

Media Construction and Communication of County Town Image in Anhui Province

-- Taking Feidong County as an example

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Abstract

County-level image is not only a reflection of the development of county areas but also the key to integrating urban and rural development. Nowadays, integrated media in counties across the country are constantly increasing efforts to shape and promote the image of counties. In an era when all-media integrated communication has become the main trend in social information dissemination, new media has gradually become an important carrier for city image shaping and communication. As one of the representative counties of Hefei, Feidong County's integrated media strives to innovate and go further in promoting the image of the county. Therefore, this article takes Feidong County's integrated media as an example to analyze its current development status of integrated media, explore the new opportunities that integrated media development brings to the county's image dissemination, and promote county-level integrated media to better play its role in shaping the county's image and serving the county's people.

Keywords

Integrated media, County image, Convergence spreads.

1. Introduction

"County" is an important part of my country's urban system. County-level image is not only a reflection of the development of county areas but also the key to integrating urban and rural development. Promote the image of the county well, improve the reputation of the county, and give full play to the development advantages of regional characteristics, thereby generating huge economic and social benefits. The development of county-level integrated media has become an important part of the construction of mainstream media in my country.

In August 2018, General Secretary Xi Jinping pointed out at the National Propaganda and Ideological Work Conference that we must do a solid job in building county-level integrated media centers to better guide and serve the masses. At present, with the rapid development of network and information technology, new media systems have increasingly become an important way for the public to obtain information. Traditional media such as newspapers, radio and television, etc. have been greatly impacted. Therefore, in order to better build the image of county-level cities and increase their influence, traditional media should actively seek ways to change, explore new media integration communication models, strengthen the construction of county-level integrated media, and open up the "last mile" of media integration. Build an all-media communication landscape.

2. Feidong County Image and Integrated Media Communication Channels

With the sudden development of media, the Feidong County News Center implemented integrated media reform in November 2016, unified leadership of radio, television, county news center and government media. Centrally manage content, unify the release of pictures, texts, audio and video, integrate collection, editing, review and signing, break unit boundaries, exchange information, and basically realize unified collection and editing, multi-platform production, and diverse presentation means of communication.

Nowadays, Feidong County Integrated Media Center is gradually building on the basis of the original traditional media Feidong 1st Channel, Economic Life Channel (Feidong 2nd Channel) and the paper media "Feidong Morning News", with the "Damei Feidong" App, "Feidong" A new government media matrix centered on the video account of "Dongrong Media" and the WeChat official account of "Happy Feidong". On this basis, Feidong County Integrated Media Center has actively settled on multiple new media platforms such as Douyin, Sina, and Toutiao to achieve a three-dimensional communication pattern with full coverage of social platforms. Among them, "Damei Feidong APP" and Xingfu Feidong WeChat official account are the main forces of the new media platform. According to the development of integrated media in Feidong County in recent years, these two integrated media forms are selected as representatives below to explore the specific ways and effects of integrated media communication in Feidong County.

2.1. Damei Feidong APP

In 2019, Feidong County Radio and Television Station produced Damei Feidong APP, a comprehensive information service platform developed based on Feidong life. It integrates news, services, entertainment and local food, housing, transportation, travel, shopping and other aspects. Provide one-stop convenient information services for the people of Feidong. At present, the number of downloads of the Damei Feidong client reaches 271,000, and 15 live broadcasts have been carried out with more than 1 million online viewers. It was the only county-level enterprise selected by the Propaganda Department of Anhui Province in September this year and recommended to participate in the national county-level outstanding enterprise selection.

2.2. Happy Feidong WeChat public account

The Xingfu Feidong WeChat official account adopts a two-pronged approach both online and offline, setting up a user message section to listen to people's demands, bravely shouldering the responsibility of the media, acting as a mouthpiece for the people, responding to social hot spots and answering public concerns. Since 2018, the public account has actively responded to netizen questions more than 5,000 times, with a public satisfaction rate as high as 99.9%, ensuring that 100% of the issues are resolved. Under the operation, the number of fans of Xingfu Feidong WeChat official account has exceeded 20,000 to 500,000, and the average monthly reading volume of the official account is as high as 1 million times. On the other hand, the WeChat followers of Xingfu Feidong Government Affairs also exceeded 1 million. It is the media that ranks first in the Hefei Municipal Affairs WeChat list and ranks among the top 30 government WeChat accounts in the national radio and television system.

