

In The Era of "Media Integration", the Practical Research of Public Account Popularization

Guo Wenxuan, Yang Xin, Ran Jialin

Student, Law School of Beijing Wuzi University, Beijing, China

ABSTRACT

The arrival of integrated media has changed the overall pattern of the Internet, changed the user's thinking mode, deeply penetrated the people's lives, opened up a new direction for China's legal popularization, and also put forward higher requirements. At the same time, the mass media as an important channel for legal publicity, along with the rapid development of Internet technology is constantly innovating, this paper aims to explore the strategy of improving the operation effect of self-media, based on the rational value orientation of the legal popularization platform, through the study of the development status and challenges of the self-media public account in the new era, taking the "Fayuan Qingmiao" legal popularization public account as an example, analyzing the characteristics, advantages and disadvantages of new media law popularization, discovering strategies to improve the efficiency of new media law popularization, and exploring strategies for innovating the effect of new media law popularization.

KEYWORDS: News Media, Popularization platform, technology

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I. The question is raised

Legal propaganda, as an important task of the Chinese government, has gone through more than 30 years of history, during which the mass media, as an important channel for legal propaganda, has been constantly innovating along with the rapid development of Internet technology.^[2]In June 2021, the CPC Central Committee and the State Council forwarded the Eighth Five-Year Plan of the Central Propaganda Department and the Ministry of Justice on Carrying Out Rule of Law Publicity and Education (2021-2025), which sounded the general clarion call for in-depth reform of the rule of law in social governance from the central level, boosted the launch of new measures for learning and publicity in various localities, and put forward the goal orientation of "by 2025, the level of citizens' rule of law literacy and the rule of law in social governance will be significantly improved, and the legal popularization work system

of the whole people will be more sound".^[3]Searching for "WeChat self-media" as a "theme" on CNKI yielded a total of 1016 articles, of which about 80 were specialized in the study of self-media operation models, and most of the research methods were done by high-quality "head public accounts" to do case analysis. However, in the interaction between social and economic development and the growth of the legal popularization mechanism, the literature on how to grasp the integration and dissemination of the official and self-media legal popularization and communication field in the rule of law awareness and legal knowledge and the conflict of values, and the innovation and development mechanism of the self-media public account in the new era are sparsely documented, and the monographs are even rarer. To

[2]陆建武.新传播语境下自媒体普法宣传的趋势、问题及创新[J].中国司法,2021(07):65-70.

[3]中共中央, 国务院.中央宣传部、司法部关于开展法治宣传教育的第八个五年规划(2021—2025) [Z].1991—06—05
http://www.gov.cn/gongbao/content/2021/content_5621190.htm

this day, most articles are still written by journalistic communication researchers, and it is difficult to think from the professional standpoint of jurisprudence. Summarizing the characteristics, effects, shortcomings and strategies of new media in legal publicity, as well as the proportion of value thinking and practical approaches to the study of legal self-media WeChat public accounts, there is still a broad space for academic research. The era of integrated media has brought opportunities and challenges to the public dissemination of legal knowledge in self-media. The study on the effect of the dissemination of law popularization by self-media public accounts is not only a test of the effectiveness of self-media participation in the publicity of the rule of law for the public, but also a research method for the value orientation of legal communication media in the new media environment.^[4] At the same time, the role of the legal popularization and dissemination effect of the self-media public account in the legal popularization media platform has become more and more important, and based on practical experience and sociological investigation and research on the operation strategy of the public account, it is of high significance for exploring the operation mode of new media content, exploring the current situation and problems of the operation of self-media content, and proposing its strategy, whether it is for the theoretical discourse of normative legal science or the progress of social law based on social phenomena. This article is based on the team's entrepreneurial practical experience in founding the WeChat public account "Fayuan Qingmiao", and adopts the method of sociological semi-structured interview and questionnaire survey, and the interview questionnaire survey subjects are widely selected from various universities such as Beijing Wuzi College, Chinese Min Public Security University, China University of Political Science and Law, Northwest University of Political Science and Law, and practical circles such as university teachers, lawyers, public security cadres and policemen. It is analyzed around the situation faced by the development of law popularization in China, the potential needs of users, and the prospects for the development of the public account self-media law popularization platform. Proceeding from the dilemma faced by the professional level, audience, content quality, and interaction mechanism of the legal popularization public account, we will carry out interactive clarification of procedures, facts and norms based on the anticipation of legal methodology

[4]邢晓瑞.新媒体普法传播模式创新探讨[J].科技传播,2019,11(05):177-178.

and reflection,^[5]Propose improvement and development measures for this legal popularization platform. At the end of the article, he returned to normative thinking, and explored the road of "abiding by the integrity and innovation" of the self-media public account popularization model from the perspective of grasping user needs, innovating information dissemination and communication mechanisms, and then to the government's timely intervention in regulatory guidance.

