

The Impact of Local Traditional Media on Local Communities

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Abstract

As a grassroots public opinion position and public opinion expression channel, local traditional media has long played an irreplaceable role in the local community. Through the investigation and analysis of the current situation of local traditional media in several regions of China, this paper discusses their role and influence in publicity, public opinion guidance, and community service. The study found that local traditional media played an active role in improving the quality of life of local people, enhancing community cohesion, and maintaining social stability. However, at the same time, it also faces challenges such as single communication channels, lagging information, and lack of professional talents. Finally, the paper puts forward countermeasures and suggestions for further giving play to the role of local traditional media.

Keywords

Local Traditional Media; Local Communities; Effect.

1. Introduction

As a grassroots public opinion position and a channel for public opinion expression, local traditional media have long played an irreplaceable role in local communities. In this information age, how to adapt to new technologies and new situations and give better play to their unique advantages has become a key issue for scholars and practitioners. The purpose of this paper is to explore the role and influence of local traditional media in publicity, public opinion guidance, and community service in several regions of China through the investigation and analysis of their current situation, so as to provide a theoretical and practical basis for further developing the role of local traditional media. This paper mainly discusses the impact of local traditional media on local communities from the following aspects: 1) the role of local traditional media in publicity and public opinion guidance, 2) the role of local traditional media in community service, and 3) the challenges faced by local traditional media and their countermeasures.

2. The role of local traditional media in propaganda and public opinion guidance

2.1. Strengthen the publicity of local policies and regulations

Local traditional media is the main front for local governments to carry out the publicity of various policies and regulations. They can disseminate the major policy decisions and policy measures of local governments to the masses in a timely and comprehensive manner through various channels such as newspapers, radio, and television, so as to raise the public's awareness rate and level of awareness. For example, in key tasks such as environmental protection and epidemic prevention and control, local traditional media have played an important role in propaganda and enhanced the public's awareness and support for participation. For example, during the period of epidemic prevention and control, a local newspaper set up a column on "epidemic prevention and control" to report in a timely manner the epidemic prevention policies issued by the government, various prevention and control measures, and daily

disinfection and testing in the community. Through detailed reports and interpretations, residents not only have a clear understanding of the current epidemic prevention policy, but also educate everyone on how to prevent the epidemic scientifically, and enhance the awareness and ability of community residents to protect themselves. As can be seen from the table below, in the past three years, the number and proportion of local newspapers in the region have been increasing year by year, giving full play to the propaganda function of local traditional media. This shows that the local government attaches great importance to the publicity of policies and regulations, and through the continuous promotion of traditional media, the public's understanding and cognition have been enhanced, and the foundation for the smooth implementation of the policy has been laid.[1]

Table 1 Publicity of local newspaper policies and regulations in a region from 2019 to 2021

year	The number of policies and regulations publicized	The proportion of related stories to the total number of articles
2019	214	18.2%
2020	276	22.5%
2021	301	24.3%

It can be seen from Table 1 that in the past three years, the number and proportion of local newspapers in the region have been increasing year by year, giving full play to the propaganda function of local traditional media. This shows that the local government attaches great importance to the publicity of policies and regulations, and through the continuous promotion of traditional media, the public's understanding and cognition have been enhanced, and the foundation for the smooth implementation of the policy has been laid. Taking 2021 as an example, local newspapers not only increased the number of reports on policies and regulations, but also innovated in the form of reporting. For example, the newspaper has launched a policy Q&A column to answer hot policy issues that citizens are concerned about one by one; At the same time, vivid case reports are used to explain the actual effect of policy implementation to the public, so as to enhance the actual effect of policy publicity. In terms of environmental protection, local media jointly organized environmental knowledge contests and environmental photography competitions, enhanced public awareness of environmental protection through various interactive activities, and promoted the implementation of environmental protection policies such as garbage classification, energy conservation and emission reduction. These measures have not only improved the publicity effect of policies and regulations, but also mobilized the enthusiasm of the masses to participate in the implementation and supervision of policies.[2]

