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**REGIONAL ONLINE MEDIA OF THE PEOPLE'S REPUBLIC OF
CHINA: SPECIFICITY AND PROBLEMS OF PUBLIC POLICY
REFLECTION**

Master's thesis
Speciality 7-06-0321-02 Communications

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Minsk, 2024

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INTRODUCTION

The entire process of public policy is inseparable from online media. Within the context of the life cycle of public policy, from analyzing societal concerns and validating policy queries to establishing a comprehensive policy agenda, from crafting the policy strategy to implementing it faithfully, from assessing its impact meticulously to modifying or amending the policy as needed, each phase bears significant involvement of digital media. Therefore, online media has ample room to play a role in any aspect of public policy. Takes the development practice of domestic online media and public policy in recent years as the analysis background, collects and analyzes a large number of classic cases, and uses relevant theories of journalism and public policy to study the relationship between online media and public policy. Uses the policy process stage theory of public policy to divide the public policy process into four stages: public policy issues and agenda formation, public policy formulation, public policy implementation, and public policy evaluation, and analyzes the role of online media in each stage of the public policy process. The pivotal role of the connection: within the policy issue development procedure, it is through the online medium's capacity for "surveillance" and "verification", that public policy issues attain visibility, while its "priority allocation" function contributes to the establishment of policy agendas. In the public policy creation phase, online media constructively provides an online platform for public involvement in the policy making process. During the execution stage of public policy, online media foster a conducive public opinion atmosphere for policy implementation and oversee the policy execution process. Lastly, during the assessment phase of public policy, online media serve as a crucial instrument for policy evaluation. Concurrently, this analysis also evaluates the strengths and potential constraints of online media's engagement in the public policy process, considering the unique attributes of online media.

The object of research: online media within the People's Republic of China.

The subject of the research: influence and role of online media in the public policy process.

The purpose of the study:

- thinking about the development of online media and public policies and processes;
- study the impact of online media on public policy;
- analyze the advantages and limitations of online media and public policy.

The method of research:

This exploration primarily relies upon qualitative investigation methodologies, concentrating specifically on journalistic practices, the dynamics of interpersonal communications, public administration policies, political principles, strategic

management techniques, and public sentiment analysis.

Based on the theories of science, sociology and other disciplines, with the development practice of domestic online media and public policy in recent years as the analytical background, by collecting and analyzing a large number of classic cases, adopting the idea of systematic analysis, integrating online media in different links of the policy system Characteristics propose paths for policy optimization.

The specific method adopted in this study is mainly case analysis. Case analysis is a research method worthy of attention in the study of public policy. Sociologist Mitchell Heiyao believes: "The study of policy processes may be case studies, and the main methods used are qualitative methods." Qualitative analysis of public policy cases Analysis is a method in which analysts use experience, knowledge, intuition and wisdom to comprehensively apply theoretical thinking and logical reasoning to public policy cases to conduct qualitative analysis, judgment and evaluation of policy objects. It takes the established fact that Internet media actually plays a role in policy activities as the research object. Through micro-analysis of selected cases, it abstracts general theoretical understanding or refines issues from specific examples. In recent years, numerous noteworthy instances where online platforms have proactively engaged in policy processes and accomplished advantageous policy results and societal impacts have substantiated our proposed theoretical insights. Therefore, several typical cases in which online media played a positive role in different stages of the public policy process were selected. Through the process from deduction to induction, it was proved that online media is intervening in the public policy process and playing a positive role. play an important role.

OVERVIEW

Master's thesis: 81 pages; 74 sources; 4 tables.

ONLINE MEDIA; PUBLIC POLICY; ROLE; CHINA; SPECIFICITY; PUBLIC OPINION

The object of research: online media within the People's Republic of China.

The subject of the research: influence and role of online media in the public policy process.

Research methods: qualitative research (case analysis), literature review method.

Aim of the research: to analyze the particularity of online media and reflect on public policy. Given these premises, our research endeavors to illuminate the potency and function of digital media within the sphere of public policy formulation.

