

Research on the Innovation of Public Security News and Publicity in the Media Convergence

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Abstract: With the application of information technology in all fields of society, the media field has opened up a new situation. As a new type of media mode, melt media has changed the situation of separation of traditional media and improved the efficiency of media communication. Public security news propaganda can rely on the advantages of melt media, break the limitation of traditional media in content, form and channel, and give new life to public security news communication in the era of melt media through the means of digitization. Through the research on the innovative ways of public security news propaganda work under the background of media integration, this paper aims to improve the public security news propaganda mode, realize the innovation and optimization of news propaganda service, and improve the social cognition level of public security news propaganda.

1. Introduction

As one of the main contents of the news work, the public security news propaganda work should be innovated and developed continuously in the era of media integration. The media provides convenience for the public security news propaganda work, and provides a broad platform for the dissemination of public security news. In the era of media fusion, news propaganda is no longer limited to newspapers, impurities, radio and television channels. With the integration of network and multimedia technology, the work of public security news propaganda can keep pace with the times, open innovative ways in a complex environment, improve the scope and speed of public security news dissemination, enable the masses to understand and master the spirit of public security news propaganda in the first time, and promote the orderly development of public security news propaganda.

2. Summary of Public Security News and Publicity Work in the Context of Media Integration

The integration of the media is the integration of the media, which is an advantage over the traditional media in the form of radio, television, newspapers and so on. Melt media is not only an idea, but also a technology, under the background of melt media to the human, content, channel and other aspects of the comprehensive integration of news and publicity, to create a new type of media for resource sharing, content integration, publicity and mutual integration. As an important social order maintenance organization, the public security news propaganda work is an important way to popularize the social legal consciousness and create a good social atmosphere.

3. The Challenge of Integrating Media Environment to Public Security Press and Publicity

3.1 Access to Shared Information Channel Challenges in the Media Environment

In the media environment, the information channel is no longer independent and more news information is shared. The traditional public security news propaganda work is bound to be challenged by the sharing of information channels. In the traditional public security news propaganda, the news reporters should rush to the news scene to broadcast, and collect and edit the

news broadcast content, and finally finalize it and broadcast it through newspapers, television and other channels. This kind of traditional news propaganda work not only takes up a lot of time, but also affects the immediacy of the public security news, and will also be limited by the content of the news, which often cannot meet the needs of the audience [1]. The media environment is based on the information technology and the network technology news sharing communication channel, the public security news can use the network to publish in the website and so on news media in the first time, guaranteed the news information to carry on the broadcast without hindrance.



Figure 1 Shared information in the media environment

3.2 Institutional Challenges of Information Management in the Media Environment

There are some drawbacks in the traditional news management system, such as the collection and editing of news materials need to be carried out in a fixed space, the requirements of news propaganda conditions are high, and the management system needs a number of posts to coordinate together to complete the propaganda task of public security news. In the media environment, news collection and release can achieve one person to complete independently, effectively reduce the human cost of public security news, but also ensure that the whole production and dissemination of public security news process closely linked, to avoid the traditional management system of their own shortcomings. The rights and responsibilities of journalists have increased simultaneously, which can stimulate the subjective initiative of public security journalists.

3.3 Challenges to the Media Environment's Advocacy Concept

With the arrival of the era of media integration, the public security news workers cannot only be satisfied with the news and propaganda work of the paper media, but also change the working concept in time, and complete the whole process from video and text editing to uploading to the major media on the basis of the essential work. The traditional media's public security news propaganda is one-way, the news user does not have the effective channel to carry on the new feedback when obtaining the public security news information, under the fusion media news propaganda idea, the news transmission direction is two-way, can establish the link between the news media worker and the user, in the user's information feedback can discover the insufficiency in the public security news propaganda in time, has improved the public security news propaganda quality [2]. With the arrival of the era of melt media, public security news workers should take the initiative to accept and master new knowledge and technology, expand their own scope of news business, and better adapt to the characteristics of news propaganda of melt media.



