

192: How to cooperate with the media in doing news propaganda well?

Fanghuiju activities are a rich mine of news. The work teams should actively cooperate with the media to do well in propaganda and publicity, tell positive stories of living in the villages, summarize highlights of experience, and select and promote pioneering examples, which are of great importance to the formation of a broad consensus in the whole society, and thus solidly advance the Fanghuiju activities.

Firstly, we should develop professional knowledge, and familiarize ourselves with the requirements of media practice. The work team members mostly lack experience in news propaganda. Therefore, we should select experienced comrades to conduct training in relevant professional knowledge in advance, so that they can become familiar with the rules and discipline of news propaganda, and understand the media's requirement for news articles. We should improve our news writing skills, understand how to write press releases vividly, write articles according to the needs of different media, and thus improve the rate of publication.

Secondly, we should contemplate work with our hearts, and discover news with our eyes. We should have eyes for discovering news, and thus point out the news in our work. For example, youth work that is distinctively creative and effective is more likely to be featured in the media. Some work teams held a Youth League day activity themed "Glowing Youth in the Countryside" before May 4, arranging for young members of the League to see the urban development and learn about entrepreneurial places, which are new contents that met the needs of the media. For another example, working teams at all levels have carried out popular legal education. Some of them have considered the situation that there are primary and secondary schools in their stationed areas, and have carried out popular legal education activities by singing songs about the rule of law. This has been a news highlight, which can produce news articles that are easier to be adopted by the media.

Thirdly, we should be quick with our hands, diligent with our brains, mindful with our hearts, and understand the time limit requirement of news. Some work teams write and submit news articles too late that their articles become old news which are difficult to be published. Therefore, the authors must be familiar with the media's time limit requirement. Usually, newspapers finalize what to publish the next day by the end of a working day. Publish stories shortly after the covered events take place on digital media like WeChat, typically on the same day. We should be quick with the news. It is better to complete and submit news articles to the media on the same day when the covered events take place. We should also think hard and be good at thinking about how to reflect the news value and significance of the events from a news

perspective. When the content of an event is fixed, it should be tapped from whether the form is unique or new. For example, during Nowruz, all the work teams carried out different cultural and sports activities, yet a work team had an original idea and held an activity where attendees signed their names to honor the slogan “Stay away from Religious Extremism with the Guidance of Modern Culture.” This event elevated the level of cultural and sports activities, and thus quickly featured by the media. To be mindful is to take pictures from novel angles, to write news articles with your heart’s feelings, and not to take photographs as mere work records or write news articles as mere work information.

Fourthly, we should be innovative with the form of propaganda, and tell positive stories of living in the villages. The news media nowadays are teeming with information. They judge the quality of news articles by whether the articles are appealing for people to click and repost. It is thus important to write news articles, whether on working performances or events, with the storytelling approach. The news media would appreciate articles that tell good stories and are compelling. We cannot write news articles as briefings and summaries, nor can we write a report on work as speeches of praise. For example, a work team used the villagers’ smiling faces as a theme to tell delightful stories about the people in the village they were stationed in prose. The WeChat official account “The Last One Kilometer” featured the story, which then enjoyed robust reposting.

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