Analysis On The Status Quo And Development Path Of County-Level Convergent Media Centers In The New Media Era

Wanning Sun
Jiamusi University, Jiamusi 154007, China
***Corresponding author E-mail:895799574@QQ.com**

Abstract: The goal of building county-level convergent media centers is to transmit the voice of mainstream media, consolidate the public opinion status of mainstream media, activate systems and mechanisms, and do a good job of three close. At the same time, it is necessary to innovate the content, guide the masses, and serve the masses. By using the methods of literature research and case analysis, this paper analyzes the current development status of county-level convergent media centers, and proposes future development strategies. The construction of the county-level integrated media center is not a simple addition of traditional media, but to use the functions of the new media platform to better serve the audience, guide the audience, and build to meet the audience's better life. It should give full play to innate advantages, create high-quality content, reshape the editing process, improve the professionalism of the talent team, and actively promote the construction and improvement of the communication system.

Key words: the county-level convergent media centers, platform construction

The National Propaganda and Ideological Work Conference held on August 21, 2018 pointed out that it is necessary to do a good job in the construction of county-level financial media centers to better guide and serve the masses. This important speech provides a fundamental basis for the construction of county-level financial media center, and also points out the direction of development for the last mile of communication. The speech pointed out that the county-level fusion media center is an effective way to better serve the masses and satisfy the people's good life. It is not only a simple assembly of traditional media, but also an indispensable part of the communication system.

Under the severe test of the sudden new crown epidemic in 2020, quite a number of county-level financial media centers have made fruitful explorations in information release, prevention and control knowledge publicity, serving the masses, and organizing the masses, and responded to the new era with practical achievements that the necessity and importance of county-level convergent media development

The county-level financial media center has the function of disseminating information. With the continuous development of big data, cloud computing and other technologies, the enthusiasm of grassroots people to express their opinions through new media platforms is getting higher

and higher, and the county-level financial media center has become an information exchange platform and emotional communication bridge for the masses. It connects the provincial and municipal financial media, and connects thousands of villages and households, enhancing the communication power, and effectively playing the role of unblocking the appeal of public opinion. At the same time, the county-level financial media center also has the significance of social governance. General Secretary Xi Jinping pointed out: "With the development of the Internet, the social governance model is changing from one-way management to two-way interaction, from offline to online and offline integration, and from pure government management to social collaborative governance." It reminds us that innovating grassroots governance should focus on giving full play to the capabilities of county-level financial media centers in information dissemination and organizational mobilization, and promote the construction and improvement of the all-media dissemination system. However, we must also realize that the county-level financial media center has not fully fulfilled these requirements, and there are still some problems in its development.

1. Problems existing in the development of county-level convergent media center

For central-level mainstream media such as CCTV, Xinhuanet, and People's Daily, the transition is relatively easy. From the perspectives of talents, resources, economy, etc., they all have absolute advantages and can complete the transformation quickly and well. For example, the news network of China Central Radio and Television Station is stationed in Douyin, Bilibili, Weibo and other new media platforms lunching new column "The Anchor Talks Network Broadcasting". Mainstream media have given government affairs platforms a virtual personality, and the official Weibo of the Communist Youth League, which interacts closely with netizens as a virtual natural person, is often self-proclaimed. The affinity of mainstream media makes mainstream media younger and younger in terms of content. At the same time, the reporting method of the mainstream media is also an emerging reporting method that uses the Internet as a platform and integrates multimedia reporting methods such as text, pictures, and videos, carrying out wider dissemination and attracting audiences in all directions.

However, compared with the transformation of mainstream media such as CCTV, the transformation of county-level media centers has not been so smooth.

1.1 Lack of talents and lack of talents and innovation in content

As a grassroots unit in communication, county-level financial media centers are generally faced with the "hard injury" that high-end talents cannot be hired due to economic budget problems, key talents cannot be retained, and ordinary talents cannot do it. For instance, poor in financial condition, some county-level convergent media center have negative performance

in investment and introduction of talents, which leads to fewer learning and developing opportunities for workers.

