

VALUE, DILEMMA AND OPTIMIZATION PATH OF COMMUNITY PUBLIC SERVICE UNDER THE PERSPECTIVE OF INTEGRATED MEDIA RESEARCH

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Abstract: Community public service is an important support to improve the social security system, ensure the basic rights and interests of groups in difficulty, and improve people's sense of well-being, and improving community public service has become a broad consensus of the whole society. Based on the perspective of integrated media, it is found that community public service has the value of life service and social participation; there are three major dilemmas in community public service: insufficient publicity, poor participation mechanism and lack of professionalism. Accordingly, three optimization paths are proposed: creating diversified forms of publicity, constructing a public participation system, and strengthening the professional quality of personnel.

Keywords: Integrated media; Community public service; Service value; Optimization path

1 INTRODUCTION

Community is a fundamental platform for public services and livelihood protection, a guaranteed cornerstone for building a harmonious society and a happy China, and a realistic carrier for convenience, quality and happiness of life[1]. Relevant data from the Ministry of Civil Affairs shows that the number of community service centers and service stations in China in 2018-2021 is also showing a trend of increasing day by day (Figure 1). The media, as an important tool and channel for community public service dissemination and supervision, is an important directional guide to enhance the value of community public service and optimize public service strategies. In recent years, China has attached great importance to the development of integrated media and focused on the communication power and effectiveness of grassroots integrated media. Under the background of big data, cloud computing and "Internet+", we should explore the value of community public services with the help of integrated media, explore its dilemma, and put forward optimization paths based on domestic and international experiences in community public service construction.

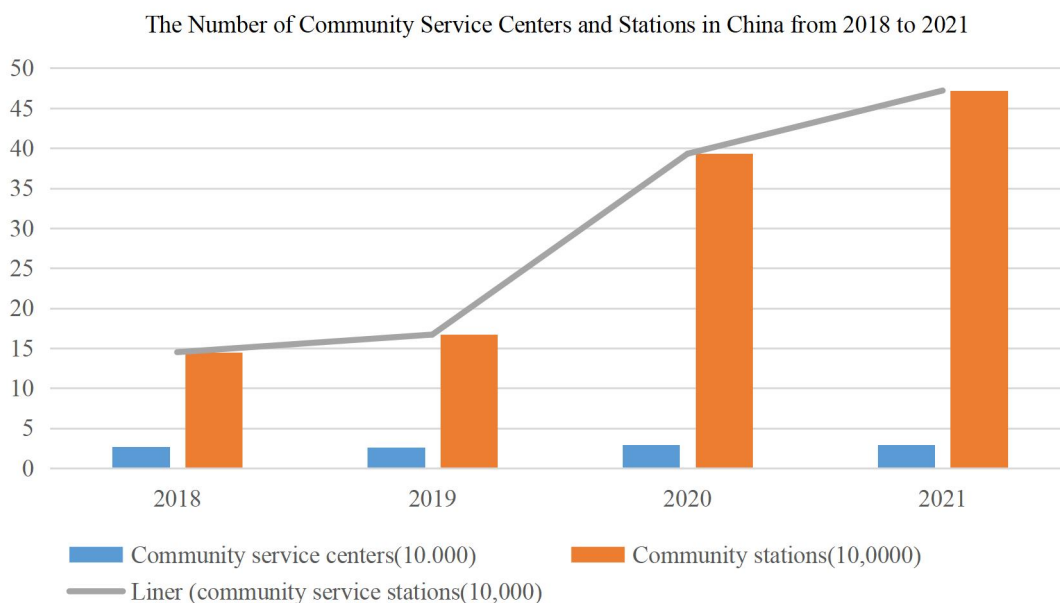


Figure 1 Number of Community Service Centers and Service Stations in China from 2018 to 2021

2 VALUE OF COMMUNITY PUBLIC SERVICES

Community public layout and service, in fact, is a material important carrier catering to the behavioral needs of the general public, but also a community cultural space performance for the general public to unfold their lives and obtain

spiritual perception[2]. In the era of melting media, everything is a medium, how to better explore the value of community public services (see Figure 2), build a melting media community public service channel based on new and old media such as newspapers, WeChat, Jitterbug, short videos, etc., and integrate the social resources so that the community residents can more easily enjoy the intelligent community life services[3].

