Research on the Public Service Function of County Convergence Media in the Perspective of Rural Revitalization

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ABSTRACT

The county-level convergence media center promotes rural governance on the path of platform "intelligent governance". How to make county-level convergence media center better serve rural economic revitalization is a practical proposition that needs to be explored in depth. As a party-managed media, county-level convergence media is embedded in the national governance system network. Improving the county-level convergence media platform is an important measure to promote the modernization of rural governance. Based on the four fold logic of the growth of county-level convergence media, this article proposes an innovative path for county-level convergence media public services, namely from addition to integration, and the infrastructure of media platforms. This research will help to promote the modernization of rural governance system through the power of integrated communication. Taking the construction of digital villages as a starting point, this research will also provide references for driving innovative development of public services, and building a "media+think tank" to empower rural revitalization through precise business services.

Keywords: Rural revitalization, County-level convergence media, Public services, Information infrastructure.

1. INTRODUCTION

As a party managed media, county-level integrated media is embedded in the national governance system network. The infrastructure construction has been completed, marking the comprehensive expansion of China's media integration path from the central to the grassroots, and the overall pattern of media integration has taken shape.[1] Different scholars have responded from different perspectives on how to better utilize county-level integrated media centers to guide and serve the masses. Providing intelligent social public services to the people through county-level integrated media platforms is an important strategic decision for the country to enhance government service efficiency. The county-level convergence media center enables county-level social governance to embark on the path of "intelligent governance" on the platform, and deeply analyzes these issues to explore the internal logic of building

county-level integrated media, which has important theoretical and practical value.

2. THE DEVELOPMENT PROCESS OF COUNTY-LEVEL CONVERGENCE MEDIA

Building a county-level convergence media center is an important starting point for the party to lead the people to achieve Chinese path to modernization, which is of strategic significance for achieving common prosperity of the people and promoting the coordinated development of socialist material civilization and spiritual civilization. The development process of county-level convergence media center can be roughly divided into three stages. The first stage is the initial stage of the establishment of the county-level convergence media center. On the basis of traditional media such as county-level television stations, radio stations, and newspapers, the county-level convergence media center was formed, achieving formal

integration. There is no definite plan or vision for the future direction. The second stage is the period of reform in the management mechanism of county-level convergence media. The county-level convergence media center has clarified its value positioning as a platform-based media under the leadership of the party, providing comprehensive information services for the people. Local convergence media centers are exploring their own breakthrough paths based on this value core. In the third stage, county-level convergence media has clarified the development path of using advanced information technology to integrate social resources and build a social public service platform of "media + government and business services". Through "media + government", it revolves around the work of county committees and governments, becoming an "information bridge" for the government to communicate with the masses and serve the people. Through "media + business", the value of integrated media platforms and professional planning capabilities can be utilized to inject new impetus and vitality into the development of county-level economy. It is necessary to build a "media + service" platform, guided by the needs of the people, integrating public service resources such as telecommunications, power grid, water and electricity payment, social security services, medical care, education, etc., and creating a community comprehensive service platform tailored to local conditions.

3. THE INTERNAL LOGIC OF THE GROWTH OF COUNTY-LEVEL CONVERGENCE MEDIA

The media convergence in China is based on the development stage of Chinese society and the socialist system, focusing on the media convergence of public interests, social interests, and national interests. Political logic is the most important internal logic in the process of media integration. It has only been five short years since General Secretary Xi Jinping proposed the construction of a county-level convergence media center in 2018. However, in this short five-year period, the county-level convergence media center has achieved five major breakthroughs: firstly, it has transformed the media function from a single communication channel to a social governance platform; Secondly, it has achieved a breakthrough in the multilateral market model of serving audiences (television viewers, newspaper readers, radio listeners) to simultaneously serve audiences, governments, and enterprises; Thirdly, it has

achieved a breakthrough in brand value from outdated traditional media to modern intelligent information comprehensive service platforms; Fourthly, a breakthrough has been achieved in the dissemination channel from a single terminal to the construction of a multimedia matrix with multiple releases; Fifth, a breakthrough has been achieved in diversifying revenue sources from heavily relying on advertising. The five major breakthroughs of county-level convergence media center cannot be separated from the support of the governance logic, service logic, content logic, and technology logic of the growth of county-level convergence media.