2.3. Happy Feidong Douyin account

The Happy Feidong Douyin account actively looks for highlights, new ideas, and innovations. It currently has 240,000 fans and 7.3 million likes. In August 2021, Xingfu Feidong Douyin released a short video news - "Hefei Metro Line 2 East Extension Section One Intersection is Connected" which immediately attracted widespread attention, and the number of views reached 28.53 million within one hour after it was released. times, with over 100,000 likes. More than 3,000 retweets. Fans actively spoke and discussed, and the number of comments

reached 2,495 . In addition, the Happy Feidong Douyin account actively plans activities to encourage the public to participate in "recording Feidong life" including "fraud prevention", "opera", "party history education" and other topics. Since joining Douyin, a total of videos have been released There are more than 700 videos with a total playback volume of over 400 million times. The maximum playback volume of a single video is 36.1 million times. The highest number of likes is 950,000 . It is the leader of new media in Feidong County.

3. Feidongrong Media's County Image Communication and Shaping Effect

In order to investigate the promotional effect of the integrated media construction in Anhui Province on the image of the county and city, the author's team used a questionnaire survey based on sub-random sampling, focusing on the audience's favorite communication forms, the county information that the audience knows, and their understanding of Feidong County's integrated media. According to the law, a questionnaire was designed for local citizens, tourists, permanent residents of Anhui Province and other groups, and an online survey was conducted from July 28 to July 30 , 2023 . 55.38% of men participated in this survey , and 44.62% of women participated . People under 18 years old accounted for 10.75% , people between 18 and 25 years old accounted for 46.51% , people between 25 and 35 years old accounted for 19.62% , people between 35 and 50 years old accounted for 15.86% , and people over 50 years old accounted for 15.86%. 7.26% . Among those who participated in the survey, 46.77% were local residents in Anhui , and 2.96% were temporary residents (tourism, business trip, etc.) . Short-term residents account for 38.17% , and permanent residents account for 12.1% . Among the nine career options listed in the questionnaire, including service industry, civil servants, freelancers, company employees, plantation industry, industry and commerce, students, and others, the largest number of people are students, accounting for 26.88% . After recycling statistics, 372 questionnaires were actually issued and 372 valid questionnaires . Questionnaire analysis methods include reliability analysis and validity analysis.

3.1. Results of questionnaire reliability and validity test

In this questionnaire survey, under the premise that the ratio of men to women is relatively balanced, during the questionnaire survey process, in order to ensure the accuracy and completeness of the data, the team first cleaned the data in the questionnaire, and the matching rate of the respondents was small. , more random questions, and marking questionnaires with only some questions as invalid questions , you can eliminate duplicate data, process missing data, correct incorrect data formats, etc. Secondly, use naturally generated new variables, statistical averages, sums, percentages, etc. to transform statistical results. Finally, the valid questionnaires were purified, and reliability testing, validity testing, cross analysis, factor analysis and other methods were used for data processing to facilitate the team to better use the questionnaires in the future.

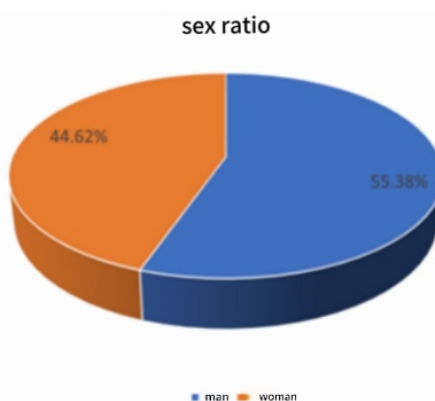


Figure 1 Male to female ratio

3.1.1. Validity test

Table 1. Validity tests

Item	Factor 1	Commonality
Damei Feidong app	0.88	0.767
Happy Feidong jitterbug number	0.86	0.733
Official WeChat Video Number	0.88	0.774
Microfilm & Promotional Video Series	0.87	0.752
SME Value	0.846	-
Barth Spherical Value	838.717	-
df	6.000	-
p-value	-	-

The picture above shows the results of KMO and Bart's sphericity test. A KMO value greater than 0.7 represents good factor analysis validity. The KMO value is 0.846, indicating that the degree of information overlap between variables is not high and factor analysis can be performed.

