

GUIDELINES FOR DEVELOPING NEWS PUBLICITY  
MANAGEMENT OF PRIVATE UNIVERSITIES IN GUANGDONG

AN NA

A thesis submitted in partial fulfillment of the requirements for  
the Degree of Doctor of Philosophy Program in Educational Administration


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Thesis Title Guidelines for Developing News Publicity Management of Private Universities in Guangdong

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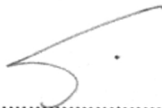
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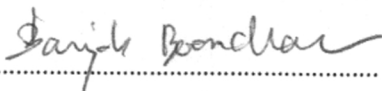
  
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### ABSTRACT

The objectives of this research were: 1) to study the current situation of the news publicity work pattern of private universities in Guangdong. 2) to provide the guideline for developing news publicity management of private universities in Guangdong. 3) to evaluate the adaptability and feasibility of the guideline for developing news publicity management of private universities in Guangdong. The sample were 327 managers of 8 private universities in Guangdong. Research instruments include: 1) questionnaire, 2) structured interview, 3) evaluation form. Data analysis by using percentage, mean, standard deviation and content analysis.

The results were found that: 1) The current situation of the news publicity work pattern of private universities in Guangdong in four aspects were at high level, one aspect was medium level. Considering the results of this research aspects ranged from the highest to lowest level were as follow: the highest level was media platforms construction, followed by mechanism building, organizational construction, public opinion guidance and the lowest level was team building. 2) The guidelines for developing news publicity management of private universities in Guangdong, including 5 guidelines: 1) 6 measures to develop organizational construction; 2) 6 measures to develop public opinion guidance; 3) 7 measures to develop the media platform construction; 4) 5 measures to develop team building;

5) 8 measures to develop the mechanism building. 3) The suitability and feasibility evaluation result of the guidelines are at highest level.

**Keywords :** Guidelines for developing, News Publicity, Private Universities

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# Chapter 1

## Introduction

### Rationale

World level: In today's society, some emerging tools or platforms for communicating information that are different from traditional media and mainly characterized by electronic technology, such as mobile phones, WeChat, short videos, the Internet, etc., are flourishing and growing, and more and more involved in China's economy, politics, society and culture, and have become an important carrier for the communication and development of human civilization and an important part of people's lives, playing an increasingly important role in creating public opinion. Li Yuanshu (2001) believes that emerging media communication has formed a new media system with great influence, penetrating into economic, political, cultural, social life and other aspects, changing the way ordinary people approach, use and process information, resulting in the sharing of discourse power, which will surely bring profound changes to the news communication industry and have a fundamental impact on its future development.

China level: For universities, university college news publicity work in the reform and development of universities play an increasingly important role, in the face of the opportunity of the transformation of traditional media and emerging media, how to cultivate innovative talents at the same time, through the positive guiding role of news publicity, establish advanced models, interpret educational policies, guide public opinion analysis, so that universities to unite people's hearts internally, create self-brand, carry out external publicity, expand the popularity and reputation of the school, how to do a good job in this regard, this is an important issue for journalists and university administrators.

In 1999, Chinese universities began to expand their enrollment, and with the support of the state's policy of encouraging social capital to run schools, the survival and development of China's private universities began to accelerate. In the past 20 years, China's private universities have developed rapidly in terms of number and scale,

which has not only become an important part of China's higher education, but also promoted the reform process of higher education. According to data from the National Statistical Yearbook (2021), there are 9.235 million college students in private colleges and universities, and the number of faculty and staff has reached 498379, according to the data of the Ministry of Education, as of June 15, 2023, there were 785 private ordinary colleges and universities in the country, accounting for 25.6% of the 3,072 existing ordinary colleges and universities in the country, Feng Weiqiang (2022) believes that private colleges and universities have become a force that cannot be ignored in China's higher education, greatly meeting China's demand for higher education resources.

Guangdong level: Guangdong as the forefront of China's reform and opening up policy, is one of the earliest areas to open private universities, private higher education strength and scale in the top 3 in the country, at present Guangdong Province has a total of 175 ordinary colleges and universities, of which 52 are private colleges and universities (25 are undergraduate colleges, 27 are junior colleges), private colleges and universities are among the best in China. In the face of the vigorous development of emerging media, how to change with the times and follow the trend has become the primary issue faced by journalists in Guangdong's private universities.

On this basis, I decided to carry out research on guidelines for developing news publicity management of private universities in Guangdong. This study analyzes the current situation and causes of news publicity in universities through questionnaire surveys, interviews and other research methods, and uses statistical analysis technology to propose the improvement guideline for news publicity management in private universities in Guangdong, and evaluates the feasibility of the proposed guideline. It is hoped to provide a reference for reshaping the news publicity pattern of private colleges and universities in Guangdong, strengthening the construction of news publicity teams, and effectively enhancing the management ability of the publicity work system.

## Research Questions

1. What is the current situation of the news publicity work pattern of private universities in Guangdong?
2. What are the guidelines for developing news publicity management of private universities in Guangdong?
3. Are the guidelines for developing news publicity management of private universities in Guangdong adaptable and feasibility?

## Objectives

According to the above research background and research questions, the research objectives are determined as follows:

1. To study the current situation of the news publicity work pattern of private universities in Guangdong.
2. To provide the guideline for developing news publicity management of private universities in Guangdong.
3. To evaluate the adaptability and feasibility of the guideline for developing news publicity management of private universities in Guangdong.

## Scope of the Research

### Population and the Sample Group

#### Population

The population were 2073 administrators from 8 private universities in Guangdong.

#### The Sample Group

The sample group in this study were 327 managers of private universities in Guangdong according to the sampling table of Cressy and Morgan. The purpose sampling method was used to select 8 private universities in different cities in Guangdong. The sample were randomly sampled by system. The 8 selected universities include: Zhuhai College of Science and Technology, Guangzhou Technology and Business College, Guangzhou Southern College, Dongguan City College, Guangzhou Xinhua University, Guangzhou City Institute of Technology,



Guangzhou Huashang College, Guangdong Baiyun University. The above 8 schools are the top eight private undergraduate colleges in Guangdong Province in 2022 WeChat public account.

### **The interviewee**

The interviewee in this research was 16 middle-level managers of news publicity in private universities in Guangdong. The qualifications of the respondents are as follows: 1) at least 8 years of work experience in middle-level managers in private universities, 2) rich experience in news publicity management leadership, 3) master's degree or above, 3) must be willing to participate in recorded semi-structured interviews; 4) Must be willing to review interview records for verification.

### **Expert group**

According to the actual situation of the news publicity work of Guangdong universities, 15 people were selected to evaluate the guideline of developing the news publicity management of Guangdong private universities, and the following conditions were met: 1) managers who have been engaged in news publicity work for more than 8 years; 2) from different universities; 3) Have a senior professional title or doctoral degree, and have a deeper understanding and research on university news publicity work.

### **The Variable**

According to the analysis of relevant theories and research, the guidelines for developing news publicity management of private universities in Guangdong are as follows:

1. Organizational construction
2. Public opinion guidance
3. Media Platforms construction
4. Team building
5. Mechanism building

## Advantages

1. Provide a theoretical basis for the self-evaluation of the news publicity management of Guangdong private universities.
2. Provide reference for the news publicity of Guangdong private universities to improve management with guidelines.
3. Improve the ability of news publicity management with other private universities and organizations to bring certain inspiration.

## Definition of Terms

**News publicity management** refers to the institutional management of important remarks published by the news media, publicity activities carried out by news reports, and related decision-making, supervision, dissemination and operation activities of media media. News publicity are two different forms of consciousness, news is mainly to report facts and disseminate facts, and publicity is mainly to spread views, attitudes, and reason. But strictly speaking, journalism does not exclude opinions, and in most cases even expresses certain opinions through facts. publicity often relies on facts, sometimes directly implied, to convey ideas to audiences. News publicity have commonalities in the use of facts, but there are differences in how facts are used and the extent to which facts are used.

**The Organization construction** refers to a collective institution built around a common goal, which assigns positions to all the people in the organization, clarifies responsibilities, coordinates their work, and achieves maximum efficiency in achieving the set goals. Organization building is to achieve a certain organizational purpose, to form and on this basis to continuously improve and develop the organization. The organization and construction of news publicity departments of private colleges and universities mainly include adhere to the principle of openness and transparency in news, carry out campus news releases in accordance with laws and regulations, attach importance to the innovation of news dissemination systems, and attach importance to the innovation of news dissemination methods, establish university-level news publicity leading groups, formulating annual news publicity work plans, selecting and assigning excellent news publicity leaders, setting up independent university-level

news centers (integrated media centers) and second-level faculties and department news center groups.

**Public opinion guidance** refers to the relatively consistent views and viewpoints of the public on public affairs published in the cyberspace, and its connotation is composed of "the subject, object, and ontology of online public opinion". In short, the subject of public opinion is netizens. Internet public opinion is the external reflection of netizens' subjective attitude, while online public opinion is "the reflection of social public opinion and Social emotions on the Internet". The object of online public opinion is relative to the subject of online public opinion. If the subject of online public opinion is regarded as the public, then the object of online public opinion is a public affairs related to the interests of the public, and is a concentrated reflection of social hot and difficult issues online. Some scholars believe that online public opinion is an external reflection of the objective reality of society, while others believe that online public opinion is determined by objective events, pointing out that online public opinion is all the cognition, emotions, attitudes, and behavioral tendencies of people disseminated through the internet. The public opinion guidance of the news publicity departments of private universities includes effectively strengthening positive publicity, taking the initiative to do a good job in policy release, actively responding to hot and difficult points, responding to emergencies in a timely manner, and flexibly using release forms.

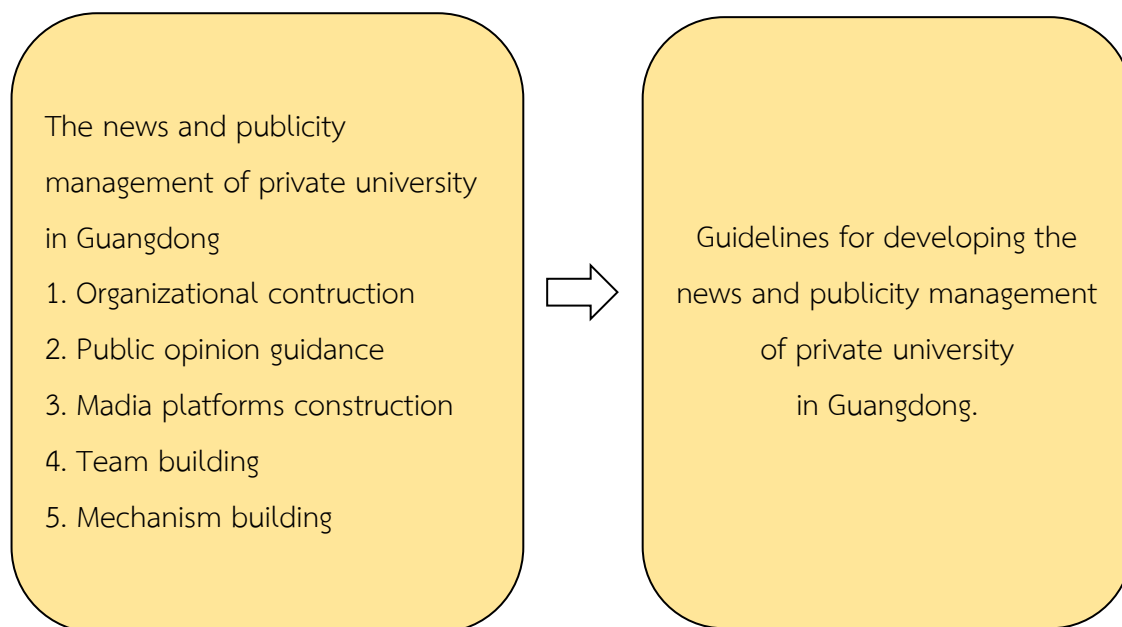
**Media Platforms construction** refers to the carrier, channel, intermediary, tool or technical means of information transmission; Second, it refers to social organizations, that is, media organizations, engaged in the collection, processing, production and dissemination of information. The news publicity media platform of private colleges and universities mainly refers to campus media, such as campus newspapers, campus radio stations, campus TV stations, campus websites, campus mobile phone newspapers, online TV and online broadcasts relying on campus networks, as well as campus official Weibo, WeChat, news clients, Douyin short videos, Kuaishou short videos, Bilibili and other new media forms. To do a good job in the construction of campus media platforms, it is necessary to make good use of social media, vigorously

promote the construction of new media for government affairs, and give full play to the role of educational media.

**Team building** refers to a series of team optimization behaviors such as structural design and personnel motivation to maximize team performance and output, with the goal of enhancing the team's happy energy, cohesion of team centripetal force and creating a more optimized teamwork model. Team building is a systematic engineering, the team must have a trustworthy team leader, under its guidance, formulate the vision and mission of the team's future development, formulate clear and feasible goals for the team, select and hire team members with complementary types, and comprehensively improve the core combat effectiveness of the team through reasonable incentive assessment, systematic learning and improvement. This article argues that to do a good job in the construction of campus news publicity teams, it is necessary to select and make good use of school news spokespersons, clarify news publicity organizations, and build and strengthen a news publicity work team with close cooperation between full-time and part-time jobs, with a reasonable age structure, a good knowledge structure and publicity ideas and concepts that keep pace with the times, promote the normalization of personnel training, and integrate the strength of experts, teachers and students.

**Mechanism building** refers to a general term for various administrative regulations, charters, systems and conventions formulated in accordance with laws, decrees and policies in order to maintain the order of normal work, labor, study and life, ensure the smooth implementation of various national policies and the normal development of various work. Mechanism also known as rules and regulations. The construction of news publicity mechanisms in private colleges and universities needs to implement the responsibility mechanism, improve the public opinion handling mechanism, establish a supervision and assessment mechanism, and strengthen the coordination and promotion mechanism, specific projects include the establishment of news publicity collection, editing, review mechanism, new media management mechanism, public opinion collection and analysis mechanism, news spokesperson mechanism, correspondent management mechanism, etc.

## Research Framework



**Figure 1.1** Research Framework

## Chapter 2

### Literature Review

This chapter will focus on the research questions proposed in the first chapter, summarize the main theoretical basis of this research and relevant researchers, and clarify the theoretical inheritance, improvement and expansion relationship between this research and existing results. In order to explore the theoretical basis for developing news publicity management of private universities in Guangdong, the literature, concepts, theories and research on the news publicity management of colleges and universities are analyzed. Details are as follows.

1. Concept of Educational management
2. Concepts and theories of news publicity management
3. Background of private universities
4. Related Research

The details are as follows.

#### **Concept of Educational Management**

Educational management has the origin of education as an educational phenomenon. But it has been around for a long time, but it has been since the middle of the 20th century that people have used it as an object of scientific research to form their own academic opinions and guide the practice of educational management.

He Xiaoxing (2002, p.273) defined educational management as a continuous activity with a strong purpose in the planning, organization, and control of the implementation of the education system by the state in order to implement the educational policy and complete the purpose of training, which includes two parts: educational administration and school management." He believes that the meaning of educational management can be revealed from two aspects. One is to start from the macro level of the national or local government and optimize the allocation of educational resources in order to achieve the development goals of national or regional education. The other is a unified and planned management activity for various

affairs based on teaching in order to achieve the purpose of training and achieve the teaching goals. To put it simply, education management is the efficient allocation of resources for teaching activities organized by educational groups at different levels in order to achieve educational goals.

### **Higher Education Connotation**

The Law of the People's Republic of China on Higher Education (2009) states that higher education refers to education implemented on the basis of completing senior secondary education, and is an educational activity to cultivate senior professionals with a sense of social responsibility, innovative spirit and practical ability, develop science and technology culture, serve socialist modernization and promote social development.

Li Ji (1982, p.54-60) first published "Management of Ordinary Colleges and Universities" focuses on school work and the school-running conditions involved in various work, pointing out that the content structure of management in colleges and universities can be mainly divided into the leadership system and management institutions of colleges and universities, the development planning of colleges and universities, the teaching management and scientific research management of colleges and universities, the management of ideological and political work in colleges and universities, and the personnel management and financial management of colleges and universities.

Yu Li (2006, p.93) pointed out that the content structure of higher education management can be divided into the concept of higher education management, the essence of higher education management, the process theory basis of higher education management, the research object of higher education management, the principles of higher education management, higher education administrators, the methodology of higher education management, the modernization of higher education management and foreign higher education management.

Wang Ruiqing (2002, p.26) put forward the structural design model of higher education management based on the "4 theories" model of higher education management based on the "epistemology, ontology and methodology" and

"3 theories" of higher education management, namely introduction to higher education management, history of higher education management, general theory of higher education management and credit theory of higher education management.

Huang Wei (2004, p.5) summarizes the structural design and arrangement of disciplines (knowledge theory) in Chinese education management into several categories, such as element system, experience system (also called work system), plate system, functional system, work system, system system and comprehensive system. The content of educational management disciplines can be integrated according to the basic parts of educational management, educational organization management, educational resource management, educational management process and educational management environment.

Wang Yapu's Higher Education Management (2007, p.142-150) adopts the design model of matrix structure, which is combined according to the basic requirements of education management (including education system, administrative organization, education structure, development planning, management system, objectives, principles, procedures, efficiency and cadre quality, etc.) and basic items of management (including ideological and political work management, teaching management, scientific research management, sports work management, personnel management, library and information data management and logistics management, etc.).

Sun Miantao (2007, p.21-28) selected the entry point of education management of a subject group and analyzed the overall construction of education management. Based on the research object of educational management, the design of educational management is divided into 6 parts: the theory of educational management discipline, the theory of educational management activities, the theory of educational system, the theory of educational mechanism, the theory of educational management concept, and the theory of educational management, forming a unitary structural system based on the internal logic of educational management phenomenon and the progressive relationship between this logic and discipline theory. He further pointed out that in the past 30 years of China's education management, the discipline construction has initially taken shape, which can be basically divided into 3 levels, namely, the basic theoretical discipline of educational management, the professional



basic discipline of educational management and the professional discipline of education management.

Zhang Tianxue (2006, p.27) adheres to the 3 principles of inheritance and development, and the unity of history and logic, theory and practice, and puts forward the proposition of "reconstructing" the discipline structure system of education management. From the perspective of structural knowledge inheritance, development and effective service and guidance of practice, he put forward the view of establishing a 3-level interactive flexible and open discipline structure system based on the "grand education management view".

Pan Maoyuan (2009, p.5) defines what higher education is in the New Edition of Higher Education: Higher education is a professional education based on general education (or basic education).

Wang Jianhua (2012, p.1-6) once cited the analytical framework of the concept of education by French educationist Mialare, who believed that higher education should contain 4 meanings: (1) As an institution, higher education refers to a university-based organizational system, in which each organization follows a certain rule system and philosophy to provide higher education; (2) higher education as an activity that emphasizes the importance of higher learning for students in relevant organizations; (3) Higher education as a content means that the "material" on which students rely for advanced learning is mainly advanced knowledge. (4) As a result, higher education emphasizes its purposefulness, that is, what kind of people higher education ultimately produces.

Pan Maoyuan and Liu Xiaoqiang (2006, p.31-32) boil down higher education research into two main lines and 3 aspects. One is the construction of basic theories and disciplines, the other is the solution of practical problems, and the two main lines are parallel and have cross-cutting development. The 3 aspects are the research on the basic theory and discipline construction of higher education, the research on macro-practical problems in higher education and the research on school-based issues.

Zhou Jianxin (2019, p.9) believes in his research that "higher education" is a concept that is constantly enriched with the progress of the times. The concept of higher education was clarified at the 27th session of UNESCO in 1993: "Higher education

includes all types of study, training or research-based training at the post-secondary level implemented by universities or other institutions of higher learning accredited by the State as institutions of higher education".

Sun Biao (2017, p.35) explained that the Law of the People's Republic of China on Higher Education issued in 1998 stipulates that "higher education is education on the premise of completing senior secondary education". Higher education must implement the state's educational policy, serve the socialist modernization drive and the people, and integrate it with production and labor and social practice, so that the educated can become social builders and successors with all-round development in morality, intelligence, physique, and beauty. The task of higher education is to cultivate high-level professionals with a sense of social responsibility, innovative spirit and practical ability, develop a culture of science and technology, and promote socialist modernization.

Wang Huanxun (1995, p.367) defines higher education as "higher education is a variety of professional education carried out on the premise of completing secondary education under the two main forms of teaching of full-time and part-time." He believes that the world's modern higher education originated from the university education of the European Middle Ages, while China's higher education began with the establishment of the Beijing Normal University Hall in 1898.

### **Higher Education Management**

From the definition of management, it can be seen that the so-called higher education management is the management covering the entire field of higher education, not simple higher education administration, nor pure ordinary college management, but comprehensive management including both. Higher education management can also be understood from both macro and micro aspects, from the macro aspect, it refers to proposing tasks, formulating plans, providing conditions, issuing regulations, and issuing instructions according to the needs of the country; From the micro aspect, it is to directly organize talent training and scientific research according to the requirements of superiors. To put it simply, higher education management is the decision made by managers to optimize the allocation of various

elements within the organization to ensure the order and efficiency of daily management work and achieve higher education goals.

Zang Naiqing (2002, p.11-13) divided the development of higher education management research since the founding of New China into 3 stages from the perspective of knowledge form: the policy interpretation stage from 1949 to 1977, during which scholars could hardly engage in other research except the understanding and interpretation of policies, and only a few articles were divorced from the interpretation of policies, such as Fei Xiaotong's "The Transformation of Universities", Su Buqing's "3 Problems of Colleges and Universities as I Saw", etc.; In the stage of compiling experience from 1978 to 1983, the research on higher education management at this stage cooperated with the adjustment of the "eight-character policy", empirically introduced the situation of each school and carried out a certain level of exploration, and the organizational research activities of this period came into being, and people gradually began to pay attention to the research of higher education management; Since 1984, the period of empirical research has changed from theoretical to theoretical, and the development of higher education management has led to a rapid expansion and diversification of the number of research on higher education management disciplines.

Xu Jianling (2002, p.55-57) analyzed from the perspective of analyzing the development characteristics of China's higher education management, and also divided the development of China's higher education management research after the founding of the People's Republic of China into 3 stages: the experience-led stage from 1949 to 1977, which was experience-oriented in the work of higher education management, so the theoretical level was relatively lacking and crude; The theoretical exploration period from 1978 to 1988, when people tried to find a way to flourish China's higher education, and once again objectively considered and studied many educational management issues; Compared with the previous stage, the number of research results has not only been improved, but also the monograph has made a qualitative leap in terms of systematization.

Li Yifang (2003, p.98-101) divides the development of higher education management research in China into the following 3 stages from the perspective of

changes in the educational environment: the pre-disciplinary stage from 1949 to 1977. During this period, the research of higher education management was limited to the interpretation and explanation of policies, and a few articles at this stage tried to analyze practical problems based on the actual situation of schools, but the number was too small to systematize the research; The beginning of the discipline from 1978 to 1983. During this period, it focused on the summary and compilation of experience, and some representative works appeared, which mainly focused on university management, thus promoting the emergence and development of university management. However, they only focus on experience introduction and the relevant theories are relatively weak, so they cannot constitute a complete disciplinary system; From 1984 to the present, the development stage of the discipline has realized the transformation of empirical research into theoretical research. During this period, the monographs gradually departed from the writing ideas of discourse work, and tried to use scientific methodology as a clue to study the discipline system of higher education management, which laid a solid foundation for the improvement of the discipline system in the future.

Peng Zhiyue and Liu Xianjun (2002, p.39-41) divided the research of higher education management since the founding of New China into two stages from the perspective of constructing the discipline system of higher education management: under the influence of educational theory in the former Soviet Union, higher education management from 1949 to 1976 showed a trend of emphasizing empirical generalization over theoretical research, lacking results, single research objects, serious political generalization, and the annotation of guidelines and policies became the most prominent research paradigm. As a result, higher education management is not recognized as a separate discipline. In addition, the way of Chinese higher education management research to learn Western theories has also been hindered, so this period is called the cold period of higher education management research; Since 1988, the discipline system of higher education management has been successfully constructed and completed, which is the peak period of higher education management research since the founding of New China, so it is also called the development and improvement period of higher education management discipline system.

### Higher Education, Educational Management and Higher Education Management

Yu Tao (2001, p.7-9) believes that higher education, education management and higher education management are inextricably linked, higher education is the object of higher education management, and higher education management is subordinate to the practical activities in the field of education (it refers to the multiple types of educational management carried out after the completion of secondary education). According to the definition of higher education, higher education has the characteristics of large scale, multiple levels and complex content. Higher education can be formally divided into several types: general higher education, adult higher education and higher education self-study examinations

Xue Tianxiang (2001, p.14-19) starts from the study of the system and purpose of higher education, believes that "higher education management is an extension of the higher education system and the logic of higher education purpose", he focuses on the two specific perspectives of "objective practice and law" and "higher education development goals" of higher education management, and believes that higher education management is the integration of relevant human and material resources of higher education system by higher education administrators to achieve specific goals.

Deng Xiaochun and Liu Guorui (1996, p.17-20) extend the definition of management and believe that higher education management is to combine the activities of higher education administrators and the specific activities of higher education teaching and research personnel into an overall activity, so as to facilitate the smooth achievement of the goals set by higher education administrators.

To sum up, higher education management takes higher education as its theoretical basis, and further explores educational management issues from the perspective of leadership and organization in accordance with the special laws of higher education work. Although the research of China's higher education management started late, it still formed its own characteristic discipline system and achieved great achievements, the specific characteristics of which are as follows: First, the rapid development of discipline research. China's research achievements related to higher education management have increased significantly, followed by the need to pay

attention to management practice, and finally the formation of a certain discipline system.

### **Concepts and theories of news publicity management**

News publicity management is a complex and open system, which has the characteristics of pluralism of subjects and elements, and conforms to the basic premise necessary for the theory of synergy. The author focuses on exploring the linkage and coordination mechanism between the subject, mediator and various management elements of news and publicity management.

#### **Collaborative thinking**

The idea of collaboration was first proposed by the scholar Igor Ansoff, who introduced collaboration into business management in the 60s of the 20th century. Ansoff believes that when faced with a potential opportunity, companies need to be familiar with their resources and capabilities, and compare their resources and capabilities with potential opportunities to determine whether they can use this opportunity to start new business, which is a process of synergy. German Professor Hermann Haken (1988, p.159-160) is the earliest scholar to study synergy theory, in 1969 he pointed out from the perspective of systems theory, pointed out that in any system, if the subsystems can communicate with each other closely, coordinate, and cooperate to form an effective collective effect, the overall synergy effect of  $1+1>2$  can be produced between the subsystems, and the role of each system can also be exerted with maximum intensity.

#### **Synergy theory**

Bi Jianxin, Zhang Zhaoyu (2013, p.42-45) Synergy theory believes that under synergy, the integration of organizational systems refers to the process of interaction between its various elements and subsystems, so as to achieve the coupling of synergistic elements, and finally obtain a leapfrog overall amplification effect, which requires the participation of people's active integration behavior.

Pan Kailing, Bai Liehu (2006, p.10-12) argues that synergy theory is primarily the study of open systems far from equilibrium and how ordered structures in time, space,

and function spontaneously appear through internal synergy in the context of material or energy exchange with the outside world.

### **Collaborative management theory**

Zhu Qinghua (2007, p.776) believes that the concept of collaboration is combined with the field of management in the continuous improvement, and is an advanced management idea and business model for supply chain management. Collaborative management is to take the system as the management object, with the help of the synchronization and complementary relationship between the elements of the system, to establish a common operation organization, with the ability of "competition-cooperation-coordination", and it will produce far greater than the sum of the subsystems of the new space, time, functional structure effect, is the management theory system that maximizes the overall benefits of the system. The main principle is to manage synergy after the system achieves overall synergy, and cooperate with each other among its internal subsystems to maximize the benefits of the whole, generate synergistic effects, and build an open and dynamic collaboration platform.

### **Educational news policies and regulations**

The Implementation Opinions of the Ministry of Education on Further Strengthening the Work of Publishing News on Education (2015) pointed out that the work of publishing news on education is an important part of comprehensively deepening educational reform, deeply promoting the openness of government affairs and school affairs, an important way to respond to social concerns, promote the modernization of educational governance capabilities, and an important means to consolidate and strengthen mainstream ideological public opinion and condense consensus on educational reform and development. In order to thoroughly implement the state's deployment requirements on strengthening news release and public opinion guidance, further strengthen the work of educational news release, and actively create a good public opinion environment for the scientific development of education, 5 dimensions of suggestions are put forward: 1. grasp the principles of organizational construction, 2. enrich the forms of public opinion guidance, 3. build

and make good use of media platforms, 4. effectively strengthen team building, and 5. establish and improve working mechanisms.

In summary, collaborative management theory can also be used in college news publicity work, college news publicity work is a subsystem in the field of daily management of colleges and universities, the internal order parameters of the system and the competition and cooperation of each subsystem are essential, only the subsystems coordinate and cooperate with each other, in order to achieve the overall effect of the system. Therefore, collaborative management theory and the daily management of university news publicity run through the whole process of the daily management of universities, which is closely related and can be used as a theoretical basis. Referring to the five recommendations put forward in the press release working paper of the Ministry of Education, the following five dimensions were finally determined as research variables: 1. Organization construction, 2. Public opinion guidance, 3. Media Platform Building, 4. Team building, 5. Mechanism building.

### **Organization construction**

Wu Suhua, Sun Cuiting (2015, p.137). The news publicity activities of colleges and universities are to send the party's road to the party and the policies to the teachers and students, and to report the advanced models and touching things that have emerged among the teachers and students, so we unite all the forces that can be united to build a news publicity team under the pattern of "big publicity". It is necessary to strengthen organizational leadership and do a good job in top-level design and top-level planning of news publicity work.

Wu Suhua, Sun Cuiting (2015, p.137). Strengthen organizational leadership, and do a good job in top-level design and top-level planning of news publicity work. First, schools should make it clear that the principal is the first person responsible for news publicity, set up a news publicity leading group with the principal as the leader, the school leader in charge of news publicity work as the deputy leader, and the publicity department, news center, and relevant functional departments of the school participate, grasp the guidance of public opinion, carefully organize and guide, plan news release activities in conjunction with current affairs, and strive to form a strong and well-organized news publicity leadership. Second, it is necessary to organize



research issues. Colleges and universities should include news publicity in the new media environment on their important work agendas, formulate annual news publicity work goals, and plan key implementation projects. Third, it is necessary to strengthen the principle of selecting and employing personnel. Personnel should be selected and employed in accordance with the high standards of high theoretical level, strong professional ability, and good at controlling complex situations, and outstanding cadres with expertise in theory, writing, and eloquence should be enriched to the corresponding posts of news publicity work departments.

Liu Jiaren. (2019, p.28). As the "headquarters" of news publicity in colleges and universities, the Rong Media Center should plan and coordinate the selection of news topics, carefully study and judge news public opinion, and do a good job in the overall scheduling and command of news publicity. When encountering major national events and key event nodes, the Rong Media Center should establish an emergency reporting mechanism for major and emergency events, arrange special personnel to conduct 24-hour real-time monitoring, and complete news production, processing and dissemination in a short, efficient and high-quality manner.

Sharina, Wang Sai (2018, p.347). Colleges and universities should integrate the concept system of "central kitchen" into the top-level design, and focus on the 4 key links of opening, integration, participation and support, and explore an effective path that meets the development goals of news publicity work of colleges and universities. Open up the new media alliance to jointly build a realistic carrier of the "central kitchen" model, integrate resource integration and layered dissemination with a focus on innovative collection and editing processes, adhere to the student-oriented, innovative participation form, and inject source power into innovation and development with the superior resources of universities.

Li Zhi (2020, p.89) To establish a good college news publicity work system, the first thing to solve is the problem of organizational leadership, and only by doing a good job in innovation in the top-level design can we promote the overall innovation of college news publicity work. From a vertical perspective, establish a news publicity leadership mechanism of "school-college-department-class-individual", select advanced elements such as student cadres as grassroots publicity contacts in the

student group, set up publicity committees in each class, and set up full-time teachers in each department and college to be responsible for news publicity work. From a horizontal perspective, a leading group composed of school leaders in charge of news publicity work is established as the team leader, and composed of school publicity work, student work, security work and network technology departments, to clarify the specific responsibilities of each department, clear division of labor, and responsibility to people. At the same time, give full play to the synergistic effect of party and government cadres, teachers and students, league cadres and full-time and part-time publicity and ideological workers, encourage and support the development of journalism and publicity academic groups and student organizations in colleges and universities, and solidly and effectively promote the news publicity work in colleges and universities.

Nie Jinglei (2009, p.96) University-level news center under the department level news center, the department news center is responsible for the news interview, writing, editing of the unit, and then by the school news center unified external release, Zhejiang University Ningbo Institute of Technology adopts this model, the effect is more obvious.

To sum up, the organization construction refers to a collective institution built around a common goal, which assigns positions to all the people in the organization, clarifies responsibilities, coordinates their work, and achieves maximum efficiency in achieving the set goals. Organization construction is to achieve a certain organizational purpose, to form and on this basis to continuously improve and develop the organization. The organization and construction of news publicity departments of private colleges and universities mainly include adhere to the principle of openness and transparency in news, carry out campus news releases in accordance with laws and regulations, attach importance to the innovation of news dissemination systems, and attach importance to the innovation of news dissemination methods, establish university-level news publicity leading groups, formulating annual news publicity work plans, selecting and assigning excellent news publicity leaders, setting up independent university-level news centers (integrated media centers) and second-level faculties and department news center groups.

### **Public opinion guidance**

Chen Lidan (1999, p.13) Public opinion is the sum of the beliefs, attitudes, opinions and emotional expressions expressed by the public about the real society and various phenomena and problems in society, with relative consistency, intensity and continuity, which has an impact on the process of social development and related events. There is a mixture of rational and irrational elements.

Liu Jianming (2001, p.338) believes that online public opinion is the sum of different emotions, views and values expressed and transmitted by netizens through the Internet around the occurrence, development and change of social events (usually public events) in cyberspace.

Kuang Wenbo (2014, p.23) defines online public opinion as online public opinion refers to the views published by the public opinion subject on a certain social issue on the Internet that have a certain impact on society, which is essentially a kind of aggregation and presentation of public opinion on the Internet.

Cui Yunfang (2012, p.13) defines online public opinion as online public opinion, which is a synthesis of the opinions expressed by netizens in the public domain using the Internet.

Xia Yonglin, & NIE Xinyi. (2020, p.7) believes that college online public opinion refers to college students through the Internet, with the help of self-media and other methods and Internet platforms, to comment and put forward opinions on social hot spots, emergencies, and hot events in campus life and other issues of concern to college students, so as to form a collection of certain tendentious opinions.

Cao Yinzong,& XU Fangyuan. (2012, p.5) believes that university network public opinion is composed of 3 parts: subject, object and mediator. The subject of online public opinion in colleges and universities refers to the direct participants in the formation and development of online public opinion in colleges and universities, mainly refers to college students who express their views or opinions on the Internet or are influenced by online public opinion. The object of university network public opinion is all kinds of emergencies that trigger heated discussions, and the mediator of university network public opinion is the university network public opinion medium,

which refers to the bridge and intermediary connecting the subject and object of university network public opinion.

Zhang Ting (2014, p.2). It is believed that public opinion guidance is a kind of use of public opinion to manipulate people's consciousness, guide people's intentions, so as to control people's behavior, so that they can engage in social activities in accordance with the lines, guidelines and rules formulated by social managers.

Zhang Guangxin, & YU Zhenyuan. (2005, p.56). It is believed that the guidance of public opinion in colleges and universities lies in incorporating those scattered, extensive and original dynamic content into the scientific control system, so that a variety of opinions can be intertwined, debated, complemented and integrated to form the dominant opinion agreed by the majority and obtain authority, so as to become the ideological force that influences and dominates teachers and students.

Yuan Leimin (2022, p.10). It is believed that public opinion guidance is a social process in which communicators select, organize, interpret, process and produce relevant information to influence the dissipation state of public opinion, thereby promoting the development and change of public opinion in the direction they want. As the name implies, online public opinion guidance is the social process of dissipating public opinion on the online platform, so as to realize the spread of positive social energy. Network public opinion guidance has the functions of advocacy, regulation and communication.

Tian Xiaoxiao (2020, p.11) believes that the online public opinion guidance mechanism refers to relying on the Internet and other new media communication platforms, on the basis of coordinating various internal factors, through the coordinated operation of various sub-mechanisms, so that the online public opinion situation operates in the ideal direction, so as to maximize the effectiveness of online public opinion guidance.

Yuan Leimin (2022, p.13) In the work of online public opinion guidance in universities, universities, governments, media and the public should perform their respective duties and give full play to the role of multi-subject collaborative governance. First of all, the government should improve the relevant rules for online public opinion guidance, formulate, supply and supervise the implementation, and

guide and supervise colleges and universities to improve their ability to guide and publicize online public opinion. Secondly, under the guidance of the government, colleges and universities should improve their own public opinion awareness, master high and new technologies, make full use of media carriers, take the initiative to carry out publicity and guidance, and actively occupy the position of online public opinion guidance in colleges and universities. Third, all kinds of media (traditional media, outdoor media, online media, new media, etc.) as a bridge for communication between universities, the government and the public, communication with the government and universities should be timely and active, give full play to the objective role of the media, improve the sense of responsibility, ensure the fairness of reporting, and greatly give full play to the advantages of online public opinion guidance. Finally, the public should improve the basic ability to distinguish the authenticity of information, maintain rationality at all times, improve the participation of online public opinion information supervision, and use more and more rational voices to maintain the network environment and play a guiding role.

To sum up, public opinion guidance refers to the relatively consistent views and viewpoints of the public on public affairs published in the cyberspace, and its connotation is composed of "the subject, object, and ontology of online public opinion". In short, the subject of public opinion is netizens. Internet public opinion is the external reflection of netizens' subjective attitude, while online public opinion is "the reflection of social public opinion and Social emotions on the Internet". The object of online public opinion is relative to the subject of online public opinion. If the subject of online public opinion is regarded as the public, then the object of online public opinion is a public affairs related to the interests of the public, and is a concentrated reflection of social hot and difficult issues online. Some scholars believe that online public opinion is an external reflection of the objective reality of society, while others believe that online public opinion is determined by objective events, pointing out that online public opinion is all the cognition, emotions, attitudes, and behavioral tendencies of people disseminated through the internet. The public opinion guidance of the news publicity departments of private universities includes effectively strengthening positive publicity, taking the initiative to do a good job in policy release,

actively responding to hot and difficult points, responding to emergencies in a timely manner, and flexibly using release forms.

