

Study on the Problems and Strategies Facing the Development of Governmental Media based on the New Media Environment

Wenshuai Qin

Centre for International Education, Philippine Christian University, 1004, Philippine

Abstract: Time has changed, and at the beginning of the 21st century, information and communication technology has exploded, and new media technology has stood at the front end of leading information dissemination in the era after continuous updating and iteration. With the development of new media technology, new media has the characteristics of timeliness, feedback and plurality, making all kinds of information spread in cyberspace in an uncontrollable way, which makes the government's task of guiding public opinion more and more heavy. However, the development of new media also provides the government with new governance methods in the field of public management. Based on the new media technology platform, various kinds of governmental media, such as WeChat, Weibo and Sina Weibo, have been built up, which provide the government with a lot of convenient ways to collect public opinion, publicize policies and guide public opinion. Based on the above, this paper will analysis the characteristics of new media and governmental media and identify the commonalities between new media and governmental media based on the connotation of new media and governmental media. Explore the combination road of new media and governmental media.

Keywords: Political Media; New Media; Opinion Leadership.

1. Introduction

The wave of the information age is irreversible. Newspapers, television and radio, the traditional media that once played an important role in our lives, are now long gone, replaced by new media such as mobile phones, computers and the Internet. People are more likely to get the latest information on these convenient mobile. New media are characterized by fast information dissemination, wide access to information and a large user base.

This is in line with the government's requirement to release the latest information and publicize the latest policies in a timely manner, and based on this, various information dissemination platforms for government affairs have been established, such as the People's Daily, Sina Weibo, etc. These platforms have a very large user base. These platforms have a very large user base, so the full integration of new media and political media can better guide public opinion and public governance.

2. Definition of New and Political Media

2.1. Definition of New Media

New media refers to a new type of electronic interaction means derived from network technology, that is, the use of network means to make electronic information data, so as to widely and rapidly spread the technology. New media has many kinds of carriers, such as the Internet, various types of mobile platforms and other new communication technologies, which have the characteristics of data and network, and the most prominent embodiment of new media in real life lies in the mobile phones, computers and other emerging information technology platforms used in our daily lives. Compared with traditional media, new media are far superior to traditional media in terms of dissemination speed,

dissemination scope and convenience of dissemination methods. New media have the characteristics of timeliness, interactivity, personalization and multimedia, which make people's communication and information interaction more convenient.

2.2. Definition of Political Media

Government media include traditional government media and modern government media, both of which basically refer to media operated and managed by government agencies or government-authorized media organizations, whose main task is to disseminate government policies, decisions and information to the public. However, it is important to know that governmental media did not develop with the development of new media, but existed thousands of years ago. Starting from the Spring and Autumn Period and the Warring States Period in ancient China, the monarchs of various countries would disseminate their policies in the form of official documents such as posting of notices when promulgating them. During the Song Dynasty, the printing press was invented and the publishing industry witnessed an unprecedented development, which also gave birth to China's first newspaper, Di Bao, which was a press copy used to disseminate government documents and policy information.

The modern government media is also constantly updated with the continuous development of information technology, in addition to absorbing the characteristics of new media technology of fast dissemination speed and wide range of dissemination, the ability to interact with the public is a feature of contemporary government media. Unlike in the past when they only disseminated government documents and latest policies, modern political media pay more attention to interactive communication with the public, draw more on public opinion, focus on people's livelihood, and their contents no longer only cover government work reports and interpretation of policies, but also begin to release news

related to social life. The main areas of modern political media activities are websites with a large user base, software and various information platforms such as WeChat, Jitterbug and Weibo.