2.1 Value of Life Services

Under the background of integrated media, traditional media such as radio, television and newspaper bring the value of life service to community residents, which is mainly reflected in the following two points: information transmission and community organization. Community workers communicate national, provincial, municipal and county policies to every resident in the community through radio, WeChat, video, etc., so that the policy information "sound" into the hearts of the people. Community public service has long played the role of information organization and disseminator, can cohesion community identity and sense of belonging, integration of community opinion role. Through the community clinic volunteer education, housing rental information, supermarket discount promotion information can effectively enhance the timeliness of local service information. The smart community service platform built through emerging media makes the connection between residents and the community more convenient and efficient while enhancing the effectiveness and temperature of community grassroots management. With the development of integrated media and other technologies, the life service function of the smart community service platform has become more and more prominent, not only enriching the daily life of residents, but also popularizing health and other life knowledge and policy information, and also allowing for more inquiries about the weather conditions, online booking of recreational services, prompting a significant increase in the convenience of public life in the community.

2.2 Value of Social Participation

The Internet is a platform for the transmission of information and a vehicle for the effective connection between people and society. The media can effectively enhance the sense of ownership of community residents and help strengthen their community identity. Residents discover and explore interesting people, events and things around them through community online media, express their views and demands, enhance residents' initiative, self-awareness and enthusiasm in participating in community management, and strengthen their sense of community belonging. Residents' happiness gained through community public services is expressed through online or offline integrated media channels, for example, a happy neighborhood sharing meeting can be initiated through smart community platforms, WeChat groups, and Jitterbug live broadcasts, allowing community residents to participate widely and offer advice. Through the establishment of WeChat groups to increase residents' sense of belonging, improve neighborhood relations, better reflect the value of community public services, and achieve the goal of "community autonomy". Making full use of the community media platform to promote volunteer activities, we call on community residents to participate in and accept volunteer activities, such as legal counseling, haircutting, health guidance, education and psychological counseling, etc., so as to let residents feel the love of volunteers and the enthusiasm of the community, to further enhance the feelings of the residents, and to fully demonstrate the value of social participation of the residents. Logic of value generation of community public services under the perspective of melting media can be seen in Figure 2 below.

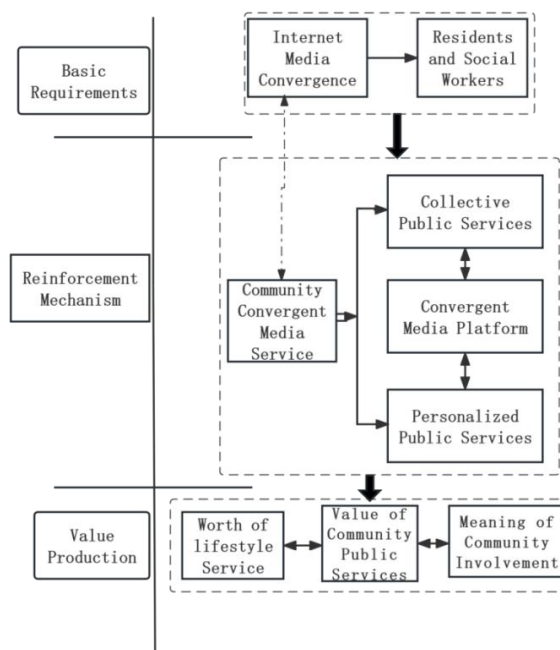


Figure 2 Logic of Value Generation of Community Public Services under Perspective of Melting Media**3 ANALYSIS OF THE PLIGHT OF COMMUNITY PUBLIC SERVICES****3.1 Inadequate Publicity for Community Public Services**

National, provincial and municipal departments and other relevant departments have issued a series of documents and work task guidelines, proposed to improve the urban and rural community public management system, improve the streets (towns) centers, community (village) public service stations set up to facilitate the work of the public. Through visits and surveys, it is observed that many communities have set up corresponding community public service stations in accordance with the relevant requirements, but the public's knowledge of community public services is obviously insufficient, which is mainly reflected in the type of distribution of community public services, community public service hours, community public service processes, etc., and the majority of residents do not know enough. Visits to the research found that many community residents believe that they get community public service related information is through others to inform or in the form of street posting announcements, community public service there is insufficient publicity, publicity is not enough, publicity is not strong enough, publicity in a single way and other publicity problems. Grass-roots cadres are the primary subjects of community governance, and the single and lagging publicity and promotion platforms and means reflect the insufficient utilization of community cadres' mastery of the technology and means of integrated media[4]. The shortcomings of community managers in the mastery and use of the integrated media make them unable to become strong supporters and promoters of the integrated media in social governance, which to a certain extent restricts the use and development of the integrated media in grassroots official affairs, especially in community public services.