When talent is prosperous, the media is prosperous. With the rise of the new media era represented by Weibo, WeChat and other products, the media is not only getting younger and younger in terms of audiences, but also the employees of the media are getting younger and younger. However, due to the rigid system of the county-level financial media center and insufficient economic budget, it is unable to provide certain benefits to young talents, resulting in the reluctance of young talents to work here, and the lack of young personal in the media, resulting in a lack of innovation in the content published and no sense of the Internet. The official account and other platforms publish too many content entries, causing the audience to lose interest, thus causing the county-level media center to gradually lose its attention.

1.2 Hardly reaching audiences the content cannot resonate with the audience.

The rise of new media, the gradual decline of traditional media, the county-level integrated media center, as the mainstream media, has information resources and authoritative channels, but it always presents a situation of hardly reaching audiences in terms of voice , unable to resonate emotionally with the audience, thereby dispelling its own professional advantages, and unable to play its true utility. Taking the short video that has developed strongly in recent years as an example: short video has become a watershed between the new and the old, and its biggest feature is that the voice is plain and lively. On the contray, as for the county-level convergent media are used to grand narrative in their closed system. The speaking style are superior and the content are dominated by rigid topic which are lack of interesting and intimate expression. Therefore, it fails to establish a new form of communication and attract audiences.

1.3 The content is too single and does not play its own function

In the era of new media, county-level financial media centers should take advantage of new media platforms to give full play to their geographical advantages, get rid of channel failures and constraints of institutional mechanisms, and make full use of the functions of new media platforms by "borrowing boats to sea", relying on account forests. Extensively connect all kinds of high-quality resources in the county and the society, absorb all kinds of high-quality accounts with the trend of tolerance, integrate resources, present an open pattern, and aim to serve the local people, do a good job in the function of news + government services, and approach the masses. At the same time, we must also be the voice of the party and the state, and transmit the voice of the party and the state to the masses. However, in addition to being noticed by the audience in emergencies such as the epidemic, the county-level convergent media centers is often ignored by the audience at the rest of the time, because the published content is too bland, the WeChat public account has too many entries, and government affairs news occupies the

dissemination channel, the audience can not see other content closely related to life, and their attention will gradually weaken.

However, most of the county-level integrated media centers do not meet these requirements. The form of information products is rigid, and the content is only news of local political dignitaries. It does not make the new media platform play the best role to serve the masses, and does not eliminate information islands.Therefore, it’s hard to integrate the resources of various industries in the society so that the audience can obtain information and services more conveniently.

2. Solve problems and propose development paths

1. 1 Introduce talents, cultivate talents, and create young personnel

In the process of building a media center, in addition to economic ability, the most important thing is talents. Today's era belongs to the younger generation. It is not only necessary to introduce young talents, but also to increase the training of young people.

First of all, it is necessary to introduce young compound talents to drive the thinking change of media practitioners. In terms of media content and product production, while realizing the innovation of media products, we should also realize the popularization and flexibility of products. secondly, we should adopt the methods of bringing in and going out to provide comprehensive and all-round training for media practitioners. We must give some benefits to young talents, see development prospects, and allow young talents to exert their talents to continue to innovate. Only in this way can we retain talents, use talents to produce more high-quality content, and launch updated content products to attract audiences.

1.2 Flexible expression of rigid topics

As one of the mainstream media, the county-level financial media has the natural advantage of discovering social problems and concerns of the masses at the first time, reporting and guiding them in a timely manner can effectively respond to the concerns of the masses, arouse social concerns, and can effectively avoid the backlog of problems and the escalation of conflicts. Playing the role of preventing small and progressive, it is of great significance to improve the governance capacity of grass-roots governments. Therefore, county-level financial media centers should take this opportunity of reform to take advantage of regional advantages, actively act as information hubs, mobilize the enthusiasm of the masses, and change their own discourse style, from "House in the temple" to "the voice of the common people", develop media functions and information content that can really serve the people, so as to build a relationship of equal interaction, adhere to the three principles of closeness, listen to the voice of the people, pay attention to the public opinion, and enhance the affinity of the media

People's Daily Produced by "Come on! Hot Noodles with Sesame Paste! The healing poster was praised by netizens as "the most pyrotechnic support" to create an emotional connection with users. With the central media as the banner, county-level media in various places have also innovated the content. For example, the epidemic prevention work "Zodiac Epidemic Prevention Map" released by the county-level convergent media centers in Luohu District, Shenzhen, Guangdong Province, by drawing the zodiac for epidemic prevention. The method of anti-epidemic propaganda was praised by netizens as the most interesting anti-epidemic propaganda.