3.1 Promoting Reform Through Party Building and Building an Effective Social Governance Platform

As an important component of modernizing the national governance system, county-level integrated media must be implemented under the principle of "the party controls the media". The rapidly rising integrated media center has strong communication, execution, adaptability, and the ability to fight tough battles, and has quickly grown into an important component of Digital China.[2] The county-level convergence media center is the ideological and public opinion battlefield of the party in the new era. No matter how the communication environment changes, it always adheres to the correct ideological and public opinion, runs the party's line, principles, and policies throughout the entire field and process of business work, and ensures that the principle of the party managing the media is not shaken. Firstly, as the strongest voice of social public opinion, the convergence media center should actively promote the party's propositions, reflect the people's voices, abide by the principles of party spirit, promote the main theme of news and public opinion, strictly implement the "three review system" principle of editorial work, and ensure the quality of themes and content throughout the process. Secondly, the convergence media center should take responsibility in its heart and fulfill its duties in its actions. As a party media, it is necessary to uphold the fundamental principle of populism. Excessive commercialization is not conducive to party media, and it is also necessary to strictly follow the unified planning, interviewing, and editing process of the entire media. Thirdly, there is a must to carry out the "four forces" theme education and practice activities, integrate media reporters to go deep into urban and rural areas throughout the county, focus more on grassroots people, connect the "last mile"

of information services, and do the best to help the masses solve practical difficulties.[3]

Data resources are fundamental resources in the digital economy era. With the deep integration of county-level convergence media center into social governance, the advantages of big data empowering social governance are gradually emerging, and it is an important driving force for rural revitalization. Data security is a major issue related to national security and people's livelihood. The county-level convergence media center is a media sponsored by the party and the government, focusing on building a social governance platform for party and government institutions to serve the masses, and integrating political guidance into the entire field and process of data governance. This is the historical mission of the county-level convergence media center under the leadership of the party. The function of the county-level convergence media center is not limited to information transmission, but rather to building a new space for social governance. The difficulty of county-level governance lies in rural governance, where the population is dispersed, education and transportation facilities are weak, and information is relatively blocked. With data as the core, it can achieve equal supply of public services and precise implementation of public policies, which is conducive to the coordinated development of urban and rural areas.[4] As a comprehensive information service platform connecting the Party and the masses, the county-level convergence media center focuses on rural revitalization in practical work, adheres to service first, relies on big data technology to activate endogenous resources in rural areas, and has important practical significance for achieving rural economic revitalization.

3.2 Putting the People at the Center, and Creating a Comprehensive Information Service Platform

Grassroots governance is an important field for practicing "popular politics".[5] County-level convergence media takes people's happiness and sense of achievement as value goals and pursuits by creating an information comprehensive service platform, providing humanized and precise services for grassroots.[6] The convergence media center, as a "media + comprehensive information service" platform, is committed to providing education, medical and transportation comprehensive information services for grassroots people. Firstly, users can obtain local official public service

information through the integrated media platform. Taking the "Love Anji" convergence media platform as an example, users can submit resumes, apply for talent subsidies, and apply for shared property housing for talents on the "Talents in Anji" platform. They can also connect to major local hospitals and health clinics through smart healthcare to achieve online medical services. Secondly, convergence media platforms provide convenient services for the public. The "Love Anji" app has specially opened a "Digital Countryside" section, where villagers can recharge their phone bills, clean their homes, have a central kitchen, receive dry cleaning, shop at supermarkets, and provide delivery services without leaving their homes. Thirdly, convergence media platforms provide local services. In order to attract young users, the "Love Anji" app has launched the "Let's Gather" service, which allows local users to meet up to watch movies, eat delicious food, exercise, travel, study, and share orders together. These detailed services have a significant effect on enhancing residents' happiness, improving the user experience of convergence media, and enhancing the government's image and value recognition. Fourthly, convergence media platforms inherit local culture. On the "Love Anji" platform, "Two Mountains" and "Anji Cuisine" have been launched to attract more people's attention and understanding of local cultural characteristics through personalized local stories and local food promotion.

