

Public opinion guidance of the mainstream media on the development of Chengdu-Chongqing economic Circle under the background of rural revitalization -- A case study of local culture communication in southern Sichuan

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Abstract: At present, research on the transformation, reporting characteristics, and formation mechanism of mainstream traditional media is relatively standard, but there needs to be more research on the role and mechanism of mainstream media in the communication of national strategy. Based on the current hot spots of new media reform, this study takes the development of the Sichuan-Chongqing economic circle as an example to study the communication role of mainstream media in the “Shuangcheng economic circle in Chengdu-Chongqing area” under the background of rural revitalization. From the perspective of journalism and communication, this study studies mainstream media’s public opinion guidance mechanism on the development of the Sichuan-Chongqing economic circle, hoping to provide some references for the development of the Sichuan-Chongqing area and the development of new media.

Keywords: Rural revitalization; Mainstream media; Chengdu-Chongqing economic circle; Development strategy

With the proposed strategic goal of the “Chengdu-Chongqing economic circle,” the deployment and implementation of the strategy have become an essential task in the development and construction of the Sichuan-Chongqing region. In order to realize the strategic goal of “Chengdu-Chongqing area dual-city economic circle,” we must do an excellent job in the media publicity of the strategy so that people understand, support, and participate in the construction of “Chengdu-Chongqing area dual-city economic circle.” As the “mouthpiece” of strategic propaganda, the mainstream media should do a good job in the communication and public opinion guidance of the strategy of the “Chengdu-Chongqing area dual-city economic circle.”

I. The concept of the Chengdu-Chongqing economic circle

The meeting of the Financial and Economic Commission of the CPC Central Committee pointed out that the development concept of promoting the construction of the Shuangcheng economic circle in the Chengdu-Chongqing region and creating a strategic highland of inland opening up was put forward. The “Shuangcheng Economic Circle in the Chengdu-Chongqing region” concept was put forward to point out the direction for developing Sichuan and Chongqing. On May 22, 2020, the third session of the National People’s Congress wrote the construction of the “Chengdu-Chongqing Area Twin City Economic Circle” into the “Government Work Report”, and then the meeting of the Political Bureau of the Communist Party of China Central Committee reviewed the “Chengdu-Chongqing Area Twin City Economic Circle construction Planning Outline”, which will accelerate the construction of the “Chengdu-Chongqing area Twin city Economic circle” to the national strategic level.

“Chengdu-Chongqing Area Twin City Economic Circle” aims to build an economic circle with significant influence in the whole country through the drive of Chongqing and Chengdu, which is an essential strategic measure in the coordinated development of urban areas in the central and western regions of China. The implementation of this strategy is closely related to the strategies of “Western development” and “New land and sea passage in the West.” As the mouthpiece of the Party and the state, the media should take the initiative to assume the responsibility of promoting the twin city economic circle, especially the mainstream media, but also to carry the task of strategic publicity, the Party and the state’s strategy to the ears of the ordinary people, the voice of the people to the Party and the state. The publicity of the national strategy is one of the essential tasks of the strategic construction.

Under informatization, the state attaches great importance to constructing a new media structure, strengthens the Party’s leading role in the media, pays attention to the media’s guidance of public opinion, and guides the media to serve the Party and country construction. How the media serves the national strategy in communication has also become a hot research topic in the media field in recent years. This paper studies the communication of Sichuan-Chongqing media on the strategy of “Chengdu-Chongqing double city economic Circle”, analyzes how Sichuan-Chongqing media serves the regional strategic communication, clarifies the role of Sichuan-Chongqing news clients in regional communication and integrated communication, clarifies the implementation strategies of mainstream media in the communication of national strategy, effectively promotes the communication of national strategy, and interprets its essential significance.

II. The mainstream media’s public opinion guidance to the development of the Chengdu-Chongqing economic circle under the background of rural revitalization

1. Highlighting the positive nature of the strategy to create a good image for the Chengdu-Chongqing economic circle

Strategic image is the public’s understanding and evaluation of the national strategy. It is a subjective perception and judgment of the public, so it has a particular subjectivity; that is, the strategic image can be guided by media publicity. As an essential strategic deployment affecting the development of the Sichuan-Chongqing region, the “Chengdu-Chongqing Twin City Economic Circle” has attracted significant attention in the Sichuan-Chongqing region. However, the public has not yet formed a specific and detailed cognition of this strategy, has not formed the image cognition of the overall appearance of the “Chengdu-Chongqing Twin City Economic Circle,” and has not yet formed a

subjective evaluation of it. This requires the dissemination and guidance of the mainstream media through the objective description and the reproduction of relevant information to present the overall appearance of the Twin City economic circle to the public to create a strategic image. The mainstream media plays a vital role in the national strategic publicity. The media is the “mouthpiece” of the Party, and the mainstream media represents profound and extensive influence. Therefore, the mainstream media must play its role as the media of the strategic communication of the “Chengdu-Chongqing Shuangcheng Economic Circle,” construct a mimicry environment, and guide the public’s cognition and evaluation of the strategy of the Shuangcheng economic circle.