3.1.2. Cross analysis

Through a cross-analysis of the gender of question 1 and the aspects of Feidong's image that the questionnaire fillers know more about in question 8, it can be seen from the figure that the difference caused by gender is not big on this question.

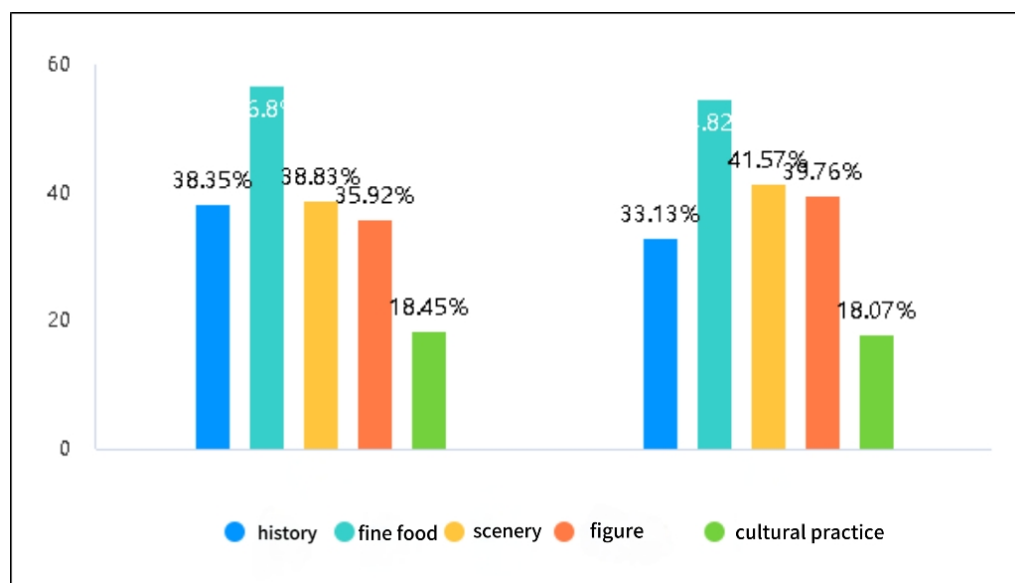


Figure 2 Intersection analysis between gender and Feidong's image

3.1.3. Factor analysis

The following is the variance contribution and statistical contribution rate of each element. Only the average characteristic root of the first two main components is equal to one, and the cumulative variance contribution rate of the first two main components is 98.757%. Therefore, by selecting the first two main components, the new The application frequency of media platforms and the overall efficiency of the operation of Feidong Radio and Television Station and its affiliated new media platforms are explained and ranked.

Table 2. Total Variance Explained

Component	Initial eigenvalue			Extracted load sum of squares			Rotated load sum of squares		
	Total	Percentage of variance	Cumulative %	Total	Percentage of variance	Cumulative %	Total	Percentage of variance	Cumulative %
1	6.496	64.964	64.964	6.496	64.964	64.964	5.864	58.644	58.644
2	3.379	33.793	98.757	3.379	33.793	98.757	4.011	40.113	98.757
3	0.103	1.033	99.790						
4	0.021	0.210	100.000						
5	7.141E-16	7.141E-15	100.000						
6	1.458E-16	1.458E-15	100.000						
7	3.431E-17	3.431E-16	100.000						
8	-1.235E-16	-1.235E-15	100.000						
9	-3.941E-16	-3.941E-15	100.000						
10	-4.203E-16	-4.203E-15	100.000						

3.1.4. Reliability test

Cronbach's alpha is a commonly used internal consistency test method to evaluate the correlation and consistency between items in a measurement tool (such as a questionnaire). Usually, the value of Cronbach's alpha coefficient ranges from 0 to 1, and the closer to 1, the higher the correlation and consistency between the items. Generally speaking, when Cronbach's alpha coefficient is greater than 0.7, the internal consistency can be considered to be good. It can be seen from the analysis that the results of the reliability analysis of this questionnaire are as follows. The Cronbach's α coefficient value of this scale question is 0.934, which is greater than 0.8, and the Cronbach's value after deleting the items is still greater than 0.8, as shown in Table 2, which illustrates the sample data. The reliability quality is high.