2.2. Guide the direction of local public opinion

As the front-line public opinion position, local traditional media play an important role in shaping the local social public opinion environment. They can guide the public's attention and awareness of hot issues by reporting major events in a timely manner. For example, on a certain social issue that the masses have a strong reaction to, the local traditional media can promptly expose, conduct in-depth analysis, and guide public opinion to promote the timely resolution of the problem. In addition, they can also explain local development strategies and create a good social atmosphere through in-depth reports and special planning. For example, in 2020, one of the problems that local residents strongly complained about was urban traffic congestion. In response to this problem, a local TV station not only exposed the congestion situation in detail in the news report in a timely manner, but also invited traffic experts and municipal managers

to be guest interviews to analyze the root cause of the problem from multiple angles and explore solutions. In successive in-depth reports, the TV station not only showed the impact of congestion on residents' lives, but also explained the need to divert traffic flow through data and examples. Eventually, these reports prompted the city government to speed up the construction of transportation infrastructure and optimize traffic management policies, greatly alleviating the problem of traffic congestion. As can be seen from the table below, in the past three years, the proportion of local TV news reports involving local hot issues has increased year by year, giving full play to the role of local traditional media in guiding public opinion.[3]

Table 2 From 2019 to 2021, the proportion of local TV news reports in a region involving local hot issues

year	Proportion of news reports related to local hot issues
2019	28.3%
2020	32.5%
2021	36.7%

It can be seen from Table 2 that in the past three years, the proportion of local TV news reports involving local hot issues has increased year by year, giving full play to the role of local traditional media in guiding public opinion. Taking 2021 as an example, local TV stations not only increased the proportion of local hot issues, but also guided public opinion through innovative reporting forms. For example, during the critical period of epidemic prevention and control, the TV station set up a special program "Anti-epidemic Frontline" to track the latest developments of the epidemic in real time, report on the deeds of front-line medical staff, and popularize epidemic prevention knowledge. This kind of all-round reporting not only enhanced residents' understanding of the epidemic situation and awareness of prevention, but also inspired the public's confidence in working together to defeat the epidemic.

3. The role of local traditional media in community service

3.1. Improve the quality of life of community residents

Local traditional media can provide residents with practical life information services by virtue of their proximity to the community and understanding of public opinion. They can set up community-oriented columns to provide life information, legal advice, employment information, etc., to help residents better solve practical problems and improve their quality of life. At the same time, local traditional media can also play a role in public opinion supervision, reflect the demands of the masses, promote government departments to serve the people, and contribute to improving the community environment and improving the level of public services. For example, in 2021, a local newspaper in the area started a column called "Community Bridges." This column regularly publishes information on employment, residents' welfare policies, and legal advice, and attracts a large number of residents. Once, the column reported on the garbage disposal problems that exist in the community and actively followed up. After the report was published, it attracted the attention of the community management department, which not only accelerated the construction progress of the garbage treatment facilities, but also carried out environmental protection publicity and education, which greatly improved the environmental quality of the community. As can be seen from the table below, in the past three years, the number and proportion of local newspapers in the region in community service coverage have shown an upward trend, reflecting the continuous efforts of local traditional media in serving the lives of community residents.[4]

Table 3 Community service reports of local newspapers in a region from 2019 to 2021

year	Number of community service reports	Proportion of total articles
2019	124	10.5%
2020	148	12.1%
2021	167	13.5%

It can be seen from Table 3 that in the past three years, the number and proportion of local newspapers in the region in community service reports have shown an upward trend, reflecting the continuous efforts of local traditional media in serving the lives of community residents. In 2021, for example, local newspapers not only increased the number of community service reports, but also delved deeper into the actual needs of community residents. For example, the newspaper's "Neighborhood Care" column reported on the plight of an elderly person living alone, which attracted the attention of all sectors of society. Driven by public opinion, local public welfare organizations and volunteers have reached out to help, delivered food and daily necessities to the elderly, and visited the elderly regularly, which has greatly improved the quality of life of the elderly in their later years.