The mainstream media must create more integrated information content based on modern information technology to display the national strategy for users in multiple dimensions and to construct the strategic image of the twin cities’ economic circle more effectively. For example, combining the current IP image boom popular on the network, creating the IP image of “Chengyu CP,” and using IP to promote “Chengyu CP frequent interaction.” “Chengyu CP group debut” makes the information audience more willing to pay attention to the Shuangcheng economic zone and the interaction between the two cities and presents the national strategy to the audience in a vivid way. For example, Yibin City with the Chengyu economic circle to provide the “6 axes seven corridors eight channel” transportation network and industry chain to create “China’s power battery capital,” you can use IP image to strengthen the city’s blatant publicity.

When the mainstream media build the strategic image of the twin city economic circle, on the one hand, they should pay attention to the authority of the news and strict standards of words; on the other hand, they should pay attention to the affinity of news information, do not make the news information of the twin city economic circle into stiff and serious news information, and highlight the vividness of the language to attract users to read. Traditional news communication methods mainly use “major political task” and “historical mission” to highlight the significance of national strategy and use more imperative words such as “require” and “must,” which makes the news reflect a certain sense of alienation, profound and heavy topics, affecting the public’s motivation to obtain news information actively. The mainstream media should focus on the communication of the Twin City economic circle on the connection between the strategy and the people’s lives so that the people can understand what convenience and improvement their lives will get after the proposal and implementation of the Twin City economic circle, and narrow the relationship between the people and the national strategy.

2. Reflect the affinity of information and improve people’s attention to the Chengdu-Chongqing economic circle

Under the background of the national strategy of the “Shuangcheng Economic Circle in Chengdu-Chongqing area,” the mainstream media in the Sichuan-Chongqing area has obtained a new development opportunity and serve the Shuangcheng economic Circle well can also enhance the influence of the media. Under the promotion of the strategy of the Shuangcheng Economic Circle, the openness of the Chengdu-Chongqing area will be further strengthened, and the mainstream media in the Sichuan-Chongqing area will also obtain more open and diversified information sources.

Internet technology has promoted media integration, the media ecology has undergone significant changes in the 5G era, and intelligent media has become a deep impression of media reform. Only the media has changed the way news is produced and disseminated, updated the news content, promoted the development of new information in a personalized and diversified direction, and increasingly highlighted the concept of the user first. Public demand has become the main guiding force for media information production. News and information are no longer what the media produces, the public accepts but has become what the public needs and the media produce. To this end, mainstream media should continue to optimize news content and form, as well as further optimize user experience.

For example, when promoting the garden economy, it should focus on the confusion and feelings of the people in the garden economy, introduce the meaning and characteristics of the garden economy, attract the people with the flexibility and adaptability of the garden economy, and introduce typical cases of the garden economy to find ideas for the development of the garden economy for farmers. The mainstream media’s propaganda and public opinion guidance on the twin city economic circle not only introduces the national strategy to the public with a positive image but also enhances the public’s confidence in the national strategy, economic development, and the current rural revitalization strategy.

However, the current mainstream media’s communication of the national strategy needs to be improved in conveying information, failing to consider people’s cognitive level and behavior comprehensively. However, people’s ability to accept and understand information also differs due to their different social classes, core values, and education levels. Therefore, mainstream media need to get close to the lives of ordinary people, explain national strategies in terms that ordinary people can understand, and build a cultural context that ordinary people can understand. Mainstream media are not only a bridge for issuing national strategies and uploading people’s livelihoods but also the main body of public opinion guidance and context construction. Context plays a direct role in people’s ideology and directly affects people’s image cognition of national strategy. Mainstream media should focus on economic, political, education, medical care, people’s livelihood, and other factors that affect social and cultural context, build strategic images of politics, culture, and society, highlight the positivity of the twin cities’ economic circle, and build positive regional images in information dissemination.

3. Find a breakthrough in publicity and strengthen reader interaction

Li Ziqi’s short video series mainly focuses on traditional beauty and costumes and creates content around the daily life of ordinary Chinese people. Its distinctive ethnic characteristics and video content are close to the lives of ordinary people, which makes it popular on new media platforms in China and overseas. The short videos of Li Ziqi have broken the communication barriers between cultures and achieved a phenomenal cross-cultural communication effect. The series of Li Ziqi short videos can achieve the phenomenon of cross-cultural communication effect because they choose the most common clothes, food, housing, and transportation closely related to everyone’s life, which becomes a link between people from different cultural backgrounds. At the same time, their video content also reflects the traditional Chinese culture, which gives them cultural charm. All of these factors further enhance the appeal of her videos to audiences from other cultures.

