

Theoretical Direction and Practical Dimension of Media Promoting Social Participation of the Elderly in the Context of Social Governance

Qing Li^{1,a}, Yufeng Wang^{2,b}

¹Journalism, Communication University of China, Beijing, China

²Journalism, Renmin University of China, Beijing, China

^a313069153@qq.com, ^b1185322066@qq.com

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Abstract: Based on the internal theoretical logic of constructive news, media publicity and social governance, this paper holds that participation and service are two important directions for the media to promote the social participation of the elderly. Based on the experience materials of field research and in-depth interviews with representative elderly media in China, the paper puts forward three practical dimensions of media promoting the elderly's social participation: promoting the elderly's communication participation as a communicator, promoting the elderly's discourse participation as a guide, and promoting the elderly's action participation as a builder.

1. Introduction

The social participation of the elderly is a key measure to deal with the aging population, which has a positive significance to promote social governance. Effective dissemination of information is a prerequisite for realizing social participation, and media promotion of social participation of the elderly is, to a large extent, a process of improving their ability to acquire and apply information. By organizing the social participation of the elderly, the media can reduce the cost of coordination and mobilization and improve the efficiency of participation. The elderly have experienced the transition from the traditional media to the electronic media era, and their media contact and use have distinct characteristics. Zhao Baoquan, president of Happy Old People's Newspaper, divided the elderly into traditional old people and "new old people", the latter referring to the elderly born after the 1960s, who have a high level of education and media exposure and use are no different from those of young people. The main source of information for the traditional elderly is still traditional audio-visual media.^[1] Interpersonal communication is a more dependent way for the elderly to obtain information. In addition to children, neighbors are also the channels for the elderly to obtain and exchange information, and the younger elderly are more willing to offer help.^[2] The community square is an important public physical space for the elderly to get information. The distress of the elderly in the era of intelligent media provides a new direction and opportunity for the traditional media, which is faced with the sinking and crowding of the communication space by the we-media. The media should reshape the communication order of the elderly with a new role positioning and action logic.

2. Participation and Service: The theoretical direction of media to promote social participation of the elderly

At present, China's elderly population has reached 264 million, and is growing at an annual rate of about 20 million, and is expected to reach 400 million by the middle of this century, which will have a profound impact on economic and social development.^[3] The 14th Five-Year Plan is an important "window period" for China to deal with aging. In October 2020, the Fifth Plenary Session of the 19th Central Committee of the Communist Party of China formally proposed to actively respond to population aging from a national strategic level. In November 2021, the CPC Central

Committee and The State Council issued the Opinions on Strengthening Aging Work in the New Era, emphasizing that the role of the younger elderly should be given full play. Social participation of the elderly is the core and essence of active aging, and it emphasizes creating conditions for the elderly to make positive contributions.^[4] Nearly two-thirds of senior citizens in China lack social participation in a strict sense, according to an analysis of data from a tracking survey on factors affecting the health of senior citizens in China. Effective social participation of the elderly is a more effective measure to deal with population problems than childbearing. After retirement, Chinese men still have a healthy life expectancy of 15.1 years, and women can enjoy a healthy life expectancy of 21.5 to 26.5 years.^[3] They have the energy, ability and willingness to rejoin society, but there is a lack of channels, and many elderly people even go to "illegal work", which is full of hidden dangers. American sociologist Ernest W. Burgess first proposed "social participation of the elderly",^[5] but due to the controversial scope of participation, no consensus has been reached on the definition of the concept. In this paper, social participation of the elderly is placed at the level of social governance in the development of human resources for the elderly, and it is considered that social participation of the elderly is an interactive behavior of social governance significance that can realize social value or meet their own needs through real or network participation. It includes political participation, productive participation, life participation, cultural participation, service participation and wisdom participation.

Citizens' participation in the media society is the inevitable result of social development to a certain extent,^[6] and the media can play a positive role in promoting the participation of vulnerable groups in governance. According to participatory governance theory, participation ability is related to the amount of policy information obtained and the degree of expression of demands. Media can provide opportunities for vulnerable groups to express their demands, thus attracting the attention of government departments.^[7] The influence of media on individual participation in social governance has attracted the attention of academic circles.^[8] Studies include the analysis of the relationship between media contact and participation in social governance, and the influence of media contact content on participation in social governance. The research mainly focuses on the participation of new media such as citizens and youth groups, and fails to recognize the value of the elderly and the potential of traditional media in promoting social governance. WeChat social such as the elderly to participate in network society^[9] and the elderly volunteer service to participate in^[10] research associated with this article, but research from the perspective of media to promote the elderly society participation pay the rights, media organization, a series of related activities have no cause for concern. In a highly media society, the media can build up people's accurate and positive cognition of social participation through reporting; The media itself is the most convenient channel of participation, and it can also play the advantages of information resources and organizational capabilities to broaden the channels of participation.