### **Media platform construction**

Liu Jiaren. (2019, p.29) Private colleges and universities should combine the current students' demand for mainstream media, timely adjust the news publicity work mode, break down information communication barriers, and realize the sharing of information resources. news publicity departments need to effectively grasp the initiative of public opinion in private colleges and universities to avoid being marginalized. The Rong Media Center has become the most important communication medium for news publicity workers and students of private colleges and universities, adhering to the deep integration of traditional media and new media at the content, channel, platform and other levels, following the law of news dissemination, and effectively opening up the school-level and generation." Campus media platforms such as school newspapers, broadcasts, and official WeChat can take what they need for news products according to their own positioning and characteristics, and show their strengths to complete "multi-channel release and all-round rolling release".

Yan Kexin, Xu Shengnan (2021, p.44) With the development of information technology, new media platforms such as short video, Weibo, and WeChat have been built one after another, and integrating media resources has become the only way to improve efficiency, innovate and reform the news publicity work of private universities. Private colleges and universities should strengthen ideological guidance, grasp the right to express positions and views, and discourse, give full play to the "brain" function of the media integration center, truly make news publicity the main position of mainstream ideology, coordinate external publicity, and enhance the social influence and reputation of private universities.

Dang Yanwei (2022, p.105) If private universities want to improve their own publicity and discourse power, they also need to integrate new media publicity methods with traditional publicity mechanisms, and innovate the traditional publicity mechanisms of private colleges and universities through email publicity, blog publicity, knowledge publicity and other forms, and strengthen the publicity and discourse power of colleges and universities. Private colleges and universities should fully tap

and absorb the advantages of traditional publicity work, and integrate the 2 publicity models through complementary advantages, so as to form a publicity pattern of the same direction. Build a multi-dimensional publicity work platform, and use broadcasting, print media and Internet media to carry out multi-integrated publicity linkage. Especially in the expansion of the perspective of Internet publicity, colleges and universities must combine the information dissemination mechanism of the mobile Internet to form a "multi-point publicity" pattern by clarifying the methods and characteristics of student groups to obtain information. For example, Weibo, WeChat public platform, Tieba, Douyin, forums and other platforms jointly achieve the goal of publicity work in private colleges and universities through mutual integration and joint methods.

Yao Xuehui. (2021, p.61) With live new media, colleges and universities, as high-end talent gathering places, must innovate publicity channels and paths, and build a "two micro + one end + 2 short + one station" publicity model on the basis of the previous "2 micro + one end", that is, Weibo, WeChat, news client, Douyin short video, Kuaishou short video, Bilibili combination, covering more than 80% of the new media in the region.

Nie Jinglei (2009, p.96) Campus media should form an organic whole, realize the subjectivity of news reports and variety shows on the basis of information resource sharing, and implement a full range of services for teachers and students. Each media has its own unique communication characteristics and audience, but in the new era of increasingly fierce competition, it is impossible for any kind of media to develop independently. Campus media can make full use of their own advantages to collaborate with other media. The articles in the school newspaper can be displayed to more people through campus radio, campus TV, campus network and other platforms to increase their publicity. The program content of campus radio and other media can also be well displayed in the school newspaper. Therefore, the optimal allocation of resources of college campus media has become an inevitable trend of development. The complementary advantages of multiple media and the comprehensive use of various technical means make the dissemination of campus media more powerful.

Song Hantao. (2020, p.193) In short video platform construction in colleges and universities, should be based on the profound cultural background, advantage disciplines, campus culture, etc, adhere to the "life", from the spread of college students popular hotspot, around the "cultural construction lead the connotation development" as the main line, find time hot point and new mode of transmission, improve the content dissemination, the integration of each channel publicity information resources in colleges and universities, return to campus culture, launch can trigger a series of ideological theme columns resonate between teachers and students, create influential campus content IP.

To sum up, media platforms construction refers to the carrier, channel, intermediary, tool or technical means of information transmission; Second, it refers to social organizations, that is, media organizations, engaged in the collection, processing, production and dissemination of information. The news publicity media platform of private colleges and universities mainly refers to campus media, such as campus newspapers, campus radio stations, campus TV stations, campus websites, campus mobile phone newspapers, online TV and online broadcasts relying on campus networks, as well as campus official Weibo, WeChat, news clients, Douyin short videos, Kuaishou short videos, Bilibili and other new media forms. To do a good job in the construction of campus media platforms, it is necessary to make good use of social media, vigorously promote the construction of new media for government affairs, and give full play to the role of educational media.

### **Team building**

Wu Suhua and Sun Cuiting (2015, p.137) believe that it is necessary to establish a team of news publicity journalists suitable for the new media era. First, it is necessary to increase the building of a full-time work force for news publicity. Increase the establishment of news staff, set up corresponding institutions and posts, and at the same time increase the training of traditional media staff in new media news business, new media technology, application and management. The second is to strengthen the construction of the contingent of news correspondents. Schools should discover, select, and train correspondents with certain news literacy and new media use technology in faculties and functional departments, and regularly carry out special



training on new media application technology and news business. The third is to establish a strong team of student journalists, give them the necessary professional guidance and ample interview opportunities, and maximize their creative enthusiasm. The fourth is to form a campus new media alliance to jointly respond to major public opinion and breaking news events in the school.

Liu Jiaren (2019, p.28) In order to meet the needs of the construction and development of integrated media centers, colleges and universities should invite news professionals to campus for training, contact news units to send reporters for internships and other means and measures, so that college journalists are no longer single text and photojournalists, but understand the laws of media communication, have interviewing, editing, photography, videography and other capabilities, master a variety of modern editing equipment, and can produce and integrate text, pictures, and videos.

Yan Kexin and Xu Shengnan (2021, p.44) believe that news publicity workers in private colleges and universities should attach importance to theoretical and technical improvement, and attach importance to their own quality construction.

1. Propagandists should have mainstream values, correct political responsibility and keen insight, and maintain a rigorous and serious work attitude with love and dedication.
2. Regularly or irregularly conduct interviewing, editing, filming, post-production and other technical training for news publicity workers.
3. Invite social professional media to hold lectures, carry out exchanges with similar universities, and continuously improve the theoretical level, so as to form a professional team that can write, shoot, understand operation and have Internet thinking, and create more works welcomed and loved by private college students.

Zeng LingMei (2009, p.25) should improve the professional quality of the news team, establish a high-quality news team, do a good job in news publicity work in colleges and universities, and establish a news team composed of journalists with strong politics, professional excellence, strict discipline and correct work style.

1. Journalists should love their work, have a strong sense of responsibility and a serious and responsible attitude.
2. Journalists should have strong political discernment and political acumen.
3. Journalists should have excellent investigation

and research skills and strong social activity capabilities. 4. Journalists should have a broad range of knowledge. 5. Journalists should have solid written expression skills, be familiar with various news writing methods, master computer operation, photography, recording and other skills, and try their best to interview, edit, typeset and produce. 6. Have good news sensitivity. Journalists should be more informed, clear-headed, far-sighted and have a strong sense of mission than people in other professions. When reporting news, you should reveal the truth hidden behind the news analyze its possible effects or consequences.

Gan Lixia, & ZHOU Lichao. (2017, p.244). It is believed that it is necessary to complete the news publicity work team. The school has set up a leading group for publicity work, set up a team of teachers and student information officers in different categories, and ensured that each department and department has an information officer, and each administrative class has a student information officer. The team of information officers is drawn from the administrative agencies of various faculties and departments, covering all faculties and functional departments of the university; At the same time, strengthen the construction of counselors and class teachers; Strengthen the training of student information officers, and grasp the guidance of students' ideology and public opinion. 2. Strengthen training and practical exercise, improve the overall quality of the team, 3. Strengthen the training of the team's online publicity ability, provide technical training on network platform construction, and improve the ability to use the network. Class teachers and counselors are encouraged to use self-media platforms to carry out publicity and ideological work.

CHEN Aifang, TANG Ping, JIANG Xuefei. (2012, p.50) Strengthen the team of news correspondents. (1) Selection of correspondents. Correspondents are people who keep news information flowing. Select and establish relatively fixed correspondents in each department and college, provide clues, manuscripts, and feedback information to the school news staff, and convey the relevant spirit of the school to all departments and colleges, and play a role as a bridge between the school's news agency and various functional departments and colleges. When choosing a correspondent, several basic conditions need to be met. First, the correspondent should preferably be the teacher, the department, the college office, and the Youth League Committee, and they have

more contact with things, which is convenient for work; 3. Correspondents should have strong language and writing skills, and relevant work experience; Fourth, correspondents should take the initiative to work, be enthusiastic, conscientious and responsible, and not be afraid of hard work.

(2) Correspondent training and management. The quality of the training effect directly affects the quality of the manuscript provided by the correspondent. The training methods can take the form of lectures, cases, discussions, etc., including news acumen training, writing ability, picture discrimination, news reporting channels, etc. In order to ensure the quality and quantity of news publicity articles, correspondents are trained at least once a year. (3) Construction of student journalist corps. Student journalists are an indispensable team in the operation of university news networks, and their requirements for their abilities are no longer limited to writing and interviewing and communication skills, but also have news planning capabilities, photography technology, and graphic integration capabilities.

Zhang Pingyuan (2010, p.3) believes that if there is no full-time team of journalists, it will be difficult to achieve the overall deployment of campus news reporting, and there will not be enough strength and time to deeply explore the laws of news work and improve the quality of campus news dissemination. At this stage, in addition to the full-time editors of the school newspaper, the lack of professionals in several other campus media in colleges and universities has become a major problem facing the construction of campus media teams. School publicity departments shall strengthen professional training, improve the quality of news personnel, and establish and improve systems for competition, incentives, and evaluations for journalistic work. At the same time, it is also necessary to appropriately attract graduates majoring in journalism, network technology and television program production to join the work of campus media, and run campus media with high starting point and high taste.

Nie Jinglei (2009, p.96) To establish a high-level editorial team, the healthy, rapid and sustainable development of college campus media must be equipped with a full-time and part-time editorial team with excellent quality, excellent style and superb business. Having a high-level full-time and part-time team of journalists is the most basic guarantee for running campus media. First, to strengthen the construction

of full-time teams, campus media should also appropriately absorb graduates of journalism, television program production and network technology to join campus journalism. At the same time, the training of existing staff has been strengthened to continuously improve their operational level. The second is to build a team of teachers and correspondents who love journalism, and at the same time strengthen the training and guidance of this team, and improve the construction of the campus media team. The third is to build a good contingent of student journalists. Many colleges and universities have set up college student news agencies or college student journalist groups, and it is necessary to give full play to the enthusiasm and creativity of these students and let them participate in all links such as the writing and editing of the school newspaper. It can not only improve the comprehensive quality of students, but also improve the quality of the school newspaper to a certain extent. Because students are on the front line of campus life, they have the most opportunity to provide the first clues of the news are most likely to discover vivid and vivid first-hand materials, so to give full play to the enthusiasm and creativity of college students, various media on campus, all aspects of campus news work such as interviews, editing, broadcasting, distribution, etc. can absorb student participation.

To sum up, team building refers to a series of team optimization behaviors such as structural design and personnel motivation to maximize team performance and output, with the goal of enhancing the team's happy energy, cohesion of team centripetal force and creating a more optimized teamwork model. Team building is a systematic engineering, the team must have a trustworthy team leader, under its guidance, formulate the vision and mission of the team's future development, formulate clear and feasible goals for the team, select and hire team members with complementary types, and comprehensively improve the core combat effectiveness of the team through reasonable incentive assessment, systematic learning and improvement. This article argues that to do a good job in the construction of campus news publicity teams, it is necessary to select and make good use of school news spokespersons, clarify news publicity organizations, and build and strengthen a news publicity work team with close cooperation between full-time and part-time jobs, with a reasonable age structure, a good knowledge structure and publicity ideas and

concepts that keep pace with the times, promote the normalization of personnel training, and integrate the strength of experts, teachers and students.

### **Mechanism building**

Wu Suhua, Sun Cuiting (2015, p.137) should establish a multi-level news release working mechanism. The first is to set up a relatively independent news center to coordinate all kinds of news releases and public opinion supervision. news publicity is an important part of the school's publicity work, and the news center is relatively independent of the publicity department of the party committee, which is conducive to the scientific and efficient operation of news business. The second is to improve the 2-level press spokesperson system in schools. Colleges and universities should establish and improve the press spokesperson system, deal with the media in a timely, skillful and strategic manner, and avoid the adverse impact of emergencies on universities. The school department level should also select outstanding cadres to serve as spokespersons, actively release news media events of various units or respond to focus issues, and create a good atmosphere for running schools.

Wu Suhua, Sun Cuiting (2015, p.137) Colleges and universities should introduce new media operation management measures, and implement an approval system and supervision and management system for new media on campus; Organize relevant forces to monitor public opinion on new media, prepare for the establishment of a public opinion supervision center, and implement an information reporting mechanism; Establish a new media "gatekeeper" system, do a good job in guiding public opinion of new media, and firmly grasp the right to speak in new media. It is necessary to establish and improve mechanisms for evaluating news publicity. Decompose and implement the overall goal of the school's annual news publicity to each department, build a longitudinal to the end, horizontal to the side of the target task and responsibility assessment system, and incorporate the assessment into the middle-level cadre assessment system to strengthen the team's sense of responsibility; According to the school's annual key implementation tasks, coordinate relevant departments to grasp and manage together, form a closed-loop working mechanism of initial planning, mid-term inspection, project acceptance, and later promotion, and mobilize the enthusiasm and creativity of the news publicity team.

LIU Jishun, WAN Yu, & ZHANG Gaofei. (2014, p.105) In order to create a good public opinion atmosphere, the publicity departments of colleges and universities should establish a sound news supervision and emergency response mechanism to strengthen the ability to respond to emergencies. First of all, we must know and deal with it in advance. Only by preventing micro-development can we avoid the occurrence of incidents, the spread and expansion of events, and put an end to the adverse impact caused by the explosive spread of information in the "micro-era". Once an emergency occurs, the publicity department of the university should take the initiative to face the public's doubts, seize the best opportunity to respond to the incident in a timely manner, release authoritative information, do not flash words, and should have a sincere attitude, a correct mentality, and face up to the existing problems.

Yan Kexin, Xu Shengnan (2021, p.44) In the era of media integration, the news publicity departments of private colleges and universities improve the news publicity management mechanism, establish a scientific team management system, formulate rules and regulations recognized and respected by team members, have clear responsibilities, and reasonable division of labor, which can greatly enhance the cohesion within the team.

Zeng Lingmei (2009, p.254) established a press spokesperson system, did a good job in news releases, and timely interpreted education policies by holding press conferences, press briefings, press conferences, press conferences, press conferences, press releases, arranged interviews with reporters, provided background materials and interview clues, etc., and vigorously publicized educational development achievements and excellent teachers and students. 1. The concept of press spokesperson A press spokesperson is a full-time or part-time press release personnel appointed or designated by the government, enterprises, political parties, social organizations and other institutions. Its duties are to hold a press conference on a major event or relevant current situation within a certain period of time, or to meet with individual journalists, release relevant news, explain the views and positions of the organization, and answer the reporters' questions on behalf of the organization,

and communicate well with the public with the help of the media. The essence of a press spokesperson is a press release system.

Fang Zengquan, Chu Suli (2010, p.56) Universities urgently need to establish a news publicity emergency management mechanism. First of all, a mechanism of prior communication and post-event management should be established between various departments in the school. Second, universities should establish a response mechanism to strengthen communication and liaison in a timely manner and jointly respond to emergencies and crises. Education administrative departments should better play their guiding role and establish a communication mechanism with colleges and universities. In 2009, Beijing Normal University established the Public Opinion Analysis Center, built an online public opinion guidance team, paid timely attention to the public opinion information of teachers and students through information networks and other platforms, understood and mastered the ideological dynamics of teachers and students, and timely submitted the "Public Opinion Dynamics" and "Public Opinion Report" to the main leaders and relevant departments for study, which enhanced the initiative and foresight of work and effectively resolved contradictions.

Li Zhi (2020, p.90) should establish a public opinion collection and analysis mechanism. First, it is necessary to establish a public opinion collection and analysis team with a reasonable structure and sufficient personnel. Establish a public opinion collection mechanism of "school-college-department-class-individual", and the second is to establish a public opinion guidance mechanism. Establish an emergency response mechanism for publicity and ideology in colleges and universities and a news spokesperson system, improve the ability to respond to emergencies and crises, and in the face of public opinion events related to the interests of teachers and students, it is necessary to timely understand the truth, strengthen analysis and judgment, let the press spokesperson release authoritative information as soon as possible, quickly respond to the concerns of teachers and students, eliminate negative remarks, and timely grasp the dominance of public opinion.

Li Zhi (2020, p.92) should improve the campus new media management system. The use and management of new media in colleges and universities should not only comply with relevant national laws and regulations, but also formulate

special school discipline and school rules on campus to ensure the standardized use of new media. First of all, it is necessary to promote the formulation of management systems. It is necessary to give play to the synergistic effect of legal workers, publicity and ideological workers, and administrative personnel in colleges and universities, and formulate a sound management system for new media series according to the actual conditions of colleges and universities. For example, new media access system, new media use norms, new media information release system, new media maintenance system, new media emergency handling norms, etc. Second, it is necessary to strengthen the construction of supporting teams for the campus new media management system. Strengthen the construction of the professional quality of managers and users, improve their professional ability, have a clear division of labor, assign responsibilities to people, have clear rights and responsibilities, strengthen learning and training, and ensure the stable operation of the new media management system.

Li Zhi (2020, p.94) Improve the assessment mechanism for publicity and ideology in colleges and universities. The improvement of the assessment mechanism has a positive guiding effect on standardizing the work process of publicity and ideology in colleges and universities, increasing the enthusiasm of publicity and ideological workers, and restraining the public opinion behavior of teachers and students. On the one hand, it is necessary to adjust the original assessment system and add new standards brought by new media, new elements and new environments. On the other hand, it is necessary to adjust and balance the relationship between "qualitative assessment" and "quantitative assessment". Synthesize the results of qualitative and quantitative assessments, and give scientific and reasonable evaluations and assessments to colleges and universities' publicity and ideological work and its related personnel.

Li Zhi (2020, p.91) clarified the mechanism for public opinion supervision of topic selection and review, improved the management system of self-media, and relied on the system to strictly supervise online platforms.

Chen Aifang, Tang Ping, Jiang Xuefei (2012, p.50) Standardize the system of news publicity gathering, editing, and review. The review implements a 3-level news



review system, from the lowest to the highest: the review of the academy, the first review of the editor, and the final review of the editor-in-chief (the leader of the school news center concurrently serves). Among them, the dynamics of the department can be simplified from the 3-level review to the second-level review, and the head of the department can review it for the first time and the final review for editing.

Chen Aifang, Tang Ping, Jiang Xuefei (2012, p.51) Strengthen the incentive mechanism for manuscript evaluation. To strengthen manuscript evaluation, it is necessary to strengthen the incentive mechanism. People-oriented is a prerequisite for the formulation and implementation of incentive mechanisms. Through incentives, give full play to the subjective initiative of news publicity staff, so that the university news network has richer content, deeper themes and more diverse forms. Through the training of correspondents in online news writing and the media literacy awareness of the leaders of the academy and department in charge of news publicity work, the evaluation of news releases is strengthened through the quality of each news the timeliness of effectiveness.

Chen Aifang, Tang Ping, Jiang Xuefei (2012, p.51). Establish a correspondent management system through the issuance of letters of appointment, annual excellent correspondent evaluation, regular meeting system, and holding networking activities.

Qiao Xuezhu, Liu Haijun (2021. p.54) Universities should open up cooperation to strengthen the integration of industry and education and talent training. Universities and enterprises should jointly provide a cooperation platform for cultivating and developing college students' innovation ability, open forums, lectures and workshops related to new media operation, and explore new modes of school-enterprise cooperation. Promote the multi-dimensional and in-depth combination between the platform and universities in the direction of new media publicity, research, teaching and practice, jointly discuss the development space and future possibilities of short videos, and undertake the social responsibility of spreading mainstream values and cultivating new media talents.

To sum up, Mechanism building refers to a general term for various administrative regulations, charters, systems and conventions formulated in accordance with laws, decrees and policies in order to maintain the order of normal

work, labor, study and life, ensure the smooth implementation of various national policies and the normal development of various work. Mechanism also known as rules and regulations. The construction of news publicity mechanisms in private colleges and universities needs to implement the responsibility mechanism, improve the public opinion handling mechanism, establish a supervision and assessment mechanism, and strengthen the coordination and promotion mechanism, specific projects include the establishment of news publicity collection, editing, review mechanism, new media management mechanism, public opinion collection and analysis mechanism, news spokesperson mechanism, correspondent management mechanism, etc.

### **News**

What is the news? A few keywords can generally show information, facts, and reports. China's consensus on news began with Lu Dingyi's classic definition of news: news is the reporting of recent facts.

McGuire et al. (2010, p.306) argue that the question of what journalism is has been somewhat answered by Lippmann and Parker, the founders of American journalism freak studies. Lippmann pointed out that news is not equal to the truth of the social world, news is just a "virtual world", it can only reflect a certain level of the world, and this reflection is affected by individual stereotypes, language, social power, etc., Lippmann pointed out the epistemological flaws of news, that is, the natural flaws of news as knowledge; Parker identifies news as a kind of knowledge between "perception" and "understanding" two types of knowledge, this knowledge has its advantages and disadvantages, Parker pays more attention to the advantages of news, it is a social perception, not so much news to provide information, but news as a social perception knowledge to guide the attention and action direction of social groups.

Teun A. VanDijk (2014, p.206, p.215) began to study news discourse in the 80s of the last century, he identified news as a "schemata", discourse structure schema is the focus of Van Dyck's attention, such as summary (headline, introduction), new events, old events, background, commentary and related types, which comprehensively constitute the topic of news reporting (macro level) in the news. But Van Dyck also pointed out that the study of social cognition is hardly mainstream in the social sciences in general, and in communication and journalism in particular. This

also explains why journalism as a research path of knowledge is rarely examined by scholars of the sociology of news production, based on news producers, newsroom structure, media political economy power structure, etc. are still the focus of sociologists when studying journalism, however, this bias, without clarifying what news is, presupposes that news is influenced and controlled by various social forces, which is obviously the root cause of later criticism of journalism and ultimately ignoring the characteristics of news knowledge.

Karin Wall-Jorgensen. et al. (2014, p.206) pointed out the characteristic of "news narrative" in the 80s, arguing that "news is not only an objective report of facts, but also a form of storytelling that functions through mythology." "Journalists, like traditional fiction writers, use common structures to shape events into stories, thereby defining the world in a special way that reflects and reinforces the audience's view of reality." The two scholars also suggested the disadvantages of dividing news into story and information, because the emotional function of news reporting is intertwined with the information function.

When Ettema and Glasser (1984, p.33) examined the epistemology of investigative journalism practitioners in practice, they found that investigative journalists and editors solve epistemological problems through 4 stages: 1. The news is not confirmed whether it is true or false, but only the starting point for the next investigation confirmation; 2. Confirm a story based on the quantitative superiority of evidence; 3. Evidence puzzle, confirming the reliability of a story through the interconnection between evidence. 4. Evidence puzzle If the conclusion cannot be reached or the conclusion is not valid, it shows evidence that is superficially conflicting, but does not explicitly declare that it confirms the story. The two scholars also compare the epistemology of daily news reporters and investigative journalists, arguing that daily reporting journalists declare knowledge claims through "pre-justification" such as running line journalists treating official sources as "self-evident professional knowers," which is clearly different from the epistemology of investigative journalists. It can be seen that different categories of knowledge in journalism - "breaking news" that focuses on perceptual knowledge and "investigative reporting" that focuses on

comprehensible knowledge - have epistemological differences in the practice of knowledge production.

Godler and Reich (2013, p.674-689), examining the changing epistemological issues in journalism after the rise of microblogging, provide useful explorations in two papers in 2013 on epistemological empirical analysis and conceptualization and theorizing research in journalism. Their examination of newspaper newsroom meetings has also enriched epistemological reflections on journalistic practice(2), and these studies have expanded the scope of journalistic epistemological investigation, from newspapers to television to the Internet, and the epistemological differences and changes in journalism in different media environments also outline a crude but very revealing ideological outline.

Tang Xujun (2019, p.3) gave a relatively complete summary of the reporting topics of constructive news in Europe and the United States: first, reports on conventional topics, such as science and technology, education, health, energy, economy, politics, culture, etc.; The second is issues that arise with the development of society, such as development issues, population aging, racism, migration, etc.; The third is unpopular topics, such as analyzing the polls and data behind social problems. He pointed out the significance of constructive journalism in the Internet age, that is, the importance and necessity of participating in social governance. He believes that the "constructiveness" of news is of great significance to promoting the integration and development of traditional media and emerging media, promoting the modernization of China's governance system and governance capabilities, and developing socialist journalism with Chinese characteristics under China's specific national conditions.

Cui Naiwen (2021, p.38-40) pointed out the problems of constructive reporting in the United Kingdom and the United States during the epidemic, and discussed its implications for the way global disaster events are reported. Overall, despite the different characteristics of constructive news in the UK and the US, constructive news coverage of the new crown pneumonia epidemic does bring some hope and comfort to anxious audiences in an environment of rising cases, poor government control and fake news full of conspiracy theories, reflecting some developments in the news

concept of mainstream Western media such as the United Kingdom and the United States in the face of global catastrophic events.

Zhan Shengjie (2020, p.66-67) puts forward the correlation between constructive journalism and traditional positive publicity reporting in China, and its relevance to the development of socialist journalism with Chinese characteristics, from the aspects of news criticism, news reporting, and public opinion supervision. He believes that the constructiveness of Chinese news is an "innate gene", determined by the nature of Chinese media, and Western constructive news, like historical news movements, is a self-help for mainstream media in the face of collapsed audience trust and serious loss of users. When borrowing and absorbing Western constructive news, we should be careful not to fall into "Darwinism".

Chen Zuoping (2020, p.29-33) expounded the "builder" paradigm of journalism, that is, the theoretical paradigm aimed at promoting career development, and the inevitability of China's news reporting and China's national conditions in the current situation, and the "builder" paradigm plays an important role in serving the overall goals of the Party and the country and promoting social development in today's Chinese social system. From the logical chain of journalistic practice activities, the "builder" paradigm mainly focuses on guiding public opinion and carrying out social actions through reporting news, with a strong "news-practice" color.

Zhu Qinghe et al. (2021, p.3-8) believe that the value orientation of constructive journalism is contrary to the traditional reporting principles, and that the public, future, emotions and solutions can propose future work references and new paths for the CPC's centennial newspaper (news) practice. From the perspective of Chinese journalism, the introduction of Western constructive journalism has provided some inspiration for China's journalism, but it is also necessary to be wary of the evolution of its core values. Lu Xun's criticism of the total absorption of Western culture in his article "Takeism" is also a reminder to the Chinese journalistic community that only academic theories rooted in the Chinese land are what Chinese society really needs.

Gyldensted (2015, P143) In his book <Five Elements of Constructive Journalism: From Social Reflector to Social Enabler", adds a question to the "whatnow" questioning method based on the 5W, suggesting that journalists track the implementation results

of the plan, check the implementation effect of the plan, and identify possible deficiencies.

Luo Dingkang (2021, p.1-2+7) discussed the innovative guidelines of TV news commentary programs in enriching program content and enhancing program influence. Compared with general news reports, which focus on objectively reporting facts and do not participate in any personal emotions and interpretations, TV news commentary programs pay more attention to speech, interpretation of events, express opinions, and guide public opinion. TV news commentary not only undertakes the environmental monitoring function of mass communication, but also needs to play the function of "inclusiveness" guided by public opinion, such as dispelling rumors and helping people form correct value orientation.

Xia Kangjian (2021, p.9-12) analyzed the role of poverty alleviation news reports, and he believed that if traditional reports want to provide more and better constructive content in the theme of poverty alleviation, they must hand over the microphone to the people and let them tell their own experiences and hear stories. For example, the People's Daily column began with the report "We Fulfill Our Promises with Action", which is based on the memories, observations and imaginations of Yu Jing, the first secretary of Dawan Village, Huashi Township, Jinzhai County, Anhui Province, to show, analyze and think about the local poverty alleviation work. In this process, the reporter transferred the narrative "microphone" in her hand to Yu Jing's hands, trying to let her tell the story of poverty alleviation. Finally, Yu Jing's story became the main content of the report, and her telling could resonate and recognize this type of reader. In this process, editors and reporters play more of the role of "gatekeepers", mainly responsible for organizing effective information presentation and ensuring the authenticity of news. On the basis of ensuring the professional level of journalism, this has truly realized the "depolarization" requirements put forward by the academic circles. This form of news reporting focuses more on a story, clearly tells the audience the ins and outs of the entire poverty alleviation work, and allows readers to have a more long-term and accurate prediction of the future poverty alleviation work, which increases the "future-oriented" level of news reporting to a certain extent.

Luo Jing (2021, p.99) reflects on the experience and shortcomings of China Youth Daily in epidemic reporting from the perspective of media framework, and provides solutions for news reporting of public events. She believes that constructive journalism has many concepts worth learning from when responding to public events, it advocates "socially responsible news", has a positive role in the face of catastrophic events, conflict events, negative events, and is meaningful to readers in negative events, and advocates that while adhering to the strict reporting of the core function of news, it provides ideas that help solve problems, emphasizing enthusiasm, participation and social responsibility.

Bai Shuliang et al. (2020, p.17-21+33) focus on enhancing the closeness of mainstream media news reports, and propose solutions for the whole process of news report collection, editing and distribution from 4 dimensions: news narrative, communication content, material selection perspective, and transmission and reception, so as to enhance the voice and guidance of mainstream media in news reporting. They believe that enhancing the closeness of news reports will help to deeply embed news reports in the audience's lives, highlight the social service function of mainstream media, broaden the audience radiation range of mainstream media, and attract and stabilize more audiences. In information reporting, especially in public emergencies, agenda setting, news narrative, emergency communication, etc. close to the audience shortens the distance between mainstream media and the audience, which is more likely to arouse psychological and emotional resonance of the audience, and creates favorable conditions for social information integration and public opinion guidance for the mainstream media. Therefore, mainstream media news reports should pay attention to enhancing proximity, so as to further enhance the dissemination, guidance and credibility of mainstream media.

Shen Guolin et al. (2020, p.31-38) studied the important role of constructive news in developing the credibility of Chinese media and enhancing the credibility of news reports. Constructive journalism, they argue, refers to "the use of positive psychology techniques in news production and processing, in order to create constructive positive effects, and maintain the core function of journalism - an emerging form of news that provides facts." They pointed out that constructive

narratives do not avoid problems, face reality, and jump out of the two-dimensional distinction between good news bad news, focus on solving problems, provide 3-dimensional and complete news reports, and objectively and comprehensively reflect China's national image in international communication. Spreading China's image in a constructive narrative can resonate with more people in the world, improve the credibility of Chinese news media, enhance the credibility of Chinese news reports, and present a more true, 3-dimensional and comprehensive image of China to the world.

Guo Huimin et al. (2020, p.38-41) discussed the public opinion guidance guideline of mainstream media for public events during the epidemic prevention and control period. They emphasized that in the era of "everyone has a microphone", every user can express their own opinions, to a certain extent, it can be said that it is a great progress. However, today's netizens in China, with uneven education levels, are very easy to fall into the "silent spiral" phenomenon, collectively lose their voices, and are easy to be led by the nose, without in-depth understanding and discernment, they will automatically stand in line, and even be used by people with bad intentions without knowing it. As the leader of the media, the mainstream media's remarks and views will subtly affect other media, and then affect the audience, guide them to make rational thinking and judgment, and when the audience and the media have empathy, they can reverse the trend of public opinion. As the vane of public opinion, mainstream media have the responsibility and obligation to guide the public to objectively understand the incident in order to avoid the polarization of public opinion. In the information age, due to the credibility and influence of the mainstream media itself, as well as the limitations of the audience's own cognitive level, some people trust the mainstream media even more than their own judgment, and the media has the responsibility and obligation to shoulder this responsibility, improve professional quality and cultivation, keep pace with the times, pay attention to the innovation of form and content, strengthen the ability to guide public opinion, improve the structural system, make full use of its own communication and guidance, and establish a media environment more in line with the times.



Xu Rui et al. (2021, p.85-91) proposed constructive news reporting guidelines. In their view, constructive journalism contributes a fifth normative role, the constructive role, to the press (see Table 1). Constructive journalists play a more active role in shaping the reality of journalism. They are responsible for choosing issues, sources, and perspectives that give visibility and meaning to events while providing a vision of how society can move forward. As constructive actors, journalists are no longer purveyors of bad news, but by investigating, explaining, documenting and developing solutions to current social issues, they turn their focus and attention to the prospects for (achievable) social change, fostering a more productive public discourse and civic awareness. Constructive journalism has changed the "bottom-up" information transmission mode in the traditional media era, encouraged the public to participate in news production and offline program activities, cultivated more effective public discourse and civic awareness, thereby promoting the change and progress of the whole society, and opened up new ideas for the development of news business in the era of public communication.

### **Publicity**

Publicity work is the process in which the publicity subject acts on the publicity object through certain methods and methods of the content to be promoted, and constantly adjusts and improves the ideas and methods of the work according to the acceptance of the publicity object, so as to realize the object's recognition and acceptance of the subject and the content it is promoted. Due to the different national conditions and social systems, there is actually no concept of "publicity work" in Western countries, but publicity work, as a tool for maintaining ideology, has different manifestations in different countries and regions.

The Communist Manifesto (2004, p.138) states that in 1847 Marx and Engels actively participated in the drafting of the Constitution of the League of Communists, which emphasized "revolutionary perseverance and publicity enthusiasm" when talking about the conditions for membership, and the "publicity" mentioned here was the initial form of the concept of publicity and ideological work.

David McClellan (2005, p.146) wrote in Karl Marx that "publicity" is not the exclusive preserve of any class, and that any class, any interest group, and even

religious denominations use "publicity work" as a weapon. In the Constitution of the Communist League, Marx pointed out from the perspective of proletarian revolution that "publicity" is a form of spiritual interaction that affects people's thoughts and behaviors through the dissemination of ideas or through practical actions. "publicity work" is a way to "awaken the workers", propagate proletarian ideology, especially political ideology, and strengthen ties between the countries of the world, especially the countries of Europe.

Hao Yizhen (2017, p.9) believes that publicity is a social practice activity in which a certain class or group uses certain ideological and political concepts and moral norms to enable a certain group of people to form the ideological character they need through various purposeful, planned and organized activities. The nature of publicity work has the following characteristics: First, it has a distinct class character. Second, it has a strong practical nature. Third, as a special educational practice activity in human society, it contains 4 aspects: the subject, content, method and object of publicity work.

Liu Jinqi (2017, p.6) elaborates on the development of "publicity" in the West, and in the nineteenth century, the United States innovated and developed the concept of publicity, expanding it from the traditional religious realm to the political realm. During World War II, Germany considered publicity a form of dissemination of the forces of justice unreasonable; In the eighties of the last century, the role of publicity was no longer limited to political publicity, but focused on public relations and organizational relations. Driven by the development of modern politics, Western countries have gradually replaced traditional publicity methods by legal means to restrict the rights and obligations of mass media, so that the main task of public opinion publicity is to meet political needs.

Sanders (2002, p.49) argues in the book *Cultural Cold War and the CIA* that the effectiveness of publicity depends on whether the behavior of the target is consistent with the target of the publicity and makes the target aware of his or her own choices.

Prakanis and Aronson (2014, p.25) co-authored "publicity Power: Psychological Manipulation in Politics and Business" systematically studies and analyzes the forms and channels of modern publicity, studies and analyzes the guiding role of individuals

and mass media, and discusses and analyzes the influence of publicity on people's thoughts and behaviors. 30

Magraiby, Wright (2014, p.39) and others' "Government by the People: American Government and Politics" also conducts research and analysis on the application model of American media, and systematically analyzes the importance of media in the social and political development of the United States.

### **Campus Media**

In terms of the concept of "campus media", there is no unified definition, most of them are limited by the concept of media plus the premise of the campus, or simply describe the promotion function of campus media for college cultural education. China's research on university campus media mainly analyzes and studies from the 4 major media of school newspapers, radio stations, television stations and news networks, as well as mobile phone clients, WeChat, Weibo, video platforms, etc., of which print media and online media have the largest number of research. In the preliminary research, it is often discussed from the perspective of campus media's business practice, campus media management, and campus media as an education base.

Li Yuanzhi (2001, p.81) clearly pointed out in the book "Journalism and Communication" that the integration of campus media "is not only the integration of different news subjects and different business entities, but also the integration of different communication technologies and different communication methods".

Jia Xiuli (2009, p.4) believes that the types of campus media mainly include traditional campus newspapers and magazines, campus radio stations, emerging campus networks, campus TV, campus mobile phone SMS platforms, etc. Compared with the relative immaturity of new media and the high requirements for software and hardware, traditional campus media has the advantages of solid foundation, deep roots, and many experience in operation, and still occupies the information dissemination highland of college campus media, and maintains a strong replacement trend with emerging campus media. Traditional campus media and emerging campus media are intertwined to form the overall structure of university campus information. She pointed out that the integration of traditional media and online media can be

achieved through newspaper-network integration, online broadcasting, online television and other means. The electronic version of the school newspaper can be based on the quality version of the school newspaper, and the school newspaper network should be more abundant, covering columns and corresponding content such as news updates, author contributions, and readers' feedback, in order to enhance its participation and interactivity.

Shen Jiangying (2009, p.58) proposed that the concept of integrated communication in "Internet Age and Integrated Communication". He pointed out that marked by the rise of the Internet, the era of media communication before this is called the traditional media era or the single-media era, which is marked by the dissemination of each media according to its own communication laws and readers' acceptance methods, etc., independent of each other. In the new media era, media competition is not only to seek breakthroughs in the content differences disseminated by themselves, but more importantly, to place content production in multimedia channels, effectively integrate content and channels, improve audience experience through integrated information dissemination methods, and meet the diversified information consumption needs and habits of audiences in the new media era.

Gong Yu (2008, p.53-54) pointed out that "the resource integration of campus media can better play the publicity advantage of each campus media, and is an important measure to optimize the resource allocation of each campus media and improve the utilization rate of media resources". He also proposed that campus media should be based on full-time personnel, which is not contradictory to the extensive recruitment of faculty and staff, especially young students, to participate in running news. In fact, if there is no extensive participation of all teachers, students and staff of colleges and universities in campus news work, even if a small number of full-time personnel have 3 heads and 6 arms, it is difficult to give full play to the publicity, education and guidance role of campus media, it is difficult to fully reflect the rich and colorful campus cultural life of colleges and universities, and of course, it is difficult to improve the quality of campus media. At present, the campus media, especially the school newspaper, basically have established a team of amateur student correspondents, but on the whole, the enthusiasm, initiative and creativity of students

are not enough, and the phenomenon of emphasizing the use of the student team and neglecting the training is still relatively common.