Table 3. Reliability statistics

Reliability Statistics		
Cronbach Alpha	Cronbach Alpha based on normalized terms	Number of terms
0.934	0.935	10

Table 1 Total statistics

	Scaled mean after deletion of terms	Scaled Variance after deletion of terms	Corrected item-total correlation	Clonbach Alpha after deleting items
12T1	669.6000	142073.300	0.573	0.935
12T2	669.6000	139808.800	0.647	0.931
12T3	669.6000	140840.300	0.569	0.935
12T4	669.6000	141100.800	0.647	0.931
13T1	669.6000	133486.300	0.809	0.923
13T2	669.6000	132289.300	0.779	0.924
13T3	669.6000	131401.800	0.778	0.925
13T4	669.6000	133259.300	0.883	0.920
14T1	669.6000	134354.800	0.870	0.920
14T2	669.6000	136128.300	0.864	0.921

3.2. Analysis of questionnaire results

3.2.1. Channels for users to obtain Feidong County information

The author of this questionnaire surveyed a total of 372 people. Regarding the channels through which the public can understand information related to the image of Feidong County, the questionnaire included three options: "self-media", "social media" and "official new media". Among them, only 19.35% of people learned about information related to the image of Feidong County through Feidongrong media, and 81.18% of people had browsed related information about Feidong County on the Internet, but those who browsed related information through official new media Accounting for only 15.05% , 47.04% of people obtained impressions of Feidong through self-media platforms .

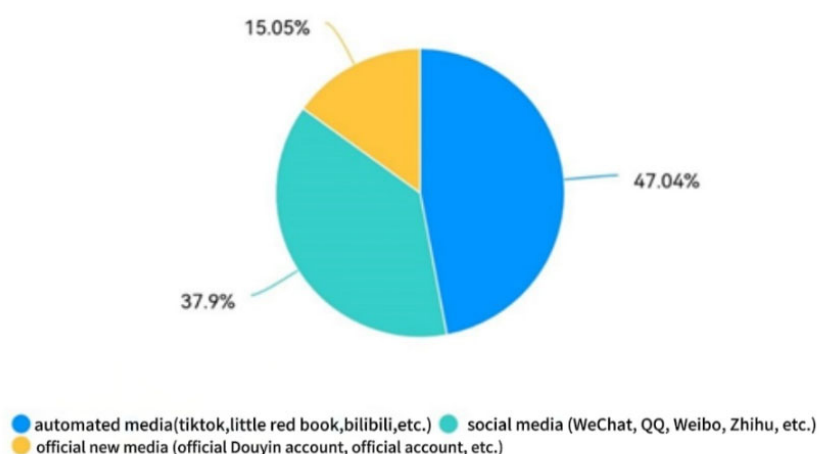


Figure 3. The proportion of people who obtain information through different channels

The survey shows that the current integrated media publicity effect in Feidong County is poor. Due to the limitations of its own economic development level, insufficient development and utilization of new media, and lack of professional new media technicians, the content released by new media accounts has a single form and propaganda. Problems with poor results and little feedback and interaction. In addition to traditional media channels such as radio and television networks and word of mouth, people can learn about Feidong County image-related information through more channels. Workers engaged in integrated media must keep pace with the times and make full use of various channels to carry out county image building in order to maximize their effectiveness in assisting county image building.

3.2.2. The main types of information users receive from Feidong County

Regarding the image communication content of Feidong County, content in the category of food and beautiful scenery is the most popular among the public. Among them, 77.69% of the people most often use short video platforms to obtain information related to the county image. In the survey, the public's understanding of Feidong County Chengrong Media showed that the official Douyin account and video account have relatively large traffic and attention. Among them, 40.86% of the audience said they often watch the official video account of Feidong County. This is consistent with the characteristics of audiences who are willing to use short video platforms to receive information under integrated contextual communication. This also reflects that we should pay attention to the development of new media, pay attention to the content that the audience is interested in in a timely manner, grasp the hot spots, and convey the county information and image to the audience in a subtle way.