The change of communication technology requires not only the adjustment of the internal factors and relations of news production, but also the reconsideration of the relationship between journalism and society from the overall cognitive level. Constructive journalism comes into being. Its industry practice first appeared in Europe and the United States, and Chinese academic circles regard it as "a rising style of news".^[11] Aging, as a problem accompanied by social development, is a topic suitable for the application of constructive news concepts.^[12] On the surface, it is a problem of media technology, but in fact, it is a problem of social governance. Due to the "poor contact" of information, the elderly have a "void" with the government's governance, which affects the effect of social governance. In the context of information technology reshaping public life, constructive journalism emphasizes that news reports should take the initiative to intervene in public affairs. It hopes to increase the authority and legitimacy of journalism through new ideas and practices, and strives to subdue the concept of objectivity. Constructive journalism requires the professional role of journalism to change from detached observer to active intervener and change promoter. It also requires the media to empower the public, transfer the communication power and resources belonging to a few elites to the general audience, and respect the value and initiative of the audience in communication.^[13] At present, the biggest controversy in the academic circle is how to grasp the

relationship between constructive journalism and objectivity, and question the concept of "participation". In fact, the important news concepts in the development process of western journalism can be said to discuss the boundaries of news participation, from objective news to public news, to citizen news, and then to constructive news. From "watchman" to "watchdog", to "impartial participant" and then to "builder", the boundaries of participation show a gradually expanding trend. Therefore, the reticence to speak of "participation" is itself a fallacy. The theory that emphasizes "participation" is intended to be innovative, so that constructive journalism has the potential to reshape the news format. It does not carry out the reform in the established identity framework, but with a clear constructive stance from the political field to the social field, integrate social resources, seek solutions to public issues, and transform the results in a constructive direction. News narrative shifts from simple reporting to a constructive orientation seeking to solve problems, from "I criticize, you solve" to "I criticize, I want to solve", and plays the role of "construction" between journalism and society.

Both constructive journalism and the constructive tradition of Chinese journalism emphasize the publicity of the media and the social construction function of the media in building consensus and enhancing joint efforts for development. From the perspective of publicity, the "solution" emphasized by constructive news is not only to put forward solutions to specific problems, but also to promote the optimal allocation of public resources to the maximum extent, provide social services, and bring about the service-oriented turn of news. Public service is an important direction of the future development of the media, especially the media for the elderly, is the core value of the media, and is also an important guarantee of media credibility and influence. The extent to which the media provide social services depends on the play of the publicity of the media. Publicity is the logical practice of the media serving the public interest as a social instrument, and it is the inherent attribute of the media industry. The publicity of China's media depends on the development of the relations between the media, the government, the market and the society, and has the characteristics of high contextualization. The revision of Jiefang Daily in 1942 and the news reform in 1956, the news was based on propaganda, and the publicity could not be reflected. Since 1978, the reason why the reform of "public institution, enterprise management" has produced publicity is that the relationship between the government and the market has been gradually clarified, and the economic attribute of the media has been separated from the political attribute and began to get close to and serve the public. However, the reason why publicity has not been brought into full play so far is the lack of external policy and system guarantee. The final establishment of publicity depends on the clarification of the relationship between the government and the society.^[14]

The adjustment of the relationship between the government and society is manifested in the innovation of the social governance model. With the change of the historical stage of the country's development and the continuous advancement of modernization, the concept of governance has experienced two historic leaps from social control to management and then to governance. The purpose of "promoting the modernization of the national governance system and governance capacity" is to correctly handle the relationship between the government and society, innovate the way of social governance, and realize the transformation from relying on the government alone to multi-subject and multi-level governance, which provides institutional guarantee and practical field for the construction of the publicity of the media. Since "media integration" was adopted as a national strategic deployment in 2014, the central and provincial media have promoted the construction of new mainstream media, and the county-level media center has extended to the grass-roots governance, and the media has gradually been included in the category of "innovative social governance system". In September 2020, the General offices of the CPC Central Committee and The State Council issued the Opinions on Accelerating the In-depth Integration and Development of Media, proposing to explore the establishment of a "news + government Service business" operation model, laying a power foundation for media to participate in social governance and providing a clear practical logic.^[15]