Figure 2 News concepts for media environment

4. The Way of Public Security News Propaganda Work under the Background of Media Environment

4.1 Making Full use of the Advantages of Integrating Media to Construct Propaganda System

1) Select Appropriate News Case to Build user Interaction Experience

In the establishment of the media propaganda system, the news media staff should attach importance to the interactive experience of the users, and provide sufficient opportunities for the news users to obtain and participate in the news analysis by selecting the news events with great social response. In the process of user interaction, public security news propaganda can stimulate users' awareness of news participation, make the details of public security news events known to news users, and improve the effect of public security news propaganda.

2) Using the Network Channel to Establish the Judgment user Public Opinion Direction

In the media age, the information dissemination is fast, the feedback to the user information in the public security news propaganda should be timely, and the news public opinion of the network and other media should be analyzed and prejudged to put an end to the emergence of the lag feedback situation. In the construction of the media news system, the public security news propaganda staff can expand the news network continuously under the channel superiority of the media, through the close cooperation between the public security organ and the media resources, to widen the information channel for the public security news dissemination, ensure that the news public opinion can be obtained by the public security news staff in a timely and comprehensive manner, and carry out the public security news release after the public security organ verifies the accuracy.[3]. For example, in the incident of children's loss which has been widely concerned by the society, when the media found the information of children's loss in the network platform, mobile client and other channels, it was first transmitted to the public security system for verification and release, thus enhancing the credibility of the news propaganda, increasing the social attention to the information, and making the public security work and the public live in the media to establish close ties under the mode of media integration news.

4.2 Timely Change of Communication Concept to Achieve Accurate Communication of Public Security News

With the popular application of mobile terminals such as Internet and mobile phone, it lays a foundation for the accurate dissemination of public security news. Public security organs unite with major media to establish news platforms, and use WeChat, Weibo and other channels to push public security news messages, thus helping users to get news services in a timely and convenient manner. In order to improve the accuracy of the public security news dissemination, the public security news should first divide the user categories according to the characteristics of the user's news browsing and push the news content according to the user category when using the melt media platform to push the news content. Because of the rapid pace of modern life, news users often do not have a lot of time to read news, which requires the public security propaganda staff to grasp the frequency and quantity of news content push, so that news dissemination cannot only meet the needs of users, but also do not have a work and life impact on users [4]. Public security news dissemination can use the function of mass distribution to improve the efficiency of news service, but also according to the characteristics of different melt media to carry out differentiated news publicity, such as Weibo platform is more suitable for social hot news discussion and message, and WeChat platform is more suitable for the popularization of public security knowledge. The content published on the news platform should tend to be more convenient service information, pay attention to innovation and difference, the news content of different platforms is not simple copy and paste, and form a unique news language style to attract the reading of news users.



Figure 3 Information dissemination in the media environment

4.3 Rational Use of Communication Law to Construct Public Image of Public Security News

The public security news propaganda is also a kind of public security image display, the public security news should pay attention to the fact work in the propaganda work, must cater to the public to the news event cognition psychology, the public security image establishment mainly takes the incident report. Public security news propaganda has a strong social concern foundation, in the process of accepting and recognizing public security news is slow, gradual, critical, cannot gain a large number of fans in the short term, but should be down-to-earth to improve the status of public security news in the eyes of the masses. The public security image should always be based on the masses in the news propaganda, and the popular and well-known news activities will be shaped into the brand of public security news, such as holding the "excellent police selection" activities in the form of online media voting, so that the selection channels provided by the media environment, such as WeChat selection, Weibo selection, website selection and so on, so that the masses can better choose the outstanding police personnel in their hearts. It makes up for the situation that the masses are difficult to participate in under the traditional media mode, and better encourages the public security team's sense of honor and the work belief of serving the people in the process of full social participation.

5. Conclusion

The public security force is the important safeguard to maintain the social stability, including the public security event explanation which is closely related to the masses, the release of the latest policy and so on, has been widely concerned by the masses all the time. With the rapid increase in the number of information and information, the demands of the masses on public security news and propaganda have gradually increased, and the public security news and propaganda staff should keep pace with the times, make full use of the advantages of media integration, scientifically construct the propaganda system, realize the accurate dissemination of public security news, construct the public image of public security news, and promote the development of public security news.

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