

Discussion on the Development Mode of the County-Level Convergence Media Center in the New Era

Ma Yan

School of New Media, Beijing Institute of Graphic Communication, Beijing, China

Abstract: According to the No. 1 Central Document of 2022, we will give full play to the leadership role of rural grassroots Party organizations, do a solid and orderly job in the key work of rural development, rural construction and rural governance, and push for new progress in rural revitalization and new steps in agricultural and rural modernization. The document also proposed to rely on the New Era Civilization Practice Center, county-level convergence media center and other platforms to carry out targeted and demassify education. Under the call of the rural revitalization strategy, centers of convergence media around the country assume the responsibility of helping to serve rural revitalization in the era of convergence media, and try to explore development paths tailored to local conditions.

Keywords: Rural vitalization; Convergence Media; Civilization construction; Network and New Media

1. Introduction

According to data released by the China Internet Network Information Center in February 2022, the number of Chinese netizens reached 1.032 billion by December 2021, among which the number of rural netizens has reached 284 million.^[1] At the same time, the existing administrative villages have fully realized the "broadband for village and village", the number of rural netizens is increasing continuously, and laid a solid network foundation for the rural revitalization and development. Under this premise, many local convergence media Center has embarked on a new model of "news + government affairs + service + business" to get through the "last mile" to connect people.

Important strategic arrangements such as digital rural governance, rural revitalization and technology empowerment have put forward new requirements for the construction of county-level convergence media centers, and also provided directions for the exploration and upgrading of county-level convergence media centers in the new development stage. Therefore, the construction of county-level convergence media center should continue to innovate and explore on the current basis, better serve the people and the Party, and contribute to rural revitalization and county economic development in the new era.

2. Development status of county-level convergence media center

2.1. Background and functions of county-level convergence media center

On August 21, 2018, the General secretary Xi pointed out at the national propaganda and Ideological Work conference that "we should firmly pay attention to the construction of county-level convergence media centers, better guide the people and serve the people".^[2] In response, various localities issued relevant policy documents. By 2022, some 2,585 county-level convergence media centers had been built in China, which play an important role in promoting local spiritual civilization, promoting digital-enabled rural public services, and further implementing the rural revitalization strategy.

In the era of mobile Internet, the living space of traditional media has been squeezed, and audiences have turned to new media. Media such as mobile phone clients have replaced newspapers and television in the past. Under the impact of sharp decrease in revenue, massive loss of personnel and funds, backward technology and loss of attraction, and endless emergence of We-media, traditional TV stations have no choice but to accept and regrow, and the transformation is imminent.

As the user scale of new media products continues to expand, county-level convergence media

center, as an important part of the Party's journalism, should undertake the mission of propagating and promoting literary and artistic works with correct value orientation, timely transform and produce works that meet the needs of the masses, and hold the position of mainstream public opinion. In the situation of difficult revenue of traditional TV stations, transformation and upgrading is not only a choice to adapt to the cultural needs of the masses, but also a choice to further expand their living space.

In the country's big background of the rural revitalization strategy, the county convergence media center can also set up the bridge of the party and the masses effectively, in the form of ordinary people happy pass the party's voice to the masses, to lead to the "last one kilometer" of the masses, for the people to provide their lives of publicity channels, as well as listen to the people sound creation window.

The establishment of county-level convergence media centers can also build a bridge for effective communication between the Party and the people, transmit the voice of the Party to the people in a way that the people like, open up the "last mile" to the people, provide the people with a channel for public opinion publicity close to life, and create a window to listen to the voices of the people.

With the continuous development and upgrading of information technology and the support of relevant policies, the construction of county convergence media center ushers in a new development opportunity, how to combine their own advantages and seize the opportunity to go against the trend in the wave of new media landscape constantly changing to attract users to occupy the market has become the future development direction of county-level convergence media center to think about, and there is no doubt, County-level convergence media will play a very important role in cultural leadership, urban-rural integration, rural revitalization and county economic development, and become a good helper for connecting and serving residents in all aspects of life.

