A Tentative Exploration Into Propaganda Management from the Perspective of Research Institutions

Yi Wang¹,a, Yong Liao², Yunhe Li³,b

¹,²,³Zhaoqing University, Zhaoqing, Guangdong, China

ªtailaiwangyi@126.com, bycrane@gmail.com

Keywords: research institutions; propaganda management; external propaganda.

Abstract. The paper adopts literature research method, case research method and interview method to analyze the current situation of propaganda management in research institutions in China, taking SIAT as example. This paper states existing problems, and figures out how to carry out propaganda management from macro and micro angles, so as to create favorable public opinion atmosphere.

Introduction

Facing the advancement of media cause, research institutions must enhance the reform of external propaganda management and further carry out propaganda management so as to adapt to the publicity requirements at the new age and create a sound environment for the company [1]. However, there are few researches about how research institutions should carry out news propaganda management [2]. Moreover, most researches are about propaganda management in research institutions from external perspectives [3]. Shenzhen Institutes of Advanced Technology, Chinese Academy of Sciences (SIAT) focuses on news propaganda management. Therefore, the efforts into news propaganda and quality are satisfying.

This paper chooses SIAT as example, starts from the internal perspective of research institutions, explores into the current situation of propaganda management, proposes the approaches how to carry out propaganda management and create a sound public opinion atmosphere, and provides references for Chinese research academies so as to well conduct external propaganda.

Background and methodology

Basically, the understanding of propaganda in a narrow sense is the same, i.e., “Propaganda in a narrow sense usually refers that the propagator deliberately conveys (processed) news beneficial to himself so that others support his political viewpoint or keep his interests [4]. The propagator will try to change others’ understanding of things so as to further change their behaviors or expectations on specific interest-related groups [5].” Therefore, propaganda is of great importance for an organization or group. Enterprises care more about propaganda management.

Research institutions do not pay too much attention as enterprises [6]. External propaganda is gradually rigid, conservative and backward at the age. In addition, it is not efficient and ineffective. Besides, the approaches are backward. There are also many challenges. Take Chinese Academy of Sciences as example. Every research institution only has one or two specific staff in charge of propaganda. They belong to Planning Department or Administrative Department, usually called Party Political Propaganda Office. Compared with other universities, such as South China University of Technology, there are 18 registered staff members in News Center.

How to well carry out news propaganda is important to enhance the comprehensive power of research institutions. At the same time, for the purpose that the achievements are understood and recognized by the superior, other research teams and the public, propaganda has to be conducted. However, the current propaganda management is not satisfying.

The research adopts literature research, case research and interview method. Literature research method refers to referring to relevant literatures about management, communication and sociology as well as basing on relevant documents and important theories. Case research method refers that the
The author conducts a lot of observations, investigations, and statistics into the institutions as well as obtain relevant materials and direct data when working in the research institution. In terms of interview method, the author directly communicates with SIAT staff. Specifically speaking, there are 20 interviewees, including 18 research personnel (four also take up administrative positions at the same time), one member in charge of propaganda management, and one person in charge of other administrative matters. By integration and research, the problems in external propaganda management are clear. Therefore, corresponding solutions are proposed.

**Analysis of research results**

**Main problems found in investigation.** Inadequate cognition of and emphasis on propaganda management is obvious in research institutions, this point from the survey results can be seen in Figure 1.

![Figure 1](image1.png)

Figure 1. Survey of necessity of propaganda management in research institutions.

In research institutions, there are two viewpoints: First, in their viewpoint, “Good wine needs no bush”, which is the same for research work. As long as research staff members focus on research, no propaganda is needed. Second, it is thought that as long as product sales related to technology industry are required, propaganda is needed. However, they do think that propaganda is necessary in research. At the new age, the two viewpoints are worth discussing. The achievements of research work should be known by the public in time. In this sense, propaganda is necessary.

![Figure 2](image2.png)

Figure 2. Survey of the importance of research personnel’s expression ability.
Weak understanding of the importance of expression ability is obvious in research institutions, this point from the survey results can be seen in Figure 2. Only 20% of people think that the expression ability is important for the scientific researchers. Expression ability is one major reason why propaganda in research institutions is not influential. Because research work requires professional ability, how to make the public understand you, how to make specific science words become general media languages and how to make others interested in what you have said are all problems that science communication is now facing.

Propaganda approaches are inadequate in research institutions, this point from the survey results can be seen in Figure 3. Researchers have a very low level of understanding of the major events of their institutions Research personnel often get to know major events through technology essays, magazines and websites. They focus more on the development of frontier technology, but pay little attention to major events and science work in the institution. Moreover, research institutions put more emphasis on research progress and paper publication. There are many specific terms and the propaganda orientation and channels are singular. Research institutions’ self-propaganda is left behind the current situation and requirement. Sometimes, despite the efforts and money, no satisfactory results are got. There is a lack of effective propaganda methods, skills and approaches.

Construction of propaganda management team is inadequate in research institutions. Many research institutions do not have specific news propaganda management department. No one cares about news propaganda. Or news propaganda is taken care of by other departments as secondary work. Some research institutions often lack enough attention on the introduction of news propaganda management because of excessive concentrate on the cultivation of technology innovative talents. In addition, specific talents in charge of news propaganda management are in lack. Besides, even some organizations set up propaganda institutions, they only rely on one person or several personnel to take charge of propaganda. There is no such a specialized team. Often, there are no sufficient efforts into news propaganda. The quality is low. Coverage is not wide. Important news is missed.

