "primacy effect". Young people are in a critical period of forming their world outlook, outlook on life, and values. They do not fully have the ability to distinguish the massive amount of information on the Internet. The solidified "first impression" can easily interfere with the value judgment and thinking mode of the youth group. Third, the "screaming effect". Some media use titles to attract attention and satisfy the audience's curiosity to obtain traffic and attention. In particular, big data and artificial intelligence technologies provide technical conditions for amplifying the "screaming effect", and the new communication mechanism of "user-generated content" provides platform conditions for amplifying the "screaming effect". As long as the audience's pain points, laugh points, and excitement points are hit, even a picture, a Weibo post, or a short video can form a high-heat public opinion event. Fourth, the "herd effect". Young people are emotionally rich and have strong empathy. They can easily identify themselves as the protagonists of events and are easily infected by their behavior in cyberspace. Their anxiety, panic, anger and other emotions can easily form a network aggregation effect. While they rationally reflect their demands, they also simply vent their emotions.

Propaganda and ideological work for youth groups must follow the laws of communication. To dispel the stereotypes of youth groups about propaganda and ideological work, we must first put aside the stereotypes of youth groups. Some people believe that many young people have narrow perspectives, insufficient experience, and shallow thoughts, but they fail to see their active thinking, good expression, and willingness to share. In fact, as long as we fully grasp the new laws of communication and make the content and methods of communication close to the interests and preferences of young people, it is easy to get into their hearts, arouse their empathy, and form a good communication effect. In recent years, various domestic media have also explored the use of younger narrative methods, launched a number of "explosive" products that are deeply loved by young people, and produced good communication benefits, accumulating useful experience for strengthening and improving the propaganda and ideological work of youth groups under the new situation.

**Let youth propaganda and ideological work "break out of the circle"**

In order to break the "information cocoon", transform propaganda and ideological work from political theory preaching to hot propaganda products, and form a positive effect of "breaking the circle of communication" among young people, we must adapt to the development trend of the information society, understand the interests, likes and dislikes, and behavioral habits of young people, grasp the laws of communication in the omni-media era, and establish an omni-media communication system from the perspective of young people with content construction as the foundation, advanced technology as the support, and innovative management as the guarantee. We should use the Internet platform as the main battlefield for propaganda, so that propaganda and ideological work can be closer to and more impressive to young people.

Enhance the awareness of positions and do a good job in propaganda and ideological work for young people. General Secretary Xi Jinping pointed out: "Our comrades must enhance their awareness of positions. If we don't occupy the propaganda and ideological positions, others will occupy them." At the moment when new media is booming, we must be more familiar with the advantages of the Internet, further expand the space and channels for propaganda and ideological work, and shift the focus of work to the Internet. First, "full network coverage" eliminates "position blind spots". Wherever young people are, the positions of propaganda and ideological work should be there. Accounts can be opened on social platforms such as Douyin and Bilibili, game websites, audio platforms, etc., and targeted propaganda and guidance can be carried out to form a "ubiquitous and all-encompassing" communication trend, effectively covering the youth group. Second, the expansion of online positions and the consolidation of offline positions are organically combined. It is necessary to have both "key" to "key" and "face" to "face"; it is necessary to promote and interact online, but also to approach the youth group offline, strengthen positive guidance, and popularize basic political theory and "four histories" knowledge. Third, the youth group is developed into a "combatant" on the position. We must cater to the characteristics of young people's strong sense of participation, give full play to the advantage of "everyone has a microphone" in the Internet age, encourage broad participation, focus on multi-directional interaction, infect people with empathy, move people with truth, and influence people with content, attract young people, especially "opinion leaders" among them, to participate in the production and dissemination of positive content, refute erroneous remarks, and clarify online rumors.

Enhance the sense of innovation and do a good job in the "new article" of propaganda and ideological work for young people. In the era of all-media, we must adapt to the times and follow the trend on the basis of grasping the trend, constantly promote the innovative development of propaganda and ideological work, and tell the Chinese story well. First, content innovation. Adhere to the principle of content as king, promote the popularization and popularization of propaganda and ideological work, use Internet thinking to innovate propaganda language, be good at transforming profound theories and grand themes into trendy and interesting network language, be good at reflecting great progress with small cuts, reflecting the great era with small people, and telling great truths with small things, and explain why the Communist Party of China is "capable", why Marxism is "effective", and why socialism with Chinese characteristics is "good" in easy-to-understand language, visual presentation forms, and interactive communication methods; be good at using "traffic IP" and "super topics" to use high-profile social events for propaganda, especially to respond quickly to social hot topics and topics of concern to young people, and use content advantages to create propaganda products that young people like and have the characteristics of the times. Second, technological innovation. Strengthen human-machine integration, explore the application of artificial intelligence technology, continuously optimize algorithms to achieve accurate push, complete the transformation from people looking for information to information looking for people, promote the refinement of propaganda and ideological work by intelligent means according to the preferences and habits of the audience, realize the "thousands of faces" of information push in an information-based way, and improve the ability to accurately guide public opinion, prevent and resolve risks by automatically sensing the public opinion situation. The third is method innovation. Adhere to mobile priority, strengthen interaction, focus on problem-driven, answer the audience's questions and doubts as soon as possible, actively guide and set topics, be good at using "opinion leaders" and "Internet celebrities" to increase the participation of relevant topics, and enhance the sense of substitution and closeness of young groups. The fourth is mechanism innovation. Improve the operation mechanism of integrated media, promote the deep integration of traditional media and new media, integrate advantageous resources, concentrate elite forces, promote the sharing and use of information content, platform resources, and talent teams, and form a propaganda pattern of "full-dimensional editing, all-round sharing, and full-media communication" to improve the overall quality and effectiveness of propaganda and ideological work.

Enhance audience awareness and do a good job in propaganda and ideological work for young people. Propaganda and ideological work in the era of all-media must highlight the dominant position of young audiences, uphold user thinking, and be guided by their characteristics, preferences and interests, and the issues they care about. Get rid of the image of being condescending and stereotyped, and carry out propaganda and ideological work in an equal and empathetic manner. First, adhere to the segmentation strategy, subdivide the youth group, and adopt different strategies, choose different platforms, and push different content according to their concerns, confusion points, and interest connection points according to their age, region, gender, education, occupation and other characteristics, so as to enhance the pertinence and attractiveness of propaganda. Second, adopt personalized methods to adapt to the characteristics of the youth group, rely on Internet technology, work hard on "fast, simple, new, lively, and micro", change the traditional "big and complete" method, decompose the grand narrative into small stories, cut the long and complete content into small fragments, and transform the big truth into things around us, presenting it to the audience in a "small and beautiful" image. Third, give full play to the role of the youth group. It is precisely the young people themselves who understand them best. We must add young talents to the propaganda and ideological work team, give them greater freedom in planning and creation, fully stimulate their creativity, encourage them to launch publicity projects and products that suit the preferences of young people, and expand their dissemination and influence on youth groups.

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