II. Analysis of the current situation of public account popularization

2.1. Advantages of public account popularization

2.1.1. In this era of new media prevalence, the Internet has become a necessity of public life, according to the 49th "Statistical Report on the Development of China's Internet Network" released by the China Internet Network Information Center in Beijing, as of December 2021, the scale of China's Internet users reached 1.032 billion, and the Internet penetration rate reached 73.0%. Among them, the proportion of Netizens in China accessing the Internet through mobile phones is as high as 98.3%.^[6] As a product of the Internet era, the WeChat public account stands out in a number of mobile phone software with its own convenience and interest characteristics, and soon becomes popular in the lives of the public and plays an extremely important role in various fields.

2.1.2. Strong penetration, the dissemination of network information with the help of Internet technology, almost a touch, a key to enjoy, so not bound by time and space,^[7] As a kind of new media, WeChat public accounts also use Internet technology to disseminate network information, which also has the above characteristics. In other words, the dissemination of the WeChat public account is any news event anywhere, any personal or official opinion article, as long as it can be transmitted to the account, it can be received. With the help of mobile phones, computers and other devices to enter the WeChat public account, you can maximize the sharing of hot events. As a means of obtaining network

[5] (德) 卡尔.拉伦茨.法学方法论[M].陈爱娥,译.北京:商务印书馆,2003:201.

[6]CNNIC发布第49次《中国互联网络发展状况统计报告》[J].新闻潮,2022,(02):3.

[7]马力,浅析新媒体对法律知识普及的帮助,科技传播,2019,201-203,201-203

information, WeChat public accounts add a touch of color to the lives of the public, improve people's enjoyment of life, enrich the idle life of the public, and penetrate deeply into all aspects of social life.

2.1.3. Diverse forms, self-media era, in addition to text information on the information platform, color pictures, GIFs, videos, audios and other multiple ways of expression are added, and weChat, Weibo, Tieba and other self-media platforms can flexibly match the above elements to present the content of the article in three dimensions.^[8] In addition to the above methods, it is also combined with emerging technologies such as video editing to make the form of legal popularization and the content of knowledge more colorful. The rich and diverse content of the official account will enhance the attractiveness of the article, make readers more willing to read, and make it enjoyable, so as to achieve the purpose of absorbing knowledge in fun.

2.1.4. According to the results of the survey, the distribution of the types of public accounts for legal popularization at this stage is mainly official, supplemented by non-official, and most of the legal popularization accounts are official and public account of the nature of public institutions, such as "China Popularization of Law", "Beijing Popularization of Law", "Chaoyang Popularization of Law" and so on. After preliminary research, the proportion of official public accounts is about 67.87%, and the total number of public accounts of legal popularization units is at least 80278; The unofficial proportion is about 32.13%, and the total number of self-media public accounts can reach 38,009. In the public account of law popularization, the proportion of official institutions such as provinces, cities, districts and counties, and industrial and commercial organizations as platforms is more. The government's recognition of this form is one of the important driving forces for the use of public accounts to popularize the law.

2.2. Problems in the popularization of the law by public accounts

There are two sides to everything, the WeChat public account is still in the stage of development and exploration, and the use of public accounts for

general law requires continuous exploration and research. It is undeniable that although the WeChat public account has many advantages, there are also many problems in the actual process of popularizing the law.

A series of advantages of the public account cannot be used and reflected in the cause of legal popularization, and the existing public accounts of the legal popularization type are in a state of low attention and low forwarding. According to the interview of the research group in the early stage, the answer given by everyone is whether they will look at the public account in normal times, but the answer given by most participants is that they will not see the public account to solve legal problems or understand legal knowledge. Although there are not many interview samples, it can also be relatively speaking, it can also show that the public account has a high degree of attention, but the form of using the public account to popularize the law is not popular.

In view of the above situation, we summarized the main problems that need to be improved at present.

III. Incubation measures of the "Fayuan Young Seedlings" public account

In view of the current common problems in China's legal popularization public account, the project team has focused on promoting the incubation of the "Fayuan Qingmiao" public account. In the cultivation and operation of the official account, specific measures such as precise positioning, focusing on content, and improving the operation mechanism have been adopted, and under the guidance of the concept of clarifying the moral direction and firmly disseminating positive energy and socialist core values on the legal bottom line, we have a deep understanding and analysis of the audience population, ensure the characteristics and quality of the account content, and create our own legal brand. At the same time, it pays attention to the linkage with external institutions and win-win cooperation. On the one hand, this makes the official account have the potential to stand out in the context of the rapid development of new media and the rapid development of the knowledge-based platform market in recent years, and on the other hand, it is more able to achieve the goal of improving the effect of public account popularization. In this regard, "Fayuan Qingmiao" mainly adopted the following effective measures in the incubation process.

3.1. Pinpoint account location

Clarifying one's position is a top priority. First, given the identity of the account creator, we targeted the audience group as the most familiar group of college students. Since among all the college students in

[8]张铭，自媒体时代新闻编辑业务员发展变革探讨[J]. 新闻传播，2017（11）：37

China, law students account for only 0.4%, so non-law majors are the main audience group, and the account of "Fayuan Qingmiao" is positioned as a people-friendly account with vivid cases, popular language, and transparent explanations. Secondly, in order to operate a self-media public account for a long time, it is necessary to fix the push frequency and time period of the latest content of the account as much as possible to facilitate readers to check the latest news and develop fixed reading habits. In order to meet the reading time of the audience group and strictly protect the quality of the account content, "FAYUAN BIBS" is tentatively updated once a week on Sundays. Finally, the most important thing is to adhere to the original intention of popularizing the law and refuse to "traffic first". In order to solve the problem of case classification confusion currently existing in the market, "Fayuan Qingmiao" adopts a special theme system and formulates different special themes related to people's lives every month, so as to expand the analysis of hot spots, focal points and classic events, investigate the problems that people really care about, objectively and neutrally analyze cases, output views, and form a unique legal account brand.