The county-level convergence media center is based on fundamental and strategic work, providing efficient and high-quality social public services to the masses through media technology innovation. The use of digital technology to promote the modernization of social public services has been tested in the practice of integrated media platforms. Integrated media platforms such as "Dingjie Media", "Shouguang Cloud", and "Love Anji" have opened convenient services such as "job recruitment", "electricity payment", and "venue reservation". While using cutting-edge technology to empower the urban economy, the convergence media center should also promote the construction of a service-oriented government, actively participate in the construction of industrial Internet, provide information outsourcing services for enterprises, promote the transformation of traditional manufacturing to digital and intelligent, and create C2M mass precision customization services.

3.3 Providing Valuable Information to the Audience Based on Content Innovation

In terms of content creation, the convergence media center adheres to localization and closeness as the core, continuously improves the quality of news, and practices the principle of "local people writing, local events writing, and showing to local people". Firstly, convergence media platforms focus on the relevance and timeliness of news value. While news content is rooted in local areas and deeply cultivates local news, it also needs to keep up with the pace of the times, conveying the latest policies and guidelines of the party and the state that benefit people's livelihoods to the people through convergence media centers. Secondly, content creators are not limited to professional content producers and adopt the UGC+PUGC model to encourage user participation in content production. User generated content (UGC) has achieved significant results in media convergence practices both domestically and internationally, effectively addressing the practical challenges faced in county-level convergence media construction.[7] Through user participation in content production, on the one hand, it can cultivate a group of local internet celebrities to actively participate in content production, reduce production costs, make content sources more diversified, and enrich content. On the other hand, for internet celebrities themselves, actively participating in corporate and social activities through content creation can expand their influence and successfully achieve new media content entrepreneurship. Thirdly, the convergence media center breaks the content production model centered on channels in the traditional media era, adopting a centralized kitchen for all media, and adding short videos, micro movies H5, various new media products such as 720-degree panoramic view and animation.

3.4 Empowering Rural Revitalization Based on the Dissemination Power of Convergence Media Platforms

As the representative of the most advanced productive forces in the county, the county-level convergence media center empowers rural revitalization with its advanced intelligent media platform and professional communication methods. With data services as the core element, it activates rural productivity factors and lays an information foundation for opening up basic social governance modernization and rural revitalization. The role of empowering rural economic and cultural development with the information increment of convergence media platforms and building a comprehensive information service platform of "media + new countryside" is increasingly evident. By building think tank media, the county-level convergence media center can focus on key issues in rural development, fully utilize the precise information gathering function of the media, and provide suggestions and recommendations for rural development; By focusing on local news, it can report on hot topics and livelihood issues in rural society, fully leverage the "fourth right" function of the media; By providing online government services, it will more convenient for the public to handle affairs; Through live streaming sales, it is aimed to help open up sales channels for agricultural and sideline products.

The convergence media center breaks through the functional limitations of traditional media as a communication channel and fully utilizes its powerful platform communication power to build a multi-dimensional, multi-level, and omnichannel convergence media communication matrix. Taking Weifang Convergence Media Center as an example, first of all, from the online perspective, each financial media center has established its own communication matrix. In addition to the financial media client, it has also formed a new media matrix on more than 30 financial media platforms, such as WeChat official account, Tiktok, and Weibo, forming an official authoritative information publishing platform. Secondly, relying on the existing distribution logistics system of traditional media, an "online + offline" shopping platform for integrated life centers has been built, with a distribution network covering nearly a hundred communities in cities and counties. The packaging convergence media center hosts internet celebrity live-streaming sales, and strives to create modern communication power and a new business model of profit generation, forming a self-operated + third-party operation model. With the strong communication ability of the convergence media center, rural areas effectively solve the problem of matching the supply and demand of rural agricultural products.