Figure 4. Frequency of public use of official new media platforms

3.2.3. Users' subjective evaluation of the publicity effect of Feidong County's official integrated media

The survey shows that 42.2% of the people think that the operation effect of Damei Feidong APP is average, and 25% of the people think that the operation effect of the official WeChat video account is good. In addition, 57.26% of the audience said that the official integrated media had a mediocre effect in promoting the image of Feidong County, with the disadvantages of being too serious in content, too little in form, and severely limited in region. At the same time, a considerable number of audiences believe that official integrated media propaganda has the advantages of high authority, strong voice, and better content. It can be concluded that the county's integrated media should optimize the communication matrix, dig deep into the content form, strengthen the county's image awareness, and actively build a county image that impresses the masses.

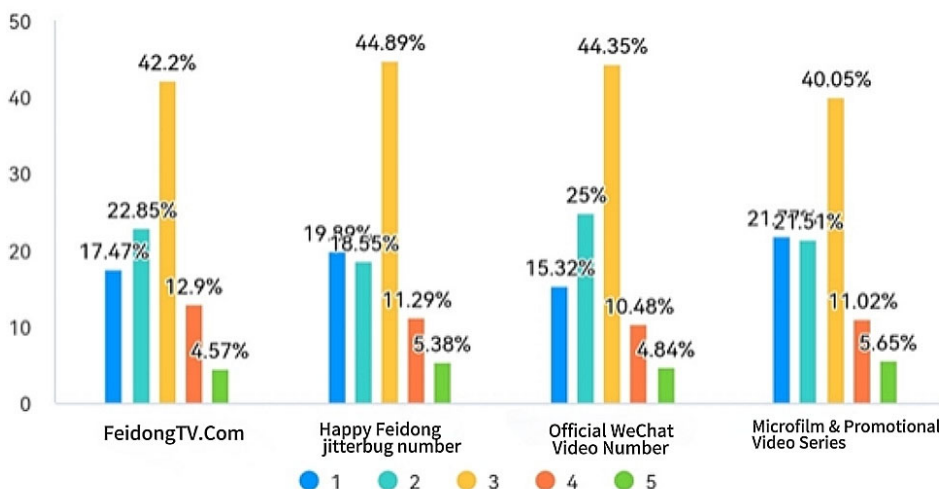


Figure 5. People's satisfaction with the operation of new media platforms owned by Feidong County Radio and Television Station

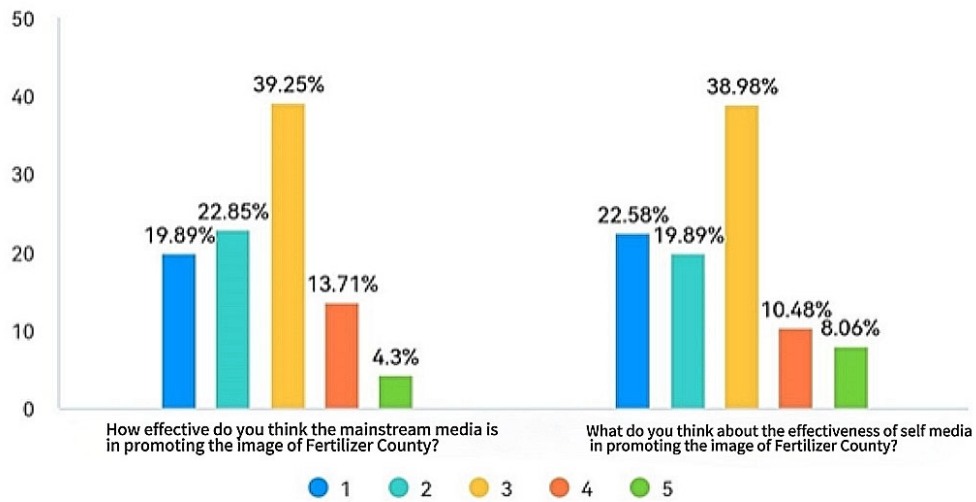


Figure 6. People’s evaluation of the effectiveness of media publicity in Feidong County

