

Exploration of the Guidance of Public Opinion in Grassroots Communities Based on the Perspective of Emergency Management

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Abstract: As the foundation of the national governance system, grassroots communities carry important missions and responsibilities. In the face of sudden incidents, they put forward new directions and new propositions for advancing the modernization of the social governance system and governance capabilities, as well as improving the construction of social emergency management capabilities. In particular, the improvement of the emergency management system and mechanism of the grassroots community has put forward new challenges and new requirements. This article adopts qualitative research methods through systematic research, and proposes a response strategy suitable for grassroots community public opinion under the emergency management system, hoping to provide useful reference and help for grassroots community governance.

Keywords: grassroots community, emergency management, public opinion

1. Introduction

At present, with the completion of the major strategic goal of building a moderately prosperous society in all respects, China will embark on a new journey of building a modern country in an all-round way. The development of the situation, the expansion of careers, and the expectations of the people all put forward new ideas for the modernization of the national governance system and governance capabilities. The goals and new directions also put forward new standards and new requirements for strengthening and improving the social emergency management system and mechanism, and improving the construction of social emergency management capabilities, especially effective prevention, precise response, and proper handling of major emergent public health safety incidents. It is not only the responsibility and responsibility of the party and the government, but also the foundation and guarantee for the realization of a better life to minimize the impact and loss it brings to the lives, health, safety and normal production and life of the people. As a community in which people live, the grassroots community is a carrier that connects the people closely, serves the people directly, and organizes the people effectively. It is the micro-foundation and practical support for improving the social governance system. It is the first line to strengthen the construction of social emergency management capabilities, and it is also information. The frontier field of communication, formation of public opinion, and guidance of public opinion plays an irreplaceable important role in stabilizing social mentality, consolidating ideological consensus, and serving grassroots governance [1]. Therefore, it is of very important practical significance and guiding role to do a good job of guiding the public opinion of the grassroots community under the background of emergency management.

2. The characteristics of the public opinion of the grassroots community in the construction of emergency management capacity

2.1 Sporadic characteristics

Although grassroots communities are the basic unit of urban governance and the basic cell of social composition, they play an increasingly important role in supporting the modernization of the national governance system and governance capabilities. However, in terms of the attributes of grassroots community management services, most of them have distinct social attributes. They are not independent government agencies and administrative departments. They are not coercive, administrative and unique. They show more co-construction, negotiation and self-discipline, leading to

the performance of public opinion in grassroots communities sporadic characteristics. As Engels pointed out, "Those who are active in the social and historical fields are all conscious, thoughtful or passionate people who pursue a certain purpose; nothing happens without conscious intent, without expectation [2]." The small scattered features of social public opinion in grass-roots communities inevitably bring about two aspects: On the one hand, the guidance and response of public opinion in grass-roots communities mostly rely on persuasion, persuasion, and negotiation. Compared with the publicity and education work of the administrative organization system, there is a large gap between the public opinion guidance and response process, the slow effect and the poor effect in aspects such as socialization and systematization. On the other hand, the grassroots community management service presents the co-construction, sharing, co-management and co-governance. The characteristics of reality make the social public opinion of the grassroots community more directly reflect the real needs and real demands of the community members, and make the guidance and response of the social public opinion of the grassroots community more realistic, pertinent and adaptable, and make the public opinion environment and public opinion atmosphere of the grassroots community the mass base of the People's Republic of China is more solid, broader and more lasting.

