

The Realistic Dilemma and Optimization Path of County-level Convergence Media Center Construction in Tai'an City

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Abstract: This study investigates the construction status of county-level convergence media centers in Tai'an city; This paper analyzes the problems existing in the development of county-level media integration centers: insufficient output of high-quality information resources, insufficient content dissemination and influence, and has not really become a comprehensive service platform of "news + government affairs + service", single operation mode, shortage of talents, etc.; Based on the contact habits and use characteristics of local audiences in Tai'an, this paper analyzes the construction ideas of county-level media integration center in Tai'an. On the basis of this research, it puts forward the realistic difficulties and optimization paths of county-level media integration center construction: optimizing the communication system layout of county-level media integration, deepening the construction of news content, doing a good job in guiding public opinion, expanding county government functions, perfecting county governance system, building a convenient service platform, enhancing the stickiness of county users, cultivating all-media talents, deepening exchanges and cooperation in technical fields, etc.

1. Introduction

The construction of the Tai'an County-level Integrated Media Center faces a series of practical challenges. With the rapid development of information technology, traditional media is encountering unprecedented challenges, making the construction of a county-level integrated media center an inevitable choice to promote media transformation and development. However, the process of construction is confronted with numerous obstacles, including constraints in funding, technology, and talent. This article aims to explore optimization strategies from the perspective of solving existing dilemmas and provide feasible solutions for the construction of the Tai'an County-level Integrated Media Center. By conducting in-depth analysis of the underlying reasons and influencing factors of various issues, we can better understand how to overcome these challenges and propel the rapid and steady development of the integrated media center. Only by effectively resolving these dilemmas can we achieve the organic integration of traditional media and emerging technologies, and create a new landscape for media development.

2. The research content

2.1. The basic situation of the construction of county-level convergence media centers in our city

On January 15, 2019, the Propaganda Department of the CPC Central Committee and the State Administration of Radio and Television jointly issued the Code for the Construction of County-level media Integration Centers. County-level media integration centers should consolidate the mainstream ideological and public opinion positions through the integration of county-level convergence media resources, and continuously improve the information dissemination, public opinion guidance, media influence and social credibility of county-level convergence media.

On June 21, 2019, Daiyue District Media Center was formally established. On September 29th of the same year, Ningyang County held the unveiling ceremony of the Media Center. On November 7th, Xintai City held the unveiling ceremony of the Media Center. On November 8th, Dongping County Media Center was inaugurated. So far, Tai'an County Media Center covering the whole city has been fully built.

After several years of construction, up to now, the construction of all-media matrix in all counties and cities in the city has been basically completed, and the network communication mode of "focus communication" and "hierarchical coverage" is gradually taking shape. For example, taking Feicheng Rongmei as an example, Feicheng Rongmei established a "central kitchen" news production system based on the "Lightning Cloud" big data platform in Shandong Province, and reconstructed the production process of "planning, writing, editing, reviewing and publishing". The content will be simultaneously launched on new media such as Feicheng traditional media, Junzi Feicheng APP, WeChat video number, WeChat WeChat official account and Feicheng Rongmei Tik Tok number

At present, the media resource platform and service types of Taian County media Center are shown in Table 1:

Table 1: Taian county media center media resource platform and service types

Company name	Media platform resources	Service type
Daiyue Rongmei	Daiyue District TV Station, Daiyue Micro-perspective WeChat official account, Daiyue Rongmei WeChat official account, Daiyue Rongmei app, Tai'an Daiyue Micro-perspective Vibrato, etc.	Media services, government services, public services and value-added services
Feicheng Rongmei	Feicheng Radio and Television Station, Handheld Feicheng WeChat official account, Junzi Feicheng app, Feicheng Rongmei Tik Tok, etc.	Media services, party building services and public services
Ningyang Rongmei	Feicheng Radio and Television Station, Handheld Feicheng WeChat official account, Yunshang Ningyang app, Ningyang Rongmei Tik Tok, etc.	Media services, government services, and party building services
Xintai Rongmei	Xintai Radio and Television Station, Xintai Rongmei WeChat official account, Xintai Rongmei Tik Tok, etc.	Media services
Dongping Rongmei	Dongping Radio and Television Station, Dongping convergence Media WeChat official account, Dongping convergence Media Center Tik Tok, etc.	Media services, government services

2.2 The problems existing in the construction of county-level convergence media centers in our city

2.2.1 The output of high-quality information resources is insufficient, and the content dissemination and influence are insufficient.

