The Thinking on the Construction of WeChat Public Service for the Spread of Local Culture

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Abstract. As a result of the social development and the spread of information technology, the ideas and methods about the construction of local cultures are changing and improving. The essay is based on the example of Wechat public service platform by college to spread local culture, explains the ways of services providing through the medium, analyses the problems possible, proposes solutions to find errors, and displays materials about civil cultures and local specialities. In this paper, the satisfaction and competition of the platform are also discussed. It also gives further suggestion about how to improve the platform in terms of it professionalism, management, and sustainable development.

1. Introduction

The construction of wechat public service platform is the new way of cultural industry development in economy dominated by information. It is also the innovative practice of corporate development, upgrading, and the guarantee of future development and reasonable strategies. Hubei province is of long history, large area covering the middle and upper streams of Yangtze River, unsystematic, far reaching and unique culture. By the use of this medium in discussion, the local cultures can be better spread. By the discussion on how to use the medium and develop interactive relationship between the platform and the readers, the provincial cultures can be highly contagious. It is necessary for the traditional capital of culture, Hubei.

2. The Establish of WeChat Platform for Study and Culture Innovation

With the further development of digital technology, an increasing number of people choose Facebook, WhatsApp’s. WeChat and other online communication platform become their learning tools and access to information channels. Compared with traditional media, these online communication platforms such as WeChat have unparalleled advantages. They can organically combine sound, text, images together to pass multi-sensory information fast and easily, having wide information covering without time and space constraints and the promotional costs are lower than traditional media, which in a form of “redundancy information” and “free will” hinder the timely and accurate transfer of information and knowledge [1]. The ideal WeChat platform for learning is established for stimulating innovation, requiring the participants to share of complementary resources to form a network for online interactive learning, so as to promote regional economic and social development. Being different from the traditional linear process from university innovation to enterprise technology innovation, WeChat platform forms the network structure of interactive learning of the relevant stakeholders, such as universities, research institutes, governments and enterprises, and college that is the connecting point, protecting the online operation and the continuous reproduction and transformation of knowledge.

The establishment of WeChat platform for study in a certain region requires that the region has a certain knowledge-based economy environment in which innovation participants who have the basic ability to organize innovation exist. Hubei is the cradle of Chu culture, which harbors rich historical heritage, landscape cultural resources, revolutionary cultural resources, folk cultural resources and modern cultural resources, unique cultural charm. At the same time, the ability to cultivate high-quality talents in colleges and universities, the researching ability of the scientific
institutes and the steady growth of the governmental finance have provided good conditions for the construction of the learning-based regional cultural innovation communication platform [2]. The building of the platform can accelerate the integration of the traditional publishing industry, the media industry, the telecommunication industry and the broadcasting industry, improve the sensitivity of the content to technology and terminals, promote the market transformation of high-quality content and develop some products that have a good response to the market. On the other hand, the traditional publishing enterprises, technology-oriented enterprises or platform-based enterprises can work together to cope with the inert crisis caused by the current shallow reading search and interactive questions to get fragmented knowledge, and guide the development of deep reading digital content to delivery regional culture, enhance the quality of the people, and improve cultural soft power adapting to the status of the economic strength of Hubei Province.

3. Obstacles to Regional Culture Based Public WeChat Platform

Following the trend of digital era, WeChat prospers and expends the culture delivery channel with new broadcast power and effect, but the skip-reading and entertained-reading problem of online information limits it function, moreover, copyright, profit model, HR and other acute problem are continually hindering the development of WeChat platform.

3.1 Problem of creative contents

Creativity is the most difficult bottleneck in development of WeChat platform. Domestic broadcasting of weibo WeChat is leading by the technology business, most of the information publicized within it is the extension of PC and network information from traditional media, and it is using the traditional media principle: same publication supply fits various demands. Moreover, laws and regulations about digital media industry are insufficiency and out of date, the incentive of promoting and protecting digital information is weak, and copy-and-paste is a general problem. During the intensive interview and questionnaire, writer realized that information on some local culture WeChat platforms, such as ZY Wen Hua, Ai Shang red, founded by students from Wuhan Technology and Business University, are lack of original work. Half of the daily-delivered information is shared information without any comments. In long term, such local WeChat accounts will lose their attraction to the public, the low reading and sharing data have been foreshadowed it.

3.2 Dissemination of information

The information sources of this wechat-predominated era varies from traditional patterns like words and pictures and to now, as wechat featured, voices. Thus users make their own options on the acceptance and dissemination of information. A survey based on students who follow wechat official accounts “ZY Culture” and “Love RED” shows that less than 30% students expressed their interest on these regional culture wechat accounts. In addition, a great number of students believe that wechat official accounts are simply repeaters and copiers. By reprinting official weibo accounts like People’s Daily, speeches of leaders and headlines, wechat leave them the impression of using too much official languages and publicity and, what’s more, deviating from their lives. Still, some of these students even point out the weakness of their dissemination, using the same old pattern of words mixing pictures but little voices and videos [3]. Besides, some new accounts lack the capacity of innovation, for both function and content. But this is not the case with official account of HUST. It developed a new on-campus friend-making function, drifting bottles, which is not only innovative but also convenient for students to make new friends.

3.3 Function positioning

The character and application of wechat accounts are directly determined by its function positioning. “ZY Culture” and “Love RED” belongs to two scientific innovation projects of University Students. Project managers declare these regional culture official accounts aims to enhance the publicity and complete the task of platform construction. The lack of innovation in this field is partly because, unlike digital publishing, scientific innovation projects are less likely to be
effected by the market. Thus, they lack a complete, continuous rational development planning and prospecting. Another reason is the extreme ambition of completion and inexperienced cooperation. Most of them are from the same college, even the same major. In face with the unsteady market, forming a co-operation system of resource, technique, platform based on division of labor is not an easy feat. Leave alone the integration and innovation of resources.

