

Research on the Digital Literacy Improvement Path of Grassroots Civil Servants from the Perspective of New Media

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Abstract: With the development of The Times, China has made a series of major plans for the implementation of the cyber power strategy and big data strategies based on the modernization of the national governance system and governance capacity. However, there are still some outstanding problems in the construction process, the ability of innovation and application is not strong, and the digital awareness and digital literacy of grass-roots cadres need to be improved. In the new media environment, cultivating a group of excellent grassroots civil servants is closely related to the construction of the modernization of national governance, which requires the civil servants to have the corresponding digital literacy. Based on the background of digital government construction in the new media era, this study discusses the digital literacy and improvement path that grassroots civil servants should have.

Keywords: Grassroots civil servants; Digital China; Digital literacy; New media

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In the new media environment, the government, the media and the public have gradually entered a new environment of openness and sharing, which requires government departments to better grasp the relationship with the media and the public, and correctly use multimedia means to guide public opinion, so as to enhance the credibility of the government. Grassroots civil servants are an important hub connecting government departments and the masses. Grassroots civil servants mastering digital literacy is also a more efficient and convenient way to provide government services.

1. Construction and development of digital China

The evolution of media form is the epitome of economic and social development, and economic and social development permeates every corner of life. In the past five years from 2016 to 2020, China has made remarkable achievements in the development of its digital economy, ranking second in the world, demonstrating strong development resilience and potential. According to the current development level of China's digital economy, China's digital technology is effectively integrated with all walks of life.

The digital level of government services has been continuously improved, which has become a clear symbol of the construction of digital China. Among the huge group of Internet users, with the continuous improvement of the level of government services, user habits are also accelerating the formation. In the new environment, the government will use the national integrated digital service platform to strengthen the coordination of the construction of new government media to increase people's well-being. Digital China has not only improved the quality of people's lives, but also met the people's growing needs for a better life.

2. The current situation of digital literacy of grassroots civil servants

With the rapid development of information technology, the construction process of digital government has ushered in major challenges and opportunities. As an important part of undertaking the will of the state, issuing national policies and communicating

between the state and the people, civil servants should more efficiently use digital tools to perform the task of public office. However, some civil servants are affected by the cognitive level and psychological factors in their work, and they cannot better adapt to the working mode under the new environment.

At present, the digital literacy level of some civil servants needs to be improved, and the awareness of using new technologies and new means to innovate and improve work efficiency is still relatively weak. They do not pay attention to the reform and change of government services under the perspective of new media, and cannot make good use of media technology for government services. In addition, some front-line civil servants have problems such as lack of digital talents, insufficient hardware equipment, slow response to system update, and weak computer use ability. Therefore, the level of digital literacy of civil servants still needs to be improved.

3. The necessity of improving the digital literacy of grassroots civil servants

To enhance digital awareness and literacy is the embodiment of grassroots civil servants' response to the Party's purposes. The image of the grass-roots civil servants directly affects the impression of the party and the government in the eyes of the common people, so the grass-roots civil servants play a pivotal role in the construction of the whole country. Therefore, grassroots civil servants need to have the digital literacy of civil servants and enhance their digital awareness. Only in this way can they improve their work efficiency and better adapt to The Times to achieve the purpose of serving the people.

Actively mastering digital media skills is the embodiment of the identity of a grassroots civil servant. In the Internet environment, the information of economic operation is richer and the transmission speed is extremely fast, which has a great impact on the formation and development of market expectations. It will inevitably change the transmission mechanism and action mechanism of financial macro policies, and the government faces many new challenges. Especially in some remote rural areas, before the advent of the new media era, most of farmers' agricultural products were bought and sold in the local areas, making less profit. However, the rise of Internet platforms and digital media makes small farmers in remote rural areas have the opportunity to enter the national market and obtain more economic benefits. The education level of these remote rural areas is generally relatively low, and the people cannot master the new media skills. At this time, grassroots civil servants need to play their talents to guide the people, so as to ensure that the people all over the country can adapt to The Times, enjoy the benefits brought by the new media era, and promote the development of the national market economy. It can be seen that grassroots civil servants are the bridge between the people and The Times.

