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Analysis of the Innovation of “1,2,3” Law Popularization Mode in the Era of Financial Media

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Abstract

The paper analyzes the opportunities and challenges faced by the tobacco enterprises from the angle of the publicity of spreading the law, and puts forward the principles and requirements of the publicity of spreading the law, and explore the construction of tobacco enterprises“One, T wo, T hree” law-popularization new model, committed to the law-popularization to contribute a force.

Key words

financial media era of law popularization mode, law popularization publicity

1. Opportunities and challenges faced by tobacco enterprises in the era of financial media

1.1 It is the responsibility and mission of the media to publicize the rule of law well

General Secretary Xiinping has clearly required that “the work of law popularization should keep up with The Times, and work hard to be targeted and effective”. We should strengthen our awareness of the rule of law, strengthen our thinking on the rule of law, and strengthen our mission responsibility. First, from the historical perspective of the development of the Party and the country, as socialism with Chinese characteristics has entered a new era, the incremental part of the people’s demand for a better life is more concentrated in the rule of law, and education on the rule of law is urgent. Second, from the perspective of promoting the rule of law, the goal task of the fifth plenary session of the party’s 19 pointed out to enhance the concept of the rule of law, the franco-prussian propaganda is beneficial to make the whole society, law and law-abiding, improve citizens’ legal consciousness, create legal atmosphere, build legal society, consciously implement and promote the law, the rule of law education is imperative. Three from the development of the media era, the media industry in the information age, national policy for the rule of law specification, since 2008 the State Council issued by the about encouraging the development of digital TV industry policy notice to September 2020 issued by the opinions on the development of accelerating media depth fusion of a series of documents can be seen, the whole media system is gradually build.

1.2 In the era of financial media, tobacco enterprises have ushered in new opportunities

The formation of the current era of financial media has mainly experienced four stages: the era of image reading —— the era of network —— the new media era —— the era of financial media. As shown in Figure 1, it can be seen from the development of the four eras that the development of media publicity is synchronized with the development of the information age, and the publicity methods are more diverse. The era of financial media not only fully contains all kinds of propaganda media of traditional media, but also complements some defects of traditional media, and solves the embarrassing situation of "getting up early and gathering late" of traditional media. It has the advantages of strong timeliness, complementary advantages, strong applicability and integrated interests.

Compared with the first three traditional media era, the media era of tobacco enterprise legal propaganda has the following four unique advantages: one is a strong timeliness, can timely release, rapid interpretation of the CPC Central Committee about the construction of the rule of law decisions, laws and regulations, the first perspective industry the latest regulations and policies, industry the franco-prussian propaganda and education training. Second, complementary advantages. Financial media is a new form developed on the basis of traditional media. It has the advantages of bringing forth the new and outperforming the blue. For example, the news of the law popularization is illustrated on the basis of the text, and the easy to understand policies and regulations, and is released through radio, TV and Internet platforms, and simultaneously, so as to achieve the maximum publicity effect and realize the maximum news value. Three is strong applicability, in today's era, basically everyone has a mobile phone, every TV, everywhere with 5G, the franco-prussian propaganda more diverse, can for different ages, different cultural level, different learning habits audience provide different choices, provide "personalized propaganda service", so as to expand the coverage of publicity and education. Fourth, the integration of interests, the purpose of publicity is to produce economic benefits and social benefits. State-owned enterprises are an important pillar of China's national economy, and tobacco is a member of state-owned enterprises. They have the responsibility to create more economic benefits and provide financial support for the country, and at the same time, they also have the obligation to shoulder the responsibility of state-owned enterprises and fulfill their social responsibilities.