2.2. Problems in the development of county-level convergence media

Under the guidance of relevant policies, the construction and exploration of county-level convergence media centers have made some achievements, but it is still in the preliminary stage and faces many uncertainties. There are many problems and room for improvement in the process of making many new attempts and explorations.

As the mainstream media of county, county convergence media program is focused on the work report of the county leaders, which is not attractive in an environment where new media constantly challenge traditional media, in contrast, various we-media entertainment videos and programs produced by superior media are more abundant and exquisite, this leads to the media at the county level marginalization problems existing for a long time, There's a lack of more content sources and it's hard to stay engaged with the audience.

At the same time, there are some problems with the fledgling convergence media centers, such as lack of innovation and the subject matter is single and scattered in terms of content, homogeneity, lack of characteristics, and difficulties in multi-platform operation. This is partly due to the lack of talent resulting in backward technology and insufficient production capacity. The shift from traditional TV formats to short videos is also proving difficult for some convergence media centers, which lack new talent. The shortage of new technology and new talent makes the transition of convergence media more difficult, on the one hand, there is a shortage of all-media journalists who integrate reporting, editing and broadcasting to meet the development needs of integrated media, on the other hand, the technical talents who master the communication skills of short video shooting are often not in the team of traditional media, and content producers can not timely understand the audience's preferences. All these challenge the production pace, business ability, market control and self-positioning of traditional media.

In other ways, the personnel structure, management and daily operation of traditional media are still in confusions, and the long-term mechanism for sustainable development has not been explored. This is mainly because in the process of transformation and development, county-level convergence media has not well adapted to the work flow of the new communication mode and divided different teams according to the new work characteristics to manage and make further business planning. In the process of transformation, county-level convergence media centers should find the right direction of revenue on the basis of firm political position, revitalize the old system, and import fresh talent and technology with hematopoiesis function to promote long-term sustainable development.

After the transformation, the convergence media center should adapt to the audience's watching rhythm in the new media era, reorganize and recruit personnel in the production process, seek self-

revenue paths while receiving support from various government departments, do a good job of serving the people and establishing the foundation of public opinion, and break through the self-creation of exquisite works with higher standards. Although the construction and development of county-level convergence media centers are still in the initial stage, they will gradually assume the responsibility of creating more value for local people through continuous exploration and attempts.

3. Development and innovation of county-level convergence media centers

3.1. Content is king, tailor measures to local conditions, and build brand characteristics

With the construction of county-level convergence media centers in various regions, some regions have explored ways of innovative development tailored to local conditions, among which the production of content with local characteristics is a prominent point, which once again proves the hard truth that content is king.

At present, various regions have formed some content production modes that have been explored through cooperation: combining local history, culture, tourism, agricultural resources, etc.. Publicizing local advantages and characteristics of industrial projects to drive tourism and create more income for the local area and further stimulate the in-depth mining of local advantages of resources. Publicizing local figures with exemplary spirit, such as poverty alleviation cadres, ex-servicemen, Party members from all walks of life, young cadres, etc., to set spiritual examples in the lives of the masses and promote the formation of a good social atmosphere.

3.1.1. Integrate superior resources

Higher-level media often have more mature technical means and production teams, which can adapt to the challenges posed by traditional media in the new media era earlier and explore appropriate content output processes to create some high-quality programs. In the process of development, county-level convergence media centers can learn from the experience of superior media and turn it into their own theoretical achievements in practice.

3.1.2. Make the content of production comprehensive

Grassroots media are naturally closer to people's lives. In the past, the main content of production was to publicize and report the news of the government affairs of local government departments. However, in the era of new media, the distance between the media and the people is further narrowed, and the media can visit and publicize residents' cultural and historical activities and special rural industrial projects. Focusing on residents' political, economic, spiritual, cultural and other aspects of social life content, the subject matter has more choice space. The further expansion of choices provides abundant original materials for the development of county-level convergence media from the root, and the production of more comprehensive content has also become an important means and guarantee to improve the quality of programs.