The promotion of digital literacy of grassroots civil servants is of great significance to modern social management. Grassroots civil servants improve digital literacy and skills, social governance mode from one-way management to two-way interaction, from offline to online integration, focus on solving public security prevention and control, public security, improve the social contradiction to resolve ability, through online administrative reconsideration, online petition, wisdom, legal aid level, promote the source prevention and help resolve disputes. We will implement the "Internet Plus community-level governance" campaign, build a new community-level management and service platform, promote the development of smart communities.

4. The way to improve civil servants' digital literacy

In order to better implement the government departments to serve the public, grassroots civil servants need to keep pace with The Times, with the help of digital media to help build a service-oriented government, to better facilitate people's lives.

4.1 The government strengthens training to enable civil servants to provide digital services

In the era of the Internet of Everything, new media has become the biggest path of information circulation. In the convenience services, the hierarchical construction of new media for government affairs has also verified that the grass-roots route should use the Internet to play its role.

In order to adapt to the new development and changes brought about by the new media, the government needs to provide policy guarantee, increase training efforts. Make full use of new media platforms, integrate and enrich online training resources in digital government, digital economy, digital society and other fields. We will explore the establishment of an evaluation and assessment system for the digital literacy of grassroots civil servants, strengthen the investigation of the digital literacy in the selection and appointment of civil servants.

In addition, incentive policies should be timely used to encourage civil servants to innovate in their services and use new media technology to provide quality services to the people. Through wechat public accounts, web pages, short videos and other forms to enhance the publicity of new policies and measures. When promoting the urban publicity work, new media will use mirrors to present people and landscapes in specific regions, and push them on platforms all over the country, so that more people can understand the cultural atmosphere of the city from multiple perspectives. The government needs to keep pace with The Times, make use of the new

media environment to grasp the guidance of public opinion. In terms of technical support, we will allocate more technical funds, and strive to make the people run only once, which can not only save the people's time, but also improve the efficiency of government work. Civil servants can also attract more new media talents to help the establishment of digital government.

4.2 Civil servants need to improve their digital media literacy

As national civil servants facing the most directly and serving the people, grassroots civil servants represent the image of the government and the image of the city. Grassroots civil servants are the bridge between the government work and people's lives. To realize the new media of government affairs requires civil servants to strive to improve their digital literacy and cope with the changes brought about by the new media. Civil servants have the right to use public platforms to publicize, and at the same time, they need to use digital media to promote harmonious development of society and facilitate people's lives.

Civil servants need to learn the basic theoretical knowledge of digital media, master the digital media technology and art. To enhance their own identity, look at new things and new problems from the perspective of digital media, enhance the motivation to serve the public interest, and enhance people's satisfaction.

4.3 Digital literacy should be based on the needs of the masses

With the development of science and technology, new media has entered people's lives, and new media forms such as short videos are widely used. Grass-roots civil servants need to clarify the audience positioning, spread information culture in the form that the people are willing to accept. We need to introduce new technologies to meet the diverse and personalized needs of the people, add new columns for government affairs, so as to increase the attention to special groups such as children and the elderly. We will improve the utilization rate of the government affairs handling platform, make the operation more convenient and facilitate people's life.

5. Conclusion

Under the background of the construction of digital China, the national government departments need to improve the level of digital and intelligent government affairs, improve the digital governance system and governance capacity. Grassroots civil servants, also need to help the construction of new media in government affairs. At present, some grassroots civil servants still do not pay attention to media technology, and grassroots civil servants quality improvement is indispensable. Government departments should increase training efforts, establish a digital literacy assessment system, enhance the identity of grassroots civil servants, use the encouragement mechanism to create a digital government service atmosphere, equip with appropriate equipment, increase the proportion of digital literacy ability in talent selection, empower civil servants to provide digital services, better facilitate people's lives, help the construction of new media in government affairs, and enhance the efficiency of the construction of digital China.

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