At present, all county-level convergence media have made explorations and attempts in the development of media platform resources, but there are common problems such as "poor audience stickiness", and the problem of weak influence of some county-level convergence media centers is more prominent. This is mainly reflected in: in the process of communication, the ways and means of communication are not attractive; In the process of media convergence, the content of media integration is not original, immediate and interactive enough; The main factors causing this phenomenon are: the content of news reports is too single, lack of originality, outdated reporting methods, single expression and so on. The core of the competition between media is the competition of content, which competes for user resources with high-quality content [1]. At present, county-level convergence media are faced with some problems, such as "insufficient quantity and low quality of original news", "news produced and sent out is not taken seriously", "click volume", "browsing time", "forwarding volume" and other indicators are low, and the overall communication effect is not high.

County-level media integration center is the main position of grass-roots public opinion and ideological propaganda. According to its communication content, news reports such as daily work of party and government organs and policy release account for a large part of the overall news reports, and high-quality original content is less. In the current era characterized by fragmented reading, the lack of high-quality communication content will make it difficult for media-integrated works to attract the attention of the audience. At present, county-level media integration centers such as Daiyue Media Integration and Feicheng Media Integration have established a number of promotion platforms, including Weibo, WeChat, We Media, short video websites, and provincial media smart cloud platforms, etc. Taking Feicheng wechat public number and Junzi Feicheng APP as an example, Table 2 is the latest promotion news of these two platforms.

Table 2: Feicheng wechat public number and Junfeicheng APP latest promotion news

Handheld Feicheng WeChat official account	Junzi Feicheng APP
103,000 grants were distributed, benefiting 179 girls in Feicheng	Feicheng "Spring Bud Program" Scholarship Issuing Ceremony Held
The contest starts! Ten thousand yuan grand prize!	The third national security education creative competition in Shandong Province was launched
Congratulations! Tai'an municipal key leading enterprises ~ Feicheng these units are on the list	Congratulations! Feicheng Economic Development Enterprise won the title of "Key Leading Enterprise in Tai'an City"
Incubation period lasts for 10 ~ 20 days, which is highly contagious and has a high incidence recently! Pay attention to parents in Feicheng!	Many infectious diseases are high! How are the symptoms different
Feicheng "Silver Age Ankang Project" holds up an umbrella for the elderly! Old people at home must see	Municipal Health and Health Bureau: "Yinling Ankang Project" supports an umbrella for the elderly

Through the investigation of county news, it is found that excellent and original news reports in county news are relatively scarce, and the phenomenon of "two more and two less" appears in news reports. First, there are many similar products and few explosions. Some counties and cities focus on product thinking and neglect the concept of high-quality products, and the output of original high-quality works is not high. The online hot APP represented by "Today's Headlines" has "enclosed" and "robbed" a large number of customers, while the county-level convergence media

has no competitiveness. Secondly, there are more reprints and less originality. Excellent original works have become a rare product, which makes it difficult for excellent products to produce a good situation of high output and efficient dissemination.

2.2.2 The service function covers a wide range but the service capability is limited, and it has not really become a comprehensive service platform of "news + government affairs + service".

Under the framework of "Standards for the Construction of County-level media Integration Centers", county-level media integration should further enhance its service functions under the premise of information dissemination and public opinion guidance, which can organically integrate media integration with government affairs, services and other businesses, such as government affairs, party building, public services and necessary value-added services, and form a comprehensive service platform of "news + government affairs + services"

At the same time, there are corresponding problems.

At present, the service functions of the clients of the county-level convergence media centers in Tai'an are seriously homogeneous. With the application of the mode of "news + government affairs + service", apps and WeChat official account in different regions and counties are similar in content and service, lacking local characteristics. In the specific work operation process, some function pages on the client of the county-level convergence media center are not online, not open, or jump directly. The service functions are imperfect and cover a wide range, but the operability is not high and the service ability is limited. [2]

At present, there are still some problems in the functional design of the service platform, that is, the design content and the actual application operation can not be well connected and matched. Some service functions are not used in county convergence media APP or WeChat official account, which leads to waste of resources in design.