3.1.3. Protect and promote local cultural industries

In addition, the promotion of local cultural industry related content also has a good degree of dissemination. China has thousands of years of civilization history, thousands of years of precipitation makes almost any piece of land has retained the precious imprint of civilization. History and culture are the rich nourishment of a nation and the soul of a city. Some places did not pay attention to their history and culture in the past, which led to the hiding of many cherished intangible cultural heritage. With the awareness of cultural industry protection becoming more and more popular, grassroots have gradually begun to explore the local cultural industry, exploring the way of integrated development that combines intangible cultural heritage and tourism, and promote the inheritance and promotion of intangible cultural heritage while increasing the income of tourism. Relevant reports of official media have become an important window for the public to understand and approach intangible cultural heritage, and grassroots convergence media centers play a crucial role here. In addition to intangible cultural heritage projects, oral histories, sites of civilization and memorials also contain the same spiritual wealth. On the one hand, the reports on intangible cultural heritage and historical culture promote the development of local tourism, on the other hand, these precious resources also provide a rich source of content for the sustainable development of grassroots media.

3.1.4. Promoting exemplary figures

People-oriented and serving people is one of the value missions of grassroots media, which is

ultimately oriented to the audience and should undertake the important task of building grassroots spiritual civilization. The publicity of local residents with positive social energy not only helps to cultivate and carry forward socialist core values, improve residents' civilization and social civilization, but also provides inexhaustible materials for the construction of media content.

As outstanding representatives of all walks of life, Party members often play an exemplary role in their work and life. The publicity and reporting of their work style and value pursuit is conducive to the formation of a universal effect in the local area, leading a positive social atmosphere. In the same way, the experience of poverty alleviation officials can also enable the public to have a deeper understanding of their work and life, understand the problems they encounter in their work, and cherish the good life at present. The reports on the deeds of ex-servicemen are conducive to drawing the public's attention to this group. Meanwhile, the stories of some ex-servicemen still maintaining good style and habits in their new jobs and creating new values can also encourage the public to be pragmatic, enterprising and pursue excellence in their work. In addition, the reports on young cadres can also show the spirit of the young generation, promote the sense of identity of the young group to their hometown, and enhance their confidence in building their hometown to live up to their youth. In addition to these groups, there are some models with strong spiritual guidance in all walks of life in the local area. The exploration and publicity of them can enhance the cohesion and pride of the local people, make them consciously become a part of the construction of the local spiritual scene, and also help to enhance the local image and establish an upward civilized atmosphere.

3.1.5. Conducting localization design, transformation and processing

Some works of higher-level official media may not adapt to the local environment. County-level media should make local modification and processing in the process of content creation to make them more suitable for the taste of local audiences, which can greatly improve the communication effect. Dialect culture is often a good choice. If some relatively relaxed content is expressed in dialect, the distance between the content and the audience can be greatly reduced. In the process of dissemination, all places can explore the content production mode that is more popular with the local audience, which can increase the interest of the content and enhance the influence of the local culture.

3.1.6. Business cooperation with relevant local industries

A large audience of grassroots media is the local farmers. In recent years, the rise of live commerce and other ways to promote agricultural products has helped a large number of farmers increase their income, and the featured agricultural products originally limited to local sales have been promoted and sold to all parts of the country, thus establishing local featured brands. In content production, the local characteristic agricultural products are taken as the focal point to carry out a series of creations, and the agricultural products are co-promoted with the towns where they are located, so as to generate two-way income.

3.1.7. Let fun and depth coexist

Traditional media have some serious, solemn and distant characteristics, while new media works are often relaxed, lively, bold and innovative, close to life. One of the important directions of the transformation of county-level convergence media centers is to combine the advantages of traditional media and new media to create high-quality works that are both profound and interesting. The depth of content cannot be abandoned. At the same time, the creation style integrated with new media makes the transformed works durable and possess the attributes of new media.