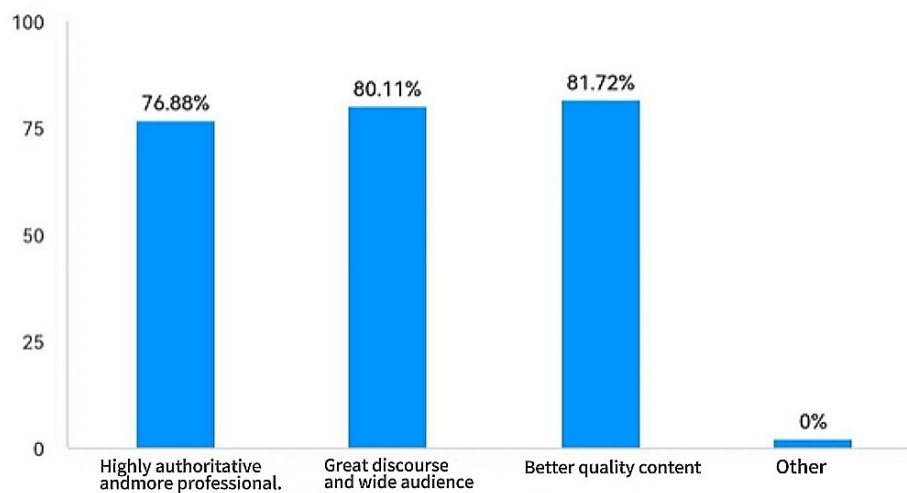


Figure 7. People believe that Feidongrong Media has advantages in communication in Feidong County

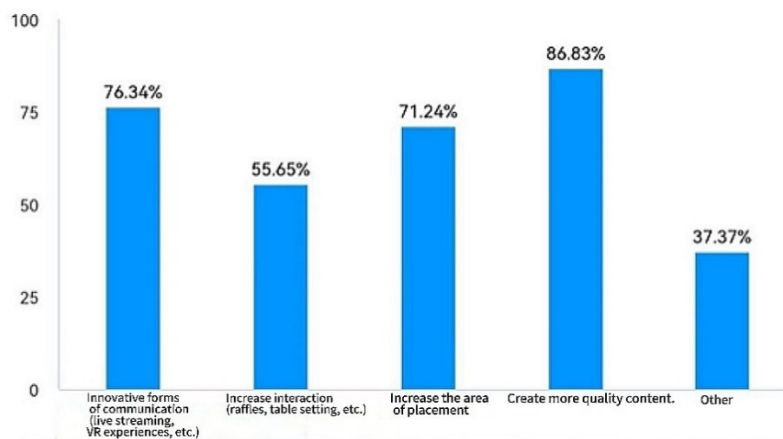


Figure 8. People believe that integrated media has advantages in communication in Feidong County

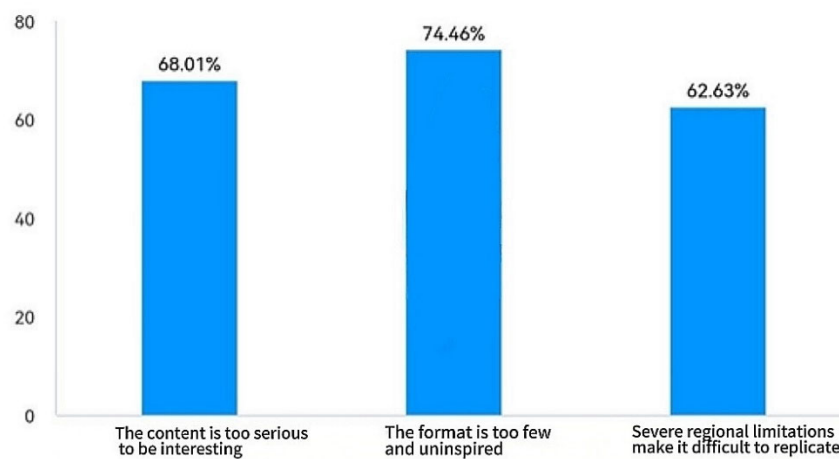


Figure 9. How the public thinks the communication power of urban integrated media in Feidong County should be improved

4. Integrated Media in The County Seat, County Image Shaping and Communication Innovation Path

4.1. Content interaction is universal and creates an image of an amiable and lovely county

County attractiveness is an important part of the county's image. The richer the connotation of the county image, the higher its attractiveness. In the production and release of content, county-level integrated media focuses on the lives of the people. Caring about the quality of people's lives is more in line with the theme of people's livelihood, attracting the people's attention and gaining resonance from the people. For example, in August 2021, the "Happy Feidong" Douyin account released a video titled "The first section of the east extension line of Hefei Metro Line 2 is connected." The video has 28.53 million views, 101,000 likes, 2,495 comments, and over 3,000 reposts. It can be seen that people's livelihood issues can attract the attention of the masses and help spread the image of the county.