For example, the local service of Ningyang APP on the cloud only has weather inquiry, express inquiry and illegal inquiry. The author tries to click on the inquiry and cannot make a normal jump; There are many displays of Junzi Feicheng APP services, most of which are third-party links and lack of practical services based on local conditions; Daiyue Rongmei APP can't jump normally either.

This shows that there is a phenomenon of "seeking perfection but not refinement" in the function of the county-level convergence media center platform at present. Although its functions are very rich, it is rarely used in practice. At present, the platform of county-level media integration center has not clearly defined its own position, and has not fully understood the service needs of the audience. Its functional services are more concentrated on "display", and its practical ability to solve problems is still lacking.

2.2.3 The operation mode is single and there is a shortage of talents

The deep integration and competitive development of county-level convergence media also depend on the operation system and personnel training. In terms of operation system, the old media people's ideas have not been updated, and the management system is traditional. First of all, some county-level convergence media operators are part-time staff, some are non-staff, and even interns. Secondly, new technologies have promoted the transformation of content production, the reconstruction of production process and the optimization and upgrading of industrial structure in the media field. However, many employees are not familiar with emerging media technologies such as VR and H5, and it is difficult to adapt to the development of this era. Finally, the operation mode of convergence supported media can't keep up with the rapid development of convergence media. The introduction and use of new ideas and technologies, and the introduction of compound talents

need to be solved urgently, which will definitely have an adverse impact on the depth and breadth of the development of county-level convergence media centers.

3. Research suggestions and strategies: the optimization path of the construction of county-level convergence media integration centers in our city

In order to retain the resources of county users, county-level media integration centers need to create an interactive field of information content with local characteristics, build a grass-roots information platform, connect the three functions of news, government affairs and service, and focus on public opinion guidance and county social governance.

3.1 To optimize the layout of the communication system of county-level convergence media

With "TV station, network and newspaper" as the three core media, we will build a new media with full coverage of "Weibo, WeChat, micro-video and various clients". Using the idea of "intelligent media integration development", we will promote the open and diversified development of county-level media integration business model, strengthen the connection and diversified cooperation with high-quality media resources in various provinces and cities, and fully solve the needs of users, thus enhancing the loyalty and stickiness of customers. It is necessary to build an all-media communication matrix, realize the "full coverage" of information resources, and comprehensively enhance the information communication power and public opinion guidance power of county-level media integration.

For example, the county-level media integration APP "Ginkgo Media Integration is the best in the world" in Pizhou, Jiangsu Province, which is based on the county-level media integration matrix and constantly creates and creates local hot news through short video, live broadcast, H5, VR and other communication methods, which makes "live broadcast" and "mobile" become new breakthroughs in the development of county-level media integration.

3.2 Deeply cultivate the construction of news content and do a good job in guiding public opinion

Under the influence of news dissemination field and users' habits, county-level media integration centers should keep the content close to the grassroots level and create an information content interaction field with local characteristics in addition to county work trends and policy interpretation [3]. Under the basic requirements of innovative reporting, we must do the following: First, we must choose high-quality reporting topics that county users like to see and hear; Second, we must further explore the theme and improve the depth of reporting; Third, we should reasonably embed humanistic elements and integrate humanistic care into the report.

New technologies and new voices can be used to create high-quality information content, and content creation can be extended from traditional picture information to visual information such as H5 and short video, thus improving the dissemination and influence of information. For example, Wenjiang District of Chengdu has made the content of county-level convergence media "live" through various forms such as "panoramic live broadcast", "H5" and "big data chart", and many works have been published on CCTV, Xinhua News Agency, People's Daily and other mainstream news platforms. [4]

Only when the county-level convergence media center effectively integrates the resources of the whole county, effectively publicizes all the work and grasps the mainstream public opinion position can the purpose of public opinion guidance in the whole county be realized. County-level convergence media report the current hot events and public opinion issues in the county in a timely

and timely manner, so that the people's right to know can be guaranteed, reasonable public opinion guidance can create a good atmosphere for the government's public opinion guidance work.

In a word, we should deepen the construction of news content, make content king, integrate lines and resources, build the main position of public opinion, and do a good job in guiding public opinion.