Lou Lei (2008, p.6) pointed out that campus media should form an organic whole, realize the subjectivity of news reports and variety shows on the basis of information resource sharing, and implement all-round services for teachers and students. Each media has its own unique communication characteristics and audience, but in the new era of increasingly fierce competition, it is impossible for any media to develop independently. Therefore, the integration of resources of college campus media has become an inevitable trend of its development. The complementary advantages of multiple media and the comprehensive use of various technical means make the publicity of campus media more powerful.

Li Li (2009, p.22) pointed out that the integration of campus communication media, on the one hand, is the integration of campus media from the organizational management mode, that is, under the guidance of the overall idea of university publicity work, with the school news center as the main twobody, integrate the publicity resources of the whole university, and reflect the integration of media in organizational composition, staffing and division of responsibilities. On the other hand, the integration of media pays more attention to the interaction between the in addition to mutual growth. That is, resource sharing, mutual interaction, and synergy to achieve the purpose of mutual support and mutual momentum between multiple media, thereby adding value.

## **Background of private universities**

The term "private higher education" referred to in this article is defined as a general term for institutions of higher learning and other higher education that are not state institutions and are organized for the public by using state non-financial education funds, specializing in post-secondary education.

### **Private Higher Education**

There is actually no essential difference between private education and private education. In English, both are expressed as private education, so private education and private education belong to the same category. Private education and private

higher education are different, and the scope of private education is larger, including various types of education such as higher education, high school, vocational school, training institutions, etc. Private higher education is only a part of private education. There is no such term as private higher education in Western countries. From the perspective of government funding, private higher education institutions receive funding ranging from zero (or occasional funding) to 75% or even 95% of the total funding, which can be said to vary greatly.

Chen Lei (2009, p.1-8) believes that from the perspective of the school's main body, the organizers of private higher education institutions are not entirely private, and some have also been established by public organizations or governments. The Chinese government categorizes private higher education into 3 categories: "private", "private", and "social education". However, in the legal provisions of the national education department, it is more commonly referred to as "social force education".

The Higher Education Law (1998, Article 2) defines higher education as "education implemented on the basis of completing higher secondary education", and the Private Education Promotion Law (2002, Article 2) defines private education as "social organizations or individuals outside of state institutions that use non-state financial funds to organize activities of schools and other educational institutions for society." Obviously, By combining the definitions of higher education and private education between the two, a general concept of private higher education can be obtained.

Wang Hong (2004, p.2) defines private higher education from 4 dimensions: educational subject, funding source, service object, and educational level. From the perspective of educational subject, the educational subject of private higher education is a social organization or individual outside of national institutions. From the perspective of funding source, the main funding source of private higher education is non-state financial funds such as social investment, donations, and student tuition fees. From the perspective of service object, Private higher education mainly provides higher academic education services to the society. From the academic level, "the school running mode of private higher education can be roughly divided into 4 types according to the systematicness and stability of educational products, namely, private

higher academic education, higher education diploma examination, Self-Taught Higher Education Examinations and private non academic higher education."

Gao Yuanfei (2020, p.25) defines private higher education as: private higher education is an institution organized by social organizations or individuals outside of national institutions, utilizing non-state financial funds to implement higher education for the public.

Ding Xiangzheng (2021, p.21) believes that private higher education has contributed significantly to providing professional talents in various fields. However, in the new stage where higher education is increasingly emphasizing the development of connotation, private universities are facing many problems such as unclear educational positioning, lack of systems, insufficient educational funds, and unstable teaching staff. This requires private universities to follow the development laws of higher education, innovate and develop, clarify their positioning, strengthen their characteristics, and serve the cultivation of applied talents in the new era. He also pointed out that China's economic development and transformation will also put higher demands on private higher education. In the context of vigorously promoting the innovation driven strategy, there is an increasing demand for highly skilled talents in various industries. However, the professional settings, curriculum settings, and practical teaching of private universities are not matched with social development and market demand. In the new era of education, innovative education and teaching concepts are needed to deepen the reform of teaching models, Cultivating high-quality applied talents that adapt to the development of the economy, society, and industry is a fundamental issue that private universities must consider.

## **Related Research**

This research explores guidelines for developing news publicity management of private university in Guangdong. Through literature retrieval, keyword analysis and the search of network resources such as CNKI, it is found that there are many research results on the study of news publicity management of university.

Wu Suhua, Sun Cuiting (2015, p.137) pointed out on the basis of a questionnaire survey and analysis of the current situation of the construction of news publicity teams

in colleges and universities, this paper proposes that it is necessary to strengthen top-level planning, establish a multi-level news release work mechanism, strengthen the training of team quality and ability, increase news supervision and gatekeeping and guarantee mechanism, and comprehensively build a news publicity team under the pattern of "big publicity".

Liu Jiaren. (2019, p.28) believes that the news media in colleges and universities should change their way of thinking, reform the campus media system and mechanism, learn from the media operation mechanism of the "central kitchen", and establish a financial media center; It is necessary to establish a "user-centered" communication concept and transform the news discourse system; It is necessary to select and train financial media talents and improve the ability of financial media business.

Sharina, & Wang Sai. (2018, p.347) starting from the development process and application practice of the "central kitchen" model, this paper focuses on the new situation and new requirements of news publicity work in colleges and universities, explores the effective path of the application of the "central kitchen" model in colleges and universities, further integrates the media resources of colleges and universities, and forms a joint force for news publicity work in colleges and universities.

Li Zhi (2020, p.89) put forward the following strategies: to improve the leadership system, improve the public opinion mechanism, promote management according to law, strengthen system construction, implement the guarantee mechanism, and innovate the work concept; In terms of specific methods, we should build a publicity and ideological team with excellent academics, professional excellence and positive work style, and strengthen the application of technology in the integrated development of new and old media.

Nie Jinglei (2009, p.96) believes that with the continuous emergence of new media forms, campus journalism is also developing. Campus media resources need to be strengthened, complemented by complementary advantages, and highlighted physical performance, so as to play a greater role in guiding public opinion and better serve teachers, students and staff.

Liu Jianming (2001, p.338) believes that there are three main bodies of public opinion: the public is the foundation and supporter of public opinion; As the agitator



of public opinion, the person of public opinion maintains the vitality of public opinion; Opinion leaders are producers of opinions and become spokesmen for the public. Any social movement and change is transformed into public opinion by the correct opinions of the public, public opinion people, and opinion leaders, and condensed into great creativity, thus opening up the way forward for society.

Cui Yunfang (2012, p.13) pointed out that with the continuous maturity and development of network communication technology and the rapid increase in the number of netizens, network media is becoming an important backbone in the field of news communication, and the accompanying network public opinion is becoming an effective way to guide mainstream public opinion.

Xia Yonglin, & NIE Xinyi. (2020, p.7) argues that the guidance of online public opinion in colleges and universities in the "post-truth" era faces many challenges: the construction of flowing truth weakens the authority of the guiding subject, the participation of public opinion in reasonable flashbacks worsens the online public opinion ecology of universities, and the carnivalesque expression deconstructs the guiding force of public opinion. In this regard, colleges and universities should respond from the aspects of improving the guidance mechanism, enhancing the subject's discourse power, cultivating media literacy, building a rational participation space and innovating the guidance discourse system.

Cao Yinzong, & Xu Fangyuan. (2012, p.5) Starting from the connotation, structure, characteristics and functions of university network public opinion, this paper analyzes the current situation of university network public opinion, the problems existing in the guidance of university network public opinion and the necessity of strengthening the guidance of university network public opinion.

Zhang Ting (2014, p.2) put forward specific countermeasures for public opinion guidance in colleges and universities from the perspective of decision-making level of university managers: changing the concept and building an organizational system for public opinion guidance in universities; seize the opportunity and grasp the initiative in guiding public opinion; Media integration to create a new pattern of public opinion guidance in colleges and universities; Integrate resources and improve the public opinion response mechanism for emergencies.

Dang Yanwei (2022, p.105) believes that the overall situation of the publicity work of private universities in Guangxi is relatively good from the perspective of integrated media, but there are still many detailed and structural problems to be solved. Based on the publicity work of private colleges and universities in Guangxi, he conducted in-depth exploration of some publicity problems, further formulated scientific solutions, and built a new publicity development system around the development of education in the era of financial media, so as to improve the effectiveness and effectiveness of the publicity work of private colleges and universities in Guangxi from the perspective of financial media.

Yao Xuehui. (2021, p.61) expounds the basic content of news publicity work in colleges and universities, summarizes its characteristics and advantages, and finds that the current new media era has brought development opportunities and challenges to the news publicity work of colleges and universities, and the comprehensive advantages are more obvious. She believes that colleges and universities should straighten out the working mechanism, enhance the initiative in the implementation of rules and regulations, build a cooperation platform, focus on in-depth reporting, segment the audience, do a good job in external publicity and news planning, and improve the quality of collection and editing.

Song Hantao. (2020, p.193) believes that at the moment when the construction of financial media in colleges and universities is in full swing, the combination of ideological education and the online short video culture that college students care about is one of the breakthroughs in innovative ideological education in contemporary colleges and universities.

Zeng LingMei (2009, p.25) believes that effective news publicity work in colleges and universities can provide strong spiritual motivation and public opinion support for the construction and development of colleges and universities and the healthy growth of college students. Using the methods of investigation and comprehensive analysis, she put forward several suggestions on improving the professional quality of the news contingent, effectively using the news media, grasping the guidance of public opinion, doing a good job in news planning, using the role of news supervision, and doing a good job in news releases.

Gan Lixia, & ZHOU Lichao. (2017, p.244) discusses the strengthening and improvement of the publicity work of colleges and universities under the new situation, puts forward the path of constructing the pattern of the university's publicity work, analyzes the construction of the publicity and ideological work team and the construction of campus culture, and gives suggestions on the selection mechanism of typical publicity. She believes that colleges and universities shoulder the important task of leading young students' ideological progress, and the importance of publicity and ideological work in colleges and universities in the new era is becoming more and more prominent.

CHEN Aifang, TANG Ping, JIANG Xuefei. (2012, p.50) believe that in the era of new media, the university news network will become the main publicity carrier of the news dissemination form of colleges and universities in China. This paper starts from the aspects of standardizing the system of news collection, editing, and reviewing news publicity, strengthening the construction of news publicity team, and strengthening the evaluation and incentive mechanism, and studies how to improve the attractiveness and vitality of university news networks from the perspective of system construction.

Zhang Pingyuan (2010, p.34-36) analyzed the characteristics and operation status of university media such as university newspapers, radio, television, Internet, etc., and concluded the necessity of integrated communication of university media, and systematically analyzed the current situation. The integration of university media has the problems of uncoordinated media resources and respective advantages of colleges and universities, serious homogenization of news reports, low attractiveness of content, separate systems, relative independence, and lagging team building.

Liu Jishun, WAN Yu, & ZHANG Gaofei. (2014, p.107). It is believed that colleges and universities should make full use of the advantages of micro-media and new media under the "micro-era", keep up with the pace of development of the times, establish new media publicity concepts, grasp the characteristics of communication, establish a professional publicity platform, integrate new and old media resources, establish an integrated publicity system, and at the same time strengthen the team's micro-media literacy and build a three-dimensional publicity group improve the emergency

response mechanism, improve the rapid response capability, and create a good public opinion space for the reform and development of higher education.

Fang Zengquan, & Chu Suli. (2010, p.57) believes that the news publicity work of colleges and universities should further emancipate the mind, innovate and develop, and strive to form an all-round and multi-channel media system multi-level and multi-form publicity; To guide the society with in-depth publicity such as ideological concepts, project results, and research reports, strengthen the school's characteristics and advantages, and strengthen the new Publicize the construction of emergency management mechanisms, maintain the good social image of schools, and use the Internet as a breakthrough point to further do a good job in the ideological and political education of teachers.

Qiao Xuezhu, & Liu Haijun. (2021, p.54-57) believes that the new media platforms of colleges and universities, represented by short video platforms, have been actively developing and quickly occupying a place in the publicity work of colleges and universities. However, it also faces problems such as unclear guidance, fewer high-quality products, incomplete functions, and insufficient refinement. It is necessary to carry out the construction of short video platforms in colleges and universities from five dimensions: one is to take value orientation as the starting point and end point, the second is to take high-quality content as the royal way to win, the third is to take collaborative operations as the breakthrough point, the fourth is to take young leaders as the characteristic banner, and the fifth is to take openness and win-win as a booster.

Liu Xingfang (2015, p.45) believes that the definition of new media should be more comprehensive. That is, the use of digital technology, network technology through the Internet to connect with existing media such as newspapers, radio, television and other mobile technology, or wireless communication networks, cable networks, computers, mobile phones, digital television and other equipment channels, to provide customers with information and entertainment and media format distribution forms.

He Huazheng (2013, p.42) proposed the understanding of the concept of new media from seven aspects: technology, communication, organic, application, development, effectiveness, and society.

At present, many scholars have done related research, these research results are very worthy of reference value. According to the keywords of this paper, the author list the related research of the scholars as above.

## Chapter 3

### Research Methodology

This research focuses on developing the news publicity management of private universities in Guangdong. To study the current situation and provide guidelines and evaluation guidelines for developing news publicity management of private universities in Guangdong. The researcher have the following procedures.

1. The population / Sample group
2. Research Instruments
3. Data Collection
4. Data analysis

**Phase 1:** To study the level of news publicity management of private universities in Guangdong.

#### The population / Sample Group

##### Population

The population were 2073 administrators from 8 private universities in Guangdong.

##### The Sample Group

The sample group in this study were 327 managers of private universities in Guangdong according to the sampling table of Cressy and Morgan. The purpose sampling method was used to select 8 private universities in different cities in Guangdong. The sample were randomly sampled by system. The 8 selected universities include: Zhuhai Institute of Science and Technology, Guangzhou Technology and Business College, Guangzhou Southern College, Dongguan City College, Guangzhou Xinhua University, Guangzhou City Institute of Technology, Guangzhou Huashang College, Guangdong Baiyun University. The above 8 schools are the top eight private undergraduate colleges in Guangdong Province in 2022 WeChat public account.

**Table 3.1** Lists of university and sample size

No	Private university in Guangxi	Population	Sample group
1	Zhuhai University of Science and Technology	307	46
2	Guangzhou College of Technology and Business	286	43
3	Guangzhou Southern University	259	41
4	Dongguan City College	205	36
5	Guangzhou City University of Technology	297	45
6	Guangzhou Xinhua University	260	41
7	Guangdong Baiyun University.	266	42
8	Guangzhou Huashang College	193	33
<b>Total</b>		<b>2073</b>	<b>327</b>

According to table 3.1, it showed that there are eight university, Zhuhai University of Science and Technology, Guangzhou College of Technology and Business, Guangzhou Southern University, Dongguan City College, Guangzhou City University of Technology, Guangzhou Xinhua University, Guangdong Baiyun University. Guangzhou Huashang College.

## Research Instruments

### Questionnaire

The instrument to collect the data for objective one, to study the current situation of developing the news publicity management of private universities in Guangdong was questionnaire. The questionnaire designed based on news publicity management in 5 following aspects: 1. Team building 2. Organizational building 3. Media Platforms construction 4. Mechanism building 5. Public opinion guidance. The questionnaire was provided into two parts:

Part 1: Survey about personal information of respondents, classified by gender and education background.

Part 2: Survey about the current situation of news publicity management in private university in Guangdong. There are 10 questions for Organizational construction, 11 questions for Public opinion guidance, 11 questions for Media Platforms, 12 questions for Team building and 12 questions for Mechanism building and, total 56 questions. The criteria for data interpretation based on 5-point Likert's scale, as follows:

- 5 express the level of news publicity management at highest level
- 4 express the level of news publicity management at high level
- 3 express the level of news publicity management at medium level
- 2 express the level of news publicity management at low level
- 1 express the level of news publicity management at lowest level

The data interpretation for average value based on Rensis Likert (1932). The data interpretation is as follows:

- 4.50 – 5.00 express the highest level
- 3.50 – 4.49 express the high level
- 2.50 – 3.49 express the medium level
- 1.50 – 2.49 express the low level
- 1.00 – 1.49 express the lowest level

### **Constructing a questionnaire process**

The construction process of questionnaire was as follows:

Step 1: Reviewing and analyzing documents, concepts, theories, and research related to news publicity management in private universities in Guangdong.

Step 2: Constructing the questionnaire about the current situation of news publicity management in private universities in Guangdong. Then sending the questionnaire outline of questionnaire to the thesis advisors to review and revise the contents according to the suggestions.

Step 3: The index of objective congruence (IOC) of the questionnaire was examined by 5 experts.

Step 4: Revise the questionnaire based on the experts' suggestions.



Step 5: The questionnaire was distributed to 25 administrators in private universities in Guangdong for try-out. The reliability of the questionnaire was obtained by Conbach's Alpha Coefficient.

Step 6: The questionnaire was applied to 327 administrators in private universities in Guangdong

### **Data Collection**

The data collection for objective 1: to study the current situation of the news publicity management of private universities in Guangdong, as following procedured:

Step 1: The researcher requested requirement letter form the graduate school, Bansomdejchaopraya Rajabhat University for requiring to collect the data from 327 administrators in private university in Guangdong.

Step 2: The researcher distributed the questionnaire to 327 administrators. A total of 327 questionnaires can be returned, accounting for 100%.

### **Data Analysis**

The data analysis in this research, the researcher analyze the data by package program, as follows:

Step 1: The personal information of the respondents classified by gender and education background was analyzed by frequency and percentage, .

Step 2: The current situation of the news publicity management of private universities in Guangdong, in 5 following aspects: 1) Organizational construction, 2) Media Platforms, 3) Team building, 4) Mechanism building and 5) Public opinion guidance were analyzed by average value and standard deviation.

**Phase 2:** To formulate guidelines for developing news publicity management of private universities in Guangdong.

### **Key informants**

#### **The interviewees**

The interviewees in this research were 16 middle-level managers of journalism and publicity in private universities in Guangdong. The qualifications of interviewees are as follows: 1) at least 8 years of work experience in middle-level managers in private universities, 2) rich experience in news publicity leadership, 3) master's degree or above, 3) must be willing to participate in recorded semi-structured interviews; 4) Must be willing to review interview records for verification.

### **Research Instruments**

#### **Structured Interview**

The instrument to collect the data for objective two, to formulate guidelines for developing news publicity management of private universities in Guangdong. The interview section was conducted by the researcher who recorded and collected data in real time from the 16 interviewees during the interview process. The structured interview was designed based on the current situation of news publicity management of private universities in Guangdong and developing news publicity management in five following aspects: 1) organizational construction, 2) public opinion guidance, 3) media platforms construction, 4) team building, and 5) mechanism building.

The structured interview is divided into two parts:

Part 1: the personal information of interviewees, classified by interviewee, interviewer, education background, work experience and job title.

Part 2: the questions about suggestions for developing the current situation of news publicity management based on five aspects: 1) organizational construction, 2) public opinion guidance, 3) media platforms construction, 4) team building, and 5) mechanism building, for middle-level administrators in private universities in Guangdong.

### **Constructing a structured interview process**

The construction process of the structured interview is as follows:

Step 1: Reviewing and analyzing documents, concepts, theories, and research related to developing news publicity management of universities.

Step 2: Construct the structured interview about suggestions for developing the current situation of news publicity management based on five aspects: 1) organizational construction, 2) public opinion guidance, 3) media platforms construction, 4) team building, and 5) mechanism building. Then send the outline of the structured interview to the thesis advisors to review and revise the contents according to the suggestions.

### **Data Collection**

The data collection for objective 2: to provide guidelines for developing news publicity management of private universities in Guangdong.

Step 1: The researcher requested a requirement letter from the graduate school, Bansomdejchaopraya Rajabhat University requiring to interview middle-level administrators from 8 private universities in Guangdong.

Step 2: The researcher interviews the middle-level administrator one by one through an online platform or face-to-face depending on the interviewee's convenience.

### **Data Analysis**

The structured interview about guidelines for developing news publicity management of private universities in Guangdong was analyzed by content analysis.

**Phase 3:** To evaluate the suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong.

### **Key informants**

#### **Expert group**

The experts for evaluation of the adaptability and feasibility of guidelines for developing news publicity management of private universities in Guangdong were 15 high-level administrators in Guangdong. The qualifications of the experts are as follows: 1) managers who have been engaged in news publicity work for more than 8 years; 2)

from different universities; 3) Have a senior professional title or doctoral degree, and have a deeper understanding and research on university news publicity work.

### **Research Instruments**

#### **Evaluation form**

The instrument to collect the data for objective 3, to evaluate the guidelines for developing news publicity management of private universities in Guangdong. The evaluation form designed based on guidelines for developing news publicity management in private universities in five following aspects: 1) organizational construction, 2) public opinion guidance, 3) media platforms construction, 4) team building, and 5) mechanism building. The evaluation form provide into two parts:

Part 1: the personal information of interviewees, classified by work position, work experience, educational background, and academic title.

Part 2: The evaluation form about the guidelines for developing news publicity management of private universities in Guangdong. The criteria for data interpretation based on a five-point Likert's scale, as follows:

5 refers to the suitability and feasibility of the model at the highest level

4 refers to the suitability and feasibility of the model at a high level

3 refers to the suitability and feasibility of the model at a medium level

2 refers to the suitability and feasibility of the model at a low level

1 refers to the suitability and feasibility of the model at the lowest level

The data interpretation for average value based on Rensis Likert (1932). The data interpretation is as follows:

4.50 – 5.00 express the highest level

3.50 – 4.49 express the high level

2.50 – 3.49 express the medium level

1.50 – 2.49 express the low level

1.00 – 1.49 express the lowest level

### **Constructing an evaluation form process**

The construction process of the evaluation form is as follows:

Step 1: Construct the evaluation form about the guidelines for developing news publicity management of private universities in Guangdong.

Step 2: The evaluation form was applied to 15 high-level administrators in private universities in Guangdong.

### **Data Collection**

The data collection for objective 3: to evaluate the guidelines for developing news publicity management of private universities in Guangdong, as following procedure:

Step 1: The researcher requested a requirement letter from the graduate school, Bansomdejchaopraya Rajabhat University for requiring to invite the expert to evaluate the guidelines.

Step 2: The researcher distributed the evaluation form to high-level administrators. A total of 15 evaluation forms.

### **Data Analysis**

The data analysis in this research, the researcher analyze the data by package program, as follows: The evaluation of the suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong was analyzed by Mean and standard deviation.

## Chapter 4

### Results of Analysis

This research was 1) to study the current situation of the news publicity work pattern of private universities in Guangdong, 2) to provide the guidelines for developing news publicity management of private universities in Guangdong. 3) to evaluate the adaptability and feasibility of the guideline of developing the management of the news publicity of private universities in Guangdong. The data analysis result can be presented as follows:

1. Symbol and abbreviations
2. Presentation of data analysis
3. Results of data analysis

The details are as follows.

#### Symbol and Abbreviations

- |           |                              |
|-----------|------------------------------|
| N         | refers to sample group       |
| $\bar{X}$ | refers to mean               |
| S.D.      | refers to standard deviation |

#### Presentation of Data Analysis

Part 1: The analysis result about personal information of respondents, classified by gender and education background. Presented the data in the form of frequency and percentage.

Part 2: The analysis result about the current situation of the news publicity work pattern of private universities in Guangdong. Presented the data in the form of average value and standard deviation.

Part 3: The analysis result about the interview contents on the guidelines for developing news publicity management of private universities in Guangdong.

Part 4: The analysis result about the evaluation of the adaptability and feasibility of guidelines for developing news publicity management of private universities in Guangdong. Presented the data in the form of average value and standard deviation.

## Results of Data Analysis

Part 1: Personal information of managers involved in the news publicity management classified by of the school, gender, age, education, professional title, and work experience year.

**Table 4.1** Number and percentage of respondents

(n = 327)

Personal information		Number of people	Percentage (%)
School	Zhuhai University of Science and Technology	46	14.07
	Guangzhou College of Technology and Business	43	13.15
	Guangzhou Southern University	41	12.54
	Dongguan City College	36	11.01
	Guangzhou City University of Technology	45	13.76
	Guangzhou Xinhua University	41	12.54
	Guangdong Baiyun University.	42	12.84
	Guangzhou Huashang College	33	10.09
	<b>Total</b>	<b>327</b>	<b>100.00</b>
Gender	male	115	35.17
	female	212	64.83
	<b>Total</b>	<b>327</b>	<b>100.00</b>
Age	25 years old or below;	28	8.56
	26 to 35;	104	31.80
	36 to 45;	163	49.85
	46 to 55;	28	8.56
	56 years old or up	4	1.22
	<b>Total</b>	<b>327</b>	<b>100.00</b>

Table 4.1 (Continued)

		(n = 327)	
Personal information		Number of people	Percentage (%)
Education	Bachelor degree;	70	21.41
	Master's degree;	216	66.06
	Doctoral degree	41	12.54
	<b>Total</b>	<b>327</b>	<b>100.00</b>
Work experience year	Less than 3 years;	30	35.17
	3-5 years;	45	13.76
	6-10 years;	94	28.75
	More than 10 years;	158	48.32
	<b>Total</b>	<b>327</b>	<b>100.00</b>
professional title	Assistant or Junior;	61	18.65
	Lecturer or Intermediate;	190	58.10
	Associate professor or Associate Researcher;	69	21.10
	Professor or Researcher;	7	2.14
	<b>Total</b>	<b>327</b>	<b>100.00</b>

According to Table 4.1, the distribution of respondents' schools shows that male respondents for 115 people accounted for 35.17%, and female respondents for 212 people accounted for 64.83%. Respondents' age distribution is as follows: 28 people accounted for 8.56% are between 25 years old or below, 104 people accounted for 31.8% are between 26-35 years old, 163 people accounted for 49.85% are between 36-45 years old, 28 people accounted for 8.56% are between 46-55 years old, and 4 people accounted for 1.22% are 56 years old or older. In terms of educational background, 70 people accounted for 21.41% of respondents hold a bachelor's degree, 216 people accounted for 66.06% hold a master's degree, and 41 people accounted for 12.54% hold a doctoral degree. In terms of years of experience, 30 people accounted for 9.17% of respondents have less than 3 years of experience, 45 people accounted for 13.76% have 3-5 years of experience, 94 people



accounted for 28.75% have 6--10 years of experience, 158 people accounted for 48.32% have more than 10 years experience. The professional titles of respondents are as follows: 61 people accounted for 18.65% are teaching assistants, 190 people accounted for 58.1% are lecturers, 69 people accounted for 21.1% are associate professors, and 7 people accounted for 2.14% are professors.

## **Part 2: Data analysis of the current situation of the news publicity work pattern of private universities in Guangdong.**

In accordance with the results of questionnaires, this study analyzed the current situation of the news publicity work pattern of private universities in Guangdong. from 5 aspects: including 1) Organizational construction, 2) Public opinion guidance, 3) Media Platforms construction, 4) Team building and 5) Mechanism building. The average value and standard deviation were attained. The survey questionnaire used in this study was specifically designed by the researchers for this study, and the survey results are as follows:

**Table 4.2** The mean and standard deviation of the current situation of the news publicity work pattern of private universities in Guangdong in five aspects  
(n = 327)

The news publicity work pattern of private universities in Guangdong	$\bar{X}$	S.D.	level	Order
Organizational construction	3.53	0.98	high	3
Public opinion guidance	3.51	0.94	high	4
Media Platforms construction	3.58	0.97	high	1
Team building	3.47	0.95	medium	5
Mechanism building	3.57	0.96	high	2
<b>Total</b>	<b>3.53</b>	<b>0.96</b>	<b>high</b>	

According to Table 4.2, the data showed that the current situation of the news publicity work pattern of private universities in Guangdong in five aspects was at high level ( $\bar{X}=3.53$ ). Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was media Platforms construction ( $\bar{X}=3.58$ ), followed by mechanism building ( $\bar{X}=3.357$ ), and team building was the lowest mean ( $\bar{X}=3.47$ ).

**Table 4.3** The mean and standard deviation of the current situation of the news publicity work pattern of private universities in Guangdong in organizational construction

(n = 327)

	Organizational Construction	$\bar{X}$	S.D.	level	Order
1	Administrators establish university-level leading groups for news publicity work	3.61	1.00	high	6
2	Administrators set up independent university-level news publicity management department	3.96	0.84	high	1
3	Administrators select excellent news publicity leaders	3.74	0.92	high	4
4	Administrators have an integrated media department (or new media department) in the news publicity management department of the university	3.34	1.06	medium	7
5	Administrators set up branch news centers or department that undertake news functions in secondary colleges (departments)	2.96	1.16	medium	10
6	Administrators formulate annual news publicity work plans	3.76	0.84	high	3
7	Administrators publish news reports openly and transparently	3.68	1.01	high	5
8	Administrators release campus news in accordance with laws and regulations	3.84	0.99	high	2

Table 4.3 (Continued)

(n = 327)					
	Organizational construction	$\bar{X}$	S.D.	level	Order
9	Administrators are innovative in the news communication system	3.23	1.02	medium	8
10	Administrators are innovative in news communication methods	3.19	0.99	medium	9
<b>Total</b>		<b>3.53</b>	<b>0.98</b>	<b>high</b>	

According to Table 4.3, the data showed that the current situation of the news publicity work pattern of private universities in Guangdong in organizational construction was at high level ( $\bar{X}=3.53$ ). Consider for the result of the study aspects ranged from the highest to the lowest mean were as following: the highest mean was administrators set up independent university-level news publicity management department ( $\bar{X}=3.96$ ), followed by administrators release campus news in accordance with laws and regulations ( $\bar{X}=3.84$ ), and administrators set up branch news centers or department that undertake news functions in secondary colleges (departments) was the lowest mean ( $\bar{X}=2.96$ ).

**Table 4.4** The mean and standard deviation of the current situation of the news publicity work pattern of private universities in Guangdong in public opinion guidance

(n = 327)

	Public opinion guidance	$\bar{X}$	S.D.	level	Order
1	Administrators forward major national education policy documents and deployment plans	3.95	0.83	high	1
2	Administrators promote the typical experiences and successful practices of education reform and development in their units	3.64	0.84	high	4
3	Administrators report on the outstanding examples of teachers and students and shows the good demeanor of the teachers and students of the university	3.90	0.89	high	2
4	Administrators solicit the opinions of teachers and students before issuing major policies that involve the vital interests of teachers and students	3.29	1.03	medium	9
5	Administrators pays attention to and discovers the hot and difficult issues related to the university on the Internet	3.63	0.85	high	5
6	Administrators release information, clarify facts, and resolve doubts on hot issues on campus	3.43	0.95	medium	7
7	Administrators issue instructions on emergencies briefings in the university	3.44	0.97	medium	6
8	Administrators release the follow-up progress of emergencies and the results of investigation and handling in the university	3.38	0.91	medium	8

Table 4.4 (Continued)

(n = 327)					
	Public opinion guidance	$\bar{X}$	S.D.	level	Order
9	Administrators release information, clarify facts, and resolve doubts and confusion on hot social issues	3.09	1.11	medium	11
10	Administrators use press conferences, group interviews, online interviews, answers to journalists' questions and other forms to release news	3.19	1.02	medium	10
11	Administrators released the education news of university by data, illustrations, cases, etc.	3.67	0.87	high	3
<b>Total</b>		<b>3.51</b>	<b>0.94</b>	<b>high</b>	

According to Table 4.4, the data showed that the current situation of the news publicity work pattern of private universities in Guangdong in public opinion guidance was at high level ( $\bar{X}=3.51$ ). Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators forward major national education policy documents and deployment plans ( $\bar{X}=3.95$ ), followed by administrators report on the outstanding examples of teachers and students and shows the good demeanor of the teachers and students of the university ( $\bar{X}=3.90$ ), and administrators release information, clarify facts, and resolve doubts and confusion on hot social issues was the lowest mean ( $\bar{X}=3.09$ ).

**Table 4.5** The mean and standard deviation of the current situation of the news publicity work pattern of private universities in Guangdong in media Platforms construction

(n = 327)

	Media Platforms Construction	$\bar{X}$	S.D.	level	Order
1	Administrators build campus portals	4.07	0.87	high	1
2	Administrators establish new media platforms such as WeChat, Weibo, and clients	3.91	0.91	high	3
3	Administrators establish short video platforms such as Tiktok and Bilibili	3.27	0.99	high	10
4	Administrators establish campus newspapers, radio and television stations	3.53	1.01	high	6
5	Administrators establish publicity boards, exhibition boards and posters	3.95	0.87	high	2
6	Administrators update news information on various new media platforms	3.68	0.95	high	4
7	Administrators interact with teachers and students on various new media platforms	3.28	1.00	medium	9
8	Administrators establish procedures for new media news release and response to inquiries	3.15	1.04	medium	11
9	Administrators provide news materials to social media	3.53	0.91	high	7
10	Administrators build partnerships with social media	3.55	0.98	high	5
11	Administrators invites media with news interview qualifications to participate in the news activities of the university	3.44	1.06	medium	8
<b>Total</b>		<b>3.58</b>	<b>0.97</b>	<b>high</b>	

According to Table 4.5, the data showed that the current situation of the news publicity work pattern of private universities in Guangdong in Media Platforms construction was at high level ( $\bar{X}=3.58$ ). Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators build campus portals ( $\bar{X}=4.07$ ), followed by administrators establish publicity boards, exhibition boards and posters ( $\bar{X}=3.95$ ), and administrators establish procedures for new media news release and response to inquiries was the lowest mean ( $\bar{X}=3.15$ ).

**Table 4.6** The mean and standard deviation of the current situation of the news publicity work pattern of private universities in Guangdong in Team building

(n = 327)

	Team building	$\bar{X}$	S.D.	level	Order
1	Administrators set up a press spokesperson and provide a professional team	3.07	1.16	medium	12
2	Administrators publish the list of spokespersons and contact information of working organizations	3.09	1.18	medium	11
3	Administrators specify full-time personnel to be responsible for news release, public opinion monitoring, new media operation.	3.71	0.83	high	3
4	Administrators set up special funds for news publicity	3.69	0.87	high	4
5	Administrators organize leading cadres to carry out media literacy training	3.32	1.04	medium	9
6	Administrators organize spokespersons to participate in pre-job training and regular rotation training	3.20	1.11	medium	10
7	Administrators organize regular special training for news publicity staff	3.56	0.86	medium	6

Table 4.6 (Continued)

(n = 327)					
	Team building	$\bar{X}$	S.D.	level	Order
8	Administrators optimize the age structure of news publicity staff	3.38	0.84	medium	8
9	Administrators optimize the knowledge structure of news publicity staff	3.47	0.85	medium	7
10	Administrators optimize the business skills of news publicity staff	3.57	0.87	high	5
11	Administrators established a team of correspondents for teachers and students of the whole university	3.73	0.84	medium	2
12	Administrators establish a university-level student journalist group	3.81	0.93	high	1
Total		3.47	0.95	medium	

According to Table 4.6, the data showed that the current situation of the news publicity work pattern of private universities in Guangdong in Team building was at medium level ( $\bar{X}=3.47$ ). Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators establish a university-level student journalist group ( $\bar{X}=3.81$ ), followed by administrators established a team of correspondents for teachers and students of the whole university ( $\bar{X}=3.73$ ), and administrators set up a press spokesperson and provide a professional team was the lowest mean ( $\bar{X}=3.07$ ).



**Table 4.7** The mean and standard deviation of the current situation of the news publicity work pattern of private universities in Guangdong in Mechanism building

(n = 327)

	Mechanism building	$\bar{X}$	S.D.	level	Order
1	Administrators implement the system of the first person responsible for news releases	3.82	0.92	high	3
2	Administrators implement the three-review and three-school system for news releases	3.87	0.93	high	2
3	Administrators establish systems for news gathering, editing, reporting, review, and release	3.91	0.81	high	1
4	Administrators establish a campus new media platform alliance	3.42	1.04	medium	9
5	Administrators establish campus new media management system	3.45	1.13	medium	7
6	Administrators establish mechanisms for public opinion collection, reporting, research and judgment, and response	3.72	0.84	high	4
7	Administrators include news release work in the performance appraisal of middle-level leaders	3.39	0.96	medium	12
8	Administrators include news release work in the performance appraisal of secondary units	3.42	0.97	medium	10
9	Administrators supervise the news release work of each second-level unit	3.47	0.98	medium	6
10	Administrators strengthen collaborative promotion and participate in the official Weibo and WeChat alliances of the education system	3.41	1.05	medium	11
11	Administrators establish reward and punishment mechanisms for news publicity work at the university level	3.56	0.94	high	5

Table 4.7 (Continued)

(n = 327)					
	Mechanism building	$\bar{X}$	S.D.	level	Order
12	Administrators establish an internal incentive mechanism for journalism work	3.45	0.99	medium	8
<b>Total</b>		<b>3.57</b>	<b>0.96</b>	<b>High</b>	

According to Table 4.7, the data showed that the current situation of the news publicity work pattern of private universities in Guangdong in Mechanism building was at high level ( $\bar{X}$ =3.57). Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was Administrators establish systems for news gathering, editing, reporting, review, and release ( $\bar{X}$ =3.91), followed by administrators implement the three-review and three-school system for news releases ( $\bar{X}$ =3.87), and administrators include news release work in the performance appraisal was middle-level mean ( $\bar{X}$ =3.39).

### Part 3: Implementation and analysis results of Guidelines for Developing News Publicity Management of Private Universities in Guangdong

In this study, 16 people from Guangdong private universities are interviewed in this study to understand the current situation of the news publicity work pattern of private universities in Guangdong. The interviewees must meet the following criteria:

1) at least 8 years of work experience in middle-level managers in private universities, 2) rich experience in news publicity leadership, 3) master's degree or above, 3) must be willing to participate in recorded semi-structured interviews; 4) Must be willing to review interview records for verification.

The list of interviewees is as follows:

**Table 4.8** Basic information of Interviewees

Interviewees	Age	Gender	Education	Job Title	work experience in university (years)
Interviewee 1	43	F	Master's degree	Publicity Minister	11
Interviewee 2	44	M	Master's degree	Publicity Minister	17
Interviewee 3	37	F	Master's degree	Director of New center	11
Interviewee 4	39	F	Doctor's degree	Publicity Deputy Minister	12
Interviewee 5	41	M	Master's degree	Deputy Director of News Center	15
Interviewee 6	40	M	Master's degree	Director of News Center	12
Interviewee 7	41	M	Master's degree	Director of News center	15
Interviewee 8	44	F	Master's degree	Publicity Deputy Minister	18
Interviewee 9	43	M	Master's degree	Publicity Minister	17
Interviewee10	39	M	Master's degree	Publicity Minister	15
Interviewee11	38	F	Master's degree	Director of News center	14
Interviewee12	41	M	Doctor's degree	Publicity Minister	14
Interviewee13	37	M	Master's degree	Publicity Minister	10
Interviewee14	39	M	Master's degree	Publicity Minister	13
Interviewee15	36	M	Master's degree	Director of News center	12
Interviewee16	36	M	Master's degree	Deputy Director of News center	10

The research team conducted 16 face-to-face interviews. Each interview was conducted one-on-one in a more private location where others could not overhear the conversation, ensuring that the interviewees were not disturbed by other factors.

