

The Theoretical Basis, Social Context and Practical Path of Mass Media Participation in Social Governance in China

Huiying Chen

School of Journalism, Communication University of China, Beijing, China

318240175@qq.com

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Abstract: At present, china is still in an important transitional period of economic and social development. Creating a social governance pattern of co-governance, joint construction and sharing is an important decision made by the Party Central Committee in the new era to solve the contradictions and difficulties that arise during the transition period and improve social management strategies. . The media is becoming one of the multiple subjects of social governance is determined by the inherent attributes of the media's role, and it is also the direction of governance theory. This article combs the theoretical basis, social context and practical path of my country's mass media participation in social governance, and aims to lay a foundation for further exploring the construction of the mass media social governance system and improving social governance capabilities.

1. Introduction

The Fourth Plenary Session of the 19th Central Committee of the Communist Party of China proposed to "build a community of social governance in which everyone is responsible, everyone is responsible, and everyone enjoys." The central and local grassroots are constantly exploring new models of social governance around this goal. With the rapid development of Internet information technology, the current media industry in my country has penetrated into the field of social governance in various forms. Not only does the media play a subjective initiative as the main body of social governance, the government, social organizations and communities are also actively using the media to participate in social management, realizing the interaction and integration of media and reality, online and offline social governance. This article combs the theoretical logic of media participation in social governance from a broad mass media dimension, and conducts an overview observation and exploration of the domestic media industry's participation in social governance models, aiming to further explore the construction of a mass media social governance system and improve social governance capabilities Lay the foundation.

2. The Theoretical Basis for the Mass Media to Participate in Social Governance

2.1. The Role of Mass Media Has the Natural Mission of Social Governance

Linton believes in "Studies of Humans" that the social role of things is composed of social status and society's expectations of it. Each individual has multiple statuses, and each status has a corresponding role. ^[1] From these two aspects, the current mass media mainly plays three roles in society. First, as one of the objects of public management, it is a part of the social composition, playing the functions of information services, education, entertainment, marketing, etc.; second, as an important tool of public management, it is the "eyes, ears and mouth" of the party and the state. The means of ideological discipline for society has the function of agenda setting and communication bridge; third, as a "public space", it can provide citizens with a space for self-expression, and play the function of democratic participation and supervision of the government. ^[2] Although the academic circles are concerned about media role conflicts There have always been disputes, but they have basically reached a consensus: these types of roles are not in

conflict, and the conflict is mainly due to limited media resources and time struggles, not the media roles themselves.^[3]

On the contrary, in the current converged media environment, technology, platforms, and channels are multi-pronged, and the media is capable of multiple roles and exerts greater effectiveness in creating a pluralistic and co-governance social governance structure.

2.2. Governance Theory Provides Strong Support for the Mass Media to Participate in Social Governance

The term "governance" originated in Western countries. When the economy began to decline and people's living environment became increasingly depressed, people increasingly questioned the administrative efficiency and scientific decision-making of public management departments. At the same time, as various social organizations continue to grow, The new media technology conditions provide more voice platforms for the public. "From rule to governance" has become the consensus of many countries and regions in public management reforms. Therefore, the third path, the welfare state, and the new public management theory have been representative. Governance theory. These theories hold that social governance is different from power governance. It is a model of participation, intercommunication, and coordination, based on the existence of order^[4], emphasizing that social governance requires the participation of multiple subjects, the need to balance the interests of multiple subjects, and improve the scientific nature of decision-making. At present, our society is in a period of gathering and protruding various social contradictions, and the development is not balanced enough. The problem of "Governance" needs to be solved urgently, and domestic academic circles have also begun to use the theory of "governance" to solve the problems that arise in the process of social management. Since the 18th National Congress of the Communist Party of China, the Party Central Committee has creatively proposed to create a social governance structure featuring co-construction, co-governance and shared governance, and to improve the social governance system of party committee leadership, government responsibility, social coordination, public participation, and legal protection. The media is a part of social organizations. It is one of the multiple subjects of social governance, and full participation in social governance is also the meaning of the topic.

3. The Social Context of Mass Media Participating in Social Governance

More than seventy years after the founding of New China, from the initial social management to today's social governance, the social context has also undergone many changes in governance concepts, governance fields, governance logic, and media environment.

3.1. Changes in Governance Concepts: from Unit Governance to Social Governance

Since the 1990s, the market economy has been active at any time, and many people have left the "system" and "units" and turned to "companies". These changes have had a major impact on the social governance pattern. The efficiency of the social governance system that was once unit-centered has gradually declined. , Many people began to cross unit boundaries to enter the public sphere to seek protection of rights and interests, and even triggered public sector intervention to solve problems through petitions and group incidents. At the same time, the changes in the social environment and the resolution of social contradictions in the transition period urgently require the government's public management methods to be updated. Governance, and then to the construction of a "co-governance, co-construction, and shared social governance community" has shown a transition from "a single subject" to "multiple co-governance", and government management departments have also begun to actively guide social organizations and the public to participate in social governance innovation and reform. Go in the tide.

3.2. Governance Field Changes: Information Technology Empowerment and the Rise of Internet Governance^[5]

According to the 47th "Statistical Report on China's Internet Development Status" issued by the

China Internet Network Information Center (CNNIC) in Beijing, as of December 2020, the number of Internet users in my country has reached 989 million, an increase of 85.4 million from March 2020. The Internet is popular. The rate reached 70.4%. With the rapid development of Internet technology and the widespread application of modern media technology, diversified network platforms have become an important place for ordinary people to express their opinions and participate in politics. Everyone is a self-media who "holds a microphone in hand", and can give opinions and suggestions to the government anytime and anywhere, and supervise government behavior. At the same time, it also means that there may be risks of spreading false rumors and overthrowing authoritarian regimes. This is a risk to traditional government rule. This approach has brought great challenges. The field of social governance has begun to expand to the Internet, and the task of information governance and ideological guidance in the Internet field has become more urgent and important. Governments, social organizations and other governance entities have begun to focus on improving media literacy. , Using new media to innovate social governance models to improve the level of social governance.