At the same time, official integrated media should use multiple platforms to interact and enhance public enthusiasm. Feidong County's "Happy Feidong" WeChat public account and Douyin account focus on the theme of "paying attention to people's livelihood and serving the people", collect online problems reported by netizens, and quickly accept them, turning the Fusion Media account into a bridge of communication. Since 2020, we have received more than 1,000 questions from the public, answered more than 3,000 inquiries of various types, and solved more than 200 problems reported by the public. The stickiness of the account and fans has continued to increase. In addition, interactive modes such as comment forwarding and lottery draws can also be carried out to attract more audiences to watch. Conducting online live broadcasts from time to time to promote county specialty products is also a good way to integrate media to promote the county's image.

4.2. Coordinate the media matrix and disseminate a unique and innovative county-level image in an all-round way

First, "full coverage" of media platforms should be achieved. In today's era, integrated media platforms have their own characteristics and are numerous. It is necessary to take advantage of the extremely high regional coverage of county-level integrated media, integrate users' audio and visual senses, and produce high-quality content in response to the personal usage habits and patterns of different audiences, and conduct Personalized push continuously strengthens the public's impression and stimulation, deepens their understanding of the county's image,

and promotes the spread of the county's image. Separate columns should be set up for content related to people's livelihood, culture, and characteristics. Feidong County Integrated Media Center has published in electronic newspapers, "Happy Feidong" WeChat public account, "Feidong Release" Weibo, Damei Feidong APP, "Happy Feidong" Douyin, "Feidong Integrated Media" video account, etc. The publicity platforms all have columns, which play a very important role in building the image of Feidong County and enhance the external radiation of the county's image.

Secondly, media linkage should be achieved to "work together". For example, when promoting the image of Feidong's highly popularized red culture, "Happy Feidong" released a dynamic hand-drawn long picture with the theme of "Red Heart Shines in the East"; Damei Feidong client and Feidong released Weibo in conjunction with Feidong Party history story, and planned a program around the red archives. The Feidong County Douyin video account combined Feidong intangible cultural heritage and party history to push short videos and micro documentaries. This not only expands the communication area and content release formats, but also helps create a good cultural atmosphere and jointly promote the construction of a better county image.

4.3. Empower rural revitalization and create an image of a county that serves the people

County image construction is a core part of the rural revitalization strategy. County images with high identity can directly promote the development process of rural revitalization strategy both culturally and economically.

First of all, the county-level integrated media center is the "image resource library" of the county. The rural scenery, rural culture, rural customs and rural folk customs published by the integrated media are all important elements in the construction of the county's image. The lives of villagers and the construction of villages within the county are the cultural image of the county. The county-level integrated media center needs to build a bridge between county users, actively participate in the entire process of county development, and gradually realize the in-depth exploration and construction of the county image during development.

Secondly, integrated media should take the initiative to unite with the government or local characteristic industries and enterprises in the county to select and cultivate "county image spokespersons". Integrated media and county spokespersons use event planning and public relations activities to make the county's image clear and lively. For example, government personnel, as spokespersons, can lead the topic of county image building. The image of the spokesperson is not only born in the county, represents the county, but can also promote the county. This makes the image of the county more authoritative and approachable, establishes an image of unity and common development in the county, and helps the revitalization and development of the countryside.

5. Conclusion

In the process of building and disseminating the image of the county, county integrated media plays a very key role. The Feidong County Media Center broke through the shortcomings of traditional county-level media, integrated television, WeChat and other resources to establish the Feidong County Integrated Media Center, and gradually built a "Damei Feidong" App, "Happy Feidong" WeChat official account and Douyin. The three-dimensional communication matrix with the WeChat video account of "Feidong Rong Media" as the main body has created a county-level image that is approachable, caring for the masses, and revitalizing the countryside.

Acknowledgment

This work is supported by Anhui University of Finance & Economics 2023 Undergraduate Research innovation fund project fund, Project number: XSKY23254.

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