3. Characterizations of New and Political Media

3.1. Characterizations of New Media

The modern government media and the traditional media in the past has a big difference, the modern government media is a new product with the combination of new media, with many new media features, so before analyzing the characteristics of the modern government media, we should first analyze the characteristics of new media. The following are some of the main features of the new media: 1. Timeliness: the fast speed and wide range of dissemination is the most distinctive feature of the new media, taking into account both time and space dissemination, now as long as we have the means of communication on the Internet, we can communicate with people thousands of miles away at any time and any place with no time lag. 2. Interactivity: the composition of the information dissemination, with three factors i.e. "sender" "medium" "recipient", assuming that the sender is the government, the medium is the traditional media, such as newspapers, radio, etc., and the recipient is the people, then in the people to receive the information After the people receive the message, it is very difficult for them to give feedback, and it is even more difficult for the sender to receive such feedback, because the number of recipients is large, the amount of feedback is large, and the feedback channels used are also complex. This kind of communication is often a one-way communication, and it is impossible to achieve effective communication of information between the sender and the recipient. The new media based on the Internet information technology makes the information communication chain become more perfect, in the network platform, we can communicate with the sender of a variety of communication exchanges, such as likes, messages or private messages and so on. At the same time, we can also act as a sender, release information is no longer the news media and government privilege, the exchange of information has become richer, the communication of information has become a two-way type. 4. Customization: or personalization, in today's era of big data, the new media can be based on the user's needs, to provide the corresponding services, but also according to the user's interests and behavioral habits, to push the information in line with the user's needs. 5. Cross-regional: the dissemination of information is not limited to a specific region, new media has the characteristic of crossing space, which can realize the dissemination and sharing of information globally, breaking through the geographical limitation. 6. User-generated content (UP): as mentioned above, releasing information is no longer the prerogative of the news media and the government, and everyone can become a source of information, releasing their own information on new media platforms, and share their lives, including articles, photos, videos and so on, greatly increasing the diversity and richness of information. 7. Network social groups: new media provide users with more social means, new media information platforms collect users' interests and behaviors and classify and push content of common interest to users, so that people with similar interests have more means to contact each other, such as the WeChat platform's Friends circle, microblogging hot search, etc.

Users click on the information pushed by the platform, so as to understand their own field of interest more deeply and get to know more people. 8. Convenience: mainly refers to a variety of mobile devices such as smart phones, computers and so on, which carry new media, and users can use these devices to receive the latest information at any time and any place, which is highly convenient. 9. Big data: in the construction of the information chain, there are the sender, the medium and the recipient, this information chain is the sender takes the initiative to send out the information, and then the recipient receives the information after the feedback of the information. In this process, the new media platform not only assumes the role of a medium, but also collects users' interest behaviors and classifies them, which makes the sender no longer need to have a clear recipient, because the new media platform will push the content it sends to the hands of those who need it, and the recipients will naturally receive the content they are interested in when they open the new media platform. This function of new media successfully makes the content of information dissemination more diversified and richer. The rapid development of new media has made the distance between people in time and space closer and closer, and the exchange of cultural information between people on the huge earth has become simpler and simpler. As McLuhan, a journalism scholar, said, "The old value system is collapsing, a new system is being established, and a new, miraculous "global village" has been born in which all people can participate.

3.2. Characterizations of the Political Media

The government media are media operated and managed by government agencies or media organizations authorized by the government, whose main task is to communicate government policies, decisions and information to the public. Characteristics of government media include: 1. Government-led: government media are directly funded by the government or authorized by the private sector, and are generally managed directly or indirectly by the government. 2. Government microphone: the main duty of government media is to disseminate even if accurate information to the public on government policies, decisions, work progress, etc., and to respond to issues of public concern. 3. Official position: official government media usually convey the official position of the government, and the content of their reports is shaped by government policies and official views. 4. Public service: Unlike the government media of the past, which only reported information about the government, today's government media are also responsible for guiding public opinion and disseminating information about livelihood issues such as education, culture, and healthcare construction. 5. Political propaganda: "Communication" and "propaganda" are fundamentally different. "The dissemination of information is usually without a specific purpose, without a specific group of information dissemination methods such as news reports, periodicals, etc., dissemination usually does not have a clear audience. Propaganda, on the other hand, has a clear purpose and direction. The target of propaganda in government media is usually the public, and the government propagates its own image and policies through government media, so as to gain the support of the public. 6. Transparency: While the government manages the public, it is also subject to the supervision of the public, and the government should open up the information of its work such as the financial revenues, the