3.4 Personnel training

There is a great demand of operating talents in the field of wechat official accounts. They must be experienced in content and techniques, data processing and analysis and marketing, in general, inter-disciplinary talents who have a good command of language foundation, regional culture, techniques and marketing operation [4]. However, the majority of these project members are students majored in management of cultural industry, which belongs to management courses. Though knowing that digital publishing has become the general trend, they are inadequate in mathematical techniques owing to the traditional education, which results in the short of confidence in new techniques. Regardless of the advanced techniques, technical talents rely too much on the content, which leads to the deficiency in rigor and profession, along with the shortness of traditional publishing talents. All these obstruct the development and transportation of operating talents in the age of digital publishing.

4. Countermeasures to the Development and Operation of Wechat Official Accounts of the Regional Culture

The team of WeChat public platform of regional culture project should give full play to the advantages of universities in their scientific research and the cultivation of high-quality talents, with the help of their discipline construction, the use of complementary social capital and market resources, in order to making the platform more adaptable to the development needs of economic society, especially the regional economic society, and to further establishing the dominant positions of colleges and universities in the process of knowledge innovation and transformation.

4.1 Coordination or reinforcing by universities and the project team as intermediaries

The universities are responsible for building a development stage for the team of WeChat public platform of regional culture project. In order for the project team to make differences, financial supports are needed. However, the relationship between the progress of this kind of project and the amount of capital investment is not necessarily proportional. That is to say funding alone sometimes just doesn’t work as well as expected, and projects hosted by superior digital publishing enterprises, such as the “e-book +” micro reading service platform established by the Yangtze River Media Digital Publishing Co. Ltd in Hubei Province, can be very successful even without special funding. On the contrary, inferior traditional industries may suffer from delayed transformation, the lacking of innovation motivation of the project team, the barriers of industry incubation and technology convergence and other issues. Consequently, universities and colleges should pay more attention in formulating relevant standards to test or even interfere with the development trend of project platforms and act as intermediaries between the project team and its allied enterprises and/or research institutions [5], especially when the subtle partnership between them are neither friendly nor aloof. The project team, on the other hand, should not only focusing on the general level of coordination to provide external financing for the platform, but also be involved in the development and innovation of digital publishing related business. Moreover, relevant training courses should also be organized and the available WeChat platform should be made full use to achieve collaborative development.

4.2 The content of the humanities and social science and lasting appeal

The regional culture of WeChat platform and the competitiveness of the related products and services can be embodied through creative products and services, good content and popularity. Whether products and services can transfer the content resources and reading experience are
regarded as the fundamental principles, which can pass the value of intellectual civilization and provide information service to check the project team innovation ability and competition survival. In fact, not only the traditional and emerging publisher are equipped with competitive products and services of priority. If the project team can grasp the contemporary cultural exchange further opportunities under the condition of outsiders to Hubei regional cultural curiosity and experiences to expand internal demand, especially for Tang hand fist, Goujian sword and Bells of yi. With efficient integration of limited funds, technology creativity and management, we can also open this kind of breakthrough for the development of digital products and services. The combination of the visual language of images, video images and intelligent speech recognition technology can build more language acquisition platform.

4.3 Platform with satisfaction and time competition

Platform brand is the accumulation of business products with digital publishing and operating subject. Different platforms can go beyond others with the analysis of the literature information, classified processing or integration ability, accumulating the reader satisfaction. More importantly, some have similar database which is similar to value-added space, such as information consultation, decision analysis, and so on. In fact, satisfaction is direct thrust of platform competition, and its biggest characteristic is to focus on the reader, follow the market and the trend of the Times. Shanda network shifting from online games to literature is a very good example [6]. Platform operating pursuing competitiveness is the demand in reality, but competitive strategy also needs to measure the time dimension. The platform is far from competitive strategy referred to standard and rushed to investigate competitive strategy inevitable reveals defects. We need to implement competitive strategies to guarantee the sustainable development of content resources with objective attitudes. In other words, one should not only focus on the content of resources in WeChat platform of economic growth and benefit, also pay attention to cultural heritage resources regeneration, as the national project of editing and publishing of ancient books national academic digital publishing platform.

4.4 Professional project management training

Regional culture of WeChat in colleges and universities needs people formed a certain scale so that the public platform can undertake risk. Accumulating cost efficiency with digital publishing enterprises WeChat equal dialogue platform and the strength of sound market opportunities. Digital publishing platform, compared with traditional publications is broader, and the depth of content resources can reflect digital processing and creative mining is more advantageous, marketing also should keep pace with the times. But due to the era of digital publishing lacks of digital product manager, product planning reading terminal station facilities, such as software development engineer of website development engineer of talent training, the training mode completely unable to survive. University scientific research institutions to increase collaboration with digital publishing enterprises with concentrated industry capital and education brand together, so as to practice talent resources and economies of scale from the perspective of platform product lines. Develop regional culture in the management of the copyright trade professional and technical personnel in the form of processing for WeChat platform.

5. Summary

Based on the analysis of WeChat platform for study and culture innovation, obstacles to regional culture based public WeChat platform, this paper proposes some strategies of coordination or reinforcing by universities and the project team as intermediaries, the content of the humanities and social science and lasting appeal, platform with satisfaction and time competition, professional project management training, etc.

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