3.2 Poor Mechanisms for Participation in Community Public Services

Community is one of the most basic units and subjects of social governance, and community governance is one of the most important, basic and crucial aspects of social governance[5]. Community participation is a popular guarantee of the effectiveness of community governance, and an important way to strengthen China's democratic institutions, implement harmonious social development, and promote social innovation and vitality[6]. Among the issues that community public services should focus on, clear channels should be provided to facilitate community residents to actively contribute to community building and development. Most of the residents have high initiative, enthusiasm and willingness to participate in community construction, but the existing community public service provision and participation channels are insufficient, and the community grassroots managers' old-fashioned thinking and management style lead to the shortcomings of the ways and systems for community residents to express their interests, and the lack of specific, standardized, guiding and oriented management system. The lack of transparency in community information, the lack of a single channel for residents to participate in community management and services, and the lack of a smooth channel for community residents to raise issues and offer advice and suggestions have affected the value of community public services, and are not conducive to the full realization of a moderately prosperous society and a harmonious socialist society in general.

3.3 Lack of Professionalism among Community Workers

The degree of specialization and quality of community staff is the talent guarantee for normal and efficient operation of the community, and is also an important indicator of the local economic and social development and the level of community services[7]. The comprehensive quality and service attitude of community staff is the core element that affects the satisfaction level of community public services. Due to the influence of many factors such as the differences in economic development, the overall professional degree of the existing community staff is relatively insufficient, and there is a lack of patience, meticulousness and warmth in the process of work. As an important mass support for economic and social development of the community, the comprehensive quality of the staff and the level of specialization is one of the basic guarantee of social and economic development, can be achieved by improving the business capacity and the necessary knowledge system and professional quality. In addition to basic professional skills, with the arrival of the era of integrated media and Internet "+", community staff mastery and use of integrated media technology is obviously insufficient, affecting the realization of the value of community public services.

4 PATHS TO OPTIMIZE COMMUNITY PUBLIC SERVICES**4.1 Creating Diversified Forms of Community Public Service Promotion**

A single way of publicizing community public services has led to a lack of understanding by residents of the types, timing and characteristics of community public services. This can be achieved by appropriately increasing the number of community public service publicity activities and developing diversified publicity methods, for example, by setting up integrated media publicity points in densely populated and highly trafficked areas of community compounds, guiding passing residents to participate in interactions, answering their questions and solving their problems in terms of

public service matters of concern to residents, such as community policing, medical and health care, basic education, culture and sport, and social security, and guiding them to share their experiences and to participate in various types of public service experiences. Participate in various public service experiences. The publicity content of community public services is integrated into programs such as dance, group chorus and Tai Chi, forming a fusion of the regular offline performance of community public service publicity and the online integration of integrated media, and promoting the formation of an "integrated media platform" for community publicity work. Based on the form of integrated media to carry out community public service publicity should be based on the situation, adapt to the situation, bold use of new technologies, new modes, new platforms, in order to speed up the integration: with the help of China service center WeChat public number released community public service monthly, quarterly and annual development, through the Internet dissemination can let the residents understand the public service, public service, participation in public service. Carry out diversified, centralized, regular publicity activities, more closely related to the immediate interests of community residents of public service matters to the residents, so that the residents know the matter, know the situation, get the benefits, can further enhance the community residents of community public service participation, sense of access, satisfaction and sense of well-being[8].

4.2 Building a System of Public Participation in Community Public Services

Establishing and improving the community media as the main platform for the formation of community resolution rules, public hearing mechanisms, expert consultation mechanisms and other orderly operation of the community, and guiding the initiative and enthusiasm of community residents to participate in community governance[9]. Through the integrated media, community union organizations and neighborhood committees are strengthened and guided to expand the positive roles of trade unions, the Communist Youth League and the Women's Federation, safeguard the reasonable interests of community residents, and strive to resolve community conflicts, so as to form a new situation in which the demands of residents are effectively met, community conflicts are continually resolved, and the well-being of residents is increasingly enhanced by the "integrated media" of public services in the community. Through WeChat, Jitterbug, short videos and other forms of integrated media to guide the residents into the community public service governance initiative, enthusiasm and sense of achievement, to promote community public service "common sharing, self-service, sound development". WeChat, Jitterbug, community parties, community volunteer activities, community bulletin boards, short videos and other forms of integrated media to establish and form a community service honor system, recognize advanced community services, and form a harmonious community of "co-construction, co-management and sharing". Relying on integrated media and Internet "+" technology, promote the creation of "smart communities", improve the level of community informationization, expand "smart communities" and "digital families". The organic integration of "smart community" and "digital family". Based on the integration of media, we have explored community public service resources, created an organic interaction between the community and residents of the integration of media information service platforms, inspired community residents to take the initiative to integrate into the community's sense of ownership of public services, and effectively constructed a harmonious and happy community based on the integration of media, "all for one and one for all".