The interview is available on the appendix page:

By analyzing the level of the guidelines for developing news publicity management of private universities in Guangdong, according to the second part of the questionnaire, it is known that the management of the news publicity of private universities need to be improved further in terms of 1) Organizational construction, 2)Public opinion guidance, 3) Media Platforms construction, 4) Team building, 5)Mechanism building. On the basis of the third part of the interview, this study carried out the guidelines for developing news publicity management of private universities in Guangdong including 5 guidelines, a total of 32 measures: 1) 6 measures to develop organizational construction; 2) 6 measures to develop public opinion guidance; 3) 7 measures to develop the media platform construction; 4) 5 measures to develop team building; 5) 8 measures to develop the mechanism building.

**Table 4.9** Guidelines for developing news publicity management of private universities in Guangdong.

Guidelines	Measures
<b>Developing organizational construction</b>	<p>1.Establish a whole-school news publicity work coordination group under the unified leadership and led by the publicity department at the school level.</p> <p>2.Establish a new management system of separate management, in the school news center, working with the publicity department.</p> <p>3.Set up a university-level media center to divide the staff into groups, including teams with different interview, editing and technical functions.</p>

Table 4.9 (Continued)

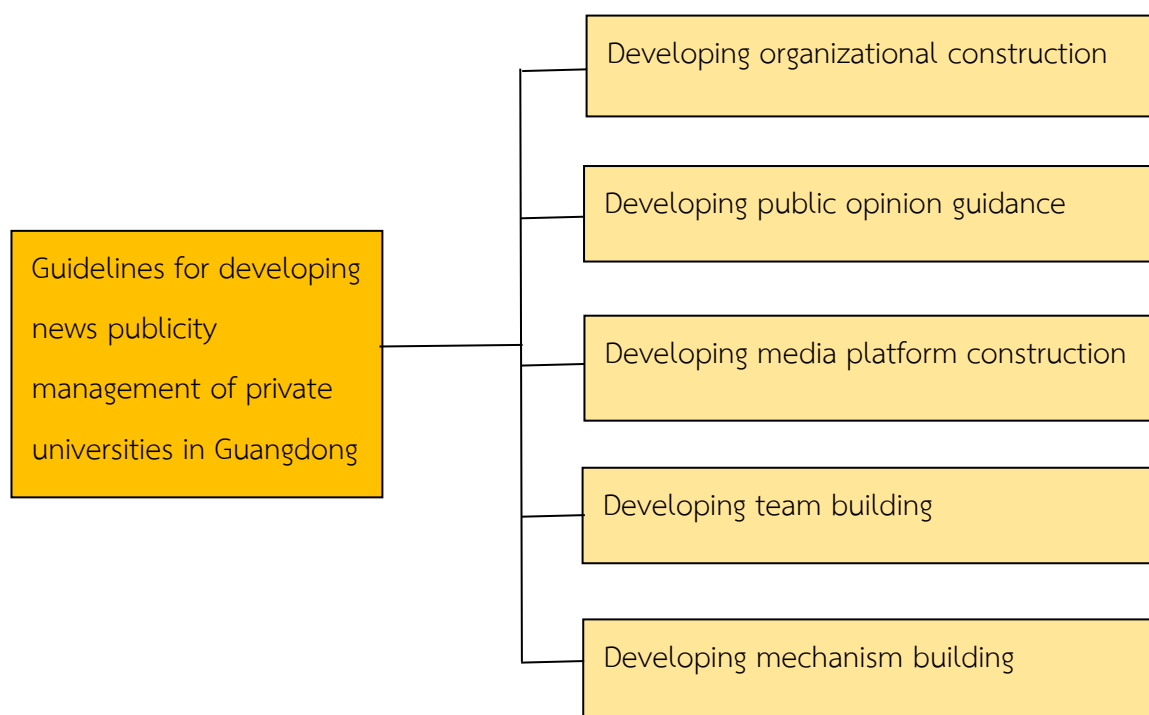
Guidelines	Measures
	<p>4. Build the publicity system of "school-level news center + second-level sub-center", establish the school news center horizontally, and establish the sub-center of the second-level department of the school vertically.</p> <p>5. The two-level news centers respectively formulate the annual news publicity work plan, and plan the annual key work and important topics in advance.</p> <p>6. Build the communication matrix-campus new media alliance, establish the linkage mechanism of information release, and form the matrix effect.</p>
<b>Developing public opinion guidance</b>	<p>1. Actively solicit the opinions and suggestions of teachers and students, and study and judge the possible online public opinions.</p> <p>2. Establish an effective crisis early-warning mechanism.</p> <p>3. After the occurrence of public opinion events, the first time to seize the right to speak, release comprehensive, objective and accurate information.</p> <p>4. Adopt the two-pronged mode of press conference, news spokesman, news bulletin, Weibo, wechat, video number and so on to release school-related public opinion information or social hot information.</p> <p>5. "Issue setting", set up some positive and positive topics to encourage people to participate in the discussion of online public opinion.</p> <p>6. Focus on building a team of "opinion leaders" and make a rational analysis.</p>

Table 4.9 (Continued)

Guidelines	Measures
<b>Developing media platform construction</b>	<p>1. Pay attention to the close combination of wechat, short video and other new media and school newspaper, campus radio, publicity board, and other traditional media.</p> <p>2. Strengthen the support for the campus short video platform, and create a comprehensive short video brand covering the school teachers and students.</p> <p>3. Make more readable audio and video tweets and push them on TikTok and video platforms.</p> <p>4. The creation of audio and video works in universities shows the cultural and academic heritage of the university, and makes precise academic positioning.</p> <p>5. Set up strict new media content release procedures.</p> <p>6. Regularly monitor and evaluate the performance of various new media platforms at all levels in the campus.</p> <p>7. Actively provide media materials to social media, and invite local social media to the campus to carry out activities, interviews and reports.</p>
<b>Developing team building</b>	<p>1. Set up independent news publicity organizations, arrange full-time staff and set up special funds for news work.</p> <p>2. Set up a team of teachers and students and a school-level student press corps, and invite media industry experts as consultants for guidance.</p> <p>3. Appropriate absorption of journalism, TV program production and network technology professional graduates to join the campus journalism.</p> <p>4. Set up a school news spokesman and build a high-quality news release team.</p>

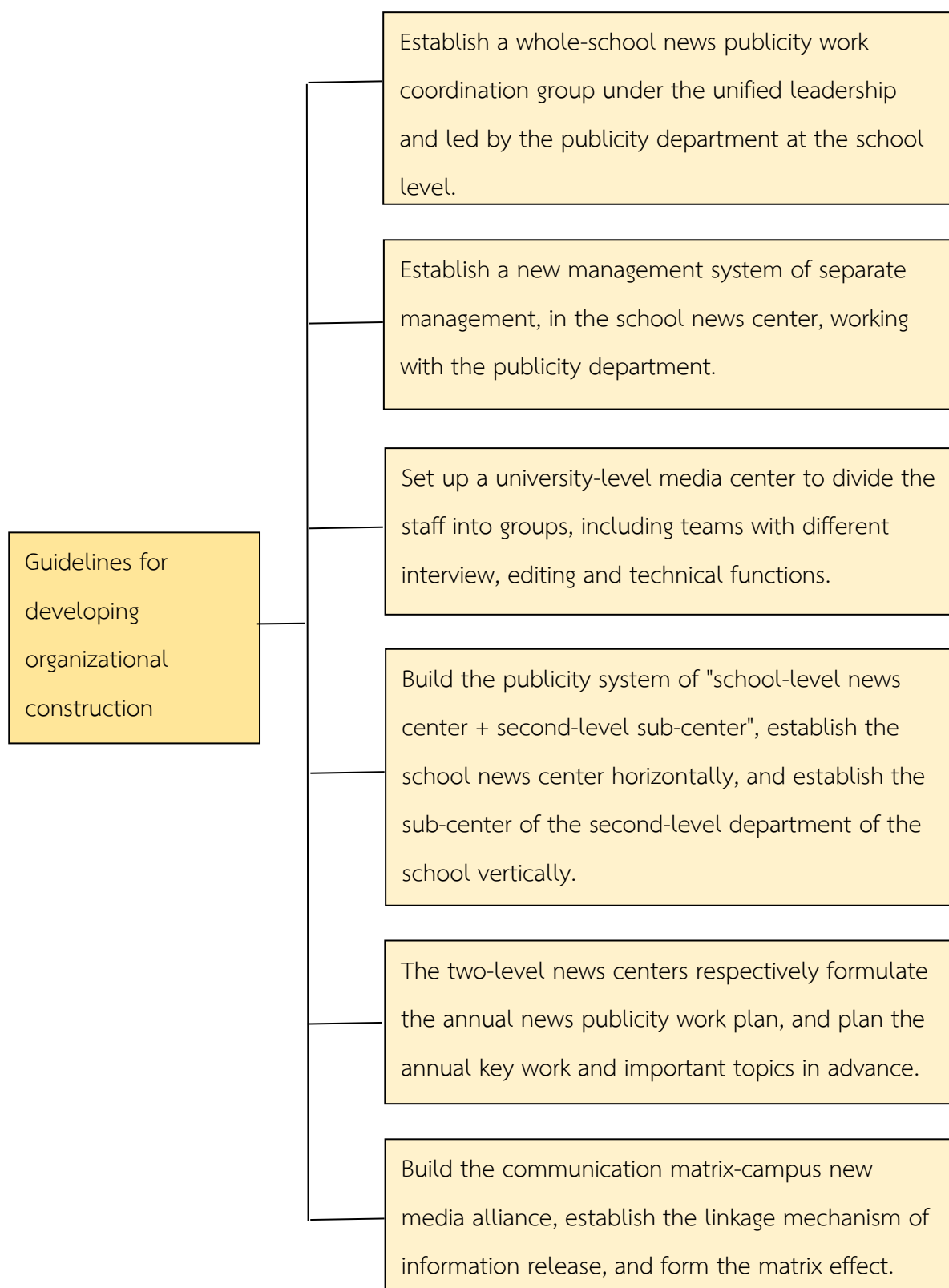
Table 4.9 (Continued)

Guidelines	Measures
	5.Strengthen the intensity of media literacy training, especially the news publicity training for school-level leading cadres, and strengthen the normative training of news spokesmen and their work teams.
<b>Developing mechanism building</b>	<p>1.Strictly implement the system of "three trials and three schools" for news gathering and editing, reporting, reviewing and publishing.</p> <p>2.Strictly implement the principle of "information source department responsibility system" and the system of the first responsible person and direct responsible person for news publicity work.</p> <p>3.Establish a public opinion collection, reporting, research and response mechanism, and set up a public opinion response team.</p> <p>4.Establish a quantitative score assessment system for news publicity.</p> <p>5.Establish the campus new media alliance and formulate management and implementation measures.</p> <p>6.Establish a linkage mechanism with off-campus media, and actively participate in the new media alliance of the local education system.</p> <p>7.Improve the commendation and incentive mechanism, and formulate and implement the incentive measures for school news publicity work.</p> <p>8.Serious system of rewarding and punishing the bad to ensure that the behavior of participants in the media publicity is effectively regulated.</p>

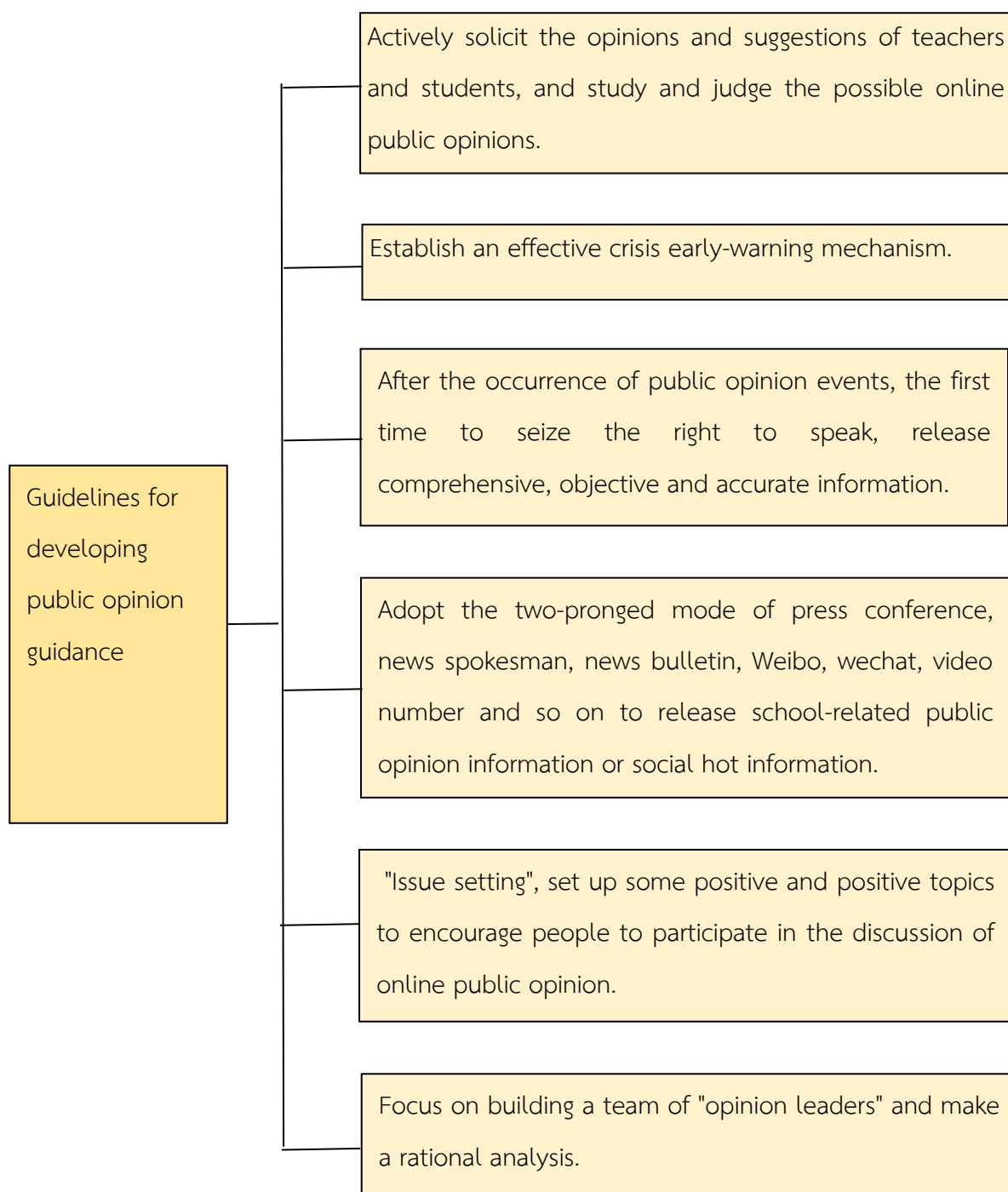


**Figure 4.1** Guidelines for developing news publicity management of private universities in Guangdong

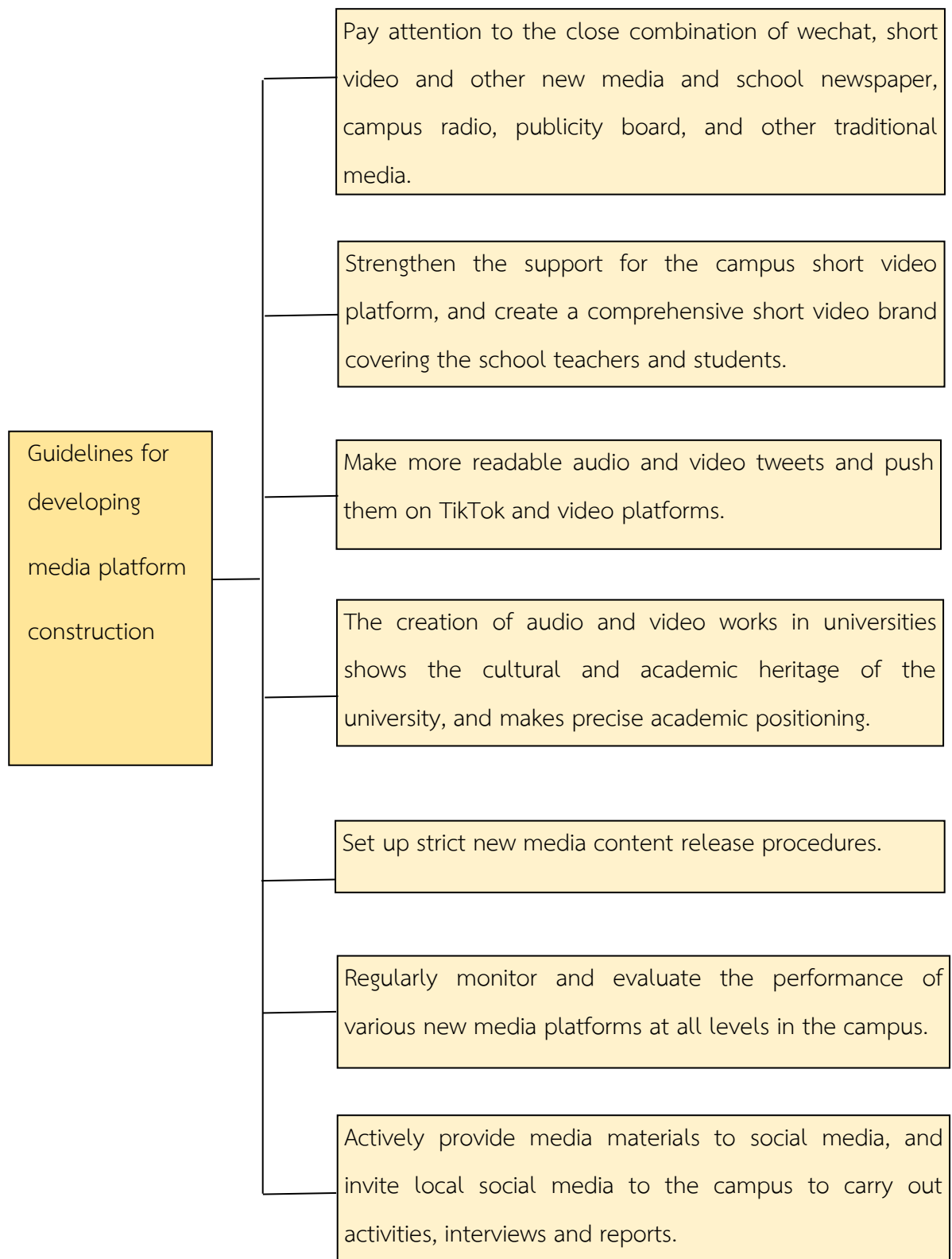




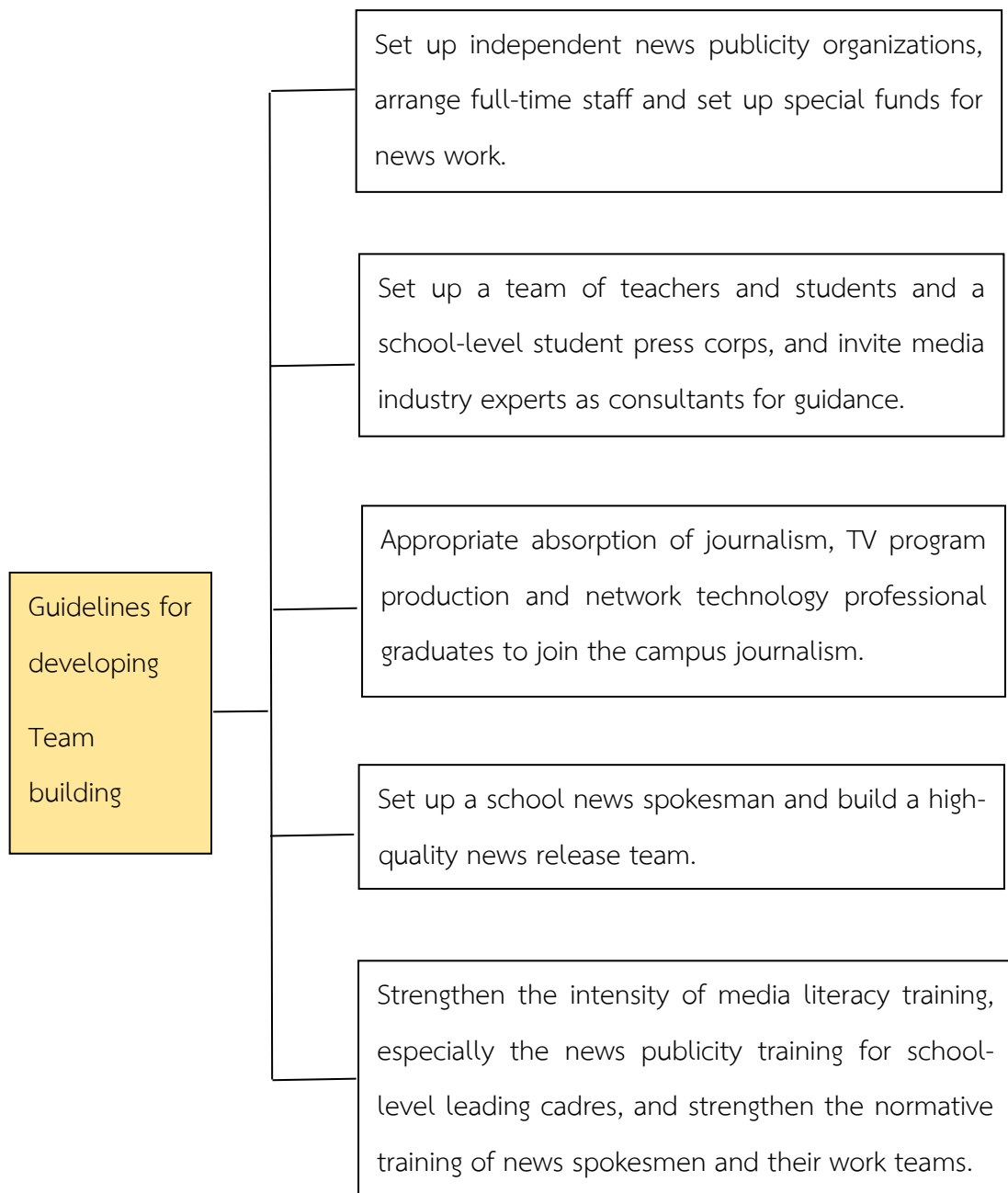
**Figure 4.2** Guidelines for developing organizational construction



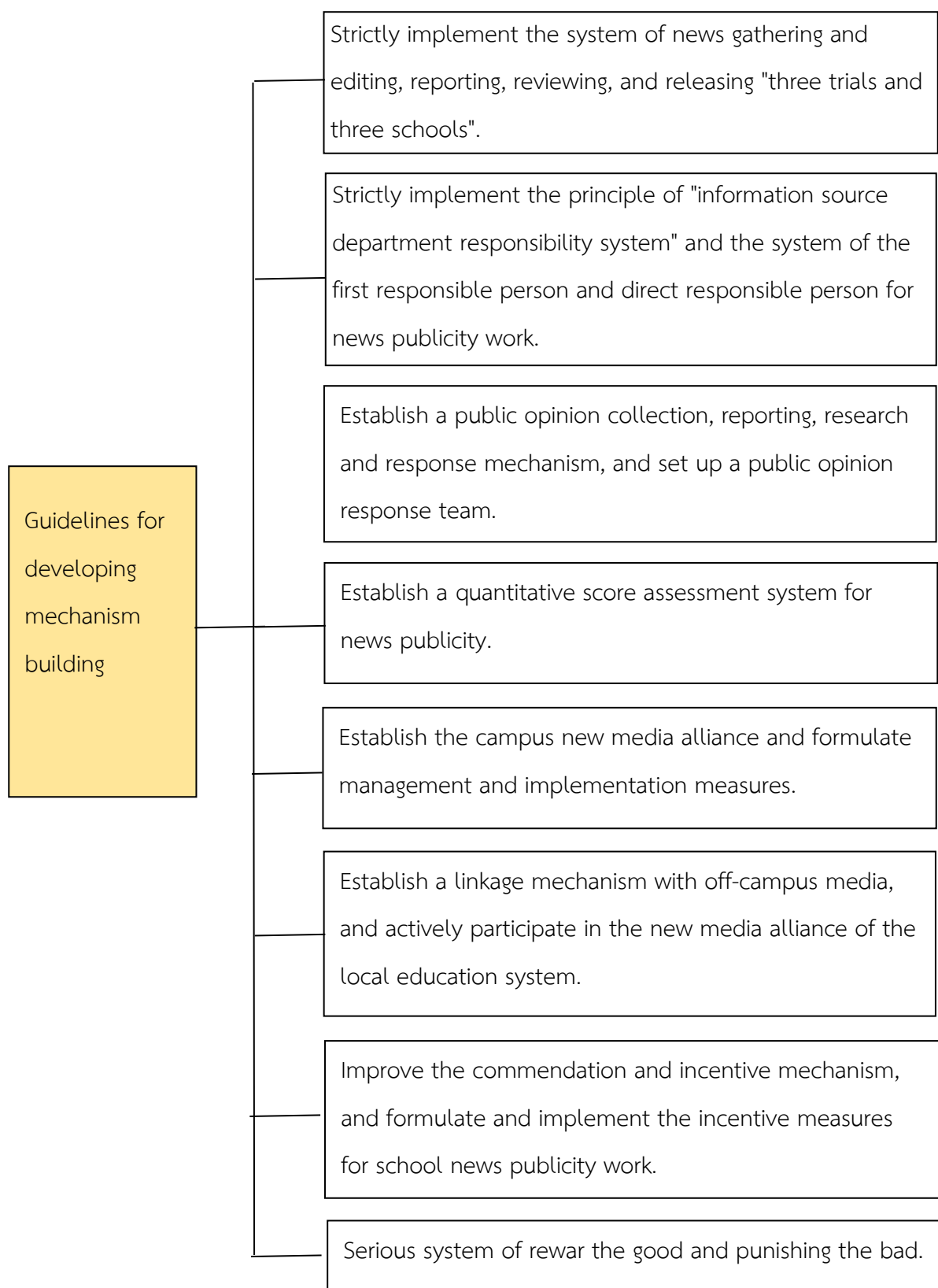
**Figure 4.3** Guidelines for developing public opinion guidance



**Figure 4.4** Guidelines for developing media platform construction



**Figure 4.5** Guidelines for developing team building



**Figure 4.6** Guidelines for developing mechanism building

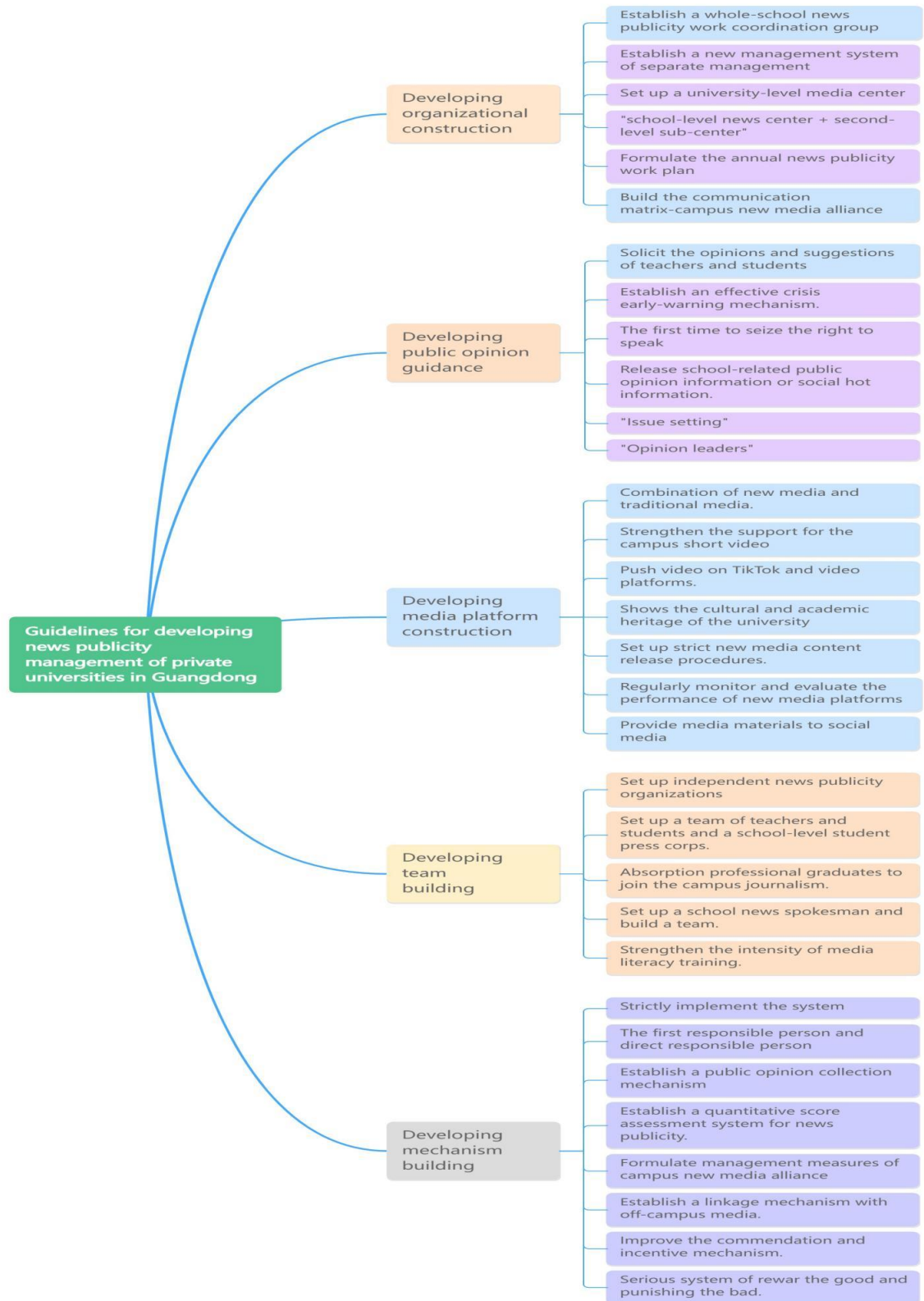


Figure 4.7 Guidelines for developing news publicity management of private universities in Guangdong

#### Part 4: Suitability and Feasibility evaluation results of the implementation of guidelines for developing news publicity management of private universities in Guangdong

The analysis results at this stage led by experts and scholars studying news publicity work in private universities in Guangdong. Fifteen people evaluated the suitability and feasibility of implementing the guidelines. They adopted the form of a 5-level scoring table, namely, highest, high, average, low, and lowest. A respondents can only choose one level. The results are shown in the following table:

**Table 4.10** Mean and standard deviation of expert evaluation guidelines for developing news publicity management of private universities in Guangdong

Guidelines	Suitability			Feasibility		
	$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
Developing organizational construction	4.67	0.44	highest	4.77	0.38	highest
Developing public opinion	4.83	0.32	highest	4.75	0.36	highest
Developing media platform construction	4.78	0.39	highest	4.89	0.28	highest
Developing team building	4.77	0.41	highest	4.84	0.31	highest
Developing mechanism building	4.81	0.38	highest	4.94	0.16	highest
<b>Total</b>	<b>4.77</b>	<b>0.39</b>	<b>highest</b>	<b>4.84</b>	<b>0.29</b>	<b>highest</b>

According to Table 4.10, the data showed that experts' overall evaluation of the suitability and feasibility of the model is at the highest level ( $\bar{X}=4.77$ ,  $\bar{X}=4.84$ ), indicating that the model has a highest suitability and feasibility. Among the five aspect, the suitability and feasibility evaluation of the developing organizational construction, developing public opinion, developing media platform construction, developing team building and developing mechanism building are the highest level.

**Table 4.11** Mean and standard deviation of expert evaluation guidelines on organizational construction for developing news publicity management of private universities in Guangdong.

Guidelines and measures on developing organizational construction	Suitability			Feasibility		
	$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
1 Establish a whole-school news publicity work coordination group under the unified leadership and led by the publicity department at the school level.	4.47	0.52	high	4.87	0.35	highest
2 Establish a new management system of separate management, in the school news center, working with the publicity department.	4.73	0.46	highest	4.93	0.26	highest
3 Set up a university-level media center to divide the staff into groups, including teams with different interview, editing and technical functions.	4.87	0.35	highest	4.93	0.26	highest
4 Build the publicity system of "school-level news center +second-level sub-center", establish the school news center horizontally, and establish the sub-center of the second-level department of the school vertically.	4.40	0.51	high	4.60	0.51	highest



Table 4.11 (Continued)

Guidelines and measures on developing organizational construction		Suitability			Feasibility		
		$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
5	The two-level news centers respectively formulate the annual news publicity work plan, and plan the annual key work and important topics in advance.	4.67	0.49	highest	4.47	0.52	High
6	Build the communication matrix-campus new media alliance, establish the linkage mechanism of information release, and form the matrix effect.	4.87	0.35	highest	4.80	0.41	highest
Total		4.67	0.44	highest	4.77	0.38	highest

According to table 4.11, the data showed that experts' overall evaluation of the suitability and feasibility of organizational construction is at the highest level ( $\bar{X}=4.67$ ,  $\bar{X}=4.77$ ), indicating that the guidelines on developing organizational construction has a highest suitability and feasibility. Among the 6 guidelines, the suitability and feasibility of 2 guidelines are high level, and the other 4 guidelines are highest level.

**Table 4.12** Mean and standard deviation of expert evaluation guidelines on the public opinion guidance for developing news publicity management of private universities in Guangdong.

Guidelines and measures on developing the public opinion guidance		Suitability			Feasibility		
		$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
1	Actively solicit the opinions and suggestions of teachers and students, and study and judge the possible online public opinions.	5.00	0.00	highest	4.93	0.26	highest
2	Establish an effective crisis early-warning mechanism.	4.93	0.26	highest	5.00	0.00	highest
3	After the occurrence of public opinion events, the first time to seize the right to speak, release comprehensive, objective and accurate information.	4.67	0.49	highest	4.60	0.51	Highest
4	Adopt the two-pronged mode of press conference, news spokesman, news bulletin, Wechat, video number and so on to release school-related public opinion information or social hot information.	4.73	0.46	highest	4.53	0.52	highest
5	"Issue setting", set up some positive and positive topics to encourage people to participate in the discussion of online public opinion.	4.87	0.35	highest	4.73	0.46	highest
6	Focus on building a team of "opinion leaders" and make a rational analysis.	4.80	0.41	highest	4.73	0.45	highest
Total		4.83	0.32	highest	4.75	0.36	highest

According to table 4.12, the data showed that experts' overall evaluation of the suitability and feasibility of public opinion guidance is at the highest level ( $\bar{X}=4.83$ ,  $\bar{X}=4.75$ ), indicating that the guidelines on developing public opinion guidance has a highest suitability and feasibility. Among the 6 guidelines, the suitability and feasibility are all the highest level.

**Table 4.13** Mean and standard deviation of expert evaluation guidelines on the media platform construction for developing news publicity management of private universities in Guangdong.

Guidelines and measures on developing media platform construction		Suitability			Feasibility		
		$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
1	Pay attention to the close combination of wechat, short video, other new media, school newspaper, campus radio, publicity board, and other traditional media.	4.93	0.26	highest	5.00	0.00	highest
2	Strengthen the support on campus short video platform, create comprehensive short video brand covering teachers and students.	4.93	0.25	highest	4.80	0.41	highest
3	Make more readable audio and video tweets and push them on TikTok and video platforms.	4.87	0.35	highest	4.93	0.26	highest
4	The creation of audio and video works in universities shows the cultural and academic heritage of the university, and makes precise academic positioning.	4.67	0.49	highest	4.87	0.35	highest

Table 4.13 (Continued)

Guidelines and measures on developing media platform construction		Suitability			Feasibility		
		$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
5	Set up strict new media content release procedures.	4.8	0.41	highest	4.93	0.26	highest
6	Regularly monitor and evaluate the performance of various new media platforms at all levels in the campus.	4.73	0.46	highest	4.87	0.35	highest
7	Actively provide media materials to social media, and invite local social media to the campus to carry out activities, interviews and reports.	4.53	0.52	highest	4.87	0.35	highest
Total		4.78	0.39	highest	4.89	0.28	highest

According to table 4.13, the data showed that experts' overall evaluation of the suitability and feasibility of media platform construction is at the highest level ( $\bar{X}=4.78$ ,  $\bar{X}=4.89$ ), indicating that the guidelines on developing media platform construction has a highest suitability and feasibility. Among the 6 guidelines, the suitability and feasibility are all the highest level.

**Table 4.14** Mean and standard deviation of expert evaluation guidelines on team building for developing news publicity management of private universities in Guangdong.

Guidelines and measures on developing team building	Suitability			Feasibility		
	$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
1 Set up independent news publicity organizations, arrange full-time staff and set up special funds for news work.	4.87	0.35	highest	5.00	0.00	highest
2 Set up a team of teachers and students and a school-level student press corps, and invite media industry experts as consultants for guidance.	4.93	0.26	highest	4.87	0.35	highest
3 Appropriate absorption of journalism, TV program production, network technology professional graduates to join the campus journalism.	4.73	0.46	highest	4.73	0.46	highest
4 Set up a school news spokesman and build a high-quality news release team.	4.60	0.51	highest	4.67	0.49	highest
5 Strengthen the intensity of media literacy training, especially the news publicity training for school-level leading cadres, and strengthen the normative training of news spokesmen and their work teams.	4.73	0.45	highest	4.93	0.26	highest
<b>Total</b>	<b>4.77</b>	<b>0.41</b>	<b>highest</b>	<b>4.84</b>	<b>0.31</b>	<b>highest</b>

According to table 4.14, the data showed that experts' overall evaluation of the suitability and feasibility of team building is at the highest level ( $\bar{x}=4.77$ ,  $\bar{x}=4.84$ ), indicating that the guidelines on team building has a highest suitability and feasibility. Among the 5 guidelines, the suitability and feasibility are all the highest level.

**Table 4.15** Mean and standard deviation of expert evaluation guidelines on mechanism building for developing news publicity management of private universities in Guangdong.