Drawing on the communication experience of Li Ziqi’s short video, mainstream media should also thoroughly consider the audience’s

ideological and cultural needs when propagating national strategies. It is difficult for ordinary people to understand a profound and severe national strategy. However, it is helpful for ordinary people to understand the national strategy by using plain language and exploring the connection between it and ordinary people's lives. Therefore, the mainstream media must have a communication attitude, take the initiative to interact with ordinary people, promote the national strategy through the perspective of widespread communication, guide ordinary people to understand the national strategy of Chengdu-Chongqing economic circle and rural revitalization from the perspective of daily life and pay attention to the various conveniences brought by the economic development of Chengdu-Chongqing to their production and life. Ordinary people naturally form a positive evaluation of the construction strategy of the Chengdu-Chongqing economic circle and form an excellent strategic image.

With the development of new media, anyone can participate in information dissemination, and China's international status and influence are increasing. Any ordinary Chinese audience like Li Ziqi can become an envoy of cultural dissemination. Therefore, the mainstream media should guide the attention and participate in the publicity of the national strategy in the interaction with the audience, consciously join in the guidance of public opinion on the national strategy, contribute to the construction and dissemination of the national strategic image, and actively participate in the promotion of the national strategy.

4. Integrate innovative media technology to highlight the intelligence and precision of media communication

Under the background of media convergence, traditional media resources such as TV, radio, newspapers, and magazines, as well as new media such as websites and clients, are constantly merging. The media industry should continue to promote the construction of intelligent media platforms, do an excellent job in data centers, business centers, and technology centers, pay attention to the reading data of news, and analyze the reading amount, reading group, and transmission speed of news. Because of the intelligent media platform application, news media's intelligent characteristics are further prominent, which draws media integration and improves its business operation ability. Mainstream media should further promote the cooperation with the economic circle of the two cities, cooperate with high-level visits, major diplomatic events, necessary policy measures, and other think tank external publicity, and the government departments and mainstream media should jointly promote the external publicity boom.

In order to improve the overall morale of the Shuangcheng economic circle in Sichuan and Chongqing, mainstream media need to broaden their coverage of the Shuangcheng economic circle. First of all, it is necessary to continue to strengthen the publicity and popularization of the strategy of the Twin Cities economic circle, publicize the main content of the strategy and the progress of the strategy, and closely cooperate with the needs of strategic publicity. Secondly, it is necessary to do a good job in the quality control of publicity, optimize production and accurate delivery, integrate multi-dimensional information and communication carriers, optimize the collection and editing work, and compile more valuable news content. With the support of artificial intelligence, big data, and other technologies, the content of media propaganda is more prosperous, and the target audience is more accurate, significantly improving the media's cross-regional communication ability. Thirdly, overseas publicity teams should be set up to strengthen external publicity. To do a good job in the external communication of China's image, the mainstream media should stand on a global perspective, conform to the trend of media globalization, understand the content of foreign concerns, and expand the scope of publicity. The local news client should expand its communication vision and align with the mainstream media at home and abroad, which can not only convey the voice of China but also show the effectiveness of the development strategy of the Chengdu-Chongqing twin City economic circle to the world but also ensure the immediacy and authenticity of news reports.

5. In-depth explanation of the strategy to avoid the public's resistance to keyword fatigue

Throughout the Sichuan and Chongqing media reports on the economic circle of the twin cities, there are remarkable similarities in the Angle of publicity. The generalization of content will make the audience feel tired and then produce resistance. This requires the media to be able to interpret the national strategy from an exclusive perspective and increase the depth of content. In the propaganda of national strategy, the media is prone to the problem of reporting homogeneity. The perspectives and depth of each media report are similar, which causes the public to feel tired of reading. Long-term homogenization propaganda will widen the distance between the public and the government departments and then trigger the public's anti-"subjectivization" "sentiment and opposition to the so-called" truth regime. "In responding to national strategic information dissemination, mainstream media must consider how to adjust the content, frequency, and mechanism of information. Mainstream media should make full use of the characteristics of network news platforms, not only to ensure the authenticity and timeliness of propaganda content but also to ensure the depth of reporting content, increase the readability of reports related to national strategy, reduce negative social emotions, and guide the public opinion situation in the twin cities economic circle to develop in a good direction.

Concluding Remarks

The implementation of the national strategy of the Chengdu-Chongqing Twin City economic circle is The Times' requirement and mainstream media's realistic demand for it. Mainstream media should take the initiative to use regional communication as the starting point, integrate media, channels, and mechanisms, and serve to implement the national strategy.

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