1.3 Challenges faced by the legal publicity of tobacco enterprises in the era of financial media

At present, the eighth five-year law popularization has been fully launched, and the work of law popularization in the tobacco industry has been orderly and steady, with remarkable results, but there are still individual problems, manifested in the following four aspects. First, there is the existence of "fancy performance" problem, some workers think that participating in the law popularization activities is the requirements of the superior, there is a heart of boredom and resistance to the heart, that the law is nothing more than going through the motions, show, and then the phenomenon of taking photos, going through the motions. Second, there is a problem of "dragonfly water", the publicity method is relatively single, "preaching", "meeting", "leaflet" law education still occupies the mainstream, the role of the media did not display, and too dependent on fixed time nodes, can not form a long-term, daily learning mode. Third, there is a problem of "hasty assessment". At present, the publicity and education has not formed comprehensive and detailed assessment indicators, the

"soft indicators" of the construction of the rule of law has not become "hard bar", and the role of assessment "baton" is not obvious. Four is the lack of "slash youth", the lack of both understand the rule of law propaganda and new media planning maintenance personnel, the use of new media new technology is not fine, new media propaganda products, under the new situation of the rule of law publicity and education work innovation consciousness, innovation and campaign of new methods, new measures need to be further expanded.

2. Principles and requirements of tobacco enterprises in the era of financial media

First, guided by Xiinping's thought on the rule of law. Xiinping's thought on the rule of law is the fundamental guideline and action guide for the rule of law. It keeps up with The Times and the overall situation. In the era of financial media, we should fully use a variety of learning tools, adopt a variety of publicity methods, study, study in depth and vigorously publicize Xiinping's thought on the rule of law, consciously arm our minds with Xiinping's thought on the rule of law, guide our practice and promote our work.

Second, it is necessary to follow the law of media communication. The popularization of law is political and service, so the work of popularization of law should have a firm political stand, and the popularization should be a person of spirit and character. Legal publicity is a special news publicity, and we should also follow the law of media communication. We must diversify the channels for the people to obtain information, and the information obtained is true and effective, and has educational significance.

Third, the ultimate goal is to guide the practice. The purpose of law popularization is to guide practice. In the era of media, we can use various ways to carry out publicity and education, highlighting key points and extensive publicity. Integrate the whole process of law enforcement, strive to realize the whole notarization enforcement of the case, analyze the case, publicize typical cases, encourage all staff to actively promote the case; cultivate the law specialist + multimedia talents, strengthen the training of legal knowledge and multimedia skills, and improve their legal publicity ability.

3. In the era of financial media, we should build the "one, two and three" new mode of popularizing the law of tobacco enterprises

Publicity is a complex and systematic work, and the key to the grass-roots law popularization work is to improve the ability and level of the law popularization team. Because, from the perspective of new media, this paper puts forward a set of practical and feasible, scientific and effective mode —— "one, two and three" new mode of law popularization, committed to promote the rapid improvement of the ability and quality of law popularization workers, promote the high-quality development of law popularization work.

3.1 Interpretation of "one, two and three" law popularization mode

"One" is a clear guidance purpose: to improve the quality of legal publicity work. The year 2022 is the second year of the eighth Five-year Plan for law popularization. Improving the quality should be the most important and urgent task of the current work of law popularization. The multimedia law popularization work should change from "whether" to "excellent or not excellent". The new model is focusing on this contradiction.

"Two" is to focus on two changes: from listeners to participants, and from propagandists to counselors.

Traditional media era, the franco-prussian propaganda only "advocate", using the single mode of information transmission, with banners, leaflets, layout, broadcast method to "listener" legal knowledge, "advocate" propaganda related legal knowledge, does not pay attention to the needs of "listener", "listener" in front of the cramming propaganda, remember knowledge is few. In the era of financial media, as shown in Figure 3, with an audience, you will have a future. To change "advocate" to "counselor", "listener" to "participants", promote knowledge of the needs of attention, and timely adjust the counseling content, coaching and propaganda media, listen to the party also put forward personalized needs and problems, involved in the propaganda, the communication, realize the two-way interactive communication.

"Three" is to achieve three improvements: to achieve the implementation of employees, to achieve the political appeal, to achieve the influence of law popularization. Focus on adjusting the working mode, changing the previous single and boring publicity mode; pay attention to the precise law popularization, enrich the way of law popularization, innovate the content of law popularization, and improve the pertinence and effectiveness of law popularization; pay attention to the education of law popularization talents, and actively promote the improvement of various skills of slash youth from the source.