Guidelines and measures on developing mechanism building	Suitability			Feasibility		
	$\bar{x}$	S.D.	Level	$\bar{x}$	S.D.	Level
1 Strictly implement the system of news gathering, editing, reporting, reviewing, releasing "three trials and three schools".	4.73	0.46	highest	5.00	0.00	highest
2 Strictly implement the principle of information source department responsibility system, the system of the first responsible person, direct responsible person for news publicity work.	4.87	0.35	highest	5.00	0.00	highest
3 Establish a public opinion collection, reporting, research, response mechanism, set up a public opinion response team.	4.87	0.35	highest	4.93	0.26	highest
4 Establish a quantitative score assessment system for news publicity.	4.87	0.35	highest	4.87	0.35	highest
5 Establish campus new media alliance, formulate management measures.	4.73	0.46	highest	5.00	0.00	highest

Table 4.15 (Continued)

Guidelines and measures on developing mechanism building		Suitability			Feasibility		
		$\bar{X}$	S.D.	Level	$\bar{X}$	S.D.	Level
6	Establish linkage mechanism with off-campus media, participate in the new media alliance of local education system.	4.93	0.26	highest	5.00	0.00	highest
7	Improve the commendation and incentive mechanism, and formulate and implement the incentive measures for school news publicity work.	4.73	0.46	highest	4.93	0.26	highest
8	Serious system of reward the good and punishing the bad.	4.80	0.41	highest	4.80	0.41	highest
Total		4.81	0.38	highest	4.94	0.16	highest

According to table 4.15, the data showed that experts' overall evaluation of the suitability and feasibility of mechanism building is at the highest level ( $\bar{X}$ =4.81,  $\bar{X}$ =4.94), indicating that the guidelines on mechanism building has a highest suitability and feasibility. Among the 8 guidelines, the suitability and feasibility are all the highest level.

## Chapter 5

### Discussion Conclusion and Recommendations

The research in guidelines for developing news publicity management of private universities in Guangdong. The objectives of this research are: 1) To study the current situation of the news publicity work pattern of private universities in Guangdong. 2) To provide the guideline of developing the news publicity work management of private universities in Guangdong. 3) To evaluate the adaptability and feasibility of the guideline of developing the management of the news publicity of private universities in Guangdong. It were including 5 following aspects: 1) Organizational construction, 2) Public opinion guidance, 3) Media Platforms construction, 4) Team building, 5) Mechanism building. The sample group in this study were 327 managers of private universities in Guangdong. The interviewees in this research were 8 middle-level managers of journalism and publicity. The Research Instruments were documents analysis, questionnaire and structured interview. The statistic to analyze the data were percentage, average value, and standard deviation, The conclusion discussion and recommendations of this research are as follows:

#### Conclusion

The research in the strategies for the developing the management of the news publicity of private universities in Guangdong. The researcher summarizes the conclusion into 3 parts, detail as follows:

Part 1: the current situation of the news publicity work pattern of private universities in Guangdong.

Part 2: the guidelines for developing news publicity management of private universities in Guangdong.

Part 3: the suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong.



**Part 1: the current situation of the news publicity work pattern of private universities in Guangdong.**

The current situation of the news publicity work pattern of private universities in Guangdong in four aspects were at high level, one aspect was medium level. Considering the results of this research aspects ranged from the highest to lowest level were as follow: the highest level was media platforms construction, followed by mechanism building, organizational construction, public opinion guidance and the lowest level was team building.

Organizational construction was at high level. Considering the results of this research aspects ranged from the highest to lowest level were as follow: the highest mean was administrators set up independent university-level news publicity management department, followed by administrators release campus news in accordance with laws and regulations, and the lowest mean was administrators set up branch news centers or department that undertake news functions in secondary colleges (departments).

Public opinion guidance was at high level. Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators forward major national education policy documents and deployment plans, followed by administrators report on the outstanding examples of teachers and students and shows the good demeanor of the teachers and students of the university, and the lowest mean was administrators release information, clarify facts, and resolve doubts and confusion on hot social issues.

Media Platforms construction was at high level. Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators build campus portals, followed by administrators establish publicity boards, exhibition boards and posters, and the lowest mean was administrators establish procedures for new media news release and response to inquiries.

Team building was at medium level. Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators establish a university-level student journalist group, followed by

administrators established a team of correspondents for teachers and students of the whole university, and the lowest mean was administrators set up a press spokesperson and provide a professional team.

Mechanism building was at high level. Consider for the result of the study aspects ranged from the highest to the lowest level were as following: the highest mean was administrators establish systems for news gathering, editing, reporting, review, and release, followed by administrators implement the three-review and three-school system for news releases, and administrators include news release work in the performance appraisal was middle-level mean.

## **Part 2: the guidelines for developing news publicity management of private universities in Guangdong.**

The guidelines for developing news publicity management of private universities in Guangdong, including 5 aspects, a total of 32 measures: 1) 6 measures to develop organizational construction; 2) 6 measures to develop public opinion guidance; 3) 7 measures to develop the media platform construction; 4) 5 measures to develop team building; 5) 8 measures to develop the mechanism building.

Organizational construction consisted of 6 guidelines, as follows: Establish a whole-school news publicity work coordination group under the unified leadership and led by the publicity department at the school level. Establish a new management system of separate management, in the school news center, working with the publicity department. Set up a university-level financial media center to divide the staff into groups, including teams with different interview, editing and technical functions. Build the publicity system of "school-level news center + second-level sub-center", establish the school news center horizontally, and establish the sub-center of the second-level department of the school vertically. The two-level news centers respectively formulate the annual news publicity work plan, and plan the annual key work and important topics in advance. Build the communication matrix-campus new media alliance, establish the linkage mechanism of information release, and form the matrix effect.

Public opinion guidance consisted of 6 guidelines, as follows: Actively solicit the opinions and suggestions of teachers and students, and study and judge the possible online public opinions. Establish an effective crisis early-warning mechanism. After the occurrence of public opinion events, the first time to seize the right to speak, release comprehensive, objective and accurate information. Adopt the two-pronged mode of press conference, news spokesman, news bulletin, Weibo, wechat, video number and so on to release school-related public opinion information or social hot information. "Issue setting", set up some positive and positive topics to encourage people to participate in the discussion of online public opinion. Focus on building a team of "opinion leaders" and make a rational analysis.

Media platform construction consisted of 7 guidelines, as follows: Actively solicit the opinions and suggestions of teachers and students, and study and judge the possible online public opinions. Establish an effective crisis early-warning mechanism. After the occurrence of public opinion events, the first time to seize the right to speak, release comprehensive, objective and accurate information. Adopt the two-pronged mode of press conference, news spokesman, news bulletin, Weibo, wechat, video number and so on to release school-related public opinion information or social hot information. "Issue setting", set up some positive and positive topics to encourage people to participate in the discussion of online public opinion. Focus on building a team of "opinion leaders" and make a rational analysis.

Team building consisted of 5 strategies, as follows: Set up independent news publicity organizations, arrange full-time staff and set up special funds for news work. Set up a team of teachers and students and a school-level student press corps, and invite media industry experts as consultants for guidance. Appropriate absorption of journalism, TV program production and network technology professional graduates to join the campus journalism. Set up a school news spokesman and build a high-quality news release team. Strengthen the intensity of media literacy training, especially the news publicity training for school-level leading cadres, and strengthen the normative training of news spokesmen and their work teams.

Mechanism building consisted of 8 strategies, as follows: Strictly implement the system of "three trials and three schools" for news gathering and editing, reporting,

reviewing and publishing. Strictly implement the principle of "information source department responsibility system" and the system of the first responsible person and direct responsible person for news publicity work. Establish a public opinion collection, reporting, research and response mechanism, and set up a public opinion response team. Establish a quantitative score assessment system for news publicity. Establish the campus new media alliance and formulate management and implementation measures. Establish a linkage mechanism with off-campus media, and actively participate in the new media alliance of the local education system. Improve the commendation and incentive mechanism, and formulate and implement the incentive measures for school news publicity work. Serious system of rewarding and punishing the bad to ensure that the behavior of participants in the media publicity is effectively regulated.

### **Part 3: The suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong.**

The suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong in five aspects were at highest level with the values between 4.00 and 5.00, which means guidelines for developing news publicity management of private universities in Guangdong are suitability and feasibility.

The suitability of developing organizational construction was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are suitability. The feasibility of developing organizational construction was highest level, the guidelines for developing news publicity management of private universities in Guangdong are feasibility.

The suitability of developing public opinion guidance was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are suitability. The feasibility of developing public opinion guidance was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are feasibility.

The suitability of developing media platform construction was highest level, which means the guidelines for developing news publicity management of private

universities in Guangdong are suitability. The feasibility of developing media platform construction was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are feasibility.

The suitability of developing team building was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are suitability. The feasibility of developing team building construction was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are feasibility.

The suitability of developing mechanism building was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are suitability. The feasibility of developing mechanism building construction was highest level, which means the guidelines for developing news publicity management of private universities in Guangdong are feasibility.

## Discussion

Part 1: the current situation of the news publicity work pattern of private universities in Guangdong.

The current situation of the news publicity work pattern of private universities in Guangdong in five aspects was at high level. Considering the results of this research aspects ranged from the highest to lowest level were as follow: the highest level was media Platforms construction, followed by mechanism building, organizational construction, Public opinion guidance, and the lowest level was Team building. Universities need to do a good job in news publicity to develop the quality and efficiency of news publicity work, because the news publicity work in universities can play an important role in building a harmonious campus, and play an incentive role in providing a common ideological basis, creating a correct public opinion environment, constructing a strong spiritual motivation, cultivating civilized and moral customs, and creating a good cultural atmosphere. The related to the research of views which is agreement with many other scholars, such as Gong Huaping. (2012); Yan Kexin, Xu Shengnan (2021); They presented five main concepts of the news publicity work pattern of private universities in Guangdong, including organizational construction,

public opinion guidance, media Platforms construction, team building, mechanism building.

Organizational construction was at high level, This is because in 2015, the Chinese Ministry of Education issued the Opinions on Further Strengthening the Release of Educational News. After the release of the document, the news publicity work of universities has received unprecedented attention. Compared with previous years, the awareness of the importance of news publicity work has increased greatly among the university leadership and the staff of news publicity. With the rapid development of private education, more and more private universities have begun to use external media for advertising, which plays an increasingly important role in enhancing the popularity and social reputation of private universities, and developing their survival and development. This is basically consistent with the following research results: The optimization of organization construction is the premise of good campus journalism. To optimize the construction of news publicity organization, we must start from the management system and establish a new organization structure as soon as possible. (Nie Jinglei, 2009, p.96). should strengthen the organization and leadership, and do a good job in the top-level design and planning of news publicity work. (Wu Suhua, Sun Cuiting, 2015, p.137). However the survey found that the option of Administrators set up branch news centers or department that undertake news functions in secondary colleges (departments) have the lowest scores, which can be attributed to the following possibilities: First, different from the functional departments in charge of news publicity, it does not have special staffing and special equipment investment, Second, as a teaching entity unit, it pays more attention to the specific practical work of education and teaching activities, discipline construction, scientific research and social services, and invests too little energy in internal communication, strengthening external information exchange and image display.

Public opinion guidance was at high level. This is because 1) University news publicity and public opinion guidance work is an important and long-term project. In order to realize the steady and healthy development, universities need to create a harmonious campus atmosphere, and the correct news publicity and public opinion guidance are an important part of creating a harmonious campus atmosphere. 2) news

publicity staff in universities also gradually and actively guide the development of news public opinion in universities, carefully analyze different feedback voices, resolve questions and contradictions in time, avoid uncontrollable conflicts, and form correct public opinion guidance, so as to build a harmonious and stable campus environment. This is basically consistent with the following research results: under the guidance of the government, universities should improve their own public opinion awareness, master high and new technologies, make full use of media carriers, take the initiative to carry out publicity and guidance, and actively occupy the position of online public opinion guidance in universities.(Yuan Leimin, 2022, p.13). However, the survey found that the option of "Administrators release information, clarify facts, and resolve doubts and confusion on hot social" have lowest scores, which can be attributed to the following possibilities: 1) There is a common problem of insufficient news publicity staff in universities, 2) A reasonable and mature public opinion guidance and emergency response plan has not yet been formed, and it is also necessary to gradually improve the management of public opinion disposal and crisis public relations.

Media platform construction was high level, This is because Campus media platform has changed the audience structure of campus media, and its news communication has covered the whole society, so it has become the most potential and active media form for universities to strengthen external publicity, expand the influence of the school and improve the reputation of the school. To build a new media platform can not only save the time of publicity, solve related problems scientifically and efficiently, better interact with teachers and students, but also show the cultural heritage of the school, teachers and students style, increase the effect of publicity, so as to establish a good social image of the university. This is basically consistent with the following research results: Private colleges should adhere to the traditional media and new media in content, channels, platform depth of fusion, follow the law of news transmission, to get through the school newspaper, radio, official WeChat campus media platform communication barriers, can according to their own positioning and characteristics, for news products, the exhibition, complete "multi-channel release, all-round rolling release". (Liu Jiaren. 2019). However, the survey

found that the option of "Administrators establish procedures for new media news release and response to inquiries" have lowest scores, which can be attributed to the following possibilities: New media platform is a new product in recent years. It has developed rapidly, but the platform is not mature in the management form and system construction, and it needs to be further mature and improved.

Team building was medium level. This is because: 1) With the growing and development of school, scientific research, teaching, discipline and talent team construction, exchanges and cooperation at home and abroad, students' thought, learning and cultural life and increasing campus activities, news editorial broadcast workload surge, heavy, school news publicity team cannot meet the growing demand, 2) colleges and government departments publicity awareness also gradually enhanced, this unit news publicity demand quality and quantity growth, organization structure, staffing cannot meet in the face of new situation and new requirements. This is basically consistent with the following research results: if without a full-time journalism team, it will be difficult to realize the overall deployment of campus news reporting, and there will not be enough strength and time to discuss the rules of news work and improve the quality of campus news communication. At present, except for the full-time editors of the school newspaper, the lack of several campus media professionals has become the main problem facing the construction of the campus media team. (Zhang Pingyuan.2010). However, the survey found that the option of "Administrators set up a press spokesperson and provide a professional team" have lowest scores, which can be attributed to the following possibilities: 1) It is a policy requirement in 2015 to establish news spokesmen. At present, the development of high-level universities is relatively mature, but a standard speech system has not yet been formed in ordinary universities, especially private universities.2) Some universities have set up press spokesmen, but they have not formed the actual work pattern and produced the actual work effects.

Mechanism building was at high level. This is because: 1) The work of news publicity is political, open, policy, comprehensive and normative, so therefore, developing the system construction is an inevitable requirement to do a good job in news publicity. 2) The news publicity departments of private universities should



improve the news publicity management mechanism, establish a scientific team management system, formulate rules and regulations recognized and respected by team members, with clear responsibilities and reasonable division of labor, which can greatly enhance the cohesion of the team. This is basically consistent with the following research results: The use and management of new media in universities should not only follow the relevant national laws and regulations, but also formulate special school rules and regulations on campus to ensure the standardized use of new media. (Li Zhi 2020). However, the survey found that the option of "Administrators include news release work in the performance appraisal of middle-level leaders" have lowest scores, which can be attributed to the following possibilities: 1) A comprehensive evaluation system of news publicity with objective assessment standards and detailed contents has not yet been formed; 2) The school leaders of some private universities have not yet had a deep understanding of the importance of the news publicity work of their own units.

## **Part 2: the guidelines for developing news publicity management of private universities in Guangdong.**

The guidelines for developing news publicity management of private universities in Guangdong in five aspects, which contain 32 guidelines. There are 6 measures for developing organizational construction, 6 measures for developing public opinion guidance, 7 measures for developing media platform construction, 5 measures for developing team building, 8 measures for developing mechanism building.

Organizational construction, for developing this variable, this study proposes 6 guidelines, of which guidelines 3 and 6 are the most valuable, which I will express in detail below. The third guideline "Set up a university-level media center to divide the staff into groups, including teams with different interview, editing and technical functions." This guideline can be concluded from the evolution situation of media that new media has the characteristics of wide sources and fast communication. The university news publicity based on the media center should conform to the development situation of The Times, occupy the position of public opinion in

universities, reconstruct the discourse system, reshape the role positioning, and create the mainstream media in the new era. This is basically consistent with the following research results: As the "headquarters" of news publicity in universities, the media center should plan and coordinate the news topics, carefully study the news public opinion, and do a good job in the overall dispatch and command of news publicity. (Liu Jiaren. 2019). The sixth guideline "Build the communication matrix-campus new media alliance, establish the linkage mechanism of information release, and form the matrix effect." The rapid development of information technology has created the subversive change in human social form and mode. After the generation of news communication power, it will also be presented in people's social activities in various ways and channels, especially in the circle relationships built by various new media platforms. universities should take the initiative to take advantage of the feature of new group relationship to establish the same media coordination organization or new media alliance, which will edit the information from various campus media and then share it with campus media to achieve the real sense of great publicity effect. This is basically consistent with the following research results: Campus media should form an organic whole, realize the linkage of news reports and variety shows on the basis of information resource sharing, and provide all-round services to teachers and students. (Nie Jinglei 2009, p.96)

Public opinion guidance, for developing this variable, this studythis study proposes 6 guidelines, of which guidelines 1 and 2 are the most valuable, I will express in detail below. The first guideline "Actively solicit the opinions and suggestions of teachers and students, and study and judge the possible online public opinions.", The advanced science and technology is used to analyze and sort out the information released by teachers and students on various network platforms, and timely track the campus network public opinion to grasp the changes and feedback these information to relevant departments, so as to ensure the scientific, timely and efficient public opinion guidance mechanism. Universities bear the burden of cultivating talents for the society, occupies a pivotal role in building a harmonious society, therefore, do a good job in the campus students network public opinion guide, the construction of a harmonious campus culture, promote the communication between teachers and

students, the development of students, school and social progress has very important significance. This is basically consistent with the following research results: College online public opinion refers to college students through the Internet, with the help of self-media and other methods and Internet platforms, to comment and put forward opinions on social hot spots, emergencies, and hot events in campus life and other issues of concern to college students, so as to form a collection of certain tendentious opinions. (Xia Yonglin, & NIE Xinyi. 2020, p.7). The second guideline “Establish an effective crisis early-warning mechanism.” In essence, public opinion guidance in colleges and universities is also a system, which needs to maintain a good state in system construction, staffing, procedure setting, and the change of prevention, warning, implementation and other links in the process of public opinion guidance. At present, many colleges and universities are not fully prepared for the public opinion guidance of emergencies, and the mechanism is not sound enough. At present, our urgent task is to establish and improve the emergency public opinion guidance mechanism system as soon as possible, and bring the public opinion guidance crisis management into the overall development guideline and normal management of building a harmonious campus. This is basically consistent with the following research results: The school should establish and improve the emergency public opinion monitoring mechanism linked with the local functional departments. University news publicity department, School office, Network management departments should work with local foreign publicity offices, Network management department, And the public security network supervision, Cultural inspection and other politics Government functional departments are closely linked, division of labour with individual responsibility, Each performs its own functions, Achieve full coverage of network supervision. (Peng Shiliang. 2012, p.41).

Media platform construction, for developing this variable, this study proposes 7 guidelines, of which guidelines 1 and 2 are the most valuable, which I will express in detail below. The first guideline “Pay attention to the close combination of wechat, short video, other new media, school newspaper, campus radio, publicity board, and other traditional media.” Different from other carriers, the short video platform is faster and more targeted. At present, the brand building and promotion of private universities is particularly important. Using the short video platform to spread school voice and

positive energy, it can concentrate and enhance the cohesion of teachers and students; it can increase the social attention, realize the communication and promotion of school brands, save the publicity cost, and improve the competitive advantage of the school. This is basically consistent with the following research results: With new media, universities as high-end talent, must innovation dispersing pertains channels and path, on the basis of "two micro end", "structure" two micro + one end + two short + one station " publicity mode, the weibo, WeChat, news client, TikTok short video, quickly short video, bi li bi li, covering more than 80% of the new media. (Yao Xuehui. 2021, p.61). The second guideline "Strengthen the support on campus short video platform, create comprehensive short video brand covering teachers and students." Universities should further strengthen the support of school short video platform, the school official platform as the integration of resources, publicity school reform and development, focusing on the campus news hot window, build talent training, admissions employment, campus life, social services in the integration of influential short video platform. This is basically consistent with the following research results: In short video platform construction in colleges and universities, should be based on the profound cultural background, advantage disciplines, campus culture, etc, adhere to the "life", from the spread of college students popular hotspot, around the "cultural construction lead the connotation development" as the main line, find time hot point and new mode of transmission, improve the content dissemination, the integration of each channel publicity information resources in colleges and universities, return to campus culture, launch can trigger a series of ideological theme columns resonate between teachers and students, create influential campus content IP. (Song Hantao. 2020).

Media team building, for developing this variable, this study proposes 5 guidelines, of which guidelines 1 and 2 are the most valuable, which I will express in detail below. The first guideline "Set up independent news publicity organizations, arrange full-time staff and set up special funds for news work". The school has set up an independent news center as the main department to integrate the news resources of the whole school, reflecting the division of labor and integration of campus media in the organization composition, staffing and division of responsibilities. The university-

level news center has a branch news center, which is responsible for the news interview, writing and editing of the branch, and then it is uniformly released by the news center of the university. Ningbo Institute of Technology of Zhejiang University adopts this model with obvious effect. This is basically consistent with the following research results: A team of news publicity staff should be established to adapt to the new media era. First, we will increase the construction of a full-time work force for news publicity. Increase the staffing of press staff and set up corresponding institutions and posts. (Wu Suhua, Sun Cuiting 2015, p.137). The second guideline “Set up a team of teachers and students and a school-level student press corps, and invite media industry experts as consultants for guidance.” University should build a team of teachers and correspondents who love journalism and a team of student journalists, give full play to the enthusiasm and creativity of these two teams, and let them participate in the school newspaper organization and editing. We can cooperate with off-campus press and publishing units, or well-known professors or off-campus media authorities can be invited to give special lectures for propagandists on campus, so that they can better understand their professional knowledge in order to carry out news publicity work. This is basically consistent with the following research results: The school sets up a leading group for publicity work, and sets up a team of teachers and student information staff in different levels to ensure that each department and department has information staff, and one student information officer for each administrative class. (Gan Lixia, & Zhou Lichao. 2017).

Mechanism building, for developing this variable, this study proposes 8 guidelines, of which guidelines 2 and 5 are the most valuable, which I will express in detail below. The second guideline “strictly implement the principle of information source department responsibility system, the system of the first responsible person, direct responsible person for news publicity work.” Campus news mainly refers to the news reports of the school level or the work trends of various departments and secondary colleges. Media focus refers to the school reported by major media at home and abroad. In order to improve the effectiveness, rationality and accuracy of college news network news. The person in charge of the first-level audit of news publicity work is the first level of the three-level audit system. Whether the person in charge of the

level audit directly affects the accuracy and standardization of manuscripts. The person in charge of the first-level audit shall be the party and government leading cadres above the deputy department level of each department and college. The second-level audit is held by the head of the university network news department. The second-level reviewer is specifically responsible for the news articles reviewed by the first-level reviewer and the classified release. The audit content is conducted from the perspectives of timeliness, authenticity and accuracy of news. The three-level audit is conducted by the person in charge of the publicity department (news center) of the university, mainly from the perspective of the overall, political and accurate nature of the news. This is basically consistent with the following research results: Standardize the system of news publicity collection, compilation and review. The audit implements a three-level news audit system, from the lowest to the highest: the department, the editor, the editor in chief (the leader of the news center of the university is concurrently). (Chen Aifang, Tang Ping, JIANG Xuefei. 2012). The second guideline “establish linkage mechanism with off-campus media, participate in the new media alliance of local education system.” Universities should take the trend to strengthen the communication between the new media of university government affairs and authoritative experts and short video platform, do a good job in the official account of colleges and universities on the short video platform, and create a positive campus ecology gathering campus number, teacher number, student number and community number. This is basically consistent with the following research results: Universities should open up cooperation to strengthen the integration of industry and education and talent training. Universities and enterprises should jointly provide a cooperation platform for cultivating and developing college students' innovation ability, open forums, lectures and workshops related to new media operation, and explore new modes of school-enterprise cooperation. Promote the multi-dimensional and in-depth combination between the platform and universities in the direction of new media publicity, research, teaching and practice, jointly discuss the development space and future possibilities of short videos, and undertake the social responsibility of spreading mainstream values and cultivating new media talents. (Qiao Xuezh, Liu Haijun 2021.p.12).

### **Part 3: the suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong.**

The researcher invited 15 experts to evaluate the guidelines for developing news publicity management of private universities in Guangdong. They have a more in-depth understanding of news publicity management and research. the data show that the suitability and feasibility of guidelines for developing news publicity management of private universities in Guangdong in five aspects were at highest level, which means guidelines for developing news publicity management of private universities in Guangdong are suitability and feasibility.

The guidelines on organizational construction for developing news publicity management of private universities in Guangdong are suitability and feasibility. Developing organizational construction is necessary. Universities should enhance the importance of the news publicity work. College leaders should lead the news publicity work, establish an exclusive news publicity work team, and lead student groups to carry out targeted publicity work. At the same time, the establishment of news publicity work and secondary learning In the connection of all aspects of the school, we should actively establish effective communication channels with scientific research, teaching, foreign affairs, student activities and other related aspects, and set up responsible persons and docking persons. This is basically consistent with the following research results: Universities should integrate the concept system of "central kitchen" into the top-level design, and focus on the four key links of opening, integration, participation and support, and explore an effective path to fit the development goal of news publicity work in universities. (Sharina, Wang Sai 2018, p.347). Strengthen organizational leadership, and do a good job in top-level design and top-level planning of news publicity work. Make it clear that the principal is the first person responsible for news publicity, set up a news publicity leading group with the principal as the leader, the school leader in charge of news publicity work as the deputy leader, and the publicity department, news center, and relevant functional departments of the school participate. (Wu Suhua, Sun Cuiting, 2015, p.137).

The guidelines on public opinion for developing news publicity management of private universities in Guangdong are suitability and feasibility. Developing public

opinion is necessary. University should take the initiative to adapt to the new changes in social development, economic development of the new normal, new characteristics of information dissemination, around the school own characteristics, overall, fundamental and long-term view of public opinion problem, the solving problems, supplement the short board, change the passive in the more prominent position, further change idea, innovation methods, improve the mechanism of public opinion publicity work in universities, efforts to make positive publicity more positive, policy interpretation more effective, public opinion guidance, create a good public opinion ecological work for universities. This is basically consistent with the following research results: All kinds of media (traditional media, outdoor media, online media, new media, etc.) as a bridge for communication between universities, the government and the public, communication with the government and universities should be timely and active, give full play to the objective role of the media, improve the sense of responsibility, ensure the fairness of reporting, and greatly give full play to the advantages of online public opinion guidance. (Yuan Leimin. 2022, p.13). The guidance of public opinion in colleges and universities lies in incorporating those scattered, extensive and original dynamic content into the scientific control system, so that a variety of opinions can be intertwined, debated, complemented and integrated to form the dominant opinion agreed by the majority. (Zhang Guangxin, & YU Zhenyuan. 2005, p.56).

The guidelines on media platform for developing news publicity management of private universities in Guangdong are suitability and feasibility. Universities to build a three-dimensional communication platform for university news publicity, it is a key measure to integrate the original one-way communication channels as a means, give full play to the advantages of traditional publicity means and emerging media platforms, improve the effectiveness of news publicity in colleges and universities, and maximize the benefits of news publicity. From the development practice of news publicity in colleges and universities in recent years, the majority of colleges and universities have fully realized the importance of the construction of three-dimensional communication platform, and the news publicity work has stepped into a new stage of leapfrog development. This is basically consistent with the following



research results: With new media, universities as high-end talent, must innovation dispersing pertains channels and path, on the basis of "two micro end", "structure" two micro + one end + two short + one station " publicity mode, the weibo, WeChat, news client, TikTok short video, quickly short video, bi li bi li, covering more than 80% of the new media. (Yao Xuehui. 2021, P61). With the development of information technology, new media platforms such as short video, Weibo, and WeChat have been built one after another, and integrating media resources has become the only way to improve efficiency, innovate and reform the news publicity work of private universities. (Yan Kexin, Xu Shengnan 2021, p.44).

The guidelines on team building for developing news publicity management of private universities in Guangdong are suitability and feasibility. Having a high-level professional and part-time news publicity team is the most basic guarantee for running campus media well. Students in the first line of campus life, the most opportunity to provide news first clues, most likely to discover vivid first-hand materials, so to give full play to the college students' enthusiasm and creativity, all kinds of media, campus news of each link such as interviews, editing, broadcast, distribution can absorb students to participate in. This is basically consistent with the following research results: Build a strong team of student journalists, give them the necessary professional guidance and sufficient interview opportunities, and give full play to their creative enthusiasm as much as possible. (Wu Suhua and Sun Cuiting 2015, p.137). It is believed that it is necessary to complete the news publicity work team. The school has set up a leading group for publicity work, set up a team of teachers and student information officers in different categories, and ensured that each department and department has an information officer, and each administrative class has a student information officer. The team of information officers is drawn from the administrative agencies of various faculties and departments, covering all faculties and functional departments of the university; At the same time, strengthen the construction of counselors and class teachers; Strengthen the training of student information officers, and grasp the guidance of students' ideology and public opinion. (Gan Lixia, & ZHOU Lichao. 2017, p.244).

The guidelines on mechanism building for developing news publicity management of private universities in Guangdong are suitability and feasibility. Through the system building, the news resources, human resources, financial resources, equipment resources and other news resources of the university are integrated, so as to realize the goal of "not owning, but seeking for use", establish a clear news reporting process, and effectively alleviate the phenomenon of repetitive labor caused by human factors. Universities mobilize the enthusiasm of relevant personnel politically, policies and psychologically through rules and regulations, institutionalize and standardize the news publicity work, ensure that all levels and departments within the university play the best organizational role and management efficiency, and complete the news publicity work with high quality. This is basically consistent with the following research results: Standardize the system of news publicity collection, compilation and review. The audit implements a three-level news audit system, from the lowest to the highest: the department, the editor, the editor in chief (the leader of the news center of the university is concurrently). (Chen Aifang, Tang Ping, JIANG Xuefei. 2012). Improve the campus new media management system. The use and management of new media in colleges and universities should not only comply with relevant national laws and regulations, but also formulate special school discipline and school rules on campus to ensure the standardized use of new media. (Li Zhi 2020, p.92)

## Recommendations

The research results showed that the recommendations about the guidelines for developing news publicity management of private universities in Guangdong are as follows:

Organization construction, administrators must first solve the problem of organization and leadership. Recognize the important value of organizational construction. From the university level to establish a unified leadership, the publicity department led as a whole the school news publicity work coordination group, team leader, school secondary departments and functional unit main leadership members, specific agency office or secretariat is located in the publicity department.

Public opinion, administrators should actively solicit opinions and suggestions from teachers and students before making important decisions closely related to the interests of teachers and students or formulating relevant policies and systems. Attach great importance to the ideological trends and opinions of teachers and students on hot social issues. After the occurrence of public opinion events in universities, they should actively release information, seize the right to speak in the first time. Using the combination of new media and traditional media means, the public opinion information effectively to the public.

Media platform, administrators should form a pattern of "multi-point publicity", Such as Weibo, wechat public platform, post bar, TikTok, forum and other platforms, Attach importance to the school newspaper, campus radio, publicity column, campus traditional media such as TV. Improve school media platform of visual. Strengthen the connection with the social media, and construct a three-dimensional information platform.

Team building, administrators should be increase the construction of the full-time working team for news publicity. Increase the training of traditional media staff. Experts and scholars of news communication professionals are invited to conduct classified training for school leaders, middle-level management cadres, and part-time publicity ideological cadres. Set up a news spokesman and build a high-quality news release team. Set up a team of teachers and students and a school-level student press corps.

Mechanism building, administrators should make detailed rules and regulations on the basic principles of news publicity work, organization and leadership, management of news publicity positions, management of news gathering and editing, news review and publication, management of news spokesman and news release, foreign news publicity, news management of emergencies, assessment, rewards and punishments, etc.

### **Future Researches**

This paper examines the guidelines for developing news publicity management of private universities in Guangdong which have practical and guiding significance in news publicity management of private universities. Due to the limitations of the researcher's own knowledge and level, the study of news publicity management mechanism in universities is not comprehensive enough.

In the future, other researchers can conduct research in the following aspects according to the new news publicity management theory and practice:

1) News publicity management of private universities in Guangdong is affected by many factors, such as the educational administrative system, laws, educational policies and economic levels. With the continuous development of social economy, News publicity management in universities will encounter new dilemmas and challenges. In the era of great media development, various campus media tend to integrate and develop, blurring the functional differences of media, media integration, and mutual sharing of media content and forms, accelerating the construction of a media integration model in colleges and universities.

2) Guangdong's private universities have not yet truly realized media integration. It is only a combination of functions between media, rather than a form of cross-media exchange. How to truly realize cross-media interchange is also a direction worth studying in the future.

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## Appendices

## Appendix A

List of Specialists and Letters of Specialists Invitation  
for IOC Verification



Ref.No. MHESI 0643.14/ 162

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to validate research instrument

Dear Professor Dr. Liu Wei, South China Agricultural University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Improving Education Management to Internationalization in Guangdong Universities"

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research instrument.

With your expertise, we would like to ask your permission to validate the attached research instrument. Would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School

Bansomdejchaopraya Rajabhat University  
Tel.+662-473-7000  
[www.bsru.ac.th](http://www.bsru.ac.th)  
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Ref.No.MHESI 0643.14/ ๑๖๑

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

๑๙ January 2024

RE: Invitation to validate research instrument

Dear Professor Dr. Wen Zhenzhen, Guangdong Eco-Engineering Polytechnic

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Improving Education Management to Internationalization in Guangdong Universities"

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Ref.No. MHESI 0643.14/ 160

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to validate research instrument

Dear Professor Dr. Xiao Jianxi, Guangzhou University of Chinese Medicine

Mrs. An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitled "Guidelines for Improving Education Management to Internationalization in Guangdong Universities"

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Ref.No. MHESI0643.14/ 159

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to validate research instrument

Dear Professor Dr. Dong Lingbo, Zhongkai University of Agriculture and Engineering

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Improving Education Management to Internationalization in Guangdong Universities"

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Ref.No.MHESI 0643.14/ 159

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to validate research instrument

Dear Professor Dr. Huang Chenghua, Guangdong Medical University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Improving Education Management to Internationalization in Guangdong Universities"

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Ref.No. MHESI 0643.14/ ๑๙๕

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Xia Zhong , Guangzhou Huashang College

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No.MHESI0643.14/ 144

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Li Shi , Guangzhou Huashang College

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI 0643.14/ 143

Bansomdejchaopraya Rajabhat University  
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Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Liu Miao , Guangzhou Huashang College

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No.MHESI0643.14/ 142

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

14 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Zeng Jin , Guangdong Baiyun University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research.

With your expertise, we would like to ask your permission to evaluate the attached guideline. Would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

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Ref.No.MHESI0643.14/ 161

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Li Bo , Guangzhou Xinhua University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research.

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Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

๑๙ January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Liu Yun , Guangzhou Xinhua University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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E-mail: [grad@bsru.ac.th](mailto:grad@bsru.ac.th)



Ref.No. MHESI0643.14/ 179

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Liu Ying , Guangzhou Xinhua University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

The thesis adversity committee has considered that you are an expert in this topic. Your recommendations would be useful for further improvement of this research.

With your expertise, we would like to ask your permission to evaluate the attached guideline. Would like to avail ourselves of this opportunity to express our sincere thanks and appreciation for your help.

Sincerely,

(Assistant Professor Dr.Kanakorn Sawangcharoen)  
Dean of Graduate School

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Ref.No.MHESI0643.14/ 178

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Wei Bin , Guangzhou City University of Technology

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19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Chen Li , Guangzhou City University of Technology

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Ref.No.MHESI0643.14/ 176

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Jian Jianxin , Dongguan City College

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No.MHESI 0643.14/ 175

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Du Mingyan , Guangzhou Southern University

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Ref.No.MHESI0643.14/ 174

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Lu Rui , Guangzhou Southern University

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Ref.No. MHESI0643.14/ 173

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

14 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Lin Yue , Zhuhai University of Science and Technology

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI 0643.14/ 172

Bansomdejchaopraya Rajabhat University  
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Thonburi Bangkok 10600

19 January 2024

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Dear Professor Lin Yue , Zhuhai University of Science and Technology

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Ref.No. MHESI0643.14/ 177

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Invitation to Evaluate the guideline

Dear Professor Tang Yihe , Zhuhai University of Science and Technology

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## Appendix B

### Official Letter



Ref.No. MHESI 0643.14/ 170

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Guangzhou Huashang College

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI 0643.14/ 169

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Guangdong Baiyun University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI 0643.14/ 169

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Guangzhou Xinhua University

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Ref.No. MHESI 0643.14/ 167

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Guangzhou City University of Technology

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No.MHESI0643.14/ 111

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Dongguan City College

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI 0643.14/ 165

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Guangzhou Southern University

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI0643.14/ 164

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Guangzhou College of Technology and Business

Mrs.An Na is a graduate student in Doctor of Philosophy Program in Educational Administration of Bansomdejchaopraya Rajabhat University. She is undertaking research entitle "Guidelines for Developing News Publicity Management of Private Universities in Guangdong"

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Ref.No. MHESI 0643.14/ 163

Bansomdejchaopraya Rajabhat University  
1061 Itsaraparb Hirunrujee  
Thonburi Bangkok 10600

19 January 2024

RE: Request for Data Collection

Dear Zhuhai University of Science and Technology

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## Appendix C

### Research Instrument



## 1.Survey Questionnaire

### Survey Questionnaire on Guidelines for Developing News Publicity Management of Private Universities in Guangdong

#### Instructions:

In order to understand the current situation of the news publicity work pattern of private universities in Guangdong and to propose the guidelines for developing news publicity management of private universities in Guangdong, a questionnaire survey will be conducted on the managers of administrators from 8 private universities in Guangdong.

Each question and answer in this questionnaire is not right or wrong, and the answers you provide will only be used for overall statistical analysis. They will never be processed or publicly released individually, and the information will be kept strictly confidential and not disclosed to anyone. You do not need to provide your personal name when filling out the questionnaire. Please feel free to answer the questions.