1.3 Change the system and mechanism, give full play to its own functions, and create high-quality content

As the last mile of communication, the peripheral nerves of "four-level newspapers" and county-level fusion media are also an indispensable part of mainstream media. They convey the voice of the mainstream media to the grassroots. For example, when the audience panics during the epidemic, the county-level financial media center should convey the central policy information in real time, so as to guide public opinion and prevent rumors. Relying on its own credibility and influence, the center transmits information on the epidemic in real time, and maximizes its dissemination power. For example: in Lincheng, Wuqiang, and Fuping, Hebei Province, in the prevention and control of the epidemic in the grass-roots rural areas, the "smart speakers" connected with the financial media centers of various counties came in handy, and along with the village party secretary Videos of people shouting “hard core” in dialects are popular on the Internet, and some county-level media centers are actively exploring the function of community information hubs. They have made some progress and launched a column of "Things Outside the Epidemic". Through the establishment of this column, the county-level financial media reported and commented on misconduct during the "epidemic" period, not only publicizing the need to cooperate with the staff during the epidemic to do a good job in epidemic prevention and control, but also to carry out the "moral quality" of people.

The role of the county-level media convergence center as part of the mainstream media should not be like this, and it is much more than that. Regarding the "Guiding Opinions on Accelerating the Promotion of Deep Media Integration", it is proposed that new county-level media units should become an integration platform for media services, public services and other businesses. In terms of government affairs and life services, we will develop a media-integrated smart life service platform with the goal of serving the local people, inwardly dig out the media resources in the county, outwardly integrate cross-border resources, integrate government affairs, social governance, and public service resources, and open up media communication channels.

3. Conclusion

In a word, the county-level fusion media center will encounter many difficulties in the

process of construction, and needs help from all aspects and its own efforts. Service and innovation awareness, in-depth understanding of local information, and reflecting the local situation in a small way , only in this way can we create a platform that the audience needs, and can provide them with good services and launch quality content. Only in this way, the county-level media center can return to the audience's vision and gradually gain more attention.

References

[1]An, X. [An Xue]. (2020). The pros and cons of mainstream media's reporting performance during the COVID-19 epidemic. Journal of News Research (8): 54-55 (in Chinese)

[2] Jiang, YQ Jiang Yingqin. (2020)). A brief analysis of how county-level financial media centers can give full play to their communication power during the epidemic. (20) Reporter Observation: 58-59 (in Chinese)

[3] Li, Q. Li Qian. (2020) Research on the content construction of county-level financial media centers: 64 (in Chinese)

[4] Liu, YJ & Wang, ZX Liu Yongjian and Wang Zixin. (2020). The model and development proposal of the technology platform construction of the county-level financial media center (11) Media: 32-35 (in Chinese)

[5] Zhao, B. Zhao Bing (2020) From the construction of technology platform Talking about the construction and use of the county-level media center. (12) Modern Audiovisual: 25-28(in Chinese)

[6]Robin Gory.(2003). Media Ownership:The Economics and Politics of Convergence and Concentration in the UK and European. Media (4): 16

[7]Jock Lauterer.(2014). Community Journalist: the Personal Apporach. Marion Street Press (2)

[8]DonCorrigan. (2006). Convergence Bites Back: Labor Struggles in the Canadian Communication Industry. Canadian Journal of Communication (31)

[9]Cramer Theresa.(2011). Is It What Tablet Users Really Need?(3) The Daily:34

[10]The State of the News Media 2004 An Annual Report on American(2004)