

Innovation and practice of social governance model in the era of big Data

-- Summary of the experience of the deep integration of “two centers” in Wuxuan County of Laibin City

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Abstract: In the context of the era of big data, the Financial Media Center and the New Era Civilization Practice Center of Wuxuan County, Laibin City, Guangxi actively explore the social governance model of the deep integration of innovative media communication and new era civilization practice through the construction of mainstream media communication system and local service-oriented innovation civilization practice.

Key words: Big data era; Social governance; And deep integration of the “two centers”

Wuxuan County, located in Guizhong Plain, is one of the six counties and urban areas under the jurisdiction of Laibin City. The county area covers 1,739.45 square kilometers. As of April 2022, the total population of Wuxuan County has reached 458,600, including Zhuang, Han, Yao and Miao ethnic groups. The population of the county is widely distributed in 572 natural villages (tun) in nine towns and one township. Due to the constraints of natural environment, history and human factors, the financial revenue of Wuxuan County mainly relies on the primary and secondary industries, and there is a big gap between the economic development level and the developed areas in the east. However, under the strong leadership of the county Party committee and the county government, Wuxuan County takes the construction of the local financial media center as the starting point, deeply promotes the deep integration of the county-level financial media center and the practice center of civilization in the new era, and sets up a new road of collaborative innovation of economic development and social governance model, setting a vivid benchmark for the innovation of the propaganda and ideological work system and mechanism for the whole region and even the rest of the country.

1. The construction of county-level financial media center: firmly grasp the initiative of information dissemination

With the in-depth development and popularization of Internet technology, the media form has entered a new communication era of disruptive innovation and development. For the propaganda ideological work, the profound change of the communication pattern is not only a rare historical development basis, but also brings severe challenges to the inherent propaganda mode. In the past, the propaganda department could only rely on traditional media such as newspapers, radio and television to win the audience and build an information bridge between the Party and the government and the public. Now, if we want to effectively fulfill the duties and missions of news media, we can't ignore the great communication power of new media. Facing the era of all-media communication with the rapid development of media technology and profound changes in communication pattern, the Party Central Committee has made a major strategic deployment of building county-level financial media centers. At the National Publicity and Ideological Work Conference held in 2018, it was clearly proposed that we should solidly grasp the construction of county-level financial media centers, better guide the masses and serve the masses. This instruction strategically points out the development direction of county-level financial media in China, which has important practical guiding significance. Since then, the construction of county-level financial media center in the country has been fully rolled out. In the opinion of some researchers, the construction of county-level financial media center is not only the inevitable requirement of the development of The Times, but also a major measure of state governance in the new era; Through the construction of county-level financial media center, it can create a good cultural atmosphere for the implementation of the rural revitalization strategy, and it is also an important way for the Party to guide and serve the masses. From the perspective of the whole country, the construction of county-level financial media center has achieved good results in many places, and the masses have responded positively. It not only makes the policies of the Party and the government quickly take root among the masses, but also contributes to the vitality of the spiritual and cultural life of the masses and provides thoughtful and detailed information services.

Wuxuan County Financial Media Center, with Wuxuan County TV Station as the main body, relies on the advantages of policy funds. In the process of the construction of Wuxuan County Financial Media Center, the most capable elite backbone is deployed to help build a new media communication platform, so that the best quality communication content can be disseminated through online media, and the audience (user) group can be consolidated and expanded continuously. Firmly grasp the initiative in the era of all-media communication.

At the same time, according to the communication characteristics of we-media communication, which are close to life and fragmented, the propaganda workers in Wuxuan County timely change the inherent mode of communication, invest a lot of energy in short video

production and APP development, fully tap the unique folk cultural resources of Wuxuan County, and combine the traditional folk song art with the novel network communication media. It not only greatly meets the spiritual and cultural needs of Wuxuan people, but also enables people in other parts of the world to see a melodious and thriving Wuxuan through the Internet. The Internet celebrity Guo Fenglian has gained a large number of netizens' fans with her touching folk songs.

Different from the "Changxing experience" which is based on the market, the construction of Wuxuan County Financial media Center relies on the original local traditional media, fully tap the local folk culture, and form a unique "Wuxuan experience" worth promoting.

2. Construction of civilization practice center in the new era: practice civilization and serve the people

The construction of the new era civilization practice center is another strategic deployment that complements the construction of the county-level financial media center. If the propaganda ideological work is compared to a carriage moving forward, the two centers are designed as two wheels driving the carriage forward. They complement each other, coordinate and cooperate, give play to their respective strengths, and jointly drive the power to promote the grass-roots propaganda of the theory.

Different from the way the county-level financial media center carries out information dissemination for the heterogeneous and complex netizens in the Internet space, the practice center of civilization in the new era takes the countryside as a basic standpoint and focuses on solving some practical problems of grassroots people's "urgent, difficult, anxious and eager" by means of offline actions. In the entire practice system, it is an important strategic move to promote the comprehensive revitalization of rural areas, meet the spiritual and cultural life of farmers, and serve the vast number of farmers. Whether it is promoting agricultural products, conducting policy publicity for farmers and leading major issues related to the political and economic life of farmers, or helping to clean the environment and take care of left-behind children and other small things happening around the masses, volunteers of the New Era Civilization Practice Center are all devoted to helping farmers solve their difficulties with enthusiasm. With practical actions, the warmth of the Party is transmitted to thousands of households.