The media holds the potential of social governance. Daniel Kaufman, an authoritative scholar in the field of contemporary social governance, believes that "media, as an intermediary system of

society, is the core coordinating force for society to shift from authoritative control to pluralistic governance."^[16] As soon as constructive journalism landed, it was concerned from the two aspects of communication proposition and governance proposition, and was considered as the media's role in social governance.^[17] There are many similarities between the two. From the standpoint of promoting the good development of society, both adopt the practice paradigm of multiple subjects' participation, aiming at resolving differences and seeking consensus, which provides some rationality and feasibility for constructive news to play a role in social governance. Social governance needs matching information services, which is where the media can focus their efforts. In the Internet era, the extension of the media has been expanded from newspapers, radio, television and other media to information intermediary and Internet channels, and has become the nerve center of social governance. The construction of a communication system based on serving social governance is a new integration of media from the technical dimension to the functional dimension.

In the context of social governance, participation and service are the directions that the media should adhere to in promoting the social participation of the elderly. Starting from these two directions, this paper is based on the investigation of representative media for the elderly such as China Old Daily, Happy Old Daily, China Radio and Television Group's "Voice of the Elderly" and Qingdao Radio and Television Station's Silver Age Division, as well as relevant organizations such as China Association of Universities for the Elderly and China Association for the Elderly Volunteer Service. Exploring the practical dimension of media to promote the social participation of the elderly has a strong theoretical orientation and practical significance.

3. Communicator, facilitator and builder: The practical dimension of media promoting social participation of the elderly

According to the experience materials obtained from interviews with the elderly media, combined with the roles of the media as communicator, guide and builder, the media can promote the social participation of the elderly into three levels. First, communicational participation is the level of information acquisition and release, including the acquisition and dissemination of information through the media. Second, discursive participation refers to the expressive and demonstrative level, including the elderly expressing their views on social hot spots or issues related to their own interests. It is the participation in the form of "discourse". Third, action participation refers to the activity level, which is the participation based on specific "behavior". On this basis, the following analyzes the practical dimensions of media's promotion of social participation of the elderly.

3.1 As a communicator: promoting the communication participation of the elderly

There are two key points in the role of communicator under the concept of constructive news. First, the media should break the shackles of the transmission relationship and realize the cognitive transformation from subjectivity to intersubjectivity. The audience is not only the consumer of information, but also the producer. Second, adhere to service orientation and do a good job in the supply of service information. Therefore, the communication participation of the elderly includes two levels, directly participating in communication activities as the main body of communication, and obtaining practical participation information as the object of communication.

3.1.1 Promote media participation of the elderly from subjectivity to intersubjectivity

The media participation of the elderly has changed with the technological change, from the initial newspaper "reader's letter", to participating in the production of newspaper page content, to participating in the production of mobile terminal in the era of social media, and now mainly the latter two.

First, page participation based on the paradigm of collaborative news production. The collaborative news production paradigm is the continuation of the idea of citizen journalism in journalism, which has paved the way for the practice of constructive journalism. It shows that newspapers adopt highly interactive editing ideas and provide channels for readers to participate.

Happy Old Man Newspaper has a "reader contributor" section, where the content is created by the audience; Six sections, including the front page, have been partially or fully produced by users. In addition, newspapers such as China Daily have set up question and answer columns, so that the elderly can contact the editorial department for answers to their reading questions and improve their reading experience.

Second, mobile terminal participation based on the open content production model. Open production system is adopted to provide embedded ports for user participation, and content production moves from organization to socialization. Editors and reporters operate QQ groups and wechat groups, cooperate with audiences to obtain different perspectives and information, and realize the whole process of interaction from topic selection to content production to effect evaluation.^[18] In addition, users dig the connotation and significance of news from different angles, and constantly supplement the elements of news, making news production a dynamic information flow.