3.2 Specific practices of the "one, two and three" law popularization mode

3.2.1 Clear positioning, overall planning work, to achieve the law popularization dynamic "in a glance".

In the era of financial media, tobacco enterprises should adhere to the work of law popularization as a key work, and the task of law popularization is important and the mission is glorious. To improve the standing position, Establish a leading group for legal tobacco construction and a leading group for law-based administration, To achieve organizational leadership in place; Formulated and issued the Annual Key Points of the Popularization of the Law, Clarifying the specific work and measures of tobacco construction by law, To achieve overall planning in place; Formulate the Year-end Report System for Leading Cadres, The main responsible persons at all levels report on the duties of the first person responsible for the construction of the rule of law through the form of "reporting on the work", Accept the supervision consciously, Realize the implementation of the description method in place; Taking the effectiveness of building the rule of law as an important part of the assessment, The construction of the rule of law in each unit shall be included in the annual assessment of leading cadres and the work performance assessment indicators of their own units, To achieve the supervision and assessment in place, The realization of the dynamic of law popularization in a glance.

3.2.2 Determine the mechanism, improve the executive force of employees, and realize the "integrated promotion" of law popularization work

Improving the executive force of employees is conducive to improving the work efficiency of law popularization and forming a positive and good working atmosphere. First, build the full-time and part-time responsibility system, clarify the responsibilities of each post, select the backbone of law majors as group members responsible for the specific implementation of law popularization. At the same time, equip the backbone of media professionals as responsible for the publicity and education work. The two sides write and cooperate with each other. Second, to improve the ideological education mechanism, the majority of cadres and workers

should strengthen the sense of responsibility, firm ideal information, strengthen the ideological education of the rule of law, from the perceptual to rational, from the individual to the overall level and from the popularization of legal knowledge to the rule of law thinking, the application of the rule of law. Third, a sound rule of law publicity and education mechanism, to achieve the implementation of the publicity and education of the law, implement, focus on improving the execution of employees, to achieve the integration of the promotion of law popularization work.

3.2.3 Grasp the integration, enhance the appeal of the rule of law, and realize the “one-click popularization” of the law popularization work

Law popularization is the key node of tobacco construction of the rule of law, On the one hand, we should steadily promote the legal education of all staff, Fully implement the principle of “ those who enforce the law, those who popularize the law, Who is in charge of popularizing the law, Who serves who popularizes the law “ work requirements, Combing out the list of responsibilities for popularizing the law, Formulate the Annual Work Plan for Legal Publicity and Education, Clarify the key contents, methods and time nodes of the annual law popularization; On the other hand, it is necessary to combine the legal publicity work closely with the business work, Promote the organic integration of “law popularization + business”, Focus on solving the focus issues of mutual attention among industry cadres and workers, tobacco farmers and retailers, Using wechat public account, wechat group, video publicity and education, live broadcast platform and other methods, The “software” of the rule of law publicity and multimedia publicity, “Hardware” that promotes the high-quality development of enterprises, To realize the popularization of law popularization.

3.2.4 Dig for innovation, enhance the influence of law popularization, and realize the “one-station service” of law popularization work

According to the actual situation of human, financial and material resources, each unit takes multiple measures simultaneously, develops and innovates, and adopts a practical way to carry out publicity and education. First, organize multimedia professionals to guide and plan, broaden and enrich the carriers of law popularization activities, fully explore the functions of major media, add rule of law columns, launch special publicity, upgrade publicity platforms, draw on each other, complement each other’s advantages, and launch the unique brand of tobacco rule of law publicity. Second, adopt a variety of ways to carry out teaching, adopt the publicity form of combining online and offline, concentrated learning and independent learning, teaching and training and on-site simulation exercises, so as to achieve both professional and serious thematic legal education and training, and interesting and vivid on-site law popularization practice activities. Three is to explore the “immersive” the franco-prussian education, in the simulation environment, the franco-prussian “counselor” to sketch, drama, script to kill a variety of ways image teaching, let “participants” immersive feeling legal support and help, promote the formation of the rule of law thinking, to improve counselors and participants of comprehensive application ability, realize the franco-prussian one station service.

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