In a word, in the era when content is king, the creative scope of profound media is not limited to government affairs news, but includes residents' cultural and historical activities, special rural industry project publicity and other contents focusing on local residents' political, social and cultural life in all aspects. Media centers should not only dig deep into the quality, find their own positioning, adapt measures to local conditions, build their own brand, but also precise positioning of the target of service - the people.

3.2. Innovative technology, input talent and create multimedia matrix linkage

3.2.1. Strengthen software and hardware construction, and integrate operation of multiple platforms

With the mature promotion and application of 5G technology and the gradual realization of digitalization of rural residents' daily life, the audience's demand for high-definition video is becoming more and more common, which puts forward new requirements for the technical level of content

production in county-level convergence media centers. The old mode in the past is no longer suitable for the current needs. The updating of the past hardware and the timely mastery of new technologies have also become one of the key factors for the county-level convergence media to be in the forefront of the transformation and upgrading trend. In the early stage, various convergence media centers built their own accounts on multiple platforms and exerted their efforts on the long and short video track at the same time. Due to lack of personnel and advanced technology, some financial media centers had weak subsequent development, which made it difficult to maintain high-quality operation on multiple platforms at the same time. Different platforms have specific audience groups and content styles, and various attempts are a good attempt for the convergence media center in the early stage of transformation. However, its internal defects that have not been perfected in time often make it difficult to maintain sustainable output. Integrated production can effectively maintain multi-platform operation and maximize the application of work content within the volume range of daily production of county-level financial media. One interview and writing can be published several times to explore the mode of efficient production within limited resources, which of course cannot be separated from the integrity of the preliminary planning and the skilled use of different technologies.

3.2.2. Absorb and cultivate talents in time

The construction of convergence media centers around the country is almost inseparable from the support of talents. In the era of new media, the fast-paced production speed makes a huge amount of products rush to the audience. The dazzling variety of videos and articles are often highly attractive and occupy almost all the fragments of time in the public life. If grassroots media want to break through the siege, occupy a place and seize the right to speak again, it needs the leadership of talents who understand the language and production logic of new media and can use big data to capture hot spots. Timely supplementation of such talents can effectively help traditional media quickly adapt to the new market and take further actions.

In addition to recruiting all media talents with skills of gathering, editing and broadcasting to replenish the blood and strengthen the team, it is necessary to establish an effective management mechanism to retain talents. Training old talents so that they can continue to be hot in the new team as soon as possible, and promoting talent exchange to explore the model of long-term talent development. Due to the continuous improvement of the refinement and specialization of content creation, the audience's demand for knowledge in various fields is constantly increasing. Experts and talents from all walks of life can provide support in the production of relevant works. It is not necessary to stick to a certain category when absorbing talents, but to choose according to actual needs. In addition, the cooperation with talents of relevant organizations can also make the financial media center find relevant positioning in the multi-matrix linkage faster, build brand columns and occupy a place.

3.3. Broaden the field, diversified forms, and explore new channels

The social positioning of the Convergence Media Center is not clear at present. Some people think that the convergence media center belongs to government departments, while others think that the convergence media center belongs to enterprises. This is due to the fact that on the one hand, the convergence media have the political subordinate nature to serve the news and public opinion, on the other hand, part of the financial media still maintain the composition of self-support. In the process of construction, on the basis of a firm and correct political stance, the county-level convergence media center can coordinate multiple departments and enterprises and institutions to carry out related cultural, medical and technical support activities to benefit the people, such as art weekend, operas going to the countryside, films going to the countryside, medical assistance, planting technology teaching, law publicity, etc.. Trying to build popular video columns, for example, shooting political questioning programs about the problems existing in the process of local governance that people care about, and shooting documentaries recording the development process of towns and villages. These can provide convenient services for the people and generate income at the same time. The county-level convergence media center should expand business areas, try various forms of programs and explore services in all aspects of people's life and production to better improve its influence, credibility, guidance, news and public opinion dissemination, and become an indispensable good helper in people's life.