2.2 Living characteristics

Since most grassroots communities are self-management, self-supporting, and self-operating, a large part of community funding and resource conditions come from the provision and support of community members, resulting in an imbalance in the configuration of software and hardware between communities, and community members mainly paying attention to the convenience, safety and comfort of one's own daily life has led to the vitality of community public opinion. "It is not consciousness that determines life, but life determines consciousness [3]." For example, various supporting facilities in well-conditioned communities are relatively complete, members' lives are relatively convenient, and community public opinion is relatively simple; relatively poor community resources conditions relatively lack, there is a certain inconvenience in the lives of members, and the public opinion in the community is relatively complicated. But in general, the public opinion of the grassroots community is more reflected in the small daily life difficulties, the small problems of neighbourhood communication, and other specific small things in daily life. Therefore, in order to achieve reasonable expectations and set goals for guiding and responding to social public opinion in grassroots communities, it is necessary to start with solving the small difficulties and small problems of community members' daily lives, into the nuances, see the subtleties, and obtain a sense of satisfaction among community members. Enhance the actual effect and effectiveness of public opinion guidance and response in life-oriented perceptual cognition. At the same time, from the perspective of the reality of social public opinion guidance and response in grassroots communities, the imbalance in the allocation of community resources is not only the disadvantages and shortcomings of doing a good job in community public opinion guidance and response, but also a growth point and foothold for doing a good job in community public opinion guidance and response. Therefore, it is easier to realize the acceptability based on the real feelings of the community members based on the community public opinion guidance response based on this.

2.3 Diversity characteristics

As a specific fixed area where community members live for a long time, the existence and development of a community must rely on a relatively consistent sense of community of community members. It is an important carrier for maintaining and effectively guaranteeing the common interests of community members in a certain field. Compared with other public opinion guidance responses, the grassroots community public opinion guidance response should not only highlight the community role relationship of community members, but also realize that the grassroots community's social public opinion guidance response measures are personalized and more targeted. "Method is also a tool. It is a means on the subject side, and the subject side is connected with the object through this means [4]." On the one hand, the coexistence of the social roles of community members determines that the grassroots community's social opinion guidance and response must be closely centered the common needs of community members choose public opinion to guide response methods; on the other hand, people's social roles in modern society are diverse, and the richness and diversity of practice methods make the lifestyles and thinking styles of community members more complex and changeable. The public opinion guidance of grassroots communities needs to be planned, designed, organized and implemented in accordance with the individual needs of community members, and more flexibly embodied in popular media and colorful spiritual and cultural life activities.

3. Path response of grassroots community public opinion in the construction of emergency management capacity

3.1 Accurately grasp the direction of public opinion in grassroots communities

In the era of information society and all-media, the general public can become the focus of information and public opinion, and all members of society can become important nodes for information dissemination and public opinion diffusion. After major public safety incidents occurred, online and offline, in and out of the group, information and public opinion hotspots about the incident emerged in endlessly, varied, different ways, and inconsistent. There were various interpretations of the development trend of the incident, and information about incident management and control. Various kinds of propaganda and various plans involving incident prevention and control measures have brought some confusion, cognitive confusion, and recognition blindness to the community at the front line of prevention and control and the forefront of disposal, and brought much to the social emergency management work adverse effects [5]. Practice has proved that mastering authoritative public opinion information on major public safety incidents, timely, accurate, open, transparent, and easy-to-understand propaganda incident management and control information, disseminating scientific and health knowledge, solving doubts and preventing and controlling measures, correcting the source, strengthening publicity, and purifying social public opinion in grassroots communities the environment, stabilizing the mentality of the people in the community, and maintaining the overall stability of the society are of vital importance. Therefore, in emergency management work, the country's mainstream publicity media and social authoritative public opinion media must focus on the fundamental public opinion orientation of adapting to the situation of emergency management capacity building and consolidating community emergency management and control forces, and make full use of informatization, modernization, and lifestyle. The media of public opinion, grasp the strength of publicity and guidance of emergency management work, and effectively ensure that the community public opinion environment is not polluted and the community public opinion space is not affected, so as to provide a good public opinion atmosphere and a solid mass foundation for comprehensively eliminating the impact of major public safety incidents.