information of the GDP change, the information on the shares and bonds of the state-owned enterprises to the public, etc. The government media is a means for the government to disclose the information of the public. The government media is the best platform for the government to disclose such information, and the government media should endeavor to do a good job in improving the transparency of the government's information so that the public can understand the work and progress of the government.⁷ Educational: the new media has brought a great impact on the social public opinion monitoring system, and the government media need to stand in the first line in order to guard the public order, guide the public opinion, improve the public morality, set up a perfect legal concept and so on, which is the social responsibility that the government media need to undertake. 8. Stabilizing the social order: in the period of social turbulence, the government media need to propagate the concept of stability and security, and to guide the public psychology, so as to stabilize the social order. 9. psychology, so as to stabilize the social order. The publicity, openness, education and service of the government media can facilitate communication between the public and the government. The government media is the best medium for dialogue between the public and the government, and the government media needs to maintain the bond of dialogue between the public and the government and cultivate the relationship of trust between the public and the government. However, these features of government affairs make the government media build a special communication bridge between the government and the public, which helps to promote mutual understanding and trust between the government and the public. However, at the same time, some of the official attributes of the governmental media make them receive some restrictions in their reporting, and these factors may affect the communication between the public and the government, therefore, the governmental media must adhere to the principles of fairness, impartiality and openness in their news reporting.

4. Development Problems Faced by Government Media in the New Media Era

The arrival of the new media era is driving the change of government media, the gradual maturity of new media technology has brought opportunities for the government media, but also triggered some development problems and challenges, most of these problems are related to the development of new media technology and the diversification of public demand, the following is based on the background of the new media era of the government media are facing some of the new development problems.

4.1. Crisis of Public Confidence

In the past, the official nature of the political media can greatly increase the reliability and authority of the reports, but due to the rapid development of new media, the speed of information dissemination is extremely fast and the cost of releasing information is extremely low, which makes the rumors and false news proliferated, and these rumors and false news are often in order to attract people's attention and distort the facts, so as to make profits, which, however, makes the authenticity of the news reports of the political media be questioned, and how to control and reduce the dissemination of this kind of information is a major problem

faced by the government in the field of information. How to control and reduce the spread of this kind of information is a major challenge for the government in the field of information, and what measures should be taken by the political media to maintain their trust in the public mind is also a major challenge.

4.2. High Information Overload and Duplication of Information

With the huge amount of information in the new media era and all kinds of information flying all over the place, most members of the public are so engrossed in their own fields that they tend to overlook the important information released by the government. Apart from the important government news, there are news reports on livelihood and civil affairs, and the government media tend to be slower than other media in releasing them. This is because they are limited by their own political nature, and they take longer time in reviewing the news releases, which makes the content of the government media is no longer new to the public when they release news on livelihood.

4.3. Low Interactivity

Despite the interactive platform provided by the new media, the government media is treated as a propaganda tool and public feedback and opinions are often ignored. It is important to realize that the government media is a platform for communication between the public and the government, not just a mailbox for collecting opinions.

4.4. Information Security Problems

In the new media era, telecommunication fraud cases are frequent, and from 2018 onwards, 80% of the annual criminal cases in China are telecommunication fraud cases. Therefore, government media need to strengthen the protection of user privacy, as well as educate the public on how to prevent cybersecurity problems.