3.3 Expand the functions of county government affairs and improve the county governance system

County-level news media platform has realized the integration of government news information. Using media channels, building a cooperative mode, cross-sectoral, convenient, promote the government information to be better publicized, thus forming the integration of government information release in county-level governments.

Serving the people is the purpose of the county-level media integration center. It is necessary to improve the handling efficiency of major government affairs and major issues and adapt to the diverse needs of the people in all directions. Combined with government services, it provides basic resource support for promoting the development of county-level government affairs. It can carry out government services such as online government affairs, open government affairs and solicitation of opinions, and combine with offline government services to build a mainstream media platform that can hear people's livelihood demands, so as to improve the modern governance system.

In government services, the forms of reporting and supervision have become more diverse. It has become a trend to use WeChat official account and Weibo to report and supervise online. Driven by the application of integrated media platforms in various counties and cities, "network politics" has developed rapidly. Promote the government affairs, truly solve the problems fundamentally, and make the county-level government transform from "management" to "governance".

3.4 Create a convenient service platform to enhance the stickiness of county users

Whether the transformation of media convergence can be carried out smoothly, "audience-oriented" is an important and most important issue. In this high media market, it is necessary to publicize the content and provide corresponding services with audience as the center, so as to gain the recognition and love of the audience. Therefore, the function of people's livelihood service must be added. People's livelihood service is an urgent business with great demand from the masses, which plays a greater role in improving the stickiness of the audience. It is necessary to expand the function of county-level media integration services, integrate county-level organizations, and provide audiences with services closely related to people's lives, such as living expenses, convenience inquiry, intelligent transportation, job hunting and recruitment, so as to create a more convenient life service platform for the people.

For example, the "Pocket Xuyi" APP in Xuyi County, Huai'an City, Jiangsu Province has also opened the public service function, which provides convenience for residents' living expenses settlement, and will further improve residents' living expenses settlement, such as utilities, cable TV, air tickets, tourism, shopping, etc. "Online" business handling saves the time and cost of queuing and transportation required for "offline" business handling, and greatly improves the efficiency of relevant administrative organs.

3.5 Cultivate all-media talents and deepen exchanges and cooperation in the technical field

At present, most of the employees in county-level media integration centers are former traditional media employees, and the number of employees is difficult to support the creation of

media integration matrix. Old employees are not familiar with new things and technologies. In order to further develop county-level convergence media, it is necessary to introduce and train all-media talents, enhance their professional ability, base themselves on the forefront of technology, and build an all-media communication system.

Building a strong talent team: Firstly, strengthen training in new media technology and business, hire experts and scholars, provide specialized training for employees, and enhance their professional skills in news writing, photography, short film creation, and new media operations; The second is to send key personnel to excellent county-level media centers for further learning, improve media literacy through professional skills learning, and cultivate and reserve media talents for the media center; Third, we should encourage talents through various policies, fully tap the potential of employees, gather talents and lead the further development of the media center. By cultivating all-media talents and deepening exchanges and cooperation in technical fields, we can optimize the communication efficiency of county-level media integration centers and maximize their functions.

In a word, according to the realistic dilemma of county-level media integration, we should optimize the communication system layout of county-level media integration, deepen the construction of news content, do a good job of public opinion guidance, expand county government functions, improve county governance system, build a convenient service platform, enhance the stickiness of county users, train all-media talents, and deepen exchanges and cooperation in technical fields, so as to further realize the functions of county-level media integration information dissemination, public opinion guidance and public service.

4. Conclusions

In conclusion, the construction of the county-level integrated media center in Tai'an is facing practical challenges such as insufficient information resources, limited service capabilities, and a shortage of talent. However, through in-depth analysis and research, this article proposes a series of optimization paths and suggestions. These strategies include optimizing the layout of the county-level integrated media communication system, strengthening news content construction, expanding county government functions, creating convenient service platforms, and cultivating all-media talents and deepening technical exchanges and cooperation. Implementing these optimization measures can improve the quality and influence of media information output, enhance service capabilities, and provide more comprehensive and convenient media services for county development and the public. At the same time, valuing talent development and cooperative exchanges will bring fresh blood to the county-level integrated media center and enhance innovative capabilities. With joint efforts from all parties, it is believed that Tai'an's county-level integrated media center construction will have better development, making a positive contribution to the promotion of urban social progress and integration development.

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