4.3 Strengthening the Professionalization of Community Workers

The degree of professionalization of community staff has a direct impact on the quality of community public services and the efficiency of the use of community public resources, which further affects the sense of belonging and happiness of community residents. To establish a sound online management platform for community assessment, incentives and constraints based on "integrated media", and to construct a new community public service management model focusing on "integrated media": to comprehensively improve the assessment and evaluation measures for community cadres in line with the scientific outlook on development, to explore the construction of a diversified integrated and synergistic assessment mechanism for the official, social organizations and the public, and to enhance the participation of community residents in community public service and happiness. It has also explored the construction of a diversified, integrated and coordinated evaluation mechanism for the official, social organizations and the public, so as to enhance the enthusiasm of community residents in participating in community public services and management. While taking "public satisfaction" as the guide for community public services, training is carried out among community staff, and in addition to basic professional knowledge and skills, more training is expanded to train on the organic integration of integrated media and community public services with daily service management of the community. Popularize the knowledge of community governance in the era of melting media is the core content and inevitable demand of constructing a new pattern of community governance and promoting the modernization and development of community governance[10]. Through the letter public number, micro letter group, jittery voice, short video and other integrated media channels, diversified publicity volunteer activities, and actively mobilize residents to actively participate in community governance, and actively cultivate and grow the community service team. Based on the innovative working idea of "integrated media", we are committed to establishing a joint working mechanism of "community workers guiding volunteers and volunteers assisting community workers", which can not only strengthen the construction of community work team, but also consciously form an efficient and sustainable community residents' self-management. Self-management. The value, dilemma and optimization path of community public service under the perspective of integrated media can be integrated into the following figure 3.

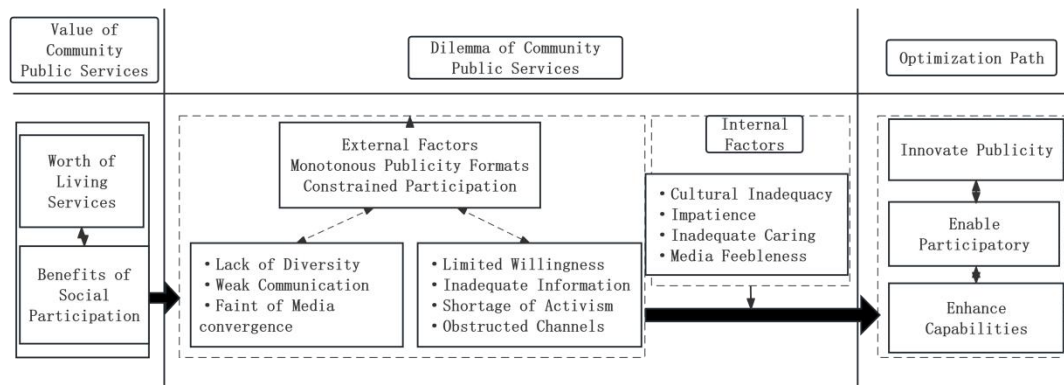


Figure 3 Value, Dilemma and Optimization Path of Community Public Service under the Perspective of Integrated Media

5 CONCLUSION

As an important tool and channel for the dissemination and monitoring of community public services, the media is an important directional guide for enhancing the value of community public services and optimizing public service strategies. In recent years, China has attached great importance to the development of integrated media and focused on the communication power and effectiveness of grassroots integrated media. Under the background of big data, cloud computing and "Internet+", the value of life service and social participation value of community public service can be explored by means of integrated media; there are three major dilemmas in community public service: insufficient publicity, poor participation mechanism and lack of professionalism. Accordingly, the three optimization paths of creating diversified forms of publicity, constructing public participation system and strengthening the professional quality of personnel are proposed. This will help to optimize the community service system and the quality of community public services, improve the quality of life of the residents, and promote and facilitate the construction of a happy and harmonious society.

COMPETING INTERESTS

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