Research institutions have to enhance propaganda management. Management should be strengthened at the micro level. According to the actual work and requirements proposed by research personnel and management staff, management should be enhanced from the following perspectives.

Capture the opportunity and focus on publicizing major activities. There are relatively fewer major activities in research academies. It requires that propaganda management concentrate on major activities. News propaganda should be attached importance to. SIAT is quite typical in this aspect. Since the establishment, it puts more stress on external news propaganda. Centering on hi-tech achievement fair and other major activities, typical representatives, science progress and so on, a series of colorful news propaganda activities with distinctive themes and unique characteristics are carried out. During hi-tech achievement fair period, a lot of important publicity is carried out and sound achievements are obtained. Hence, media connections are opened up. Xinhua Agency, China News Agency, CCTV, People’s Daily, China Daily and other graphic news media, Xinhua Website, Renmin Website and 20 other websites publish and report the academy’s achievements in terms of
robots, low-cost health, high-end medical image and so on. Technology Daily, Chinese Science News and so on establish many specific columns. Sound propaganda achievements are obtained.

Focus on the major point and carry out the propaganda of major innovative achievements. For research institutions, independent innovative achievements are the key points in the publicity of research institutions. In management work, relevant personnel should follow the latest progress of technological achievements, connect the media at proper time, and reach the expectations. SIAT focuses on the major point during propaganda management and follows closely the publicity of major achievements. The reports about low-cost health, high-end medical image, brain science, big data, robots, electronic vehicles and photovoltaic solar energy are frequently seen. In particular, in terms of reform and accomplishments of its own mechanism and system, close track of reform is realized, which lays a foundation for propaganda reform. CCTV news and specific columns make a lot of specialized reports of SIAT, uphold the flag of being a pioneer in SIAT reform and an emerging research organization. Sound propaganda effects are realized.

Exquisite planning and publicize typical representatives. In external propaganda, it is necessary to deepen into the audience's initial point. The audience care more about humanistic stories. Under many conditions, propaganda often makes a lot of efforts to introduce the contents, achievements and prizes of research work. However, more or less, relevant personnel are ignored. Like other propaganda, people are the most important part in research institutions’ news propaganda. External propaganda should pay more attention to publicizing research figures. In addition, SIAT also focuses on the propaganda management of typical people, set up SIAT representative file, introduce and publicize advanced representatives and typical events via websites.

Carry out propaganda management of emergency events in time and accurately. In modern society, there are numerous emergency events. External propaganda personnel in research institutions should possess the knowledge of crisis handling and carry out emergency propaganda, especially crisis public relation. SIAT does not encounter many emergency events in crisis public relation, so it does not care too much in this aspect. Therefore, it is a little hurried in handling emergencies.

Research institutions should enhance propaganda management and carry out management at the macro level. Arrangement is the prerequisite. In order to carry out news propaganda management, leaders’ attention is the key point. People, finance and external objects should be guaranteed. Reasonable arrangement can facilitate the standardization and institutionalization of propaganda management, ensure the accuracy of news report and timeliness of crisis intervention.

Practicality is the basis. Science researches need innovation. It is the same for research institutions. Before carrying out propaganda, personnel should formulate detailed plans, stick to the idea, principle, contents and form of propaganda, and carefully arrange the problem. Relevant personnel should be innovative, practical and active in work to ensure the effects. Besides, they should make use of online media due to their timeliness and fast spreading to realize satisfactory propaganda management.

The construction of high-quality talent team is the key. The prosperity of the cause lies in people. There is no exception for news propaganda. First, keep improving the team’s power, introduce and cultivate high-quality leader and person in charge of news propaganda. Second, keep adjusting and perfecting communicator team, set up a communicator team covering all departments. Clarify duties, enhance appraisals and rewards so as to know the latest updates and progress of technology innovation. Improve the pertinence and timeliness of news propaganda. At present, SIAT has an assistant to take charge of the work during part time, but it does not clarify the responsibilities. There are no corresponding appraisals. Therefore, the power is not given into exertion. Third, integrate business knowledge and personnel training into the training system, improve communicators’ propaganda awareness and writing skills.

System construction is the guarantee. It ensures success in any work. Research institutions should formulate corresponding propaganda management system according to the actual conditions in the institution, and ensure the implementation of the system.
Conclusions

For the sake of further development of research institutions, sound internal public opinion atmosphere is needed and favorable social public opinion atmosphere is required. Under the new condition that technology is advancing, social public opinions are playing a greater role for the development of institutions. External propaganda management has become a holistic and strategic task. The internal propaganda is beneficial for the construction and consolidation of internal culture as well as enhancement of personnel’s sense of responsibilities. Therefore, adequate attention should be given. Problems should be found and solved instantly to realize high-quality propaganda management.

The research finds out deficiencies of propaganda management in research institutions, proposes to capture the opportunity, focus on the key points, make an exquisite plan, and carry out specific work in time and accurately from macro and micro level, and keep improving and perfecting research institutions’ propaganda management from the perspectives of enhancing arrangement, consolidating the foundation, improving talent team construction and system establishment. Furthermore, the paper provides certain solutions for research institutions to carry out propaganda management. Nevertheless, the research still has many deficiencies, such as a small number of samples, subjectivity of most research methods. In the future, more samples should be collected. Stable and universal questionnaires should be adopted in the research.

Acknowledgements

This work was financially supported by the PhD Start-up Fund of Natural Science Foundation of Guangdong Province of China (Grant No.2014A030310286).

References