The results obtained and their novelty: In examining the progression of public policy throughout its lifespan, from discernment of societal predicaments and validation of policy concerns to the formulation of a strategic policy blueprint, from proposition, assessment, and determination of policy options to execution of strategic policy strategies, and from evaluation of policy impacts to the adjustment of policy, it is evident that no facet of modification or evolution can be detached from the involvement of online media. Public policy necessitates the assistance of online media for achieving an intimate connection with the populace, enabling the public to exercise their constitutional right to partake in public policy via online platforms. Consequently, online media possesses substantial potential to influence every aspect of public policy. Nevertheless, despite the undeniable truth that online media and public policy are intricately intertwined, journalism and communication academics seldom devote attention to this domain, resulting in a scarcity of scholarly contributions. Introduces public policy into the research field of journalism and communication, expands the research field of journalism and communication, and enriches the research results of journalism and communication.

Area of possible practical application: the rapid development of the Internet and the practice of public policy urgently require online media to participate and play its unique functions. Consequently, examining the function of digital media within all facets of the public policy development process holds immense practical value for enhancing the governance-public nexus, initiating government institution reform, and constructing an exemplary public policy framework that resonates with Chinese attributes. Furthermore, this research initiative springs from the incorporation of online media into the public policy procedure. Through a rigorous examination of these connections, the underlying principles are articulated. Therefore, it can improve the level of online media participating in the public policy process and ensure the scientific and democratic public policy, all have universal guiding significance.

ОБЩАЯ ХАРАКТЕРИСТИКА РАБОТЫ

Магистерская диссертация: 81 страницы; 74 источников; 4 таблицы.

ИНТЕРНЕТ-СМИ; ГОСУДАРСТВЕННАЯ ПОЛИТИКА; РОЛЬ; КИТАЙ;
СПЕЦИФИКА; ОБЩЕСТВЕННОЕ МНЕНИЕ.

Объект исследования: интернет-СМИ на территории Китайской Народной Республики.

Предмет исследования: влияние и роль интернет-СМИ в процессе формирования государственной политики.

Методы исследования: качественное исследование (анализ конкретных ситуаций), метод обзора литературы.

Цель исследования: проанализировать особенности онлайн-СМИ и задуматься о государственной политике. Учитывая эти предпосылки, наше исследование стремится осветить потенциал и функцию цифровых медиа в сфере формулирования государственной политики.

Полученные результаты и их новизна: При изучении развития государственной политики на протяжении всей ее жизни, от выявления социальных проблем и подтверждения политических проблем до формулирования плана стратегической политики, от предложения, оценки и определения вариантов политики до реализации стратегических политических стратегий, а также от оценки влияния политики на корректировку политики, очевидно, что ни один аспект модификации или эволюции не может быть отделен от участия онлайн-СМИ. Государственная политика требует помощи онлайн-СМИ для достижения тесной связи с населением, позволяя общественности осуществлять свое конституционное право участвовать в государственной политике через онлайн-платформы. Следовательно, онлайн-СМИ обладают существенным потенциалом влияния на все аспекты государственной политики. Тем не менее, несмотря на неоспоримую истину о том, что онлайн-СМИ и государственная политика тесно переплетены, ученые в области журналистики и коммуникации редко уделяют внимание этой области, что приводит к нехватке научных вкладов. Вводит государственную политику в область исследований журналистики и коммуникации, расширяет область исследований журналистики и коммуникации и обогащает результаты исследований журналистики и коммуникации.

Область возможного практического применения: Быстрое развитие Интернета и практика государственной политики срочно требуют участия онлайн-СМИ и выполнения своих уникальных функций. Следовательно, изучение функции цифровых медиа во всех аспектах процесса разработки

государственной политики имеет огромную практическую ценность для укрепления связи между управлением и обществом, инициирования реформы государственных институтов и построения образцовой структуры государственной политики, которая перекликается с китайскими атрибутами. Более того, эта исследовательская инициатива возникла в результате включения онлайн-СМИ в процедуру государственной политики. Благодаря тщательному изучению этих связей формулируются основополагающие принципы. Таким образом, это может повысить уровень участия онлайн-СМИ в процессе государственной политики и обеспечить научную и демократическую государственную политику, все это имеет универсальное руководящее значение.