5 express the level at highest level

4 express the level at high level

3 express the level at medium level

2 express the level at low level

1 express the level at lowest level

Thank you

Mrs An Na

A doctoral student in Educational administration program

Bansomdejchaopraya Rajabhat University

## Part 1: Respondent Status (Personal Information)

### 1.School:

- ☐ Zhuhai College of Science and Technology,
- ☐ Guangzhou Technology and Business College
- ☐ Guangzhou Southern College
- ☐ Dongguan City College
- ☐ Guangzhou Xinhua University
- ☐ Guangzhou City Institute of Technology
- ☐ Guangzhou Huashang College
- ☐ Guangdong Baiyun University

### 2.Gender:

- ☐ male;
- ☐ female

### 3.Age:

- ☐ 25 years old or below;
- ☐ 26 to 35;
- ☐ 36 to 45;
- ☐ 46 to 55;
- ☐ 56 years old or up

### 4.Education:

- ☐ Bachelor degree;
- ☐ Master's degree;
- ☐ Doctoral degree

### 5.Work experience

- ☐ Less than 3 years;
- ☐ 3-5 years;
- ☐ 6-10 years;
- ☐ More than 10 years;

### 6.Professional Title:

- ☐ Assistant or Junior;
- ☐ Lecturer or Intermediate;
- ☐ Associate professor or Associate Researcher ;
- ☐ Professor or Researcher;

## Part 2 Questionnaire

The news publicity management of private university in Guangdong		Level of news publicity management				
NO.	Organizational construction (The first variable)	5	4	3	2	1
1	Administrators establish university-level leading groups for news publicity work					
2	Administrators set up independent university-level news publicity management department					
3	Administrators select excellent news publicity leaders					
4	Administrators have an integrated media department (or new media department) in the news publicity management department of the university					
5	Administrators set up branch news centers or department that undertake news functions in secondary colleges (departments)					
6	Administrators formulate annual news publicity work plans					
7	Administrators publish news reports openly and transparently					
8	Administrators release campus news in accordance with laws and regulations					
9	Administrators are innovative in the news communication system					
10	Administrators are innovative in news communication methods					



NO.	Public opinion guidance (The second variable)	5	4	3	2	1
1	Administrators forward major national education policy documents and deployment plans					
2	Administrators promote the typical experiences and successful practices of education reform and development in their units					
3	Administrators report on the outstanding examples of teachers and students and shows the good demeanor of the teachers and students of the university					
4	Administrators solicit the opinions of teachers and students before issuing major policies that involve the vital interests of teachers and students					
5	Administrators pays attention to and discovers the hot and difficult issues related to the university on the Internet					
6	Administrators release information, clarify facts, and resolve doubts on hot issues on campus					
7	Administrators issue instructions on emergencies briefings in the university					
8	Administrators release the follow-up progress of emergencies and the results of investigation and handling in the university					
9	Administrators release information, clarify facts, and resolve doubts and confusion on hot social issues					
10	Administrators use press conferences, group					

	interviews, online interviews, answers to journalists' questions and other forms to release news					
11	Administrators released the education news of university by data, illustrations, cases, etc.					
<b>NO.</b>	<b>Media Platforms construction (The third variable)</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
1	Administrators build campus portals					
2	Administrators establish new media platforms such as WeChat, Weibo, and clients					
3	Administrators establish short video platforms such as Tiktok and Bilibili					
4	Administrators establish campus newspapers, radio and television stations					
5	Administrators establish publicity boards, exhibition boards and posters					
6	Administrators update news information on various new media platforms					
7	Administrators interact with teachers and students on various new media platforms					
8	Administrators establish procedures for new media news release and response to inquiries					
9	Administrators provide news materials to social media					
10	Administrators build partnerships with social media					
11	Administrators invites media with news interview qualifications to participate in the news activities of the university					

NO.	Team building (The fourth variable)	5	4	3	2	1
1	Administrators set up a press spokesperson and provide a professional team					
2	Administrators publish the list of spokespersons and contact information of working organizations					
3	Administrators specify full-time personnel to be responsible for news release, public opinion monitoring, new media operation, etc.					
4	Administrators set up special funds for news publicity					
5	Administrators organize leading cadres to carry out media literacy training					
6	Administrators organize spokespersons to participate in pre-job training and regular rotation training					
7	Administrators organize regular special training for news publicity staff					
8	Administrators optimize the age structure of news publicity staff					
9	Administrators optimize the knowledge structure of news publicity staff					
10	Administrators optimize the business skills of news publicity staff					
11	Administrators established a team of correspondents for teachers and students of the whole university					
12	Administrators establish a university-level student journalist group					

NO.	Mechanism building (The fifth variable)	5	4	3	2	1
1	Administrators implement the system of the first person responsible for news releases					
2	Administrators implement the three-review and three-school system for news releases					
3	Administrators establish systems for news gathering, editing, reporting, review, and release					
4	Administrators establish a campus new media platform alliance					
5	Administrators establish campus new media management system					
6	Administrators establish mechanisms for public opinion collection, reporting, research and judgment, and response					
7	Administrators include news release work in the performance appraisal of middle-level leaders					
8	Administrators include news release work in the performance appraisal of secondary units					
9	Administrators supervise the news release work of each second-level unit					
10	Administrators strengthen collaborative promotion and participate in the official Weibo and WeChat alliances of the education system					
11	Administrators establish reward and punishment mechanisms for news publicity work at the university level					
12	Administrators establish an internal incentive mechanism for journalism work					

## 2. Interview outline

Interview outline of Guidelines for Developing News Publicity Management of Private Universities in Guangdong

### Instructions:

The interviewees in this research were 8 middle-level managers of journalism and publicity in private universities in Guangdong. The qualifications of interviewees are as follows: 1) at least 8 years of work experience in middle-level managers in private universities, 2) rich experience in news publicity leadership, 3) master's degree or above, 3) must be willing to participate in recorded semi-structured interviews; 4) Must be willing to review interview records for verification.

### Part 1: Respondent Status (Personal Information)

- 1.Name (Interviewee):
- 2.Professional Title:
- 3.School:
- 4.Date of Interview:
- 5.Length of interview:

Please provide your opinion on the following statement

1. What about the current situation of Organizational construction of news publicity management of private universities in Guangdong and how to promote the organizational construction level?
  
2. What about the current situation of Public opinion guidance of news publicity management of private universities in Guangdong and how to promote the Public opinion guidance level?

3. What about the current situation of Media Platforms construction of news publicity management of private universities in Guangdong and how to promote the Media Platforms construction level?
4. What about the current situation of Team building of news publicity management of private universities in Guangdong and how to promote the Team building level?
5. What about the current situation of Mechanism building of news publicity management of private universities in Guangdong and how to promote the Mechanism building level?

### 3. Assessment checklist

#### Assessment checklist of Guidelines for Developing News Publicity Management of Private Universities in Guangdong

Thank you very much for your busy schedule and participation in the evaluation of this study. Please assess the adaptability and feasibility of the guidelines for developing news publicity management of private universities in Guangdong based on the integration of industry and education, with the numbers 5, 4, 3, 2 and 1 corresponding to extra high, high, average, low and extra low.

#### The news publicity management of private university in Guangdong

NO	Assessment checklist	Experts					IOC	valid ity
		Exper t1	Exper t2	Exper t3	Exper t4	Exper t 5		
Organizational construction      (The first variable)								
1	Administrators establish university-level leading groups for news publicity work	1	1	1	1	1	1	valid
2	Administrators set up independent university-level news publicity management department	1	1	1	1	1	1	valid
3	Administrators select excellent news publicity leaders	1	1	1	1	1	1	valid
4	Administrators have an integrated media department (or new media department) in the news publicity management department of the university	0	1	1	1	1	0.8	valid
5	Administrators set up branch	1	1	1	1	0	0.8	valid

The news publicity management of private university in  
Guangdong

NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
	news centers or department that undertake news functions in secondary colleges							
6	Administrators formulate annual news publicity work plans	1	1	1	1	1	1	valid
7	Administrators publish news reports openly and transparently	1	1	1	1	1	1	valid
8	Administrators release campus news in accordance with laws and regulations	1	1	1	1	1	1	valid
9	Administrators are innovative in the news communication system	1	1	1	1	1	1	valid
10	Administrators are innovative in news communication methods	1	1	1	1	1	1	valid
Public opinion guidance (The second variable)								
1	Administrators forward major national education policy documents and deployment plans	1	1	1	1	0	0.8	valid
2	Administrators promote the typical experiences and successful practices of education reform and development in their units	1	1	1	1	1	1	valid



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NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
3	Administrators report on the outstanding examples of teachers and students and shows the good demeanor of the teachers and students of the university	1	1	1	1	1	1	valid
4	Administrators solicit the opinions of teachers and students before issuing major policies that involve the vital interests of teachers and students	0	1	1	1	1	0.8	valid
5	Administrators pays attention to and discovers the hot and difficult issues related to the university on the Internet	1	1	1	1	0	0.8	valid
6	Administrators release information, clarify facts, and resolve doubts on hot issues on campus	1	1	1	1	1	1	valid
7	Administrators issue instructions on emergencies briefings in the university	1	1	1	1	1	1	valid
8	Administrators release the follow-up progress of emergencies and the results of investigation and handling in the university	1	1	1	1	1	1	valid

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NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
9	Administrators release information, clarify facts, and resolve doubts and confusion on hot social issues	1	1	0	1	1	0.8	valid
10	Administrators use press conferences, group interviews, online interviews, answers to journalists' questions and other forms to release news	0	1		1	1	0.8	valid
11	Administrators released the education news of university by data, illustrations, cases, etc.	1	1	0	1	1	0.8	valid
<p style="text-align: center;"><b>Media Platforms construction</b> <b>(The third variable)</b></p>								
1	Administrators build campus portals	1	1	1	1	1	1	valid
2	Administrators establish new media platforms such as WeChat, Weibo, and clients	1	1	1	1	1	1	valid
3	Administrators establish short video platforms such as Tiktok and Bilibili	1	1	1	1	1	1	valid
4	Administrators establish campus newspapers, radio and television stations	1	1	1	1	1	1	valid
5	Administrators establish publicity boards, exhibition	1	1	1	1	1	1	valid

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NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
	boards and posters							
6	Administrators update news information on various new media platforms	1	1	1	1	1	1	valid
7	Administrators interact with teachers and students on various new media platforms	1	1	1	1	1	1	valid
8	Administrators establish procedures for new media news release and response to inquiries	1	1	1	1	1	1	valid
9	Administrators provide news materials to social media	1	1	1	1	1	1	valid
10	Administrators build partnerships with social media	1	1	1	1	1	1	valid
11	Administrators invites media with news interview qualifications to participate in the news activities of the university	1	1	1	1	1	1	valid
<b>Team building (The fourth variable)</b>								
1	Administrators set up a press spokesperson and provide a professional team	0	1	1	1	1	0.8	valid
2	Administrators publish the list of spokespersons and contact information of working	0	1	1	1	1	0.8	valid

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NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
	organizations							
3	Administrators specify full-time personnel to be responsible for news release, public opinion monitoring, new media operation, etc.	1	1	1	1	1	1	valid
4	Administrators set up special funds for news publicity	1	1	1	1	1	1	valid
5	Administrators organize leading cadres to carry out media literacy training	1	1	1	1	1	1	valid
6	Administrators organize spokespersons to participate in pre-job training and regular rotation training	1	1	1	1	1	1	valid
7	Administrators organize regular special training for news publicity staff	1	1	1	1	1	1	valid
8	Administrators optimize the age structure of news publicity staff	1	1	1	1	1	1	valid
9	Administrators optimize the knowledge structure of news publicity staff	1	1	1	1	1	1	valid
10	Administrators optimize the business skills of news publicity staff	1	1	1	1	1	1	valid
11	Administrators established a	1	1	1	1	1	1	valid

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NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
	team of correspondents for teachers and students of the whole university							
12	Administrators establish a university-level student journalist group	1	1	1	1	1	1	valid
<b>Mechanism building (The fifth variable)</b>								
1	Administrators implement the system of the first person responsible for news releases	1	1	1	1	1	1	valid
2	Administrators implement the three-review and three-school system for news releases	1	1	1	1	1	1	valid
3	Administrators establish systems for news gathering, editing, reporting, review, and release	1	1	1	1	1	1	valid
4	Administrators establish a campus new media platform alliance	1	1	1	1	1	1	valid
5	Administrators establish campus new media management system	1	1	1	1	1	1	valid
6	Administrators establish mechanisms for public opinion collection, reporting, research and judgment, and response	1	1	1	1	1	1	valid
7	Administrators include news	1	1	1	1	1	1	valid

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NO	Assessment checklist	Experts					IOC	validity
		Expert1	Expert2	Expert3	Expert4	Expert5		
	release work in the performance appraisal of middle-level leaders							
8	Administrators include news release work in the performance appraisal of secondary units	1	1	1	1	1	1	valid
9	Administrators supervise the news release work of each second-level unit	1	1	1	1	1	1	valid
10	Administrators strengthen collaborative promotion and participate in the official Weibo and WeChat alliances of the education system	1	1	1	1	1	1	valid
11	Administrators establish reward and punishment mechanisms for news publicity work at the university level	1	1	1	1	1	1	valid
12	Administrators establish an internal incentive mechanism for journalism work	1	1	1	1	1	1	valid

### Interview

1.What is the organizational structure of the university news publicity department you have or worked for? What suggestions do you have on how to improve the organizational structure construction level of the news publicity department?

#### Interviewer 1

At the school level, my school, on the one hand, has set up a spiritual civilization construction committee and the leading group of publicity work to assume the relevant responsibilities of the publicity department. On the other hand, the news center is the administrative department of the school and implements the office. The publicity Department and the news center centrally manage the ideological work, news public opinion work and network culture work of the whole school. Within the publicity department, there are four internal institutions: comprehensive Department, theoretical education Department, news gathering and editing Department, and new Media Center. The university-level news center has a branch news center, which is responsible for the news interview, writing and editing of the branch, and then the school news center uniformly releases it to the public.

I think, in view of the present situation of college publicity media, the organization integration should break the publicity department, engineering, network management department of college publicity media "multi-handed should" management pattern, establish a director, a host tube separate new management system, which, under the unified leadership of the school, form a school newspaper, campus radio, campus television, campus network media and publicity window publicity media as one of the news center, and publicity department office. The Publicity Department is mainly responsible for integrating media resources, unifying the publicity and reporting coverage, and determining the overall publicity goal of the school. As the command center and information sharing platform of all publicity media, the news center is mainly responsible for the organic coordination and coordinated operation of the publicity media. The news center suggests that the planning department, the interview department, the editorial department of the university newspaper, the broadcasting department, the video department, the

photography department, the network department, the supervision department and other relevant institutions. The minister or vice minister of the publicity Department is also the person in charge of the news center to uniformly dispatch and arrange the publicity resources.

### **Interviewer 2**

My college publicity department in 2018, I served as a publicity department minister, director of the news center, the publicity department, newsroom, theory, network management section for its staff, the school news publicity task, journalism, newsroom staff for its main force, xuan mission, publicity mission mainly borne by the news staff. The school no secondary unit of news center, but requires the colleges and departments, so, from the school level to the department level, form flat big publicity organizational system, promote publicity internal governance system and the construction of management to discuss work sharing total responsibility, further implement between staying duty, between staying responsible, between staying responsible. The directly affiliated unit must have at least one correspondent. The school is also led by the press center to establish and manage a student press corps of nearly 100 students.

In my opinion, the organizational structure of the news publicity departments of private colleges and universities can refer to the mature system of "double first-class" universities in China.<sup>1)</sup> From the school level to establish a unified leadership, the publicity department led coordination, responsible for promoting the school news publicity work organization, the specific office or secretariat is located in the publicity department, the name of the agency advice can say the news publicity work leading group or news publicity committee, etc., reflect university publicity to promote the modernization of internal governance idea. Starting from the internal organization of the news publicity department, including general office, theory education office, civilization construction Office, information network office, external publicity and media relations office; as the news center, or financial media center, all media center, visual media center, new media center and other institutions.<sup>3)</sup> At the department level, set up a second-level news center or the news department, or form the student press corps of the department. In this way, from the school level



to the department level, a flat publicity system will be formed to promote the publicity of the internal governance system and governance capacity construction of extensive consultation, joint construction, joint governance, sharing and joint responsibility, and further implement the responsibility of guarding the ground.

### **Interviewer 3**

The organizational structure of the news publicity department of the university I work in is relatively perfect. The university sets up the Party Committee Publicity Department (news Center), and the theoretical education Department, news gathering and editing Department and new media Center in the department, which are more adapted to the current development trend of university media. However, in the secondary level and departments, there is no news center or related news department of the second level units, but the secondary level and departments also have their own teachers and student publicity correspondents, and the development of the good and bad are uneven. In addition, it also includes the student team mainly with the publicity department of the youth League committee, radio stations, television stations and journalists' associations. Several teams work emphasis have different: publicity department is fully responsible for the school publicity and ideological work, the secondary departments is mainly responsible for the department of teachers and students' education and publicity work, scientific research, teaching, management and logistics publicity work by the staff correspondent team, campus students learning, life and style of the publicity is responsible for the students.

On how to improve the level of news publicity department organization structure construction, I have the following Suggestions: 1) based on the spread of "media convergence" idea and university news publicity work for the development of campus media fusion, thoroughly through all kinds of campus media barriers, integration of the media platform resources, draw lessons from the People's Daily "central kitchen" media operation mechanism, set up field media center. Secondary departments, functional departments of leadership as the leader of the news publicity work, to arrange personnel or team is responsible for the unit of news publicity work, conditional form college secondary news center, and actively with

school scientific research, teaching, foreign affairs, student activities and other related departments to establish effective communication channels, broaden the news source and expand the news release platform.

#### **Interviewer 4**

I currently work in the university publicity Department and the press center, under which there are general department, financial media center, news gathering and editing department, and theoretical education department, which are responsible for the training and management of the university correspondent station; the secondary college (department) set up news publicity and liaison correspondents, and the department set up student correspondent stations.

On how to enhance the level of news publicity department organization structure construction have the following Suggestions: 1) secondary news publicity center, according to the secondary departments growing news publicity needs, reasonable configuration of secondary news publicity team, including departments culture construction, editorial, video, new media, foreign affairs, publicity team, team can include departments administrative staff, full-time teachers and departments students, continuously strengthen the team's news literacy and skills. Strengthen the communication and cooperation between the university-level news management department and the secondary colleges (departments). A regular news publicity joint meeting system and an annual news publicity commendation system can be established to discuss the plans and key points of the news publicity work together, and enhance the enthusiasm of the secondary colleges (departments) for the news publicity work.

#### **Interviewer 5**

At present, the journalism and publicity work in my university is under the unified leadership of the university. A leading group of news publicity work has been established. The vice president in charge of publicity work is the leader, and the leading group members are composed of heads of relevant departments of the university. The leading group has an office, which is located in the publicity Department. The Publicity Department is specifically responsible for the organization, planning, coordination and implementation of the news publicity work, as well as

the construction and management of the publicity team and the public opinion positions. Each secondary unit to determine a comrade for this unit news publicity work, generally by the secondary unit principal, responsible for this unit (department) the ideas and methods of news publicity work, planning and organize the implementation of this unit (department) of the news publicity work, review this unit (department) released news all kinds of information content.

I have the following suggestions on how to improve the organizational structure construction level of the news publicity department: 1) Each second-level unit sets up the news publicity department of the unit, identifying a full-time news publicity correspondent, responsible for timely submitting the news information of the unit, and completing the publicity and reporting tasks assigned by the news publicity department of the school. The news publicity correspondent of the whole school should be appointed by the school publicity department and conduct regular business training. The Publicity Department and the second-level units should pay attention to the collection, sorting and archiving of news publicity materials, and the confidential contents must be properly kept, and shall not be transmitted privately.

#### **Interviewer 6**

The news Publicity Department of my university consists of three departments: Network Information Management Department, Theory Education Department, and Publicity and Education Department. Under the leadership of the school, the Publicity Department shall formulate the annual work plan, plan the annual important topics, relevant policies, analyze social hot spots, and guide and manage the school spiritual civilization construction and campus cultural activities; edit and publish the school newspaper; edit and release the relevant network information and guide and manage the release of other network information; daily manage and operate the school radio station; create the atmosphere for major holidays and school activities; contact the external news media, and organize and coordinate the external publicity of the school.

On how to improve the level of news publicity department organization structure construction have the following Suggestions: 1) attaches great importance to the secondary departments news center construction, form a secondary college

news publicity team, can combine subordinate personnel division of classification engaged in the news publicity work, such as: the teaching secretary, student work publicity by the counselor, the school leadership to school guidance, foreign research work publicity by the office, division of labor to the people, individual. Develop part-time news correspondents among the teachers and students of the college, and constantly expand the news publicity team.3) Innovate the means and ideas of news communication, encourage the participation of all staff, integrate all departments, and create the concept of "everyone is a propagandist", in order to realize the timely, accurate and efficient dissemination of news information.

#### **Interviewer 7**

I currently work in the publicity department of the university and the news center, with three departments: the Theoretical Education Department, the editorial department of the university newspaper, and the New Media Management Department. Under the leadership of the school, the Publicity Department is responsible for the school's publicity and ideological work, the construction of spiritual civilization, and the planning, organization and management of campus culture. The person in charge of each second-level department and functional department (department) shall be the first person responsible person for the news publicity work of the unit, responsible for putting forward the news publicity work plan of the unit and organizing the implementation, examining and approving the news articles, public opinion information and other news publicity contents of the unit. The correspondents of the news publicity of each unit and the reporters of the campus media certified by the school organization code will issue the campus press cards uniformly by the publicity Department and implement the record management.

I have the following suggestions on how to improve the organizational structure construction level of the news publicity department: 1) Private colleges and universities should build a "three-dimensional publicity" mode, and suggest to set up a special information collection and analysis center, build a linkage system from the three aspects of subject matter, media and personnel, and improve the sharing system. The news publicity departments of private colleges and universities shall establish a publicity organization structure for the linkage of schools, secondary

colleges and functional departments, and establish a team of teachers and students combining full-time and part-time propagandists, build a new media publicity matrix, and establish a publicity system of multi-level platform and content distribution.

#### **Interviewer 8**

The university where I currently work has set up a university-level leading group for the campus news publicity management, which is responsible for examining and approving the campus news publicity planning, the rules and regulations on the campus news publicity management, and deciding and dealing with major issues related to the campus news publicity management. The members of the leading group of campus news publicity management are composed of the competent school leaders and the heads of the relevant units. The leading group has an office, which is located in the publicity Department. The construction and management of the campus network homepage is responsible for by the publicity Department and the modern Education Technology Center. The construction and management of the web pages of each department, college and sponsor shall be handled by each supervisor and sponsor. The Publicity Department has three departments: Theory Department, Publicity Department (Financial Media Center), United Front Department and school History Hall. There is no news center under the office, but an independent financial media center with section-level system.

I have the following Suggestions: 1) system construction, to establish the school two levels of news information exchange, work communication, personnel training, crisis management of communication platform and linkage mechanism, clear level news publicity work the main responsibility, the first responsibility, direct responsibility of the leadership functions of specific responsibility, 3) accelerate the construction of school news publicity center, but also suggested in the secondary departments form secondary news center and form secondary departments news publicity mtcsol teachers and students.

#### **Interviewer 9**

The news publicity work of my university is under the unified leadership of the university and is managed at different levels. The Publicity Department is in charge of the news information of the campus website homepage and the official official

account of the school, respectively. Each unit in the school is responsible for the news information management of the secondary website (page) and the official official account of the unit. The main person in charge of each second-level department and each department shall be the person in charge of the news publicity work of the unit, and shall be responsible for organizing and implementing the news publicity and reporting activities of their own departments and units. The publicity department of the university has four departments, namely: Theory Department, Publicity Department, Editorial Department of the university newspaper and media Center, respectively. At the same time, the university-level news center is set up, and a team of full-time and part-time news publicity correspondents is established. Each department and each unit must determine a higher political quality, good writing level and relatively fixed news publicity correspondent.

I have the following Suggestions: 1) construction is given priority to with publicity department, news center, media studio, public opinion monitoring department, school office, network security center, office, student affairs office, security, and many other functional departments closely cooperate with campus news linkage platform, let the management department, teaching department, student work team echo linkage, in the campus official website construction, media operation, network information monitoring, public opinion guidance, etc, form cooperative relations, establish information sharing mode. Secondary college (department) to form a school, department news center and undertake the task of news publicity work mtcso teachers and students, and the school news center communication between collaboration, forming field news center as a whole within the media resources, school secondary news center information sharing, personnel, equipment interoperability, technical mutual assistance linkage fusion mode.

#### **Interviewer 10**

The news publicity work of my school is under the unified leadership of the school and under the centralized management of the publicity department. The Publicity Department is specifically responsible for the organization and planning of the school's news publicity work, talent training, public opinion guidance and other tasks, and mobilizes the strength of relevant functional departments in the school to

jointly do a good job in the news publicity work. The publicity Department has a general office, a theoretical study department, a campus culture department, a news publicity department, and a visual media department. The general office undertakes the publicity functions of Zhongshan Campus, and does a good job in the news publicity work of major conferences and activities in Zhongshan Campus. The main person in charge and dean of each unit (department) in the university is the person in charge of the news publicity work of the unit (department). The school establishes a team of news publicity correspondents in the school. The specific members are determined by each unit (department) and appointed by the Publicity Department to accept the business guidance of the Publicity Department.

I have the following suggestions for developing the organizational structure construction level of the news publicity department: Establish a sound organization for the news publicity management of universities. 1) The Publicity Department can have three business departments under the press center office, media studio and public opinion monitoring to share the pressure. The office of the press center can include reference room, editing room, press conference room, media reception room; the media studio has three departments: traditional media (school newspaper, campus radio), new media (WeChat, Weibo, mobile APP, etc.), etc.; the monitoring center and public opinion guidance group are set under the public opinion monitoring. Perfect the management system of special post, the task of each department, will effectively reduce the pressure of the highest management department. 3) The second-level department can set up the college news publicity office, department or a special agency with similar responsibilities, and set up a full-time and part-time teachers and students publicity team with the discipline attributes of the second-level department.

#### **Interviewer 11**

My school has set up a leading group for school news publicity work, and the office is attached to the publicity Department. The news publicity work is under the unified leadership of the school, the publicity department is responsible for the whole, and all units (departments) of the school cooperate in the implementation. The Publicity Department and the Press Center work together, with 8 offices, which

are: 1. General Office, 2. Theory Office, 3. Campus Culture Construction Office, 4. Network Management Office, 5. Chief editor's Office, 6. Editorial center, 7. Video Center, 8. New Media Center. Each second-level unit shall establish a leading group of news publicity work by the team members of the department and department, and arrange excellent cadres with strong organization and planning ability and love of news publicity work, and have certain publicity work experience to be specifically responsible for the daily work of news publicity of the unit. Each secondary unit shall be responsible for the audit and management of its own media platforms (websites, wechat, Weibo, etc.).

I have the following suggestions for developing the organizational structure construction level of the news publicity department: 1) Under the guidance of the university publicity work, the university news center is the main body to integrate the publicity resources of the whole school, and the integration of campus media is reflected in the organization composition, staffing and division of responsibilities. Adopt a separate establishment system in the organization setting. The time is ripe for some large-scale and experienced publicity departments to adopt the separate system. Second-level department news centers can be established to set up their own editorial team, including full-time teachers and students, and each has clear responsibilities to exchange information resources. 3) Establish the same media coordination organization, or new media alliance, which will edit the information from each campus media and then share it to the campus media to achieve a real sense of big publicity effect.

#### **Interviewer 12**

The news publicity work of my school is under the unified leadership of the school, and the publicity Department is under the responsibility. Under the publicity Department, it consists of comprehensive Affairs Office, Ideological and Theory Education Office, Cultural Construction Office, Information Office and audio and video Office.

I have the following suggestions to improve the organizational structure construction level of the news publicity department: 1) Colleges and universities can set up a university-level news center, which is under the leadership of the publicity



Department of the university Party Committee. Under the center, there are the school newspaper, campus radio, cable TV, campus news network and related technical support departments. According to the characteristics of different media, the news center will provide and coordinate the draft sources to various media. At the same time, it should strengthen the coordination of campus media publishing (broadcast) time, make up the time difference, and make up for the lack of timeliness of campus media.<sup>3</sup>) The news center can establish a unified management of the news correspondent team, coordinate and summarize all kinds of campus information and news, so that the news center becomes a unified information news center.

### **Interviewer 13**

The news publicity work of my university is under the unified leadership of the university, under the centralized management of the Publicity Department, and with the cooperation of relevant units. The Publicity Department carries out the publicity work of the whole school around the central work of the school. Now, it has a comprehensive office (Theoretical Research Department), the Cultural Construction Department (all media Center), the editorial department of the school newspaper (external publicity office), TV station, radio station and other departments.<sup>1</sup>. The Publicity Department is responsible for coordinating the news publicity work of the whole school.<sup>2</sup>. The main person in charge of each secondary college and each functional department shall be the first person responsible person for the news publicity work of the unit, responsible for planning important news topics of the unit, guiding the construction of news publicity work team and platform, and reviewing and releasing the contents of news publicity reports.<sup>3</sup>. Each secondary college and each functional department defines a news correspondent, responsible for organizing and coordinating news publicity activities, promoting the management and maintenance of media platforms, coordinating and writing news publicity manuscripts, participating in business training organized by the school, and submitting news information and manuscripts to the media inside and outside the school as required.

I have the following suggestions for developing the organizational structure construction level of the news publicity department: 1) Establish and improve the

organizational structure, establish the university-level news publicity leading group, the leader of the school leader, the relevant units as members, strengthen the communication and cooperation between various departments, to promote the effective development of university news publicity; establish the campus news center, the editorial department, technology department, liaison department, responsible for the overall planning, guide the construction of the construction and management of the university.<sup>3)</sup> Build three teams of second-level unit correspondents, network culture instructors, commentators and student journalists to improve the professional quality and working ability of the team.

#### **Interviewer 14**

The university where I currently work in has established a university-level news publicity and management leading group. The office is attached to the Publicity Department, and it is the leading implementation department of the ideological work and spiritual civilization construction of the university. The news center is one of the internal institutions of the Publicity Department. In addition, there are four departments, namely: comprehensive office, theoretical Publicity and education office, Spiritual Civilization Office, network publicity and management leading group office, with a total of 13 full-time staff. The Publicity Department is the centralized management department of the school's news publicity work, leading the establishment of the school news publicity work team, strengthening the working force and developing the work system. The principal leaders of teaching and scientific research institutions and administrative institutions are the first persons responsible for the news publicity work of the unit. The deputy leader in charge of the news publicity work of the teaching and scientific research institution and the administrative institution is the person directly responsible for the news publicity work of the unit. Each teaching and scientific research institution and administrative institution shall determine at least one teaching staff propagandist, who shall specifically undertake the news publicity work of the unit (department), and the teaching staff propagandist shall be the specific person responsible for the news publicity work of the unit.

I have the following Suggestions: 1) strengthen university news center coordination ability, strengthen the campus secondary exchanges and cooperation between the departments, between community can through regular seminars, seminars and other forms of communication and exchange, form the interaction and integration effect to promote news publicity work more efficiently. Establish a university-level financial media center, collect websites, "two micro", newspapers and other integrated terminal platforms, establish a data center, build an information storage warehouse, such as manuscript database, picture database, historical database, etc., to enhance the timeliness of news dissemination.3) Set up the second-level department news center, or departments with similar functions, comprehensively coordinate the news publicity work of the second-level departments, set up a news gathering and writing team with the theme of teachers and students of the second-level departments, and more comprehensively, accurately and timely reflect the teaching and research trends of the second-level departments.

#### **Interviewer 15**

The news publicity work of my university is under the unified leadership of the university, and the publicity Department takes the lead. Each unit (department) carries out specific work according to the division of responsibilities. The publicity Department consists of: Comprehensive Department, Publicity Department, Spiritual civilization construction Department, Network Information Management Department, Theory Department, and editorial department of the school newspaper. The leaders in charge of the news publicity work of the secondary departments and functional departments are the "first responsible person" of the news publicity work of the unit, and at least one teaching staff propagandist should be determined to undertake the news publicity work of the unit (department). The team of teaching staff propagandists adopts the combination of full-time and part-time time for construction. By each unit to determine the unit of 1-2 staff correspondent, after the school publicity department unified examination and approval, issued the staff publicity certificate. Each department selects a number of student propagandists from the excellent quality of the students, by the publicity department agrees, issue

the student propagandist certificate.

As for how to improve the organizational structure construction level of the news publicity department, I have the following suggestions: 1) Take the school news center as the core, integrate all the publicity resources in the school, optimize the organizational structure, staffing and responsibility division, and realize the coordination and integration of campus media. In terms of institutional setting, it is suggested to adopt hierarchical setting. Some secondary departments with large students and rich publicity experience can set up independent departmental news centers, and set up a professional editorial team including full-time teachers and students in school to clarify their respective responsibilities and realize the sharing and exchange of information resources. 3) Establish a unified media coordination organization, such as the new media center, responsible for collecting and editing information from different campus media, and then sharing these information with various campus media, so as to achieve the real big publicity effect.

#### **Interviewer 16**

The news publicity work of my university is under the unified leadership of the university, under the centralized management of the Publicity Department, and with the cooperation of relevant units. The publicity department has a news center, which is mainly responsible for theoretical education, news publicity, campus culture and network public opinion. It has a comprehensive office, theoretical education office, cultural office, network publicity office, gathering and editing office, technical office, liaison office and other institutions. 1. The main person in charge of each secondary college and each unit shall be the first responsible person for the news publicity work of the unit, responsible for planning the important news topics of the unit, guiding the construction of the news publicity work team and platform, and reviewing and releasing the contents of the news publicity reports. 2. The secondary college, each unit clear a news correspondent, responsible for organizing and coordinating news publicity activities, promote the media platform management operations, the implementation of the news publicity work team evaluation, overall writing news publicity manuscript, participate in the school organization business training, at the same time responsible for the unit public opinion information

collection, sorting, analysis and report, etc. The management of school news publicity follows the principle of "who hosts, who is responsible".<sup>3</sup> The campus network homepage, the school microblog, wechat, TikTok and other media platforms are managed by the Publicity Department, the campus broadcast is managed by the Youth League Committee, and the network information Center provides technical support. The media platforms such as secondary websites, microblogs and wechat platforms established by departments and units shall be managed by each department and unit.

About how to improve the organization structure construction level of the news publicity department, I have the following Suggestions: 1) in the "central kitchen" mode construction of media center, namely the college media headquarters, according to the actual needs of journalism and task arrangement, the staff team, including interview, editing and technical functions such as different team. Innovate news reporting means. Under the "central kitchen" mode, news journalists produce and process news materials through diversified recording methods, such as text, audio, pictures, video, etc., and then transfer the processed news to the database of the financial media center, and generate diversified materials after the completion of collection.<sup>3</sup> 3) Build the communication matrix, the campus new media alliance, establish the linkage mechanism of information release, promote the "aggregation and linkage" of various new media platforms of official microblog, wechat, headline number, video number and other new media platforms, and closely cooperate and voice at the same time to form the matrix effect. 4) Established in transverse school news center, the official WeChat, weibo, TikTok, school newspaper, news, television, radio station, such as field media on the basis of flattening management, longitudinal, school secondary departments set up news center branch, clear head and liaison, by the school news center unified coordination command, give full play to the enthusiasm of teachers and students, developing part-time news in teachers and students correspondent, growing news publicity team.

**Question 2 :** What is the current situation of the campus public opinion guidance in your university news publicity department? Have you ever participated in the specific public opinion control practice? What are your thoughts and opinions on how to improve the public opinion guidance ability of the news publicity department?

**Interviewer 1**

The news center of my school firmly grasps the correct guidance of public opinion, sings the main melody, and plays a good initiative battle. It not only praises the brilliant achievements created by teachers, students and staff in the reform and development, but also reflects the voice of teachers, students and staff, and correctly carries out public opinion supervision. Different publicity carriers have their own emphasis and highlight their characteristics, forming a multi-level and multi-functional public opinion guidance system with school-level media (school newspaper and campus network) and other publicity carriers complement each other.1) School newspaper platform according to the focus of the various period, planning made the private education annual edition, theoretical study edition, Beijing Olympics commemorative edition, in-depth coverage of our electronic information professional was named provincial characteristic pilot professional, our school law students through the judicial examination and other events, reflect the school teachers and students positive mental outlook. Take advantage of the network, to attract people, the news center in addition to hanging news articles, but also created a picture private network, timely update the picture private network home page pictures, always pay attention to, show the school style and the latest trends.3) Plan and produce special journals to display the achievements of running schools. The press center has carefully planned the "Special issue of ZH College of Science and Technology", which displays the school achievements and the latest developments, shaped the typical image of students, and left a deep impression on the teachers and students.

In my opinion, to improve the public opinion guidance ability of the news publicity departments, we need to do the following points: 1) We should grasp the unity of the timeliness, appropriateness and artistry of the public opinion guidance.

In order to guide the public opinion correctly, the private colleges and universities must find a favorable opportunity, to ask the news work, to find out the potential public opinion in time, and to carry out targeted guidance, so as to play the positive role of the public opinion. We should attach great importance to the collection and judgment of the opinions of teachers and students, improve the network communication channels on the official new media platform, set up service hotlines, and hold the reception day activities for school leaders.<sup>3)</sup> To grasp the unity of public opinion guidance quantity and degree, grasp the discretion, do just right, on the one hand, to grasp the news publicity to grasp the amount of the flow of information to meet the psychological tolerance of teachers and students; on the other hand, to grasp the quality of the school news events to the correct evaluation and judgment, not excessive hype for the news effect, the ultimate may have a negative impact on the development of the school.<sup>4)</sup> The guidance of hot events should pay attention to artistry, do both rigid and soft, adhere to a positive attitude to report, friendly language, flexible, through the facts and reason, with the majority of teachers and students close to the reality of the vivid examples to impress the audience.

### **Interviewer 2**

My school established a by college news publicity workers, counselors, professional course teachers, student cadres, public opinion information collection team, focusing on school website, weibo, WeChat network platform such as hot spots, key public opinion problems and in daily learning life information summary, timely understand the students' thoughts. At the same time, the school has also set up a network public opinion supervision and disposal work group led by the Publicity Department and coordinated by the Security Department, the Network Center and Student Affairs Office to implement 24-hour supervision of school-related rumors and negative public opinions.

(2) In my opinion, the network public opinion guidance of college students involves the coordination of various departments in the university. First of all, a high-quality public opinion guidance team should be established to improve the public opinion guidance ability of the news publicity department through the application of

correct guidance methods and the cooperation of relevant departments of the university. Specifically, we can pay attention to the following aspects: 1) "topic setting", that is, the school's website and official microblog can set up some positive and positive topics to attract students' attention, and encourage everyone to participate in the discussion of network public opinion. Do a good job of network public opinion information collection and judgment, the pay attention to the management of network public opinion information, such as colleges and universities can students issue some audited accurate information, to read the information, adhere to the correct public opinion guidance to students, to avoid some false information misleading.3) Focus on establish a "opinion leader" team, when the social hot events or school public opinion crisis event, should organize opinion leaders into the network opinion gathered, and make rational analysis to the event, with a positive attitude and correct point of view influence more people and encourage opinion leaders.

### **Interviewer 3**

The news publicity department of the university I work in provides good guidance to campus public opinion. I have participated in specific public opinion control events. In the process of previous events, the university can effectively find public opinion and guide them. In daily work, the school-level administrative leadership includes campus network management and guidance into the key matters of daily decision-making, and defines the responsible subject for the highest decision, a professional and technical team, which can master the information of local public opinion and handle the relationship; monitor, collect and mine the hot spot information on campus network, and classify, identify and predict the development trend and potential influence of relevant hot spot information.