3.2 Correctly guide the direction of public opinion in grassroots communities

At present, coordinating, matching, and integrating the construction of emergency management capabilities with economic and social development has become an urgent, urgent, and urgent matter for promoting the modernization of the social governance system and governance capabilities. As a front-line community for emergency management capacity building, it has a special position, a key role, and heavy tasks. It serves as a "battle fortress" that serves the overall situation and stabilizes expectations. The public opinion of grassroots communities must be planned, organized, implemented, promoted, and implemented in detail around the major social construction goals of improving emergency management capabilities, advancing the governance system and modernization of governance capabilities. From the spread and spread of major public safety incidents to the process of dealing with the control and elimination of the impact of the incident, some communities will implement closure management, some people will be isolated and protected, and some industries will be affected by the impact, especially the occurrence of major public events such as the "COVID-19". Health and safety incidents, all sectors of society, all walks of life, and the people have made major contributions to winning the war against the epidemic and speeding up the resumption of work and production [6]. However, due to the in-depth and continuous influence of complex comprehensive factors at home and abroad, which have brought greater pressure, more challenges and higher requirements to the current social emergency management work, some targeted control measures still cannot be stopped, can't be loosened, and can't be absent, and must be cautious. Keep going, keep up the work, do good things, and effectively minimize the negative impact and social harm. Focusing on the major goal task of coordinating, matching, and integrating emergency management capacity building with economic and social development is the general direction of the current grassroots community's social public opinion work. It must not be biased, shifted, or dispersed, can't be weak. It is necessary to strengthen the voice of mainstream media public opinion, expand the influence of mainstream media public opinion, and form a mainstream public opinion structure to ensure the party's public opinion leadership, public opinion guidance and response leadership in grassroots communities, and ensure the party and government's professional, authoritative, and targeted public opinion Information can penetrate into every corner of the community, and it will be a strong public opinion foundation and grassroots support force for the coordination, matching, and integration of emergency

management capacity building and economic and social development.

3.3 Timely follow-up of public opinion trends in grassroots communities

Once a major public safety incident occurs, the lives, health, production and life of the people will be greatly affected and suffer major losses. For example, in the event of a major historical public health security incident, the general public, including the community, must overcome the various inconveniences in life and work caused by isolation, and even give up a small home for everyone, in order to deal with, manage and control the major issues to responsibility and contribution to public health security incidents [7]. As the basic cell of society and the basic unit of the city, the grass-roots community is at the forefront of emergency management and on the front line of emergency management. It needs more attention, care and care for the lives of the community. After a long time of management and control, the people in the community have some emotions and some complaints. We must promptly reassure and comfort, more understanding and tolerance; it affects normal life, and the community people are a little anxious and anxious. We need to connect and give feedback in a timely manner careful and patient; the standards are strict, and the people in the community are somewhat repulsive and resistant. We must explain and explain in time, be more sincere and sincere [8]. In short, we must follow the community's public opinion trends in real time while paying attention to reality and integrating into life, make good use of big data and artificial intelligence technology, make accurate analysis, accurate research and judgment, accurate response, accurate relief, and make every effort to promote publicity and guide, solve doubts, and solve doubts. Work to stabilize people's hearts and build morale to ensure that the people in the community can express their demands, opinions, and ideas in a reasonable, effective, and smooth manner. There must be no "information depression", "public opinion gap" and "guidance blind spots".

4. Conclusion

Sudden major public health safety incidents have a rapid spread, a wide range of infections, and difficult prevention and control, which have caused serious impacts and major losses on the lives, health and safety of the people and economic and social development, and proposed to promote the modernization of the social governance system and governance capabilities. New directions and new propositions also pose new challenges and new requirements for improving social emergency management capacity building, especially for improving the emergency management system and mechanism of grassroots communities. As the cell of society and the basic unit of urban governance, the grassroots community is the micro-foundation and practical support for improving the social governance system, the first line of strengthening emergency management capabilities, and the forefront of information dissemination, public opinion formation, and public opinion guidance. Therefore, it is necessary to give full play to the important functions of grassroots communities in stabilizing social mentality, consolidating ideological consensus, and serving grassroots governance, and building a good community public opinion environment for improving social emergency management capabilities is of great responsibility.

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