In October 2019, Wuxuan County was designated as a pilot county for the construction of a national civilization Practice center for the New era. In this regard, the county Party committee and the county government attach great importance to it, promulgate relevant policies, and establish a three-level secretary responsibility system of "the county is responsible for the overall responsibility and the village is responsible for the implementation". Party secretaries at all levels attend the front line of volunteer service, serve as the leader of the volunteer service team for the practice of civilization in the new era, coordinate all kinds of resources, mobilize the forces of all parties, and steadily promote the construction of the practice center (station) of civilization in the new era in the county. Through the unremitting efforts of the whole county, Wuxuan County has vertically set up a county-level new era civilization practice center, 10 township new era civilization practice centers, and 150 administrative villages (communities) new era civilization practice stations; Horizontally radiating party and government organs, enterprises and institutions to set up 67 county-level new era civilization practice centers. At the same time, in response to the specific needs of the masses, 22 professional volunteer service teams such as "Party pioneer", "urban civilization", "poverty alleviation and agricultural assistance", "youth flying" and "legal aid" have been set up to provide all kinds of targeted services for the masses. As long as the masses have needs, volunteers can provide professional services and practice the purpose of the people with practical actions. According to statistics, from October 2021 to October 2022 alone, the Wuxuan County New Era Civilization Practice Center has solved 5,879 practical difficulties.

For the masses, improving production efficiency and economic income is the problem that needs the most help from the Party and the government. In this regard, the New Era Civilization Practice Center of Wuxuan County has created a volunteer service project of "agricultural technology gas station", focusing on the needs of rural revitalization and poverty alleviation, focusing on improving the ability of "double belt", formulating plans for the cultivation of advantageous and characteristic industries, popularizing the Internet + agricultural knowledge, adhering to the training of practical technical skills in rural areas, and cultivating new professional farmers. Since 2020, the New era Civilization Practice center (station) in the county has carried out more than 460 agricultural technology services, trained more than 4,200 experts in planting and breeding, more than 500 party members of the new rural management main body, 17,100 farmers, and issued more than 41,000 publicity leaflets on popular science knowledge. At the end of 2020, many migrant workers cannot return to their posts smoothly, and their family economic income has been greatly impacted. In order to reduce the impact of lost work on farmers' family income, the new era civilization practice center combined with the folk characteristics of "catching up" in the traditional life of the masses in Zhuang township, to guide idle labor into the "stall economy". During the polder days, the new era civilization practice in the township where the flow of people is concentrated "set up positions" and "set up stalls", with the vitality of the stall economy to open the market for agricultural and sideline products. At the same time, the volunteers of the new era civilization Practice Center actively maintain contact with businesses, and strive to build a bridge between the purchase and sale of products between farmers and businesses.

It is one of the important responsibilities of the propaganda and ideological work of the new era, and it is also the meaning of the implementation of the rural revitalization strategy. In combination with the local people's production and living habits of singing folk songs, Wuxuan County relies on the central civilization practice folk song stage, and employs Guo Xiulian, the national advanced individual of grassroots theory preaching and the king of Guangxi Mountain singing, as the leader of folk song propaganda activities for the new era civilization practice. Demonstration led the county's new era civilization practice "culture benefits the people" volunteer service team,

“Vitality sunset” volunteer service team, and regularly carried out “Benon Mountain singing theory” service activities for more than 100 times, integrating profound theories into beautiful folk songs melody, and making the theory practical and detailed through folk songs. At the same time, in order to truly realize rural revitalization, we must abolish some old bad customs that have long existed in rural areas, cultivate elegant and healthy entertainment ways for the vast rural masses, and promote the common development of material civilization and spiritual civilization, to this end, Wuxuan County new era civilization practice center organized the county’s civilization practice volunteer service team to provide the masses with free paper-cutting, vocal music, hulusi, etiquette, dance, photography, makeup, psychological counseling, computer operation and other “public music” volunteer service activities, in the enrichment of farmer friends amateur cultural life at the same time, play a change of customs, into the role of the people. According to statistics, since 2020, more than 4,100 volunteer service activities of various kinds have been carried out at all levels of civilization practice positions in the county, benefiting 350,000 people.

3. The deep integration and collaborative drive of the two centers

On the whole, the county-level financial media center and the new era civilization practice center both play the role of the bridgehead of propaganda and ideological work, the last kilometer of the flesh-and-blood ties between the Party and the people, and play an irreplaceable role in “uniting the people, inspiring morale, becoming a righteous person, and gathering hearts and forces”. When the county-level media center and the new era civilization practice center cooperate closely, it can make the online and offline propaganda and ideological work produce a joint force, and jointly promote the good and rapid development of spiritual civilization construction.

Wuxuan County makes full use of the county-level financial media center, combined with the “learning power” platform, to develop online mass “ordering”, the center “sending orders”, the volunteer team “receiving orders”, the masses “evaluating orders”, as well as project release, publicity and promotion, activity playback and other functions in one of the supply and demand platform. Specifically, through the online APP, the masses can upload their own needs without leaving home. The new era civilization Practice center sorts out the various demands put forward by the masses, and allocates them to different volunteer service teams online according to the urgency of the matter and the professional fields involved. After receiving the corresponding tasks, the volunteer service teams send volunteers to provide realistic services for the masses. At the same time, in order to effectively improve the quality of volunteer services, the APP has also opened up the authority of service object evaluation, and truly made the people as the center. According to statistics, since 2020, the county’s New Era Civilization Practice Center (station) has collected a total of more than 10,000 “wish lists” from the masses, laying a solid foundation for accurate service to the masses.

The integrated service of online and offline links reflects the characteristics of The Times of convenience, speed and personalization in the new media era, and fully demonstrates the great advantages formed after the deep integration of the new era civilization practice center and the county-level financial media center, resulting in the cooperation effect of “1+1 > 2”.

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Fund Topics:

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