
Original Research Article

Self-Media communication strategies for the Yancheng Yellow Sea Wetlands

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Abstract: Yancheng Yellow Sea Wetland, located on the eastern coast of Jiangsu, China, is an important wetland ecosystem in China, and with its rich biodiversity and unique ecological resources, the wetland became China's first seaside-type World Natural Heritage in 2019. With the enhancement of sustainable development strategy and ecological protection awareness, it has become necessary to strengthen the publicity of wetland protection. This paper discusses how to optimize the communication strategy of Yancheng Yellow Sea Wetland in the era of self-media in order to enhance public awareness of protection and provide reference for the sustainable development of local ecological protection.

Keywords: Yancheng Yellow Sea Wetland; Self-media Communication; Communication Strategy

1. Introduction

Relevant policies in China emphasize the importance of ecological protection and encourage the use of media for publicity. As an important natural heritage, Yancheng Yellow Sea Wetland needs to strengthen the publicity of ecological protection. Self-media platform plays a key role in this process. Through attractive content and diversified forms of communication, it can effectively convey the concept of ecological protection and ecological culture, and provide support for the optimization of the local natural heritage protection system and the promotion of the local ecotourism development system. Nevertheless, it still faces many challenges in practice, so it is of great significance to study its self-media communication strategy.

2. Connotation and value of ecological culture of Yancheng Huanghai Wetland

2.1. Overview of Yancheng Yellow Sea Wetland

2.1.1. Overview of the Yellow Sea Wetland

Yancheng Yellow Sea Wetland is located in the Yellow Sea Ecological Zone of China, possessing the largest and best ecologically protected coastal wetland on the west coast of the Pacific Ocean and the edge of the Asian continent, an ecosystem in transition between the land and the sea, a typical representative of biological and ecological processes of outstanding universal value, an important staging point for waterfowl on the migratory route of migratory birds from East Asia-Australasia, and the protection of the largest overwintering population of wild red-crowned crane in China. It is rich in biodiversity and constitutes a relatively complex ecosystem through the circulation of biological network systems^[1].

3. Historical development of the ecological culture of the Yellow Sea Wetland

The formation of Yancheng Yellow Sea Wetland is affected by precipitation, river deposition and sea encroachment and recession, especially the change of the entrance to the sea of the ancient Yangtze River and the ancient Yellow River. Historically, the Yellow River was diverted into the sea many times, bringing a large amount of sediment deposition and forming unique muddy beaches. The construction of the Fan Gong dyke also

had an impact on the wetland morphology, preventing seawater from backing up and protecting farmland.

After entering the modern conservation stage, people have enhanced their awareness of ecological and environmental protection. Because of its geographical importance, it has become one of the key stations for global migratory birds. The Jiangsu Yancheng Wetland&Rare Birds National Nature Reserve and the Jiangsu Dafeng Elk National Nature Reserve were successively established, which not only strengthened the protection work, but also provided a base for scientific research. Since entering the new era, with the concept of ecological civilization construction, wetland protection has been combined with rational use. The government has increased its support to promote eco-tourism. In 2019, the Yancheng Yellow Sea Wetland was listed as a World Natural Heritage Site, raising its status in global ecology. With the help of the Internet and new media technology, the publicity of ecological protection has been increased, and the public's awareness of nature protection has been enhanced.

3.1. The value of Yancheng Yellow Sea Wetland's self-media communication

3.1.1. Constructing a perfect natural heritage site protection system

Yancheng Yellow Sea Wetland is an important natural heritage in China, and under the requirement of ecological protection concept, it needs to strengthen the organization and coordination and joint protection. Self-media communication can effectively expand the scope of communication, so that more people can understand the importance of natural environmental protection, the value of biodiversity and ecological culture of Yancheng Yellow Sea Wetland, clarify the ecological problems faced by the wetland, and attract more participatory subjects to contribute to the improvement of the natural heritage protection system.

3.2. Convey ecological and cultural values

Self-media communication vividly and imaginatively demonstrates the unique natural landscape of wetlands and its rich biodiversity through a combination of graphics, text, video and other forms. This kind of self-media communication not only enables the public to visualize the beauty of the wetland, but also explains in depth the support that the wetland has provided for the production and life of local residents during the historical development, as well as the habitat provided for endangered migratory birds and other wild animals. With the "Deer King Competition Live" and "Migratory Bird Migration Live", the self-media communication effectively enhances the public's understanding of the ecological and cultural value of the Yancheng Yellow Sea Wetland and strengthens people's awareness of wetland protection.

4. Promote the development of local tourism and other economic systems

As an important natural and ecological tourist attraction, Yancheng Huanghai Wetland has been widely loved by the public. Self-media communication shares the local unique natural scenery, biodiversity, ecological protection and other publicity to the public. The local area combines with the self-media platform to launch more tourism products and services, drive the development of local catering, accommodation, transportation and other industries, and promote the diversified development of the local economic system^[2]. Especially after the Yancheng Yellow Sea Wetland was included in the World Heritage List, the self-media communication has attracted the attention of international travelers, providing strong support for the development of the local international tourism industry and other economic systems.

4.1. The current situation of self-media communication

Against the backdrop of the development of the self-media era, platforms such as WeChat and TikTok have become widely used social tools by the public, and are also an important way to publicize the ecological and tourism industries. A number of units in the Yancheng Yellow Sea Wetland have actively utilized these platforms to strengthen the promotion of local wildlife, natural scenery, travel tips and experiences, and enhance interaction with the public.