3.1.2 From timeliness to practicability, the production of service-based "knowledge clusters"

In the Internet era, the proliferation of information leads to the proliferation of low-value information, and the elderly's ability to obtain information is weak, making it more difficult to obtain. In fact, they are not sensitive to the timeliness of news and need more practical information. "Knowledge cluster" is a concept put forward by Professor Xi Wen, an American historian of science. It refers to a group of knowledge groups that are interconnected and spread together.^[19] Constructive news, as the news knowledge turn of "knowledge-based news",^[20] makes information production with the characteristics of "guideline" to meet the audience's needs to solve problems. This study borrows this concept to explore the possibility of media forming "cluster" shaped information set aiming at the needs of the elderly.

Under the concept of "knowledge cluster", news is a functional product, each manuscript has a certain degree of function, is a "solution strategy" for a certain type of problem, the audience can refer to as long as they encounter similar problems. For example, "Where to Retire", an evaluation column for elderly care institutions launched by the Voice of the Elderly, is a media product to introduce and evaluate elderly care institutions and provide information reference for the elderly.^[21] The "Happy Old Man" combines the "National Medical Master" selection activity with the health anxiety of the elderly, and transforms event news into health information services through the linkage of "newspaper, book and mobile terminal". In addition, the lifestyle reports of the elderly media provide guiding suggestions through the mode of "collecting data -- explaining -- providing services". For example, Qingdao Radio and Television Station's "Caring" program does not set topics, but helps to ask for directions, provide free medical consultations, and share home tips on the radio.^[22] The "micro wish micro realization" and "package inquiry" of the deputy edition of "Happy Old People's Daily" are also of this type.

At present, more and more public services are realized through the Internet, and promoting the participation of the elderly in the network society is undoubtedly worthy of attention. According to the actual needs of the elderly, some media have specially organized intelligent application training, and taught the elderly the operation methods and skills of wechat and other common smart phone applications through online or offline courses. The representative programs are wechat Class of Qingdao Radio and Television Station and "Smart Life with a Point" program of Voice of the Elderly. This kind of training has improved the ability of the elderly to participate in society, and played a basic role in organizing the elderly to participate in society. In addition, "Happy Old People" has set up a column "Fashionable words" to introduce new words on the Internet, which to some extent alleviates the anxiety of the elderly who are abandoned by the Internet era. In the future, the media can coordinate the industry resources and create vertical services to promote the social participation of the elderly, including medical treatment, old-age care, nursing and health care. For example, for communities and towns, the advantages of radio and television media in household access can be utilized to provide telemedicine services for the elderly in need of medical treatment. For the elderly in rural areas, it can involve agricultural technology training, health care and science

popularization; For young and old people, employment information and training can be provided.

3.2 Acting as a facilitator: promoting discourse participation of the elderly

As a facilitator, the media promotes the discursive participation of the elderly, and it is of great practical significance to understand their views on old-age care, medical care and other issues.

3.2.1 Guide the establishment of public opinion environment that encourages participation

First of all, it is necessary to build a positive opinion environment and form an optimistic elderly culture. China's view of old age tends to be negative. In the west, the "golden age" has become a kind of "old people are always sad", "sunset glow" and "frail age" in China's aging culture. Constructive news emphasizes the tendency of positive reporting, trying to correct the excessively negative information environment.^[23] When the "sunset" in the report is replaced by "old people are strong" and "old people are stable", it will undoubtedly remove the conceptual barriers for the elderly to participate in society. The media can also confirm the participation of the elderly through the report, such as "Happy Old people" in the front page, the social edition of the elderly volunteers and other typical behavior, has achieved a good demonstration and driving role.

Secondly, we should guide public opinion correctly. There are many pressing issues in public life, and the media can decide which ones are the most important and urgent. Driven by commercial interests, the media blindly grab the attention, so that "square dancing ladies disturb the people", "whether to help the elderly when they fall" and "whether to give up their seats on buses" have become hot topics to report. However, elderly people who live alone, have empty nests, are disabled, have lost their independence, and have become "digital outcasts" that really need social attention rarely enter the media's attention. In fact, the "square dancing damas" are just a cultural phenomenon, nothing compared with the pension, medical care and security problems faced by China's 200 to 300 million elderly people. To play the role of a guide, the media should consider the problem from the height of "construction", deeply reveal the nature of the problem, guide the society to pay attention to valuable problems, and guide resources to tilt to the vulnerable groups.

