

Research on the Innovative Path of Grassroots Civil Servants in the New Environment

Jiahui He, Xiaolu Zhang, Yujing Qi, Dan Cao

Xi 'an Peihua University Xi' an 710125, Shaanxi

Abstract: The grassroots civil servants, as the national public servants who most directly face and serve the people, represent the image of the government and the image of the city. Grassroots civil servants to strengthen their identity and conduct effective image publicity will help the Mass Line to develop in grassroots services and show the image of the city from the side. Through the analysis of the work status of grass-roots civil servants, the identity construction of grass-roots personnel, improving the image of the city are studied, and the corresponding improvement measures are put forward.

Keywords: Grassroots civil servants; Identity; City image

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In the new environment, some urban communication problems such as untimely guidance of public opinion, improper working attitude and words of grass-roots civil servants, etc. in response to major public events in cities, have led to the damage of city image and the decline of government credibility in some areas. As the most basic group living area, the community is the basic module of the public governance system and the intuitive reflection of the city image. However, the key to the effect of community governance lies in enhancing the working ability of grass-roots public servants, who play an important role in the new environment. In view of the problems in the construction of city image under the new environment, it is necessary to reflect and discuss the work of grass-roots civil servants, reshape their identity and enhance their service awareness.

1. The importance of grassroots civil servants' identity

1.1 The identity construction of grassroots civil servants is the foundation of city image

"Identity" can be seen as the psychological process of an individual's confirmation of self-identity, cognition of the group to which he belongs, and the accompanying emotional experience and behavior patterns. At present, the main orientation of our government is to build a service-oriented government, and civil servants themselves also play the role of "service providers". With the increasingly close contact between grass-roots civil servants and the masses, there are some "frictions" between grass-roots civil servants and the masses in daily work such as maintaining public order. The reasons are complex and diverse. However, the overall problem is that civil servants' identity is not accurate enough, and their contact with the masses is influenced by public opinion environment and emotional communication. The fundamental solution to the problem is to establish the identity of grass-roots civil servants "serving the people", which needs to be reconstructed from the perspective of civil servants' team building and image reshaping. At present, domestic scholars point out that the public service opportunities of civil servants to serve the public interest have a profound impact on their job satisfaction. Therefore, civil servants themselves should have the purpose of serving the people first.

1.2 Grass-roots civil servants are the bridge between the government and the people

As the most basic group living area, the community is the basic module of the public governance system and the intuitive reflection of the city image. The key to the effect of community governance lies in enhancing the working ability of grass-roots civil servants. As the last link of policy implementation, the grass-roots government is the most grass-roots government that directly serves

the people, solves practical problems for them, and conveys their aspirations upwards. Every word and deed is related to the direct interests of the people. In the questionnaire survey and grass-roots interviews, the feedback is that the bridge structure of civil servants to communicate between the government and the masses is unstable, and some interviewees are not satisfied with the service attitude of grass-roots civil servants. At the social level, some incidents such as “Misdiagnosis of pregnant women” and “Going over the wall to buy steamed bread for reading and checking” have appeared in Xi ‘an, which caused the image of Xi ‘an to be controversial for a while. The essential problem is that grass-roots civil servants do not deal with it in time and communicate smoothly in the process of communicating with the masses, and it is also a reflection of their incomplete identity.

2. The problems existing in the construction of grassroots civil servants’ identity

At this stage, according to the questionnaire data analysis of Xi ‘an city residents’ job satisfaction and identity survey of local grass-roots civil servants, people’s overall satisfaction with grass-roots civil servants is high, fully affirming their work attitude, efficiency and some work achievements in the new environment, but there are still some problems such as not going deep into the masses and not meeting the needs of the masses.

2.1 Grass-roots civil servants’ “service awareness” is not stable

In terms of work attitude, they can basically achieve a serious, responsible and proactive work attitude, but some grass-roots civil servants still have some bad performances of being indifferent, careless and aloof. The reason is that “service consciousness” is not stable. The quality of service provided by civil servants at the grass-roots level will also directly affect people’s quality of life. What people are not satisfied with is the place where civil servants at the grass-roots level have failed in their work. Only by strengthening the identity consciousness of “serving the people” can they gain a sense of self-efficacy from their work.

2.2 The frequency of communication between grassroots civil servants and the masses is not high

Based on “Do civil servants in your community visit your home? How many times?” In, the sum of options “often” and “occasionally” is basically the same as “never”. The problem of this data exposure is that grassroots civil servants sink to the grassroots level, and the frequency of communication with the public is not high. Grass-roots civil servants are more closely connected with groups. However, the most fundamental way to understand people’s feelings and observe people’s opinions is to “go into the masses”. We can not only keep in touch with the masses, but also express our interests to the government and put forward opinions and suggestions. Public officials at the grass-roots level are the people who deal most directly with the masses. Only by keeping good communication can they get into the relationship with the masses at the grass-roots level. Only by drawing inexhaustible strength from the masses of the people can they do a good job at the grass-roots level.