I think the public opinion in universities basically occurs offline, Fermented and spread online, In the face of public opinion, do not change, Proper grasp can also turn the crisis into an opportunity, For how to improve the public opinion guidance ability of the news publicity departments, The following thoughts and suggestions are provided for your reference: 1) Public opinion work is related to all aspects of the whole school, Perfect information collection channels should be



established in daily work, For example, in the school wechat public account, the public school, the school (unit) two-level information feedback platform, Including the principal mailbox, information exchange platform and each unit mailbox, Check your mail regularly every day, Understand the needs of teachers and students, Do students reflect the problem "daily zero", Make full preparations to resolve the offline public opinion. Combined with the public opinion monitoring system, the rapid analysis and analysis of emergencies in the first time, led by the core leadership team, formulate and implement effective response strategies.<sup>3)</sup> In view of hot social issues, we should actively communicate with college teachers and students and netizens, and actively set discussion topics on the official media platform through "agenda setting", such as inviting authorities to give a professional position, and guide the direction of public opinion with the help of "opinion leaders"-influential teachers and students in the school.<sup>4)</sup> To build a multi-subject collaborative network public opinion guidance, the university can make the administrative communication between the government, universities, the media and the public more smooth through the press conferences and the media into the campus, the content of information release will be more real, and the information sharing ability will be stronger.

#### **Interviewer 4**

The overall situation of campus public opinion guidance in universities where I currently work for is relatively good. The Publicity Department will cooperate with the network center to play an important role in the monitoring, analysis and guidance of campus public opinion. It has basically established the network public opinion supervision system, which will pay attention to hot topics and events inside and outside the campus. The response to online public opinion has also changed from only making announcements on official websites on the official website in the past to guiding campus public opinion by timely releasing authoritative information, clarifying rumors and guiding public opinion through various media platforms. In the past two years, most of the events handled have controlled the response time of online public opinion events within three days. However, due to the differences in the types and dissemination of network public opinion events, the handling of each

public opinion event is different, and it is also necessary to establish a more perfect public opinion guidance and response system and mechanism.

On how to improve the public opinion guidance ability of the news publicity department, I have the following thoughts and suggestions: 1) Attach great importance to the collection and summary of online public opinion information of teachers and students, use big data, artificial intelligence and other technical means to strengthen the analysis and judgment of public opinion, and accurately grasp the trend of public opinion and the concerns of teachers and students. Quickly respond to hot issues related to the school, improve the speed and quality of information release, pay attention to the accuracy and credibility of information release, and ensure that when an emergency or negative public opinion occurs, the emergency plan can be quickly launched, and timely release of authoritative information.3) Establish a platform for soliciting and interpreting major institutional opinions, improve the participation of teachers and students in the democratic management of the school, and fully listen to and reasonably absorb the opinions and suggestions of teachers and students through multiple channels and in various forms.4) Multi-party linkage mechanism, establish a close cooperative relationship with other departments of the school (such as student Affairs Office, Security Department, network Center, etc.), local government departments, units, etc., to form a linkage mechanism to jointly deal with public opinion events.

#### **Interviewer 5**

The universities I work in pay special attention to the monitoring of online public opinion, and can basically accurately grasp the dynamics of online public opinion on campus, and pay attention to and study the impact of campus public opinion on the daily work and reputation of the university. School set up the network public opinion management center, the introduction of "public opinion" network public opinion information monitoring and early warning system, vigorously improve the problem of "campus reflect campus solve" mechanism, added 50 "principal suggestion box", opened a "principal hotline" and campus public opinion WeChat public number, carried out the "campus problem one to one even wheat", at the end of the semester "principal reception day" activities early to the beginning

of the school, facilitate teachers and students face to face appeal. In addition, a public opinion guidance team with professional quality has been established, which is led by university administrators or teachers, with extensive participation of the student group, that is, an efficient, scientific and reasonable opinion leader group. When there is no public opinion on the campus network, it can play a role in monitoring and guiding public opinion to a large extent. After negative public opinion appears, it can be responsible for communication and handling and actively solve existing contradictions, and actively and effectively guide public opinion to the right direction.

As for how to improve the public opinion guidance ability of the news publicity department, I have the following thoughts and suggestions: 1) Improve the working mechanism of online public opinion, strengthen the collection, analysis, research and reporting of online public opinion information, and timely and comprehensively grasp the dynamics of online public opinion. Do a good job in monitoring, early warning, reporting and handling of social hot issues and major emergencies, and do a good job in organizing and implementing emergency response. After the network public opinion is eliminated or stabilized, it is necessary to timely summarize, comb and reflect according to the occurrence, dissemination and disposal of the network public opinion, look for rules, learn lessons from experience, and resolutely prevent similar online public opinion crisis from happening again.3) The school pays attention to the cultivation and cultivation of opinion leaders, and uses the rich campus network platform to set topics reasonably, arouse students' interest, so that they can actively discuss and analyze, and guide the public opinion of the network through analysis and discussion.4) The school promotes the construction of network commentary team, builds a network commentator team covering publicity workers, student cadres, experts and scholars, student backbone, and trains some outstanding students, so that they gradually grow into opinion leaders.5) Carry out some lectures and activities, invite some well-known experts and scholars to give lectures on the network platform, discuss and analyze some hot issues at home and abroad, so that students can have face-to-face communication with these experts and scholars, and guide the negative emotions of some students.

### Interviewer 6

I currently work of I currently work in colleges and universities has established "two micro end", TikTok micro video, students interactive community, campus sites, build the university teachers and students thought and emotional interaction platform, through the active setting issues, combined with the needs of teachers and students and concerns, carry out related topics and activities, improve user participation and activity, improve influence and propagation force, build network opinion field in colleges and universities. Combined with several campus public opinion events experienced, the main problems focus on campus security management, campus decision-making and deployment, the rights and interests of campus teachers and students, campus image and reputation and other topics. By setting up the principal's mailbox and unblocking the channels for expressing students' interest demands, the school improves the mechanism of students' psychological counseling and intervention, so as to effectively reduce the potential possibility of students using the Internet to make improper remarks and vent their negative emotions at the source.

On how to improve the public opinion guidance ability of the news publicity department, I have the following thoughts and suggestions: 1) Give full play to the convenience of information collection in the Internet era, improve the online public opinion information management system of universities based on big data technology, and promote the collection, early warning, research and analysis of online public opinion. In the face of school-related emergencies, take the initiative and quickly issue the official voice, sincere response attitude, no cover, truthfully report the incident, do a good job in the aftermath of public opinion and reputation repair. 3) Establish a special public opinion management team. Establish a team of full-time and part-time workers with firm political stand, good basic quality and strong information ability; attach attention to public opinion response skills training, carry out regular targeted business training to improve the campus network public opinion response ability. 4) Smooth the internal feedback channels of teachers and students. We will reserve opinions and suggestions on various official media platforms to understand the problems and demands of teachers and students,

identify risk points, and properly solve reasonable requirements.5) Innovate the form and discourse system of online public opinion management and guidance, create the "opinion leaders" of online public opinion guidance, absorb and transform the content and expression methods of public online discourse in terms of educational content, so that the educational content is more accessible to people and move people.

#### **Interviewer 7**

The university where I currently work has set up a leading group for network publicity and management, which is affiliated to the Publicity Department. The leading group is composed of the main school leaders, the relevant functional departments and the main principals of each college. Establish a team of network commentators composed of responsible comrades and student backbone of the relevant functional departments of the university, strengthen the research, judgment and guidance of online public opinions, and give timely and necessary guidance to the hot spots of online public opinions. Establish the linkage emergency mechanism of online public opinion, improve the process of public opinion disposal, strengthen the coordination, linkage and coordination of the relevant functional departments and the secondary colleges of the university, study and formulate public opinion response plans, and timely deal with public opinion events.

I have the following Suggestions: 1) Before making important decisions involving the interests of teachers and students or issuing relevant policies and systems, schools should actively solicit opinions from teachers and students online and offline, analyze the possibility of triggering online public opinions, and prepare for them. Colleges and universities should seize the initiative in dealing with online public opinion. Understand the whole picture of the situation in the first time, grasp the truth, and integrate the initiative of the situation in the hands of the authorities of colleges and universities. Actively guide the public opinion to develop in a rational and peaceful direction. Use authoritative media, through the press conference, invite media collective interview, cultivate public opinion leaders, guide the public to face the sudden hot events with a rational attitude, calm mind, overcome emotion, the truth of lies to prevent the "after the truth" phenomenon; 3) university in the

network public opinion, universities should not only pay attention to the guidance of public opinion, but also improve the system and management mechanism, prevent the public opinion itself, prevention and cure.

#### **Interviewer 8**

The Publicity Department of the university where I currently work in is the leading department of the network public opinion monitoring and management of the university, and the event responsible department is the first person responsible for the public opinion guidance and disposal. The school has set up a network supervision team, and the heads of each department and each secondary department are the responsible person of the network information security of the unit, and assigns special personnel to serve as the network public opinion administrator of the unit, who is specifically responsible for the supervision of the network public opinion of the unit. The school effectively guarantees the teachers and students' right to know about the hot issues, truthfully reflects the truth of the facts with a frank attitude, and strives for understanding, trust and support. Except for confidential matters, can be open as far as possible. Improve the school reflection channels, with school leaders mailbox, department mailbox and other school complaints, suggestions channels. Leaders at all levels mailbox, department mailbox designated person real-time review, audit, reply. Attach great importance to the work of letters and visits, timely accept, verify, approve, reply, follow up the effect, archive for future reference, will eliminate unstable factors and negative factors in the bud.

I have the following thinking and Suggestions: 1) ensure that the school teachers and students have free channels to self expression, in the communication with the internal public, effective use of the characteristics of the media detection internal public opinion, to collect information analysis, to further understand the psychological state of teachers and students, make the university public opinion managers according to the change of public opinion events timely adjust the method. Through the use of new media means to grasp the initiative and voice, in the public opinion guide information release commanding heights, in the first time to deal with school public opinion events favorable information, public opinion events, the

school should be from the public, from the perspective of the event "victim", expressed regret for the occurrence of the crisis, in emotional empathy, on emotional expression appear sad and pain, trigger the resonance of the public, which is said from the truth.<sup>3)</sup> The school in the school public opinion information or social hot information release, using the combination of new media and traditional media means, such as traditional media news conference, spokesman, news bulletin + new media weibo, WeChat, video, such as both information release mode, the public opinion information effectively to the public. For some temporarily unable to release the news, but also will be released why can not release the reason to give an honest explanation.

#### **Interviewer 9**

The university where I currently work has set up a leading group for the emergency response of online public opinion, which is headed by the leaders of the school, and the main principals of the school office, the publicity department, the student work department, the security work department and the network center are the members. The leading group has an office, which is located in the Publicity Department and is responsible for daily work. The Publicity Department is the leading department of the school's network public opinion monitoring and management, and the department responsible for the event is the first person responsible for public opinion guidance and disposal. The school's "two micro ends" comment platform is an important platform to collect and understand the demands of teachers and students and relevant information. All units pay close attention to, study and properly handle the emerging events that may cause online public opinion and campus public opinion, and designate special personnel to respond to the relevant information involving the units in a timely manner.

I have the following thoughts and suggestions on how to improve the public opinion guidance ability of the news publicity departments: 1) Strengthen information collection and research and judgment. Before making important decisions involving the interests of teachers and students or issuing relevant policies and systems, all units should take the initiative to collect opinions and suggestions from teachers and students, analyze and judge the possibility of causing online

public opinion, and guide public opinion as soon as possible, and avoid the continuous expansion, fermentation and upgrading of public opinion. Establish the public opinion guidance mechanism of multiple subjects. The subjects of public opinion guidance for crisis management in colleges and universities are divided into opinion leaders in universities, superior departments, media and groups. According to the subjects, they can be divided into linkage guidance of multi-subjects on campus and linkage guidance of multi-subjects outside the campus.<sup>3)</sup> Cultivating "opinion leaders" refers to an influential person in the student group, either a student or a school teacher. Review and analyze the hot events within the scope of colleges and universities, and gradually guide the students to establish the correct public opinion concept and social cognition.

#### **Interviewer 10**

The university where I currently work has set up a network public opinion work office, attached to the Publicity Department, and the office sets up network public opinion administrator. The director of the Publicity Department is also the director of the office, and the director of the Information Technology Center is the deputy director. The members include the head of the school office, the Security Department and the Student Affairs Office. The school uses the network public opinion monitoring system and other technical means and major search engines, mainstream hot network media, microblogs, forums and other network platforms to conduct real-time monitoring of the network public opinion related to the school. Each secondary department in the university has set up the corresponding network public opinion management working group, and the main responsible person of each department is the first responsible person for the network public opinion management of the unit. The cadres and counselors of all departments shall timely understand the ideological status of teachers and students by establishing the staff WeChat group, class QQ group, microblog and forum; change the education mode and guide them to seek demands through proper channels; timely discover the problems of teachers and students in work, study and life, actively contact relevant departments to solve and prevent group network vent behavior; and encourage outstanding student cadres to post through the network to create a harmonious



network environment.

I have the following thoughts and Suggestions: 1) to use the network platform to promote the public, the network as an important window of communication with students, before the announcement involving the interests of teachers and students, to fully collect and adopt teachers and students, analysis to cause the possibility of network public opinion, and ready to response. The response should be issued immediately after the occurrence of the school-related public opinion emergencies. The major online public opinion should respond within 12 hours, and the general online public opinion should respond within 24 hours, and the response plan should be unified by the Publicity Department after being agreed by the main leaders of the school. If it is necessary to hold a press conference or media briefing to respond, the person in charge of the publicity Department and the public opinion related unit must attend, and the person in charge of other relevant units shall attend the meeting as appropriate.

#### **Interviewer 11**

The universities where I currently work in have set up a team of network supervisors, which are composed of staff, counselors and student cadres responsible for online public opinion response in various departments and colleges to timely monitor and report online public opinion information, actively write posts around the hot issues of school public opinion, and effectively guide online public opinion. In addition, in order to provide a reasonable channel for students to express their demands, the school has created a platform for students 'demands and suggestions, extensively collecting students' opinions and demands, sorting out problems and timely feedback and solving problems. Students can report the problems through the mini program or the school's official wechat platform "suggestion box of XX College", and the school will collect and classify the problems and opinions and handle them in time.

I have the following thinking and Suggestions: 1) various units in making closely related to the interests of teachers and students important decisions or formulate relevant policy system, to take the initiative to solicit opinions and Suggestions of teachers and students, accurately grasp the needs of teachers and students, careful

analysis may cause network public opinion, and prevent the expansion of network public opinion. However, the media should adopt the combination of traditional media and new media. For example, using traditional media press conferences, news spokesmen, news notifications and other channels, combined with new media such as Weibo, wechat, video account and other platforms, to ensure that information can be quickly and effectively conveyed to the public inside and outside the school. For some information that should not be released for the time being, the school should honestly explain the reasons to maintain the transparency of the information and public trust.

### **Interviewer 12**

The school leaders of the university in charge of the publicity work are responsible for the disposal of online public opinions in the whole university, while the other school leaders cooperate with the disposal of relevant online public opinions in the field of charge according to their respective division of labor. The Publicity Department is the leading unit of online public opinion disposal in the whole school. It is responsible for the daily monitoring of online public opinion, guiding and urging all units in the university to carry out relevant work, completing the public opinion reporting work according to the requirements of the superior, and contacting and coordinating with the local network information and publicity departments. The Network Information Center is responsible for the security of the campus basic network system and the management of the teachers and students who use the campus accounts to get online. Each unit shall take the main responsibility for the business work of the unit and the network public opinion within its jurisdiction. The main person in charge of the unit shall be the first responsible person responsible for the network public opinion information of the unit. At the same time, it shall be clear that a deputy department level or above leader shall be responsible for the contact work of network public opinion. At present, the school public opinion guidance work is good, I have experienced several disposal of incidents are relatively safe.

I have the following thinking and Suggestions: 1) construct complete regulatory system of university public opinion information, need to lead information

management department of colleges and universities, various functional departments cooperate with each other, form a regulation of contact tree, make public opinion information exchange, strengthen the crisis management in the process of systematic and scientific. After the university crisis incident, the public is eager to understand the occurrence and development of things due to the uncertainty of the inner information. At this time, colleges and universities should make a detailed positive response to the context, causes and consequences of the event through official websites, microblogs, wechat public accounts and other platforms, and guide them, so that the media and the public can understand the truth of the matter, eliminate the uncertainty and suspicion of the public, and effectively control the occurrence of the crisis. 3) Colleges and universities can play the agenda setting function of new media, set positive issues and factors to divert the public's attention, and win time and opportunity for resolving the crisis.

### **Interviewer 13**

The universities I work in have established an online public opinion response pattern in which the publicity Department coordinates on the whole, the public opinion related units take the initiative to respond, and give full play to the guiding role of campus media. Establish a coordination and response mechanism for daily work led by the Publicity Department and cooperated by the units involved in public opinion, and be responsible for understanding and mastering online public opinions. In case of emergency public opinion events, through information notification, information sharing, joint meeting and other mechanisms, under the unified command of the Publicity Department, the deployment and guidance of response strategies shall be provided, so as to realize the efficient coordination and co-governance of public opinion events. In addition, the school takes the initiative to expand communication channels. The school has offline communication channels for teachers and students, such as school leaders 'monthly meal meeting, principal's mailbox, and teacher-student discussion. In addition, the school has developed a mobile "I LOVE City College" student suggestions handling platform, and opened a 24-hour service hotline to extensively listen to students' opinions and suggestions. Special special handling mechanism, the classification of students' opinions and

suggestions by the head of the relevant functional departments as the first responsible person, designated special person to handle, the daily settlement.

I have the following thoughts and suggestions on how to improve the public opinion guidance ability of the news publicity department: 1) Positive guidance is the basic means of public opinion guidance in the process of crisis public relations management in colleges and universities, and agenda setting is an important way of public opinion guidance. The combination of positive guidance and the agenda setting function of new media can effectively complete the task of public opinion guidance and promote the resolution of crisis. Attach great importance to the ideological dynamics and opinions of teachers and students, establish an effective crisis warning mechanism, timely collect crisis information through network technology, evaluate crisis information, and make early warning programs and plans.3) After the university crisis, actively release information to seize the voice; release comprehensive, objective and accurate information as much as possible; maximize the time and release information efficiently.4) Improve the news spokesman system of colleges and universities, keep in contact with the public and the media, explain and explain the crisis events, realize the effective management of internal and external crisis information, and effectively prevent and resolve the crisis.

#### **Interviewer 14**

The university where I work establishes the university network public opinion management leading group, as the decision and command organization of network public opinion monitoring and processing, with the principal as the group leader, the vice principal as the deputy group leader, and the heads of all functional departments and teaching units as the members. The network public opinion monitoring office of the university office and the information center lead the organization, supervision, implementation and assessment of network public opinion monitoring and processing; all departments and teaching units are responsible for the monitoring and handling of public opinion and the specific executor of network public opinion monitoring and processing. The contact information of the heads of all functional departments of the school and the heads of each school (department) is announced to all the teachers and students, and all the teachers and students of

the school can contact and communicate directly by telephone. The telephone number of the specific staff of each main service module will be announced at the same time, and the questions and service consultation will be accepted 24 hours a day. The "Information Through train" WeChat group has been established to cover all the information staff of students in the school. Students directly give feedback on their opinions and suggestions or related problems in the group. All school leaders, heads of departments and schools (departments) show their identities in the group and timely solve and reply to the problems within their scope in charge.

I have the following thinking and Suggestions: 1) universities through the network public opinion monitoring system data analysis, respond to hot events, universities in response to the school network public opinion should timely respond, seize the initiative to control the situation, to effectively respond to public opinion crisis, 3) through the school news spokesman or official news to response, also can through opinion leaders to public opinion, 4) through network commentator comments on hot events to response, so as to guide students public opinion positive development. Colleges and universities should continue to innovate and enrich the guidance methods, and make a variety of methods to make contributions to the guidance of online public opinion of college students, so that colleges and universities can be more effective in the public opinion guidance of students and more scientific.

#### **Interviewer 15**

I currently work of university established network public opinion work leading group, group leader by the school principal, deputy team leader by in charge of the school publicity work and education information center work of the school leadership, members including the principal office, the publicity department, teachers, student work, graduate work, security, office, technology, international exchanges and cooperation, education information center. Each secondary department and each department of the university is responsible for the management and disposal of online public opinions of the unit (department). The school attaches great importance to the collection of opinions and suggestions from teachers and students, For example, set up the "suggestions" procedure in the OA

approval module of Dingding Office, All the teachers and students can give feedback through the way of "nailing the APP workbench"; The principal's reception day, Every Wednesday afternoon 15:00- 17:30 is the principal's reception day, School leaders are on duty in the office, To receive teachers and students who report their problems; Release of the principal's mailbox, All the teachers and students can send feedback by email; Students who attend the school meetings, Invite student representatives to attend the principal's office meeting, teaching work meeting, student work meeting, Participate in the school work discussion and decision-making; Establish a talk system for staff to contact college students, From the school leaders to every faculty member, More than a dozen college students, Listen to students' opinions and suggestions on education, teaching and school management.

I have the following thinking and Suggestions: 1) established in public opinion planning, public opinion collection, public opinion analysis, public opinion guide as the main line of public opinion analysis system, firmly grasp the school website, WeChat public, weibo, publicity column information release platform such as network public opinion position public opinion guidance initiative, is dominated by the network public opinion warning mechanism, monitoring network public opinion in universities, to cope with the occurrence of network public opinion events, 3) calmly deal with hot events.1. Tracking and monitored hot events to understand the direction of the events, so as to immediately respond to the escalation; 2. Timely feedback to hot events. Colleges and universities in the network public opinion guide work, to understand as much as possible the subject of university network public opinion needs and ideas, and the calls and expectations with hot events, the subject of the subject and the cause of the hot events together, combing the causes and consequences of the event, timely feedback to the subject demands.

#### **Interviewer 16**

At present, the universities where I work have set up a leading group for school public opinion work, with the school leaders in charge of publicity and ideological work, and the school leaders in charge of information work, student work and security work as the deputy group leaders. Other school leaders cooperate with the relevant management of network public opinion according to their respective

division of labor. The main heads of the office, Publicity Department, Information Construction Management Office, Teachers Department, Student Affairs Department, Security Department and other departments are members of the public opinion leading group. The leading group has an office, the office director is the minister of the Publicity Department, and the public opinion administrator is the personnel of the Publicity Department and the Information Construction Management Department. The school uses the campus network platform to open the column of "Voice of teachers and students". When teachers and students encounter problems, they can consult the relevant departments of the school anonymously or with their real names, and evaluate the reply. The principal's office will collect the hot issues reported by teachers and students every week and report them to the school leaders, and report the responses and solutions of each unit every quarter.

I have the following thinking and Suggestions: 1) network public opinion guidance and control team, will have outstanding professional ability of teachers and campus network famous students activists form a team, to filter the negative information existing in the network, guide the campus network culture to harmonious development trend. University public opinion managers should actively guide and promote the creation of a harmonious network cultural atmosphere through positive voice and setting positive issues.3) Attach importance to the role of public opinion leaders, let public opinion leaders become the spokesperson of ideological and political education in colleges and universities, try to be objective and neutral perspective to judge things, tell the truth of the matter, and guide the positive public opinion.

**Question 3: What powerful measures have you taken by the university news publicity department in the construction of campus media platform? What is the status quo? What are your countermeasures and suggestions to improve the level of media platform construction?**

**Interviewer 1**

The campus media of my university mainly includes: school newspaper, school magazine, campus radio, campus door network website, campus outdoor advertising, electronic media screen and the heart new media center relying on the

campus network, responsible for the construction and management of all kinds of graphic and video platforms, such as wechat, Weibo, TikTok, video number and so on. The news center collects all kinds of campus information and news as a whole and becomes a unified information news center to provide and coordinate the sources of various media according to the characteristics of different social media. At the same time, the coordination of the publishing (broadcast) time of campus media should be strengthened to make up the time difference and make up for the lack of timeliness of campus media.

I have the following Suggestions: 1) university news publicity workers have enough sensitivity to new media, in the process of platform information should pay attention to realize the effective transformation of new media discourse system, with the help of pictures, audio, video and other diversified forms in weibo, WeChat new media platform publicity to meet college students' aesthetic needs, cause its resonance, make the dominant publicity with recessive guide organic integration, make news more vivid, in-depth. The news publicity work of colleges and universities should also creatively carry out various forms of activities through new media platforms to improve the publicity effect, and guide students to participate in the life of college students through attractive activities, so as to form a good publicity effect.3) We should attach importance to the close combination of new media and traditional media, and achieve sharing and win-win results in the integration. Whether traditional media or new media, they all have their own advantages. New media such as microblog, WeChat and short video should play the advantages of strong timeliness and fast transmission speed; traditional media such as school newspaper, campus radio, publicity board, campus TV and so on should play the advantages of developing the depth and influence of publicity content, create quality plates and enhance the authority of university publicity. In the integration of new media and traditional media resources to achieve complementary advantages and win-win development.4) The maintenance of the platform should also pay attention to promotion, make full use of online marketing, offline activities, hot events to enhance attention and expand external influence, launch APP, scan QR code binding customers; increase the utilization rate by using login rewards, active user



leaderboards, the utilization rate, take the initiative to let students know our existence, forward or reply to meet the "expectation" psychology; and establish a relationship of friends, which will make students more friendly and more willing to communicate.

### **Interviewer 2**

In my opinion, university news network is the portal website of a university, an important carrier of news publicity, the core position of network ideological and cultural education, and the portal of one-click connectivity and three-dimensional presentation of new media and traditional media platforms in the all-media matrix of universities. Based on the news network, our university promotes the contents of audio and video, and displays the works from school newspaper, television station, radio station, BBS forum.

I think in the age of information, media convergence development is the only way, to enhance the level of university media platform construction, will 1) integration of media resources, relying on the campus network, weibo, public, B station, video, new media such as phalanx, resource sharing, instant linkage and synergy, build up the news axis, characteristic, comprehensive content, complementary advantages of campus media matrix, publicity matrix together, build a network information security line. Strengthen the connection with social media, and construct a three-dimensional information platform. Make the school's external publicity news channel smooth, timely and effective dissemination of school information. For example, to provide news materials for TV stations, it is necessary to continuously study the forms and changes of TV news reports and provide timely manuscripts that meet the requirements. In addition to following the standard requirements, we can also invite social media reporters to visit the school by "inviting in" to improve the publication rate.

### **Interviewer 3**

The construction of the university campus media platform that I currently work for is mainly based on the construction of campus news websites and new media platforms. Using mobile Internet media platforms such as school news network, official microblog, official WeChat and official TikTok, campus radio,

electronic display screen and publicity board to release news information; also invite media journalists to the school for interviews or directly provide news clues and press releases to the media; one press conference organized by the Publicity Department for major events.

I think about how to improve the campus media platform construction, can start from the following aspects: 1) deep pictures, video platform content construction, provide users with diversified, personalized content, from dynamic instant message to depth reports, features, from prose, poetry and other literary works to "ground" short video, and even live video or live graphic, meet the current new media ecological information trend of information. Active interaction between online and offline, in the face of the interactive information proposed by teachers and students on various media platforms, timely interaction, to ensure user engagement.3) Establish a new media alliance, strengthen the classified and standardized management of all levels of new media accounts set up in the school, improve the release of new media information, form the media communication matrix, and aggregate the joint communication force.

#### **Interviewer 4**

At present, I work in a variety of campus media platforms. I carry out campus publicity through traditional forms such as campus newspaper, publicity window, campus communication materials, display slogans, board newspaper, as well as campus network, electronic screen, microblog, wechat public account and other new media. Publicize and report the major activities, important meetings and major events held by the school through the media outside the school, so as to enhance the social influence of the school. The contents of the editing, publishing, distribution and the campus website are managed by the publicity department, the web content of each second-level unit is managed by the department and the unit, and the publicity department is responsible for the supervision.3) The electronic screen, the publicity board used by the school and other publicity facilities shall be managed by the publicity department. The radio and television, magazines, publicity boards, display boards, board newspapers belonging to the second-level units shall be managed by the second-level units.4) The construction and management of new

media is under the unified leadership of the school and under the lead of the Publicity Department. The hierarchical management system is implemented in accordance with the principle of "who is in charge, who is in charge".<sup>5</sup>) The school formulates the management measures of campus new media alliance, and strictly manages the examination and approval, annual audit, content release review, information security, etc., to ensure the healthy and orderly development of campus new media.

In my opinion, as for how to improve the construction of campus media platform, we can start from the following aspects: 1) Pay attention to the production of small and beautiful audio and video products or fragmented graphic information, and integrate clear communication intention into simple news products, so as to win the attention of the audience. For the university news center, the official micro can be regarded as "Meitu Xiu Xiu", the campus network is the real-time information release platform and the main channel of public opinion, and the school newspaper should play the attraction of in-depth coverage. Various media linkage, to build a university news publicity matrix communication system, and further promote the organic combination of school newspaper, school magazine, campus radio and other traditional media and TikTok, fast hand and other emerging media.<sup>3</sup>) Actively provide media materials to local radio, television stations, newspapers and other news media, constantly expand publicity platforms and forms, invite local social media to the campus to carry out activities, interviews and reports, and explore the cooperation mechanism between campus news platform and mainstream news media.

#### **Interviewer 5**

In the universities I work in, the direction of media platform construction is still based on stability, not radical and less innovative. Even if some innovation is accidental, it is also promoted by the strong individuals in the party and government leadership of the school alone, without the formation of sustainable innovative ideas. Personally, I think the reasons are that the capital investment of private schools is limited, the second is that the party and government leaders of the school are more traditional, and the third is that the human resources of the school publicity department is limited, so it is not easy to do the daily work well, and it is difficult to

divide the energy into breakthrough and innovation.

On how to improve the construction of campus media platform, the following are some countermeasures and suggestions: 1. The school leaders agree on the publicity ideas and have clear full responsibilities. 2. The leaders of the publicity department shall be the leaders with rich experience in universities or education departments. The construction of school media platform requires a strong level of media knowledge, and it should be familiar with the publicity ideas and direction in the field of education, which is different from government publicity and enterprise publicity. 3. Increase human resources and capital investment. Capital is the top priority, the building of the media needs a lot of investment, no real rice, can only use mud leaves to play house, do not make the Man Han banquet. 4. Forming a long-term training mechanism for department personnel.

#### **Interviewer 6**

I currently work of the university news publicity department on the campus media construction effective: 1) diversified media channel construction: in addition to the traditional campus newspapers, radio stations and TV stations, colleges and universities also actively expand the official website, WeChat public, weibo, TikTok and other new media platform, formed a multi-channel communication pattern. Content innovation and optimization: in the content production, pay attention to close to the life of teachers and students, combined with current affairs hot spots, create in-depth and warm news reports and publicity content. At the same time, optimize the layout and design to improve the readability and attractiveness of the content. 3) Technology investment and upgrade: introduce advanced technology and equipment, such as HD camera, UAV aerial photography, to improve the visual effect of news reports and publicity. At the same time, strengthen the technical maintenance and upgrading of the media platform to ensure the stable operation and user experience of the platform. 4) Team building and training: attach importance to the construction of the news publicity team, select students or staff with professional quality to join the team, and carry out regular business training and communication activities to improve the overall quality of the team.

About how to improve the construction of campus media platform, the following are some countermeasures and suggestions: 1) Clear the positioning and characteristics of the platform. For different media platforms, differentiated content and services can be created. For example, official websites can focus on authority and comprehensiveness, and new media platform accounts can pay attention to audio and video content creation, get closer to the life of teachers and students, and provide convenient services and interactive experience. Strengthen content innovation and optimization. Combine the campus culture and current affairs hotspots, create in-depth and warm news reports and publicity content, optimize the layout and design of the content, and improve the readability and attraction.3) Strengthen team building and training. Cultivate the media literacy and professional skills of student journalists through internships, workshops, and other lectures.4) Regularly monitor and evaluate the performance of the media platform, including visits, user participation, content dissemination effect and other indicators, establish an effective feedback mechanism, understand users' needs and preferences, and provide strong support for content creation.

#### **Interviewer 7**

The construction of the traditional media platform, but it is obvious that the traditional campus media of window, newspaper, radio and television are less and less, and the communication effect is worse; The new media with microblog, WeChat, WeChat, client, and short video as the platform is updated timely, but the click volume is not large enough, and the popular works are less. Short video influence in teachers and students in recent years, but exist in the short video operation production update slow, production cycle is long, lack of subject, poor transmission effect, such as "multiple", topic planning lack of systematic, it is difficult to appear high quality deep connotation, lack of "hot style" "boutique", it has become a big short video of the development of colleges and universities.

On how to improve the campus media platform construction, the following is part of my thinking countermeasures: 1) the current user mode of reading from "mode" to "video, image mode", college media platform should also be conveniently and combined with their own characteristics, do built-built TikTok, video, audio and

video platform, produce more high quality works. Attention should be paid to user communication to achieve emotional communication. The works released by the university financial media platform should be able to make the audience actively participate in it, such as bringing some topic tags to collect works, highlight the characteristics of the school, tell the story of the school from the perspective of students, and pay attention to the experience of students.<sup>3)</sup> Adhere to planning first, and constantly launch the "eye-catching" school media should increase the planning efforts, combined with current affairs, teachers and students concerns, mainstream media excitement, the topic planning, the use of new media matrix to launch a orientation, rich connotation, interactive strong hot style topics.

### **Interviewer 8**

I work of college news publicity department established the media center, this is the school student media organization, the netstation, press corps, college students network television, "ivy" project studio, officer micro operation center, weibo association each platform student media team, realize the information content, technology application, platform terminal, management communion communication. Hot news, announcements, authoritative news interpretation and fresh and interesting original content will be pushed to different platforms in the first time in the current popular form. The campus official account has about 120,000 fans, and the average daily reading volume is more than 100,000. The operation team insists on 16 hours of background management every day, realizing all-round coverage of news communication, all-weather extension and multi-field expansion.

As for how to improve the construction of campus media platform, the following are some countermeasures and suggestions: 1) Make user portraits of teachers and students in private universities, accurately analyze their personalized and diversified needs, study and judge the content that can impress them, and introduce news content with temperature, depth and thought. Strengthen the preliminary topic selection planning and shooting skills level of the student reporter team, Enhanced post-editing efficiency, To launch a batch of quality and influential new media works, Increase the radiation capacity of the account platform; 3)

Through the technical background data analysis, Strengthen topic guidance, comment interaction, campus q & A and other aspects of user experience improvement, Create a harmonious and clear campus network public space; 4) Perfect and finally, Open up the channels of department publicity units and even front-line teachers and students, Implement the system of editing and reviewing the topics of integrated media, Focus on promoting the theme of rooted university campus culture, Explore the typical examples and cultural phenomena of outstanding teachers and students on campus, Strengthen the breadth and depth of content production.

#### **Interviewer 9**

The university new media work I currently work for is under the unified leadership of the university. The Publicity Department is the centralized management department of the new media of the university, which is responsible for guiding and supervising the operation of the new media platform of the second-level units, regularly organizing relevant training, and developing the operation quality of the new media platform. The school implements a hierarchical management system for campus new media: the official website, Weibo, WeChat, video number, TikTok and other new media platforms are the primary platforms, and the Publicity Department manages them; each unit (department), Weibo, WeChat and other new media platforms are the secondary platforms, and each unit (department) is responsible for the construction and management. The new media platform created by the student class, the league organization and the community is the three-level platform, and the new media platform of the student class is under the management of the school.

on how to improve the campus media platform construction, the following is part of my thinking countermeasures: 1) universities should strengthen the campus TikTok, video, short video platform support, build more influential brand image, comprehensive coverage of teachers and students, provide an all-round, multi-level, the whole society, multi-functional short video brand. Relying on campus news, campus characters, campus scenery, campus science and so on to plan special videos, to show the school image to the audience, video release should be rhythm, stimulate the audience thumb up, comment, bullet screen, forwarding and other

interactive behaviors, with sincere and fresh stories to attract the audience, spread the good voice of universities.

#### **Interviewer 10**

I currently work of college media platform mainly refers to the school or campus units (college, department, department, department) name construction as a unit information platform running network media platform, including but not limited to WeChat public number, weibo, today's headlines, quickly, TikTok, bi li bi li and other network media platform and other mobile APP mobile application client. The construction and management of the media platform in the university is under the centralized management of the Publicity Department. The main leaders of each department and the main leaders of each college (department or department) are the first person responsible persons for the construction and management of new media. Each unit selects a group of staff with firm political stand and certain media literacy as the platform administrators of the unit.

On how to improve the construction of campus media platform, the following are some countermeasures and suggestions: 1) reflects the participation of users, the official WeChat microblog of universities can add likes, comments, forwarding and other functions, realize the two-way interaction between news platform and users; play user creativity, collect photos, videos, articles from teachers and students, provide news clues for the media center is responsible for strictly check the authenticity of news, and then edit and produce news products. This kind of news products produced by users participating in news production and reviewed and checked by the financial media center not only highlight the mainstream value, but also enhance the communication power and attraction of university news media.3) Set up strict new media release procedures, regularly check the establishment of we-media platform by teachers, students and staff of the unit, and carry out self-examination of the legal compliance of the name, profile picture and introduction of the campus new media platform.

#### **Interviewer 11**

The universities I currently work in have set up news center and all-media center, but the school newspaper, campus TV station (video center), campus news



network, new media center, radio station and so on are still under the management of different departments or departments. The communication barriers make the role of the "central kitchen" of the news center can not be effectively played. Compared with market media, university media do not make profit and lack the test of market competition. In a relatively "local" environment, university media tend to be solidified and repeated in topic selection planning, content production, technology application and release form, and it is difficult to establish user stickiness.

on how to improve the campus media platform construction, the following is part of my thinking countermeasures and Suggestions: 1) improve the visual performance of school media and interaction function, such as: the mainstream media data visualization expression, information graphics, data interpretation, leadership speech, school priorities, discipline construction more hale content into more readable, readable audio and video tweets in TikTok, video and other new media platform to push. In the context of media convergence, the school media should use dialogue, interaction and service thinking, interaction with users and audiences, effectively enhance the service function, spread the thinking by focus, and accurately push the information and online services urgently needed by readers.

### **Interviewer 12**

Since the merger and establishment in 2005, the university has entered the fast track of development. At present, the school campus media are: GZ city technology university newspaper, GZ city radio and television (including television and the voice of radio), GZ city institute of technology news "technology window", in addition, and departments published newspapers more than 20 kinds, not published without public issue number, its main content for the college dynamic and college life and culture. The school has an official wechat official account, Toutiao, TikTok, Bilibili and other online media platforms and other APP mobile application clients. There are also 10 large display Windows in the school, covering an area of about 1000 square meters, which are supervised by the publicity department of the school. Among them, more than 100 square meters of display Windows are regularly updated by the publicity Department of the Publicity Department, and the rest of the exhibition boards are distributed to various colleges and departments.