4. Development strategy of county-level convergence media center

4.1. Listen to the voices of the people

The development of county-level convergence media centers relies on and serves the people. We should understand what people need and want to provide people with the information and knowledge they need to help them identify false information that is difficult to identify in daily life. If we want to increase the value and efficiency of development, they should base themselves on the local people and development needs and explore a suitable development path for the local area.

Only by understanding the people can we further promote the socialist core values to the people, and combine the development of the people's life with the construction of the party and the country. As the nearest organ to the people to convey the heartbeat and pulse of the Party, county-level convergence media centers should give full play to their strengths, go deep into every corner of the grassroots community to understand the real scenes of people's lives, deeply show their real needs and help them to deliver their voice, break through the last mile between the Party and the people, and build a bridge for rural revitalization with sincerity.

4.2. Firm Party spirit direction

The press is an important part of the life of the Party. The development of the convergence media centers should be based on the firm direction of the Party spirit and they should do a good job as mouthpiece for the Party's policy and thought. Only by completing this fundamental task can they achieve steady progress in the long-term development. In our daily work. They have always been highly consistent with the CPC Central Committee, absorbed and studied the Party's latest theoretical achievements and policies and guidelines in a timely manner, followed the Party firmly, transmitted the Party's voice to the broad masses, and grasped mainstream public opinion. In the Internet era, it is more important to focus on the construction of network ideology, clear away the bad network atmosphere, transfer social positive energy, and create a clean cyberspace. In addition, daily public opinion plans should be established to respond to unexpected public opinions. In case of emergency, they should find the source and respond in time.

4.3. Keep abreast of The Times

At the 2022 China New Media Conference, it was proposed that the media construction should sing the main melody of The Times and convey the strongest voice of The Times.^[3] In today's integrated development of media, a variety of new products emerge in endlessly. If you want to be at the forefront of the industry, you must keep up with the pace of The Times, follow the pulse of rural revitalization, regional construction and green development, and add a touch of color to the blueprint drawn by the great cause of The Times.

5. Conclusions

In the era of new media, the attraction of traditional TV programs has weakened, and grassroots TV stations are more faced with development difficulties. However, as the official media, they still undertake their own value mission. Therefore, the transformation and upgrading of traditional media set out again in the way of convergence media centers. Combining local characteristics has become an important magic weapon for county-level convergence media to stand out in the new media era. The reformed county-level convergence media center, on the one hand, retains the authority of the authorities, on the other hand, goes deeper into the needs and thoughts of the local people, gets close to their lives, and produces new media works that are more in line with the aesthetic needs of the current audience.

Learning the experience of pioneers in the continuous development and exploration will provide a direction for the in-depth transformation and upgrading of county-level convergence media centers and the integrated development of the new media era in the future: people-oriented, combining local characteristics and development needs, and adapting measures to local conditions, adhere to the party spirit, adhere to the people, integrate into the connotation of The Times.

The county-level convergence media center is still in the construction of continuous development. It is believed that after the guidance of relevant policies and joint exploration of all parties, it will be able

to better grasp the context of its own development, shoulder the mission of promoting the construction of digital countryside, promoting the construction of rural spiritual civilization, carrying forward and practicing socialist core values, and helping rural revitalization.

References

[1] China Internet Network Information Center. *The 49th Statistical Report on the Development of Internet in China* [R/OL].(2022-02-25)[2022-09-1].

[2] Chinese Government website. *National Ideological Work of Publicity* [EB/OL].(2018-08-22)[2022-09-01]. http://www.gov.cn/xinwen/2018-08/22/content_5315723.htm.

[3] Zhang Cong.(2022).*Sing the main melody of The Times and spread the strongest voice of The Times*. *People's Daily* (011).