3.2.2 Guide the construction of a positive space for rational dialogue

Create public discourse space through program Settings. The media can promote dialogue and coordination among different interest groups through innovative program model design. For example, topics can be set based on the needs of the elderly, and elderly representatives, relevant staff and experts can be invited to participate, forming a multi-subject space for face-to-face expression, dialogue and negotiation. The elderly raise questions, government workers introduce policy content and implementation, and professionals interpret and provide rational thinking and suggestions, exploring solutions and promoting problem solving in constant interaction. The pressure of public communication by the mass media makes the participants' expression conscious to be rational; Building a discourse field of multiple communication can provide opportunities for the expression of multiple viewpoints; Build a persuasive psychological magnetic field, make it possible to listen to others' opinions, and effectively promote consensus. Such programs with constructive features have been practiced in China, such as Beijing Satellite TV's social and livelihood program "Lean In", but have not been applied to the social participation of the elderly.

As an intermediary bridge, they provide a channel for discourse expression. The media expression ability of the elderly group is weak, and their voices are rarely heard by decision makers. As a bridge connecting the government and the public, the media can provide expression channels for the elderly. A typical case is the brand column "National People's Congress Through Public Opinion" of Happy Old Man Newspaper. The media collects suggestions from the elderly through readers' emails, hotlines, letters and visits. After sorting and categorizing, reporters and editors form proposals (suggestions) concerning the elderly, and then discuss, investigate and enrich them with national adult representatives or CPPCC members before submitting them to the national two sessions. Issues related to illegal fund-raising for the elderly, suggesting that the government purchase services to eliminate the digital divide, etc., have attracted attention. Online discourse participation can make up for the psychological frustration of the elderly who do not express their

practical interests, establish a compensatory psychological satisfaction mechanism, and enhance their enthusiasm for participation. Among them, wechat public account is a new media platform for the elderly to participate more. Through the research on the comments of "new elderly", it is found that the elderly have a strong consciousness of constructing their own subject status. According to their own experiences, habits and interests, they extend or transfer topics, selectively understand and express topics reported, and have different usage characteristics from young netizens.^[24]

3.3 Acting as a builder: promoting the elderly's action participation

As builders, the media should be more actively involved in public events. First, the government, communities, social organizations and the elderly should be encouraged to participate and explore solutions. Second, we need to transform service-oriented media. Journalists have access to and organize experts in various fields, and can promote dialogue and cooperation to provide better social services by integrating relevant resources.

3.3.1 At the individual level: Media play the role of an organizational platform

There is a relatively fixed process for the media to directly promote the action-oriented participation of the elderly. First, the media sets the agenda. From the perspective of the concept of constructive journalism, it should be "focusing on public topics", but in fact, the media are often out of the purpose of expanding their own influence, completing publicity tasks or considering market interests. It can be seen that this kind of media practice is not fully constructive thinking. Secondly, the media will "publicize" the activity information and organize the elderly to sign up. This process will rely on the power of other subjects. "10,000 people Sing One Song" is a cooperation between China Net Home platform and the Art department of China University for the Elderly; "National Senior Model Competition" is a cooperation between Happy Old People Newspaper and local enterprises; "Happy Old People Slowly Travel" is a cooperation between Happy Old people and travel agencies, and the media provides "media help" for the elderly to make video calls with their families and build travel albums. Finally, the advantage of the media cluster is used to open up columns/special areas to show the contestants' style, so that the participation effect can be "visualized" and further stimulate participation.

3.3.2 Community level: media play the role of information hub

According to Pettman, civic engagement is most appropriate in areas that touch people's lives, such as communities.^[25] Community organization is an effective way to transform individuals from owners of physical space into participants in community affairs. As the main activity place of the elderly and the end of social governance, the role of the community in the social participation of the elderly should be valued and promoted. Community government wechat has the advantage of proximity, but it is basically managed by administrators part-time, their low professional level, coupled with the elderly are not skilled in the use of new media, it is virtually useless. However, the media can cooperate with the community to organize community workers as correspondents and information hubs with the help of community power, and establish a community grid information collection platform to provide information guarantee for organizing the social participation of the elderly. In addition, they can jointly organize voluntary activities with the community to promote the service participation of the younger elderly. Due to backward organization and management, the development of volunteer services for the elderly in China is not systematic at present. Through the establishment of volunteer federations as a carrier, the media recruit volunteers with their own influence. Although the scale is small, the form is flexible, and it is more close and targeted. For example, the Voice of the Elderly's "Love Together" campaign organizes elderly volunteers to serve the elderly in nursing homes. Since 2014, it has organized more than 250 events, involving more than 6,000 elderly volunteers and providing more than 30,000 hours of service. However, such voluntary activities are highly arbitrary and cannot be carried out stably. The community has the ability to organize the active elderly, and the media can play a role in this process: it can help the community improve the recruitment and training of elderly volunteers, and build a normal and smooth volunteer service channel; It can give full play to the advantages of information integration

and combine the resources of volunteer service with the needs.