3.3. Changes in Governance Logic: Modernization of Social Governance in the Field of Big Data

With the rapid development of network information technology, big data has become an important practical tool for the modernization of social governance systems and governance capabilities. In 2016, the central government put forward the strategy of building a "digital China", which calls for improving social governance capabilities; the report of the 19th National Congress of the Communist Party of China in 2017 clearly proposed to gradually improve the intellectualization and professionalization of social governance, and promote the construction of smart government and smart cities; the 19th Party Congress in 2019 The Fourth Plenary Session of the Central Committee strengthened the scientific and technological support for social governance and added "data" as a production factor for the first time. ^[6] There are also views in the academic circles that big data is expected to become the "third productive force" after labor and capital, and promote the fuzziness of social management to social governance Refinement and transformation . Through targeted capture of massive amounts of online petition data, efforts are made to discover hotspots and difficult issues that the masses have strongly reflected, and use big data to make analysis, judgment, and decision-making, so as to solve the demands of the people in a more targeted and convenient way.

4. The Realistic Path for the Mass Media to Promote Social Governance

4.1. Provide Localized Information Services Through Community Media

In the new media environment, the most important and most core competitive method for mass media to integrate into social governance is content strategy. Many media actively sink the community and create "community media" in the exploration of the transformation of integrated media. In recent years, the "Beijing Youth Daily" has created more than 30 community newspapers to provide localized information services based on the community; at the same time, some community managers have also begun to use mass media platforms to create "community media" and transfer community services to the Internet. Improve the efficiency and quality of community services. For example, Binhu Century Community in Hefei, Anhui established the "Century Morning Tea" community WeChat public account and developed the "Century Cloud House" mini program to meet residents' demands, services, shopping, public welfare, entertainment and other needs.

4.2. Provide Smart City Tips Through Think Tank Transformation

In recent years, the media has also begun to focus on social governance issues in the context of the transformation of think tanks. For example, the Southern Press Group established the Nandu Big Data Research Institute in February 2018. Its core business is to study how to make full use of

big data to assist urban social governance. The subject projects implemented are mainly in the fields of urban governance, regional economy, appraisal and evaluation, new business forms, new economy, and new life. Products such as "Guangzhou Urban Governance List" and "Personal Information Protection Report" are all from the Narada Big Data Research Institute. ^[7]

4.3. Stimulate the Vitality of Social Governance by Building a Communication Platform

The typical case here is the construction of a county-level financial media platform. Mainly through the top-level design to open up the financial media platform and government department data to improve the quality and efficiency of grassroots social governance. For example, the Zhejiang Sanmen County Financial Media Center launched a "Run at most once" program in the "Handheld Sanmen" APP, which integrates various services such as government administrative approval and government affairs inquiries, so that citizens can achieve "stay at home". "Fingertips" ^[8] "Wisdom" launched by Wuxi Radio and Television Station The "Wuxi" APP focuses on not only providing radio and television information, but also actively opening up data with municipal public service departments, providing practical information and convenient services for transportation, housing, tax and other services. The cumulative downloads in the past six years are 6.6 million. ^[9]

4.4. Improve the Quality and Efficiency of Social Governance Through Big Data Resources

In the social governance of the Internet age, making full use of the sword of "big data and artificial intelligence" can produce multiplier benefits. For example, Toutiao's "Toutiao Looking for People" charity project launched in 2016 by Toutiao relies on a huge user base and uses big data analysis and artificial intelligence technology to help various separated families find relatives. As of July 27, 2018, the "Toutiao Tracing" platform popped up 43,000 cases of tracing announcements, and a total of 6,560 people were found. Due to the remarkable effect, the Ministry of Civil Affairs and nearly 2,000 rescue agencies, medical institutions, and public security agencies nationwide, News media and other social organizations have reached a cooperative relationship with Toutiao to better help solve various social problems. ^[10]

4.5. Realize Social Co-construction, Co-governance and Sharing Through Internet Mobilization

Media integration has expanded a new field of social governance, public service functions and social functions have been extended, and the phenomenon of online communities participating in social governance has become common in life. For example, the "Tencent for the Village" open platform established by the Tencent Charity Foundation in 2015 is a way to enable village committees and village cadres across the country to register with their real names, do charity, open stores, and promote, and find industries for the villages. An Internet platform for product outlets; "Xinzhou Suishoupai" is a comprehensive social governance network platform where citizens can report problems in the city on the platform, and they will get a reply within 2 hours, and it will be completed within five working days. It has improved the efficiency and satisfaction of solving the demands of the masses.

5. Conclusion

Through observation and combing, it can be found that the current practice of domestic mass media participating in social governance is not limited to traditional content dissemination, but more combines the technology of media integration, pays full attention to the individual needs of users, and uses the advantages of the platform to find a way for social governance. From the perspective of the actual path of sorting, when the mass media assumes social guidance, social service, social consultation and other basic social governance functions, it shows a trend of direct contact with the masses, direct service to community residents, and direct mobilization of mass participation. In the huge system of national governance and social governance modernization, grassroots social governance is the underlying structure and an important starting point for future

social governance. Based on this, this article believes that the social governance logic and governance field of the future mass media are not limited to traditional content production, but should participate in grassroots social governance from many aspects such as big data, artificial intelligence, integrated media platforms, and community-based operations.

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