3.2. Enhance the sense of belonging of community residents

As an important part of the local community, local traditional media can truly record the development and changes of the community, disseminate the voice of the community, and enhance the sense of belonging and identity of community residents. They can make residents feel that they are an indispensable part of the community and enhance community cohesion by reporting on major community events, publishing stories of community figures, and organizing community interaction activities. In addition, local traditional media can also speak for vulnerable groups, express their needs and demands, raise awareness of community fairness and justice, and enhance community inclusiveness.

For example, in 2020, a local radio station in the area successfully hosted a community gala. The party not only had rich cultural performances, but also set up interactive games and lucky draws, attracting thousands of community residents to participate. Through this activity, many residents said that they felt the warmth and camaraderie of the community more deeply, and enhanced the interaction and understanding between neighbors. As can be seen from the table below, in the past three years, the number of sessions and participants of community interactive activities organized by local radio stations in the region have shown an increasing trend, giving full play to the role of local traditional media in enhancing the sense of community belonging.[5]

Table 4 The development of community interaction activities of local radio stations in a region from 2019 to 2021

year	Number of community interaction activities	Number of participants in the event
2019	82	18,300
2020	93	20,600
2021	108	22,900

As can be seen from Table 4, in the past three years, the number of sessions and participants of community interactive activities organized by local radio stations in the region have increased,

giving full play to the role of local traditional media in enhancing the sense of community belonging. Taking 2021 as an example, the radio station not only increased the number of events, but also innovated the form of activities, such as holding "community story sharing sessions", setting up "community talent shows", "neighborhood sports meetings" and other forms of interactive activities. These activities have greatly stimulated the enthusiasm of residents to participate and enhanced the cohesion and sense of belonging of the community. For example, the "Community Storytelling" invited several older residents to share their community memories and life stories, allowing the younger generation to better understand the history and culture of the community and enhance the emotional connection between generations.

To sum up, the local traditional media not only recorded and disseminated the development and changes of the community by actively carrying out various community interaction activities, but also enhanced the sense of belonging and identity of community residents with practical actions.

4. Challenges faced by local traditional media and countermeasures

4.1. Single communication channel and lagging information

At present, traditional media in many places are still limited to traditional communication channels such as newspapers, radio, and television, and their communication capabilities on online new media platforms are weak. At the same time, due to the time constraints of editing, editing and distribution, local traditional media also have certain disadvantages in terms of the speed and timeliness of information dissemination. This makes it difficult for them to meet the growing information needs of community residents, which affects the effectiveness of community public opinion guidance and services.

4.2. Lack of professional talents

Excellent journalists are the key to the high-quality development of local traditional media. However, compared with large and medium-sized media, traditional media in many places have certain difficulties in introducing and cultivating talents, and the lack of professional talents is more prominent. This not only affects the content innovation ability of local traditional media, but also restricts their level of publicity and guidance and community service.[6]

In this regard, the author puts forward the following countermeasures and suggestions:

- 1) Strengthen the layout of local traditional media in the field of new media, enrich communication channels, and improve the timeliness of information dissemination.
- 2) Increase investment in the training of local traditional media professionals, improve the professional quality of practitioners, and enhance the overall strength of local traditional media.
- 3) Further improve the cooperation mechanism between local traditional media and the government, enterprises, communities, etc., give full play to the resource advantages of all parties, and improve the social service function of local traditional media.

5. Conclusion

As a grassroots public opinion position and a channel for public opinion expression, local traditional media play an irreplaceable role in the local community. Through the investigation and analysis of the current situation of local traditional media in several regions of China, this paper discusses their important role in publicity, public opinion guidance, and community service. The study found that local traditional media has made positive contributions to improving the quality of life of local people, enhancing community cohesion, and maintaining social stability. However, at the same time, it also faces challenges such as single communication

channels, lagging information, and lack of professional talents. Finally, this paper puts forward countermeasures and suggestions for further giving play to the role of local traditional media, in order to provide some enlightenment and reference for the development of local traditional media in the new era.[7]

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