2.3 The “demand” of the masses is not satisfied

Most people think that the work efficiency of community grass-roots workers is high, but there are still some workers who work on the surface and can’t effectively solve the needs of the masses. The reason is that there are differences in administrative levels in different places, the masses are satisfied with the concept of abstract government as a whole, and the expectations of specific grass-roots administrative personnel are too high; There are some people in the civil service whose ideological consciousness is not high enough. Civil servants at the grass-roots level should strengthen relevant ideological education, improve their own quality, unify their ideological understanding within the ranks, and make Scientific Outlook on Development deeply rooted in the hearts of the people, so as to better serve the people ideologically and consciously.

2.4 The identity of civil servants at the grass-roots level is not correct

Among the options of “reasons for choosing this career as a civil servant”, “within the system, with good welfare and relative stability” accounts for more. The way to change the concept is to let the masses really feel the basic duty and purpose of civil servants in their daily work, that is, “to be a civil servant with people’s satisfaction, the mass line is the most fundamental working line.” In the new era, civil servants should do everything for the masses, rely on them, come from them and go to them. “To establish a correct identity, civil servants at the grass-roots level should take “people-centered” as the starting point and the end result of their work, persistently do practical and good things for the masses, and earnestly serve the people. At present, the “public examination craze” also reflects that most people don’t realize that civil servants are “people’s public servants”.

3. Innovative Path of Civil Servant Identity Construction at Grass-roots Level

In order to better improve the construction of grass-roots civil servants’ identity, in addition to direct contact with the masses at work, another new embodiment is the new media platform.

3.1 New Media Empowering Civil Servant Identity

In the era of Internet of Everything, new media has become the biggest way of information circulation. In the convenience service, the hierarchical construction of new government media has also verified that the grass-roots line should make use of the Internet to play its role. Civil servants in the new era should make use of new media to convey “people’s voice” and serve the masses. In response to the challenge of the new environment, the Xi ‘an municipal government changed its mode and made propaganda films of city image such as “Come on in Xi ‘an” in time. It contains the busy, busy and endless figures of grass-roots civil servants in the new environment, which has become a strong image model of “human touch”. Civil servants under the new media mirror are alive, ordinary and great. Through short video shooting, WeChat official account pictures and other forms, some articles about outstanding representatives of grass-roots civil servants in Xi ‘an new environment, mass interviews and work-related news in the new environment are pushed and spread in Xi ‘an and all parts of the country, so that more people can understand the role of “grass-roots civil servants” from multiple angles. In this propaganda, the masses’ new cognition of grass-roots civil servants is linked, and civil servants’ sense of self-efficacy is also triggered, from which a correct identity is constructed, and the efficient promotion of government affairs is blessed.

3.2 New government media strive for credibility for civil servants

Under the new environment, the inadequate guidance of mainstream media in some cities leads to the crisis of urban public opinion. The effective guidance and support of the government are indispensable to the city image construction. The new environment provides new situations and challenges for media publicity. With the technological innovation, the construction of city image has also changed from a single “government-led, official media-implemented” model to the participation of the whole people. For example, according to the official data of Tik Tok, at present, local government and media accounts for about 10% of city image publicity, while personal accounts account for about 90%. This survey also shows that the government needs to keep pace with the times, take advantage of the new media environment to grasp the direction of public opinion and release official reports to the masses in time. At the same time, the effectiveness of government media communication has won more credibility for civil servants.

3.3 Giving full play to the utility of nonverbal symbols in identity remodeling

In the field investigation, it is found that the closer the relationship between grassroots civil servants and the masses, the affirmation of their identity can not be separated from the spreading effect of nonverbal symbols. Non-verbal symbols are the key factor to make news realistic. Grasping the unique role of non-verbal communication in the process of making news realistic, the government should timely report the glorious deeds of grass-roots public servants, publish touching stories of medical staff in an interesting and diversified way, etc., so that more people can understand the work of community public servants, empathize with each grass-roots unit and experience the difficulties, and increase the temperature of the government, which can also enhance the relationship with the masses. In order to create a good image of the city, it can not only make people love the city more, but also strengthen the cohesion of citizens. At the same time, it can spread the characteristics of the city better and continuously enhance the attraction of the city itself. At the same time, the staged and targeted research aims at improving the situation if there is something, and feeding back the opinions and suggestions of the masses to the grassroots civil servants can help this group to strengthen self-improvement, thus helping to build the image of Xi ‘an.

4. Conclusion

In the new environment, many cities’ images have been damaged due to untimely or improper handling. Apart from the negative problems that the public can see intuitively, they should also see that there are still many grass-roots personnel who do practical things for the people and sincerely serve the people. Through the new media platform, this paper investigates how grassroots civil servants in Xi ‘an deal with problems and work conditions, and intuitively lets the masses see the grassroots, so as to enhance the image of the city. Through the process of data collection and analysis, we can find out the problems existing in the work of grass-roots civil servants at the present stage, so as to help them better establish their self-identity information. The relationship between urban image construction and grass-roots civil servants’ identity is both glorious and glorious. The propaganda work of the city can’t ignore the identity of the grass-roots civil servants.

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