4.1.1. Increased dissemination of self media, with official media as the main carrier

Self-media dissemination of Yancheng Yellow Sea Wetland has been increasing, and official media such as party media, mainstream media as well as WeChat public number and news client have become the main information dissemination carriers. These platforms release more news reports and provide the public with authoritative information sources.

4.1.2. Self-media communication content is rich, but there are fragmentation problems

Self-media communication content has expanded from traditional TV, radio and movies to new media platforms such as websites, clients and social software. The communication content is not only limited to popularized ecological, natural and tourism information, but also includes interesting content, such as anecdotes about plants and animals, ecological protection stories, etc., in order to attract audiences of different age groups. However, due to the large size of the wetland and the involvement of several management units, each unit carries out publicity activities according to its own situation, and there is the problem of untimely updating. This decentralized publicity mode leads to information fragmentation and is not conducive to the formation of a unified brand image.

4.1.3. Insufficient application of technology and lack of supervision

Although the application of intelligent new technologies provides new possibilities for communication, the Yancheng Yellow Sea Wetland has insufficient technical updates in the actual communication practice, and is unable to make full use of these technological means to enhance the user experience. In addition, the form of self-media communication is relatively single, mainly relying on public number tweets, video sharing, attractions live broadcasting and other forms, which lacks innovation and is difficult to attract the public's sustained attention. Various platforms are working separately, and there is a lack of linkage between the contents, which leads to incomplete information obtained by the audience and affects the overall cognition of wetlands. In addition, the current lack of effective regulatory mechanisms may lead to the misrepresentation of ecological protection knowledge and affect the quality of communication.

4.2. Optimization Strategies for Self-media Communication of Yancheng Yellow Sea Wetland

4.2.1. Strengthen targeting and audience analysis to form diversified communication content

Combine the characteristics of the self-media platform, build a variety of forms of communication content, make full use of the advantages of the natural resources of the wetland, make full use of pictures, text, video, live broadcasting, immersive experience, and other forms of communication content, to comprehensively show the natural beauty of the local area and attract the attention of the audience [3]. Especially, different forms and contents of communication can be selected according to different audience groups, for example, for local residents, through cooperation with the community, the importance of wetland protection, means of protection, etc. will be communicated in the form of a combination of pictures and texts, to enhance their knowledge of

wetland protection; for tourists, the promotion of ecological civilization tourism and wetland protection value can be strengthened based on the promotion of the natural landscape of the wetland.

Strengthen the education of nature conservation and enhance public cognition. Incorporate the concept of nature conservation into the communication content, and use popular science publicity and civilized tourism to convey the knowledge of ecological conservation. Focus on wetland conservation education for student groups, integrate conservation values and means into discipline education, and encourage students to participate in volunteer services, and expand the breadth of communication through nature notes, essay submissions, and video shooting.

4.2.2. Designing Diversified Publicity Activities to Enhance the Visiting Experience of the Wetland

In the process of self-media dissemination of Yancheng Yellow Sea Wetland, it is necessary to emphasize the visual stimulation of the attractions, and integrate the natural landscape, rare plants and animals of the wetland into the immersion activities through intelligent technology, so as to provide users with an immersive wetland experience and enhance the public's sense of interaction and participation. According to the season of the wetland, launch online activities with specific themes, such as the bird migration season, organize the public to participate in bird watching activities to enhance the effect of communication^[4]. Diversify offline publicity, regularly organize activities such as photography, Yellow Sea wetland speaking, talking and writing competitions, and share excellent works through the self-media platform to strengthen the publicity of offline activities.

4.2.3. Constructing cooperative communication with the participation of multiple subjects to enhance the breadth of communication

Multi-party cooperation to build a communication matrix, cooperation with mainstream media, strengthening cooperation with CCTV, Xinhua Daily and other mainstream media. Place advertisements in important landmarks and transportation routes in Beijing and Shanghai. Utilize local self-media platforms, cooperate with self-media platforms widely used by local residents, and ensure the communication effect through precise pushing and sharing. Cooperate with third-party communication channels Cooperate with third-party communication channels such as colleges and universities, scientific research organizations, bloggers, etc. to form a multi-level and all-round communication matrix.

4.2.4. Strengthen the detection and analysis of the communication effect of self media and adjust the communication path.

Yancheng Huanghai Wetland Self-media communication should not only emphasize the sharing of content, but also pay attention to the feedback of communication effect. Strengthen the application of social media monitoring, data analysis and other tools to detect the indicators of reading, forwarding and interaction of the communication content to ensure the authenticity and professionalism of the content. It is very important to understand the public's reading preferences and feedback, and encourage the public to participate in the selection of content attractiveness through a reward mechanism, and adjust the content and form of communication with the public's suggestions to improve the publicity effect. In addition, user feedback can be collected through questionnaires to understand the concerns and suggestions of different audience groups on wetland protection, and valuable suggestions can be actively adopted to improve audience satisfaction and attract more attention, which can provide reference for the improvement of communication strategy and optimization of ecological protection^[5].

5. Conclusion

To sum up, as an important way to enhance local attention and promote the implementation of ecological protection, etc., the self-media communication of Yancheng Yellow Sea Wetland can effectively attract more individuals, social organizations, etc. to participate in the construction and communication of the local ecological culture and provide support for the development of the local tourism industry and related industries. However, at present, in the local practice of self media communication, it still faces many problems, therefore, it should actively comply with the requirements of ecological protection, overall planning and other principles, and from the content, form, subject and feedback of communication, it should continuously improve and innovate to show the unique local ecological civilization and natural landscape, and to promote the sustainable development of the Yellow Sea Wetland in Yancheng.

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