3.3.3 Social organization level: media play the role of cultural enterprises

In recent years, social organizations in our country have developed and grown continuously, becoming an effective supplement of government governance resources. The university for the elderly is a social organization closely related to the social participation of the elderly, and has the advantage of mobilizing the social participation of the elderly--as an organization, the mobilization information can arrive quickly, communicate fully, and enhance the mobilization effect. However, there is a big gap between the educational resources and the needs of the elderly, and "one university for the elderly" has become a social problem. As a cultural enterprise, the media can make full use of cultural capital, economic capital and social capital to lay out the education industry for the elderly. The University of Happy Senior Citizens, which has done well, is working toward the goal of building 1,000 branch schools across the country, covering at least 1 million people.^[26] The media can also rely on their channel advantages to establish an online education platform for the elderly with wide coverage, which can be launched on mobile terminals and TV terminals, but it must combine online teaching with offline activities.^[27] In addition, the functions of the university for the elderly still have a lot of room to play. The village-level university for the elderly in Stu town, Jincheng, Shanxi Province, teaches the elderly to make traditional handicraft products such as shoe soles and window cuts, so that they can learn new skills and obtain certain economic benefits at the same time, which has become an important way to fight poverty.

3.3.4 At the government level, media play the role of think tank platform

The provision of high-quality public services is the prerequisite and guarantee for promoting participation. The 14th Five-Year Plan calls for "improving the digital and intelligent level of public services and social governance,"^[28] and the government should use the power of the media to achieve this. We can make use of the media's mature data acquisition and analysis technology to jointly build an "open governance platform" as a resource integration and service platform. One end of the media is connected to the elderly, and the other end is connected to the government departments that carry out specific social governance work, forming a service demand and supply system, and easing the contradiction between supply and demand of public services for the elderly. Specifically, by setting expression areas in categories, a public information feedback and collection platform is formed, and an integrated information sharing mechanism is established to fully grasp the data related to the needs of the elderly, such as pension, medical and health care. At the same time, the media will contact government service departments, people's livelihood service units, and elderly social organizations to settle in and introduce public services to the platform. To realize cross-departmental cooperation among different government affairs platforms, change the waste of resources caused by separate governance, combine information resources with governance resources organically, and form a joint force for government affairs. Various government departments and the government and other social entities are also integrated, and governance efficiency is improved by restructuring the governance structure. At present, this concept has been put into practice, and the "smart radio and television + medical and old-age care health and medical platform" in Hunan Province is a typical case. However, we must fully consider the ability of the elderly to use new media, and carry out age-appropriate transformation in the design of the application, so that the elderly can truly benefit, rather than "looking at the Internet and sighing".

4. Comments on Aging

In the social communication network, the limited media attention resources will naturally flow to the core nodes, and the marginal groups are relatively deprived of their right to speak. The elderly are in a disadvantageous position in information acquisition. Media resources are less allocated to them, and they do not have the skills to participate in mainstream discourse. The number of media related to the elderly in China is small, and they are at the edge. The existing 26 newspapers and two magazines for the elderly have homogenized and uniformed content, and their influence is

generally low. There are few radio and television channels specifically aimed at the elderly. "Happy Old Man Newspaper", Qingdao Radio and Television Station Silver Age Division and other good old media are also in a situation of fighting alone. In the future, the elderly media can develop in tandem, share good program models or resources, and obtain linkage effect.

From the perspective of the social participation of the elderly in the current media, cultural participation to meet the needs of entertainment is the most. By combing the reports on the social participation of the elderly in China Lao Daily since 1988, it can be clearly seen that the type of social participation of the elderly has undergone a development trajectory from productive participation and political participation, to cultural participation, and then to cultural participation and service participation. At present, with the accelerated development of aging, the media should make a reasonable shift and focus on promoting productive participation and service participation.

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