On how to improve the construction of campus media platform, the following are some of my countermeasures and suggestions: 1) Strengthen the interaction of the platform and respond to the concerns of teachers and students. Most of the users of campus media are college students. Therefore, in the production, processing and communication of news, they should accurately grasp their psychological and emotional needs, and respond to the concerns of teachers and students in a timely manner in news products. Change the way of news narration, and mostly adopt the form of sincere, sincere and strong audio and video works to meet the needs of users for "fragmented" reading.

### **Interviewer 13**

The university news network I currently work for was opened in October 2007, with columns such as headline news, comprehensive news, campus life, Chinese businessmen, media, Chinese businessmen and information preview, etc., to release all kinds of school news information and reflect the school work and life from multiple angles and levels. At present, about 60 written news are updated every week. It will also broadcast live text and video of major campus events through new media platforms, including but not limited to wechat official accounts, Weibo, Toutiao, Kuaishou, TikTok, Bilibili, etc. The school radio station is managed by the publicity Department (press center), mainly through the school radio network, broadcast the school radio programs and school notices, announcements, etc. In addition, it also broadcasts the radio programs of the central media. The school newspaper was founded in 2009, with four pages, four pages and bimonthly papers, with 2000 copies of each issue. The editorial department has 1 full-time staff and a student press corps of more than 10 people participating in the newspaper. In addition, supplements are published irregularly according to the needs of various departments and departments.

On how to improve the campus media platform construction, the following is part of my thinking countermeasures: the creation of college audio and video works should be based on multi-angle comprehensive three-dimensional level, to show the school culture and academic background as the core content, accurate academic positioning, with popular forms, attract external audience browsing and attention. As

the campus media for external publicity, the works released by various official video platforms not only show the image of the school, but also render a campus atmosphere. In the operation of various official video platforms, the overall positioning should be determined with accurate development positioning. While adhering to the official positioning and academic requirements, more attention should be paid to the promotion of the characteristics of universities, carefully planning each issue of works, and creating an image brand with the characteristics of universities.

#### **Interviewer 15**

I currently work of college campus media from the form is divided into school newspaper, campus radio, publicity column, campus TV, network media five categories, among them, the school newspaper, campus radio, publicity column, campus TV belongs to the category of traditional media, weibo, WeChat, TikTok, video and other network media is a typical representative of emerging media, the five kinds of campus news media, comprehensive, multi-angle publicity school teaching, scientific research, exchanges and cooperation, cultural life and other kinds of major activities work.

About how to improve the campus media platform construction, the following is part of my thinking countermeasures: improve audio and video media platform operation team skills and professional ability, let many users timely understand the school development dynamic at the same time, also help the audience solve cognitive questions and misunderstanding is an important task of college audio and video media platform, through the active timely reply and direct messages interactive communication to improve the user viscosity.

#### **Interviewer 16**

I currently work college campus media include: school news, school newspaper, radio media and a network, and management of college students media center, another WeChat, weibo, learning power, such as 19 new media platform, the campus news publicity formed the "a variety of means, a sound" three-dimensional news publicity pattern, implement "a writing, adopted many times in" the comprehensive utilization of news release operating procedures.

As for how to improve the construction of campus media platform, the following are some countermeasures and suggestions: 1) Paying attention to the originality of content creation is more conducive to developing their own influence. Make video content with the cultural heritage and characteristic style of the university, increase their own recognition, and let the audience feel the difference from other universities. The official audio and video platform of colleges and universities should have their own independent information sources, according to the development trends of the university, actively explore the news in the campus, find the typical deeds around them, grasp the standard news trends, constantly improve the proportion of original works, and be the publisher of information, rather than imitators.

**Question 4: What are the current construction measures you have adopted in the university news publicity department that you currently or used to work for? What is the status quo? How do you think we should take the initiative to effectively improve the level of news publicity team construction?**

**Interviewer 1**

Our university can divide the teachers and students into three parts: firstly, full-time news publicity workers, mainly responsible for the publicity planning of large-scale activities and important time nodes, and the control of the internal and external news works; secondly, the second-level news publicity execution team composed of teacher correspondents and student correspondents of all departments and functional departments, is mainly responsible for further enriching and developing the instructions of the superiors, mainly responsible for completing the daily publicity tasks of the Publicity Department.

I have the following suggestions to improve the level of news publicity team construction: 1) To establish a hierarchical training mechanism. The training types should be defined from the aspects of job responsibilities, working years, and full-time and part-time nature of the publicity ideological workers in colleges and universities, and the training at different levels should be organized according to the work requirements and positions, and training plans should be made to ensure the frequency and quality of training. Specialized training should be highlighted. Experts

and scholars of journalism and communication professionals and senior media industry personnel are invited to conduct classified training and precise guidance for publicity and ideological cadres of different levels and types through various forms such as study and discussion, observation and exchange, special guidance, and practical drills.

### **Interviewer 2**

The situation of my school is as follows: With the continuous growth and development of the school, Scientific research, teaching, discipline and talent team construction, domestic and foreign exchanges and cooperation, Students' campus activities in thinking, learning and cultural life are increasing, The workload of news gathering, editing and broadcasting has soared, A heavy task, A publicity force of less than 10 people in the school press center is unable to meet the growing demand, At the same time, the publicity awareness of various colleges and departments has been gradually enhanced, The quality and quantitative growth of the demand for news publicity, In the face of the new situation and new requirements, The press center of our school has decisively developed the correspondent teams of all colleges, departments and directly affiliated units, All colleges, government departments and directly affiliated units must be equipped with at least one correspondent. In addition, the news center regularly invites professional media personnel to conduct special news business training for the correspondents and student journalists to improve their news business level. These measures have greatly relieved the pressure of the school news publicity work.

I think private universities in the new era are more urgent to improve the construction level of news publicity team, 1) To vigorously introduce information media technology personnel or strengthen the information media technology professional skills training for the existing team, To meet the development needs of the omnimedia era, Attention should be paid to the choice of having a news foundation, And familiar with the school's key majors to the news publicity work team, 3) To carry out complete personnel training, exchange, further study, further study, Constantly improve the journalism literacy of journalists, Increase the training of existing personnel, Employing social media people as consultants, Give necessary

guidance to the school's journalism work.

### **Interviewer 3**

The team building of the news publicity department of universities I work in is as follows: the full-time news publicity work team is moving and unstable. Some of the staff are not trained and have weak professional foundation, so it is difficult to meet the work needs of the campus audience and social media. The student campus reporter team established by the news center includes some students from new media, Chinese media, visual media and other professional backgrounds. They have certain professional skills, but they are not satisfactory in terms of overall planning and execution. The press spokesman is set up at the school level, but the relevant supporting teams and management methods are not perfect.

I have the following suggestions on how to improve the team building of the news publicity department of colleges and universities: 1) University news centers should pay attention to select talents with news foundation and familiar with the school situation to supplement to the news publicity work team. In view of the timeliness and novelty of new media communication and communication rules, the age of the staff should not exceed 45 years old.3) Improve the school-level news spokesman system, strengthen the media literacy training, especially the news publicity training for school-level leading cadres, and strengthen the normative training of news spokesmen and their working teams.

### **Interviewer 4**

Our school news center according to the colleges and agencies submitted the news application for the size of the news value of news campaigns, news activities for reasonable scientific overall arrangement, major events, major events or news higher publicity task by the news center staff, relatively weak news activities or events to the activity of this unit of the correspondent, or by the student press corps journalists.

For how to improve the university news publicity department team building, I suggest as follows: in the form of innovative training and rich training content, should have the current news publicity work situation analysis and policy interpretation, and to have strong theoretical and guiding research knowledge, also have public opinion

monitoring, analysis, processing measures, new media technology using practical strong skills.

#### **Interviewer 5**

The news publicity department of universities I work in has a clear division of departments, departments and personnel and a relatively perfect management system. Basically can perform its own duties, the department orderly operation.

As for how to improve the team building of the news publicity department of universities, I suggest as follows: 1) To increase the investment in the training of students, strengthen the training of the correspondent team of the secondary colleges and departments, so as to form a joint publicity work situation of the whole school. Colleges and universities should give full consideration to the practical difficulties of full-time publicity personnel, and introduce measures from the aspects of post promotion, salary, professional title evaluation and employment, learning and exchange, so as to stabilize the full-time publicity team.3) Provide necessary financial support for the work of school media, business exchanges, technical innovation, etc., and fully mobilize the enthusiasm of teachers and students through the incentive measures such as the evaluation of teachers and students, and inject inexhaustible power for the integrated development of school media.

#### **Interviewer 6**

The flow of liaison officers for the publicity work of the secondary colleges (departments) that I currently work for is frequent, which affects the handover and continuous development of the publicity work. Professional quality is uneven. Some team members lack professional quality and practical experience in journalism and publicity, which affects the quality and efficiency of work to some extent. Lack of a sense of innovation. Some team members lack innovative consciousness and exploration spirit in their work, which is difficult to adapt to the development needs of the new media era.

My suggestions on how to improve the team building of university news publicity departments are as follows: 1) Improve the talent selection and introduction mechanism: establish a scientific and reasonable talent selection and introduction mechanism, and pay attention to the candidates' professional quality,

practical experience and innovation ability. At the same time, broaden the channels of talent introduction, and actively attract excellent talents to join the news publicity team. Strengthen business training and promotion: regularly organize team members to participate in business training in news writing, editing, photography and other aspects to improve their professional quality and skill level.3) Pay attention to the cultivation of innovation consciousness and exploration spirit. Encourage team members to actively explore new ideas and methods in their work, and have the courage to try and innovate. Strengthen the learning and understanding of the cutting-edge dynamics of the industry, guide the team members to constantly broaden their horizons and update their ideas, and improve their media literacy, so as to meet the development needs of the new media era.

#### **Interviewer 7**

At present, the news publicity department of my university mainly has 8 full-time staff, with a correspondent station, which is composed of students and under great work pressure. The theoretical level of team members needs to be improved, and the improvement of new media skills is also very urgent. The ideal state requires all team members to have basic new media editing level and news writing skills.

As for how to improve the team building of university news publicity department, my suggestions are as follows: 1) Optimize the division of labor and define the responsibilities of the media; Train working methods to improve the work quality; 3) Cultivate the school media culture and create a positive and friendly working atmosphere; 4)Strengthen team management, recruit press corps, broadcasting stations, video stations, new media department and visual communication department, and invite media industry experts as consultants to guide and train the school media personnel.

#### **Interviewer 8**

The team building of the news publicity department of colleges and universities I work in is as follows: There are no senior titles in the publicity team, which restricts the improvement of the professional level of publicity work to some extent, which is also a common problem in private colleges and universities. On the whole, the publicity team of our school is younger, which is related to the short



history of private schools. The matching rate of discipline and professional background is not high, especially the lack of professional background talents of information technology disciplines, and the professional level needs to be improved.

How to improve the team building of the university news publicity department, The recommendations are as follows: Establish a school press spokesman team, Open the school affairs to campus members regularly or irregularly with the help of campus media, Let the personnel involved in university teaching, scientific research, management and service, all students (including parents when necessary) timely and accurately grasp the school's major decisions, emergencies, work performance and other first-hand information, Ensure the right to know of teachers, students and staff, At the same time, build a communication bridge between the campus, Feedback the comments or suggestions from all the parties on the campus, Ensure smooth information, Build an information interactive platform; With the form of press conferences, it provides timely, objective and accurate campus news information to the off-campus news media and the public, In strict accordance with the principle of emergency reporting, To correctly guide public opinion, Create a fair, open and transparent news release environment, Actively carry out supervision by public opinion, Actively respond to the emerging negative rumors in colleges and universities, Maintain the stability of university campuses.

#### **Interviewer 9**

The team building of the news publicity department of universities I work in is as follows: At present, there are 8 full-time positions in the news center of our university, engaged in campus news, and there are 8 people on duty, more than 70 teachers and nearly 100 student journalists (data statistics until January 30,2024). This not only ensures the timely and rapid professional response to news events, meets the growing needs of teachers and students for news publicity, but also ensures the coordination and scheduling of the staff for major events or publicity tasks with high news nature.

On how to improve the team building of the news publicity department of universities, my suggestions are as follows: 1) Conduct regular professional training for the team of correspondents and student journalists, and strengthen the professional

construction of the publicity team of the whole school through various means. To attach great importance to the crisis of system management, establish and improve the school response to public emergency response system and operation mechanism, set up a spokesman and standardize the team management, give news spokesman more right to know, right of coordination, organization and voice, etc., support them according to the scientific law under the leadership of colleges and universities, positive and effective work.

#### **Interviewer 10**

The team building of the news publicity department of colleges and universities I work for is as follows: three teams of correspondents, network commentators and student journalists, who are the main force and backbone of the news publicity work in colleges and universities. In the whole school, it has formed the leadership of the vice president of the school, the director of the publicity department, the main responsibility of the news center, all colleges, units, directly affiliated departments, the student press corps, the overall planning, joint management, and jointly committed to the development and construction of the school.

As for how to improve the team building of the news publicity department of universities, my suggestions are as follows: 1) Universities should conduct relevant courses training for the operation team of the financial media platform, and improve their theoretical literacy and professional technology, and universities can exchange and cooperate in terms of content and team. It is necessary to establish a new media team that understands news, technology, publicity, management and operation, and rely on the talent team and system guarantee, and build a perfect operation mechanism, training system, supervision system and reward and punishment measures to establish a long-term management and control system.

#### **Interviewer 11**

I currently work of college news publicity department team construction is roughly as follows: have a full-time news publicity team, also established the school teachers correspondent team, set up the campus new media alliance, establish an amateur student correspondent team, but overall, students' enthusiasm, initiative

and creativity is not enough, the student team use, light training phenomenon is more common.

I for how to promote the university news publicity department team construction, Suggestions are as follows: 1) improve news publicity team professional quality, appropriate absorb news, television production and network technology graduates join campus journalism, to meet the demand of the audience, a high starting point, high grade to do a good job in the campus media. Building a capable and efficient student correspondent team is an important aspect of the construction of the campus media team.3) Further strengthen the construction of professional and part-time news team. Having a full-time journalism team is the most basic guarantee for running campus media well. Not fully in place personnel, everything is out of the question. Therefore, first of all, according to the characteristics of different campus media and the publishing (broadcast) cycle, the post should be determined to completely change the situation that there are many part-time campus media staff and it is difficult to devote themselves to campus news work. Secondly, ability, improve the comprehensive quality and ability of the important base.

### **Interviewer 12**

The team building of the university news publicity department I work in is as follows: in terms of personnel composition, relying on the publicity department to establish a media operation team, with the organizational structure of 1 cadre of publicity work + 2 deputy cadres + 5 full-time staff + student journalists. The team members' learning of the new theories and new laws of the publicity work under the condition of financial media is relatively fragmented, and the lack of institutionalized and systematic training. However, the uneven moral cultivation, comprehensive quality and personal technical ability of the team journalists also lead to the unstable quality level of various media products released by the school's new media platform, with few popular works.

My suggestions on how to improve the team building of the news publicity departments in colleges and universities are as follows: 1) In order to meet the needs of the construction and development of financial media centers, colleges and universities should actively explore the path of the universal development of

journalists in colleges and universities. By inviting news professionals in training, contact news units in reporter practice methods and measures, let college journalists is no longer a single text, photographers, but understand the media rule, with interview, editing, photography, camera ability, master all kinds of modern editing equipment, can be text, pictures, video production integration of full skills reporter.

### **Interviewer 13**

At present, the news publicity department of the university that I work in has 5 full-time staff members, and the other publicity workers are mainly selected from various departments and students, so they have strong professional ability. Through self-learning, centralized training and mentoring between the old and new workers, the professional level of the whole team has been greatly improved. In the organization and coordination, analysis and judgment, language expression, news writing and other aspects are relatively excellent.

As for how to improve the team building of university news publicity departments, I suggest as follows: 1) Colleges and universities should train new media communication theory and communication skills for existing personnel, so that the existing personnel can transform into all media talents with news literacy, new media skills and big data analysis ability as soon as possible; universities should increase the strength of talent introduction on the basis of original personnel, and the publicity departments of universities should consider the needs of news business in the institutional setting or personnel recruitment.

### **Interviewer 14**

The news publicity department of colleges and universities I currently work in has 7 full-time staff, set up a news publicity team for faculty and staff, and another is a news gathering and editing team for college students. Staff news correspondent team, most departments have small staff, heavy workload, unprofessional personnel, unstable team and other problems. Student editorial team, including: college student news agency, press corps, school newspaper gathering and editing department and other organizations (hereinafter referred to as the student news team), the student news team is responsible for the daily news gathering and editing work, and teachers are responsible for the management, review and publication.

Teachers are the main work, students as the main body, teachers and students combined, jointly shoulder the heavy news publicity work in colleges and universities.

My suggestions on how to improve the team building of university news publicity departments are as follows: 1) Set up a news spokesman and build a high-quality news release team. By holding press conferences, press briefings, press conferences, press conferences, releasing press releases, arranging reporter interviews, providing background materials and interview clues, etc., timely interpreting educational policies, and vigorously publicizing educational achievements in education development and excellent typical teachers and students. Carry out professional training for news spokesmen and their teams in the three aspects of psychological quality, language skills and media grasp.

#### **Interviewer 15**

The university where I currently work in has established a second-level news publicity working team of "school and school (office)". The news center of the university has 4 full-time staff, each department (office) has set up a publicity working group, the head of the department (office) serves as the group leader, and 1-2 staff with strong writing ability are arranged as team members. In addition, the school has set up a team of student journalists to receive the guidance of teachers from the news center to help carry out daily news reports. The professional quality of the full-time staff of the news center is not ideal, and the number of people with news communication or related professional background is less than 50%. There is great room for improvement in refining the publicity content, expanding the form of publicity, and the ability to control the media.

My suggestions on how to improve the team building of the news publicity departments of universities are as follows: 1) Universities should set up independent news publicity organizations, arrange full-time personnel to be responsible for news release, public opinion monitoring, new media operation and other work, and set up special funds for news work. The school Party committee administration should, like the training of the backbone of teaching and scientific research, bring the training of publicity and ideological work backbone into the overall training plan and annual training plan, carry out necessary pre-job training or on-the-job training, encourage

on-the-job master's degree or further related courses.3) Through the school department exchange, internal rotation and outside the school temporary training and other ways, so that the publicity ideological work cadres broaden their horizons, understand the society, increase experience, improve the practical work ability.

#### **Interviewer 16**

I currently work in college news publicity department team construction is roughly as follows: the school publicity department comprehensive office 1, theory study 1, campus culture, news publicity 2, visual media, and publicity department minister 1, director of the news center, a total of eight full-time publicity positions,

At present, this working team lacks the internal motivation to learn, and lacks the initiative and enthusiasm to freely and flexibly use new media carriers and expand the publicity effect.

On how to improve the team building of the news publicity department of colleges and universities, my suggestions are as follows: 1) College news media should expand and enrich the news publicity team of colleges and universities through the selection of student journalists. Let the young talents who really understand the operation of financial media and have certain technical ability and good news literacy to join the professional team of university news publicity.3) Through the establishment and improvement of the reward and punishment mechanism for student journalists and the cadre training mechanism, encourage student journalists to devote themselves to the news publicity work.

**Question 5: What is the current situation of the management mechanism construction of the news publicity department in colleges and universities that you have or have worked for. Under the new situation and new background of great changes unseen in a century, how do you think to improve the construction level of the news publicity mechanism construction in colleges and universities?**

#### **Interviewer 1**

I mainly rely on the publicity department to promote and basic established the hierarchical management mechanism, mainly includes: confidential / sensitive information review mechanism, philosophy and social science activities of

examination and approval mechanism, campus media construction and management mechanism, news publicity position management mechanism, foreign media contact mechanism, website construction and management, team construction and incentive mechanism.

I have the following suggestions for developing the construction of the news publicity management mechanism: 1) To improve the performance appraisal mechanism. Set up post performance rewards, bring the effect of publicity ideological work into the assessment index system, link the assessment results with management supervision and responsibility investigation, and further enhance the sense of responsibility of publicity ideological workers. We should improve the business-driven mechanism. Establish people to use, the mechanism of choose and employ persons, the publicity and ideological work team construction into the school talent construction plan, in the selection and assessment of cadres will not do, can do the publicity and ideological work as the evaluation index, establish publicity work recognition mechanism in the school honor system, attract outstanding talents to join the publicity and ideological work team, further enhance the publicity and ideological workers a sense of accomplishment.

## **Interviewer 2**

My school of the news publicity management mechanism construction is relatively complete, specific circumstances listed as follows: 1) publicity department of news editorial made a series of rules and regulations, specific have the school news release contribute guide, "school pictures and audio and video data management method" the school outdoor publicity management method "" school external publicity guidance opinion " and so on. Strict management regulations have been formulated from the material selection, interview, editing, uploading, typesetting and review of news. For the wide audience of news networks, the management regulations are particularly meticulous. The background account management of the school news network is responsible for the audit and release operation, which is used by the internal staff of the publicity Department of the Party Committee.3) If each unit needs to apply for construction or update the news network of the unit, it should fill in the Application Form for Change of School

Website Construction accordingly and submit it to the Publicity Department of the Party Committee for approval.

In my opinion, to improve the construction level of news publicity system, we need to improve the following aspects: 1) To establish the campus new media alliance and improve its management system, and at the same time, we should strengthen the coordinated promotion, actively participate in the official new media alliance of provincial and municipal education systems, and realize the mutual help and mutual learning between the campus media of universities in the alliance. To establish and improve the news publicity assessment mechanism, in the annual assessment of middle-level leading cadres, reward and punishment activities, the news publicity performance should be included, and the assessment results should be the key factor to consider. 3) Improve the internal incentive mechanism of news publicity and open the exceptional promotion mechanism. For those with outstanding performance for many years, they should be promoted in advance or cross-level promotion in accordance with the regulations; closely combine economic treatment with rank, in which basic salary is directly related to rank, and allowance and subsidy are indirectly related to rank.

### **Interviewer 3**

I currently work of university news publicity department management mechanism construction is relatively perfect, including: news reports two levels of editorial system, foreign publicity management system, the classification audit system, website construction and management regulations, major themes and emergency reporting system, new media platform construction and management regulations, publicity work assessment and recognition method, the basic formation of campus news publicity management rule-based situation. However, there are still deficiencies in the overall control of new media in the campus and the assessment of news publicity work.

I for how to improve the mechanism construction of university news publicity department, have the following Suggestions: 1) completes the campus new media alliance mechanism construction, linkage do important information forwarding and comments, linkage do public opinion guide response, participate in the construction



of the school official new media, actively participate in the promotion of school level planning project reports, topic interaction and all kinds of campus activities. Do a good job in the construction of the news publicity assessment mechanism, the news publicity work into the year-end assessment of the second-level units, as an important basis for the selection of advanced collectives and advanced individuals. At the beginning of each year, the Publicity Department assists each unit to formulate annual publicity targets and tasks, which are included into the target tasks of middle-level leading cadres.<sup>3)</sup> Improve the incentive, reward and punishment mechanism and talent promotion mechanism. Appropriate labor subsidies should be given to the news public opinion workers in the front line; actively explore the establishment of scientific research results of excellent news public opinion articles, and encourage outstanding talents to participate in the cause of news public opinion guidance. news publicity full-time cadres should be encouraged and supported to study for academic degrees, take temporary posts in other units, or study abroad or visit their studies, and actively explore the space for development and promotion.

#### **Interviewer 4**

The construction of the management mechanism of the university news publicity department where I currently work is basically orderly.<sup>1)</sup> The press center of the school implements unified and centralized management of the publicity news of the school. As long as the publicity involving the school must be examined and approved by the school publicity department before being carried out. All press conferences or media meetings held in the name of the school shall be organized and implemented by the press center. In the face of increasingly complex network public opinion ecological environment, the school news center also to set up a set of public opinion collection, report, and response mechanism, formed the public opinion response disposal team, regulate the behavior of emergency disposal, improve emergency disposal ability, minimize the loss caused by public emergencies and influence on the school, ensure the normal education teaching order and campus stability, maintain the good reputation of the school.

I have the following suggestions on how to improve the mechanism construction of the news publicity departments in colleges and universities: improve the commendation and incentive mechanism. Formulate and implement incentive measures for school publicity and ideological work, and stimulate the enthusiasm of cadres in the publicity and ideological front through the selection of advanced individuals of publicity and ideological work, advanced collectives of publicity and ideological work, typical cases of publicity and ideological work, top ten news awards and top ten journalists.

#### **Interviewer 5**

The management mechanism construction of the news publicity department of the universities that I currently work in is basically orderly.1) The school news center adopts the system of three trials, three schools and the first responsible person for the release of network news, first by the head of the correspondent unit, then by the chief of the competent department of the network news, and finally by the head of the publicity Department of the Party Committee in charge. Major news must be reviewed by the head of the school before being released. The school news release contribute guide in the news manuscript writing requirements, news pictures shooting and use, editing principle, press release time limit made detailed clear rules, is conducive to the standardization of campus news, professional management, greatly reducing the publicity plate before, the selection of the news ranking, pictures, the manuscript release debate.

I have the following suggestions on how to improve the mechanism construction of university news publicity departments: 1) more communication, more training, understand the new characteristics and new direction of social media publicity; communicate with high-level schools or higher universities and learn their operation mechanism according to the school situation; 3) suggests the education management department to carry out more training and organize exchange activities.

#### **Interviewer 6**

The standardization degree of the management mechanism construction of the university news publicity department that I currently work in has been gradually improved, with clear provisions on the work process, division of responsibilities,

examination and approval system and other aspects. However, there are still some problems, such as poor cooperation, lagging information transmission, and insufficient innovation ability.

I have the following suggestions on how to improve the mechanism construction of the news publicity departments in colleges and universities: 1) Improve the top-level design and strategic planning. The top-level design and strategic planning should be made for the news publicity work from the overall height, and the development goals, key tasks and safeguard measures should be clearly defined to ensure that the news publicity work is coordinated with the overall development of the school. Strengthen the system construction and enforcement efforts. To formulate and improve the rules and regulations of news publicity work, including the work process, submission approval, publicity work assessment methods, etc., to strengthen the implementation.

#### **Interviewer 7**

The management mechanism construction of the university news publicity department where I work for is basically orderly. There are the school media management measures (revision), the school news publicity work, and the management regulations of campus publicity banners (revision), etc., but there are no clear regulations and measures in terms of public opinion disposal and annual evaluation and evaluation.

I have the following suggestions on how to improve the mechanism construction of the news publicity department in colleges and universities: 1) Improve the training, assessment and incentive mechanism, lead by the news center of the university, and regularly organize the leaders of the school media and the news

The person in charge of the center and the publicity liaison will participate in the topic selection meeting, brainstorming meeting, excellent works sharing meeting, and organize the annual selection of excellent campus media. At the end of each semester, the school media and correspondent assessment, and the assessment results are linked to the academic year assessment of second-level units.

### **Interviewer 8**

I currently work of college news publicity department strictly implement news submitted, audit, release system, strictly implement the "information source department responsibility system" regulation, adhere to the principle of "who supervises, who is responsible for", the publicity department led the school campus website news publicity management method, the school campus new media construction and management measures, school news spokesman and news release system, secondary website articles specification rules and regulations, mechanism construction situation basic orderly.

I have the following suggestions on how to improve the mechanism construction of news publicity departments in colleges and universities: 1) Improve the communication mechanism between various media platforms at all levels on campus, conditionally establish the campus new media alliance to ensure smooth communication, strengthen the cooperation between various platforms, and improve the synergistic effect of publicity. At the end of each semester, the quantitative score assessment of news publicity is carried out for all levels of the school. The assessment results are linked to the annual assessment of middle-level cadres and second-level units, and simultaneously serve as the main reference for the annual advanced news publicity units and outstanding individuals.

### **Interviewer 9**

The management mechanism construction of the university news publicity department that I currently work in mainly focuses on three aspects: straightening out the process of news collection and review, integrating the campus correspondent team, and the reward and evaluation mechanism. For example, the three-level news review system is implemented in the review of news articles, from the lowest to the highest: the head of the department, the editor, the chief editor, the chief editor (the leader of the news center of the university is concurrently). Among them, the dynamic of the department can be simplified from the three-level audit to the second-level audit, the head of the department reviews the first, and the editor can review the final. Indicating the names of correspondents in news releases is an important form to strengthen the management of correspondents. In

addition, the correspondent management system is also established by issuing letters of appointment, annual evaluation of excellent correspondents, regular meeting system, and holding fellowship activities.

I have the following suggestions on how to improve the mechanism construction of news publicity departments in colleges and universities: 1) Improve the selection and reward methods for new media product research and development and promotion, timely publicize and commend high-quality new media products with novel content, high reading volume, wide influence range and many fans, and summarize experience and promotion results. Establish and improve the reward mechanism of the publicity and ideological work team, in the distribution of performance pay, scientific calculation of the publicity and ideological work frontline full-time and part-time personnel workload calculation method and subsidy distribution standards.

#### **Interviewer 10**

The news publicity department of the university that I currently work in has formulated a relatively perfect management system, such as: the school news collection and writing uploading system, the university news review and publicity department system where I currently work in, the management measures of school correspondents, the identification and reward measures of school news publicity results,

As for how to improve the mechanism construction of news publicity departments in colleges and universities, my suggestion is to explore the establishment of a recognition mechanism to include excellent new media achievements into the evaluation and evaluation of job titles, and encourage publicity and ideological staff to actively participate in the application of new media.

#### **Interviewer 11**

The news publicity department of colleges and universities where I currently work has established a normal mechanism for the news publicity work at the university and college levels, strictly implementing the news manuscript check system, and "hierarchical review, first review and then release". All units and departments shall establish and conscientiously implement the "three trials and

three schools" system. In addition, I have also established an effective supervision, research and judgment, and early warning mechanism for online public opinions. The handling of several public opinion events I have participated in is relatively prudent.

To improve the mechanism construction of college news publicity department, my suggestion is: 1) establish campus new media alliance and formulate measures for the implementation of alliance management, including the construction of examination and approval system, information release system, information security system, management inspection system, etc., form the network and new media work together, and external media linkage mechanism, actively join earthly education system of new media alliance, improve the school news public opinion work propagation force, guiding force, influence and credibility.

#### **Interviewer 12**

I currently work of college news publicity department to establish a system of press release three three schools, public opinion management method, news recommendation method, student bureau management system, but the system construction framework mainly focused on publicity position management and internal management, basically stable has similarities and mutual learning, but in the team construction and incentive system construction effect, still need to further improve and strengthen.

For developing the mechanism construction of the news publicity departments in colleges and universities, my suggestions are: 1) Improve the smooth and orderly information communication mechanism, and strengthen the monitoring and guidance of information. Establish an effective linkage of the new media collaborative innovation mechanism.3) Build a publicity and incentive mechanism with clear rewards and punishments.

#### **Interviewer 13**

The university news center where I currently work is the management organization of the university's external news release, and provides unified management and provides necessary assistance to the external media. All colleges, departments and directly affiliated units must submit the Application Form for Foreign news Publicity for off-campus news publicity. For the activities that need to

be broadcast online, the responsible unit shall submit the Application Form for School Live Online. All off-campus units entering the campus for image shooting are approved by the press center. The overall construction of the news publicity system is relatively perfect.

To improve the mechanism construction of the news publicity departments in colleges and universities, my suggestions are: 1) Improve the selection system. It is necessary to strictly select young people, and young people with news professional background and new media skills should be selected to enter the news publicity work team. Strengthen the training system. The training of the backbone of journalism and publicity work shall be included in the school's overall training plan and annual training plan, necessary pre-job training or on-the-job training shall be carried out, and on-the-job students to study for master's and doctor's degrees or further related courses shall be encouraged.

#### **Interviewer 14**

I currently work in colleges and universities in view of the news publicity work basic principles, organization and leadership, news publicity position management, news editorial management, news audit and publication, news spokesman and news release management, foreign news management, emergency news management, assessment and rewards and punishments nine aspects have made a detailed system.

To improve the mechanism construction of news publicity departments in colleges and universities, my suggestion is to establish a linkage mechanism with social media. External publicity is an important part of the school's news publicity work. It is one of the key measures to promote the normalization of the university news publicity work with the social media, form a good communication mechanism and establish a mature cooperative relationship.

#### **Interviewer 15**

I currently work in colleges and universities for campus news management, network media construction and management, external publicity management and other daily work management such as photography, video archive, radio management, outdoor banner management, campus electronic screen management,

outdoor publicity column management have formulated detailed rules and regulations, execution is better.

To improve the mechanism construction of university news publicity department, my suggestion is to improve the university news publicity work creative and technical evaluation of frontline team members, 1) payment system: to "media" product independent authors, creative team according to the product quantity give certain economic remuneration, give direct incentives. Serious reward system: on the one hand, we will through the selection of campus outstanding college journalists, campus excellent media products, outstanding media workers, motivate them to better participate in the campus media publicity and ideological work, on the other hand, also want to work in mistakes, accidents and even subjective malicious behavior give timely punishment, for the teachers, students, in addition to the work itself punishment according to the actual give teachers' professional discipline, school discipline, etc.

#### **Interviewer 16**

The universities I work for have established clear system documents for the division of responsibilities of campus news gathering and editing, the requirements of submitting news articles, the working process of news review and release, and the news evaluation and assessment system of second-level units, and the construction of management mechanism is basically orderly.

For developing the mechanism construction of news publicity departments in colleges and universities, my suggestion is that 1) strictly implement the news manuscript check system, "hierarchical review, review first and then release". All units, departments and publicity departments must establish and conscientiously implement the "three trials and three schools" system. Strictly implement the system of the first responsible person and direct responsible person for the news publicity work. The main person in charge of each secondary department and each unit is the first responsible person for the news publicity work of the unit, and the person in charge of the news publicity work is the direct responsible person.















## Appendix D

### The Results of the Quality Analysis of Research Instruments

### 1. Reliability Analysis

Simplified Format of Cronbach's Reliability Analysis		
Number of Items	Sample Size	Cronbach's Alpha Coefficient
56	327	0.973

From the table above, it can be seen that the reliability coefficient value is 0.973, which is greater than 0.9, indicating that the quality of the research data reliability is high. Regarding the " $\alpha$  coefficient with deleted items," the reliability coefficient does not significantly increase when any item is deleted. Therefore, it indicates that the items should not be deleted. Regarding the "CITC value," the CITC values for all analyzed items are above 0.4, indicating that there is a good correlation between the analyzed items, which also indicates a good reliability level. In summary, the reliability coefficient value of the research data is higher than 0.9, which comprehensively indicates high data reliability quality and can be used for further analysis.



## 2.Adaptability Analysis

KMO and Bartlett's tests		
KMO value		0.959
Bartlett's sphericity test	Approximate chi-square	12187.307
	df	1540
	p-value	0.000

The KMO and Bartlett tests were used to validate the adaptability. From the table above, it can be seen that the KMO value is 0.959, which is greater than 0.8, indicating that the research data is highly suitable for extracting information (which indirectly reflects good adaptability).

## Appendix E

### Certificate of English

**BS  
RN** BANSOMDEJCHAOPRAYA  
RAJABHAT UNIVERSITY

This is to certify that

***Mrs. An Na***

Achieved BSRU English Proficiency Test (BSRU-TEP) level

**C1**

Given on 22<sup>nd</sup> August 2021

(Assistant Professor Dr Kulirin Aphiratoradej)

Director

## Appendix F

The Document for Acceptance Research

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## มหาวิทยาลัยมหจุฬาลงกรณราชวิทยาลัย

วิทยาเขตนครศรีธรรมราช

๓/๓ ม.๕ ต.มะม่วงสองต้น อ.เมือง จ.นครศรีธรรมราช ๘๐๐๐๐

โทร. ๐๓/๕-๓๔๒๔๔๙ โทรสาร ๐๓/๕-๓๔๕๔๖๒

๔ พฤษภาคม ๒๕๖๓

เรื่อง รับรองการลงบทความวิจัยเพื่อตีพิมพ์ในวารสารมหจุฬานาครทรรศน์

เรียน นางอ้น น้า

ตามที่ นางอ้น น้า และผู้ช่วยศาสตราจารย์ ดร.สรายุทธ์ เศรษฐขจร ผู้ช่วยศาสตราจารย์ ดร.พัชรา เดชโสม รองศาสตราจารย์ ดร.นิรันดร์ สุธีนิรันดร์ ได้ส่งบทความวิจัยเรื่อง “แนวทางการพัฒนาการประชาสัมพันธ์ข่าวสารการจัดการมหวิทยาลัยเอกชนในกวางตุ้ง” เพื่อพิจารณาตีพิมพ์ในวารสารมหจุฬานาครทรรศน์ มหวิทยาลัยมหจุฬาลงกรณราชวิทยาลัย วิทยาเขตนครศรีธรรมราช ซึ่งได้รับการคัดเลือกเข้าสู่ฐานข้อมูล ของศูนย์ดัชนีการอ้างอิงวารสารไทย (ศูนย์ TCI) ได้ถูกจัดกลุ่มคุณภาพวารสารประจำปี พ.ศ.๒๕๖๒ ให้เป็นวารสารที่มีคุณภาพกลุ่มที่ ๒ (TCI ฐาน ๒) และอยู่ในฐานข้อมูล TCI จนถึง ๓๑ ธันวาคม ๒๕๖๓ โดยจะดำเนินการจัดพิมพ์ในฉบับต่อไปตามระยะเวลาที่กำหนดไว้ และวารสารมหจุฬานาครทรรศน์ ได้รับบทความวิจัยของท่านเป็นที่เรียบร้อยแล้ว

ในการนี้ วารสารมหจุฬานาครทรรศน์ มหวิทยาลัยมหจุฬาลงกรณราชวิทยาลัย วิทยาเขตนครศรีธรรมราช ขอรับรองว่าบทความของท่านได้ผ่านตอบรับเพื่อพิจารณาบทความตีพิมพ์เผยแพร่ในปีที่ ๑๑ ฉบับที่ ๙ (กันยายน ๒๕๖๓) นี้ ซึ่งภายหลังจากนี้บทความจะผ่านการตรวจสอบความถูกต้องทางวิชาการ โดยกองบรรณาธิการวารสารฯ และผู้ทรงคุณวุฒิต่อไป

จึงเรียนมาเพื่อโปรดทราบและดำเนินการต่อไป

เรียนมาด้วยความเคารพ

(นางสาวปุกญาดา จงละเอียด)

บรรณาธิการวารสารมหจุฬานาครทรรศน์

มหาวิทยาลัยมหจุฬาลงกรณราชวิทยาลัย วิทยาเขตนครศรีธรรมราช

## Researcher Profile

**Name-Surname:** AN NA  
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### **Educational background:**

- Doctor of Philosophy Program in Educational Administration, Bansomdejchaopraya Rajabhat University, in 2021
- Master of Botany, South China Agriculture University, in 2006
- Bachelor of Life Science in Henan Normal University, in 2002

### **Work experience:**

- Teaching staff, Guangzhou Xinhua University, from 2015 to the Present
- Product Manager, IKA WORKS IN GUAGNZHOU, from 2011 to 2013
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