3.2. Content as the first meaning

3.2.1. Combines an interesting and accessible language style with authoritative legal expertise. An evergreen legal popularization account should have both an interesting and accessible language style and authoritative and professional legal knowledge. The most indispensable thing about popular law accounts is professional knowledge. However, the boring and high threshold characteristics of the law itself have caused many unofficial legal popularization accounts to fall into the misunderstanding of heavy entertainment and strengthening contradictions in order to win attention, which is very different from the original intention of the account itself. However, if you do not pay attention to the expression of language in the case of strong professional quality, it is tantamount to "dumb eating yellow lian - there is bitterness that cannot be said". Therefore, although "Fayuan Qingmiao" needs vivid and interesting language expression, it is also necessary to avoid homogenization in the process of exporting professional knowledge, have a novel and unique perspective, output deep and distinctive comments, and avoid blindly pursuing heat, sensationalism or following the clouds.

3.2.2. It has both information integration ability and public opinion guidance ability. An evergreen law popularization account should have both the ability to integrate information and the ability to guide public opinion and public opinion. In the Internet age, information is gathered, and it is difficult to distinguish between true and false. First of all, as a publicly speaking media, the public account shoulders the responsibility of value orientation. "Fayuan Bienmiao" needs to collect a large amount of information before analyzing the case, integrate and process the obtained information to restore the truth as much as possible, avoid one-sided analysis caused by information errors, and better realize the hierarchical presentation of information content on the basis of meeting the reading needs of the public [He Wei; Lu Yan, Innovation and Integrity of Self-media Information Dissemination, News Enthusiast. 2022,(04)]]]. Secondly, as a place for netizens to express their ideas, online evaluation is easy to cause a "storm of public opinion". The public account should integrate the feedback information obtained, take its essence to remove its dross, and continuously improve itself. In addition, the "public opinion highland" is difficult to control, and everyone can be a perpetrator or a victim. Therefore, in terms of content commentary, "Fayuan Qingmiao" must correctly guide public opinion, maintain a neutral attitude, and output objective views.

3.3. Coordinated development of the operating mechanism

3.3.1. Strengthen their own operating mechanisms. If "Fayuan Qingmiao" wants to be evergreen, it needs to strengthen its own operating mechanism and optimize its own operation strategy. To borrow the terms of the game, if "Fayuan Qingmiao" wants to successfully advance, it needs to adopt the strategy and tactics of "development" in the early stage and "amplification" in the later stage. The account in the early stage of entrepreneurship strength is weak, facing the problem of small funds, small number of people, mainly rely on the early stage of entrepreneurship of 5 people to choose the topic creation, the focus of the work is the accumulation of fans. If "Fayuan Qingmiao" wants to become bigger and stronger, better and farther disseminate legal knowledge, and realize the original intention of the establishment of the account, it is

necessary to recruit talents in the middle and late stages of entrepreneurship, innovate more diversified modules, and open up a broader legal world with a richer perspective.

3.3.2. Improve the external linkage mechanism.

If "Fayuan Qingmiao" wants to be evergreen, in addition to its own efforts to operate, it also needs to use external forces to achieve win-win cooperation in a timely manner after accumulating a certain amount of reading and fan volume.

First of all, for the school internally, the first is to discuss internal cooperation with the college and the school, hold activities in the name of the college and the school, and strive to "compile" the account; Second, we can cooperate with professional teachers in schools to open a legal aid section, regularly select representative legal questions for answers, and communicate and interact with readers while pulling in the distance between each other. Secondly, for other universities, the first is to cooperate with the legal accounts of other universities to jointly hold online or offline publicity activities; Second, delegations can be sent to schools or other regions for "study" and in-depth understanding of each other's

strengths to learn from each other's strengths. In addition, for other legal institutions, it is possible to cooperate with courts, procuratorates, law firms and other institutions. The first is to go deep into its grassroots experience work, and objectively and fairly express their own experience and feelings, and publicize the rigor of the country's legal institutions and the majesty of national laws to readers; The second is to cooperate with its official account to popularize the law section with its official account when allowed, and adopt the method of "air dialogue" to answer some representative legal questions for everyone. Finally, for for-profit organizations, we can cooperate with profit-making institutions such as companies with high comprehensive evaluation indexes. First, it can jointly hold activities with it to alleviate the shortage of account funds by providing sponsorship by enterprises and activities held by account operators, and expand the influence and popularity of both sides; The second is to build a bridge of cooperation between enterprises and schools as a bridge, and implement mutual benefit and common development in the form of material support provided by one party and legal assistance by the other.