4.5. Diversified Needs

The news and information released by the government media are too rigid and profound in terms of writing, and the variety of news is small, the government media often leave the public with the impression of stereotypes and lack of vitality. It is unable to meet the diversified needs of the public. The government media need to recognize these problems and take active measures to adapt to the requirements of the new media era, increase public participation, enhance trust, protect privacy and security, and provide diversified services in order to better fulfil their roles and responsibilities in society

5. Strategies for the Development of Government Media

5.1. Fair and Impartial Reporting, Wholehearted Service

To enhance the trust of political media in the public's mind, it is necessary to adhere to two major principles: first, adhere to the public objectivity of news reporting. In the era of new media, the power of public opinion is very strong, and people live in the sea of information, just as the journalism scholar Lippmann said: the world we perceive is not real, but a kind of "mimetic environment" constructed by information, news, and all kinds of media reports, and the vast majority of our perception of the world is obtained through the information

provided by new media. Most of our knowledge of the world comes from the information provided by new media. Whether this information is true or not, it will subconsciously influence people's thinking and guide their choices. The social nature of human beings and their attachments determine that information can easily explode in the crowd, regardless of whether it is true or not, and in the face of the spread of false information, the political media must constantly fight against it, stick to their core, always adhere to the public reliability of news reporting, and convey the correct information to the public. The second principle is: always be people-centered. The political media is a service-oriented system, and the content of its reports should not be influenced by areas such as politics or business, and the purpose of the content of the reports is, to convey truthful, objective information to the public. At the same time, it should actively interact with the public. In essence, public trust in the government media and its interactivity are closely linked, and the key to cultivating trust lies in the communication between the public and the government, and trust is cultivated in communication. If the government media fails to respond to the public's concerns and draw on the public's opinions, the public will naturally lose their trust in the government media.

5.2. Diversified Reporting and Clear Audience Groups

In the era of new media, political media should learn from the innovation of new media in the form of content, the current political media in the form of reporting is too rigid, a lot of urban political media, click on the catalogue of their contributions, a thousand and one blue cover page printed with a few invariable words' "newsletter", "latest", "quick look", "latest", and so on. ", "Quick Look" and so on, click to open its content, all are text with pictures of the way of reporting, in a few decades ago, the newspaper's way of reporting is the text with pictures to report the news, and now some political media are still using the new media platform to report the content of the traditional media, there is no progress of the times! Now some government media are still using new media platforms to report traditional media content, with no sense of progress of the times, and the content is also limited to the scope of government news, so the retro form and rigid content naturally can't attract the attention of the public. In this regard, the government media should learn from the mainstream media nowadays and make use of communication forms such as text, video, pictures and short videos. Break through the limitations of space and time to provide more diversified content.

At the same time, it is also necessary to clarify the positioning of its own audience, the audience has many different factors such as gender, age, work position, education level, etc., media data background analysis, to understand the characteristics of the current audience, the audience's access to the time period, access frequency, etc. After defining its own audience, it can flexibly adjust its own audience strategy, make special releases according to the audience's interest or preference, always maintain communication with the audience, increase interaction with the audience, and enhance audience loyalty.

5.3. Reporting form Innovation and Content Innovation

The innovation of reporting form mainly relies on two

points, one is live broadcasting and short video, the development of live broadcasting and short video industry is currently by the hot, many governmental media has been used in their own daily operation of the media, such as in the jittery voice platform to release the news class of the short video, in the live broadcasting to help the local residents to bring goods, etc. The second form of reporting is the offline reporting activities, the published government policies and offline activities combined to attract local residents to participate. The second form of reporting is offline reporting activities, combining published government policies with offline activities, releasing relevant information on media platforms, attracting local residents to participate, and combining public participation with live reporting, so that the public can personally participate in news reporting, thus enhancing the influence and credibility of government media.

Compared with general new media practitioners, political media can obtain first-hand information about the government more conveniently, so the interpretation and analysis of the latest policies and the provision of in-depth coverage of policies can help the public better understand government policies. At the same time, multimedia reporting should be used to make different dimensions and forms of classification reports on the same content to meet the needs of different audiences.

6. Conclusion

Under the new media era, the traditional government media has been quite a challenge, want to break through the current predicament, the traditional media must be combined with the new media each other to solve the problem of the development of government media. This paper analyses the dilemmas and opportunities currently faced by the political media, and puts forward a series of new media about the need for new media in the context of the new media era should make some changes, aiming to promote better changes in the political media, so that the political media can better serve the public service.

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