4. INNOVATIVE PATH FOR THE TRANSFORMATION OF COUNTY-LEVEL CONVERGENCE MEDIA PUBLIC SERVICE FUNCTION

The county-level convergence media center is based on the fundamental value of information

dissemination, fully leveraging the role of convergence media platforms in gathering power and attracting traffic.[8] As a national strategy for media reform, this article proposes a new direction for the development of county-level convergence media from the perspective of rural revitalization, namely the shift of public service functions of county-level convergence media, based on the current development status of county-level convergence media. It explores the path of media convergence development through product innovation, mechanism innovation, and industrial revenue generation.

4.1 From Addition to Integration: Infrastructure-based Convergence Media Platform

Infrastructure media, also known as "logistical media," is an essential foundational service for social production and residents' lives, with integrated media being indispensable.[9] As an important strategic deployment for the party to connect and serve the masses, county-level convergence media has achieved significant construction results so far. Taking "media + public services" as the starting point, county-level convergence media practices the function of social public services from the perspective of innovative platform functions, providing users with comprehensive and multi scenario services. On the convergence media platforms, users handle various businesses without leaving their homes. If they leave the platform, they will feel that their lives are no longer beautiful.

In terms of media platform architecture, media organizations will be reshaped according to the principle of flatness, and media departments will be set up according to media functions: full media operation center + media government center + media business center + media social service center. Media will become an integrated platform that integrates multiple functions of business and government services. Firstly, the convergence media platform creates a party media platform on mobile phones, specifically setting up local information channels to timely display the highlights of local departments' work on the client. Important decisions and deployments of the county party committee and government can be pushed to the WeChat and Weibo accounts of various departments and units at the county level through the client, forming an official government information release platform. Secondly, based on

the integration and implementation of overall linkage, the convergence media center gradually realizes the integrated development of institutional personnel, editing, dissemination methods, etc., builds a central kitchen integrated production platform, promotes the comprehensive acceleration of the convergence media center, and builds the convergence media center into an intelligent information distribution platform with multiple sources gathering, multimedia production, and multi-channel distribution. Thirdly, in terms of content production, it is necessary to achieve a single collection and multiple generation, diverse publishing, production technology platforms, and integrated content production interconnectivity, providing stable, efficient, and advanced technological support for future development.

4.2 Promoting the Modernization of Rural Governance System Through the Power of Integrated Dissemination

Social governance has a synergistic effect, and any delay in any aspect will damage the government's image in the minds of the people. To promote the modernization of rural governance through convergence media platforms, it is first necessary to coordinate the relationship between the media, government, and the people. County-level convergence media platforms are restructured from the original county-level newspapers, radio stations, or television stations, and have inherent advantages in promoting and implementing the party's line, principles, and policies, as well as carrying out work around the county party committee and government. Due to long-term involvement in propaganda work, the county-level convergence media center also has rich experience in grasping audience needs and serving the masses. As a representative of advanced productive forces under the leadership of the party, the county-level convergence media center can be transformed into a county-level government service platform, which is conducive to improving the efficiency of rural governance. On the convergence media platform, administrative agencies can achieve cross departmental cooperation without leaving their homes, greatly improving the efficiency of grassroots work and promoting the overall optimization of grassroots governance operation structure. Taking the Yinan Convergence Media Center in Shandong Province as an example, a social governance platform of "Five Micro Governance" has been established. The convergence media center integrates data from

local administrative departments and townships, effectively mediates various livelihood demands, resolves conflicts and disputes through "media + government affairs", maintains social harmony and stability, and effectively enhances the influence of grassroots governments.[10]

There is a huge gap between the county financial media center and the head Internet media in terms of technological innovation, ecological construction, scale and profits. This gap cannot be changed in the short term, and there is no such thing as an inverse shortcut. The county-level convergence media center must leverage the advantages of the county-level governance platform, strengthen its role as a smart platform for the party to connect with the masses and serve the people, and create a smart platform for grassroots social governance through "media + government affairs". Various convergence media centers have set up government service columns, and "Love Anji" has established a "Supervision One Point"; Shouguang Cloud has established "Shouguang Folk Voice"; Shenzhen has launched the "Public Opinion Rapid Service" program; "Open Rain Flower" has set "Rain Flower Speak". Taking the "Supervision One Point" of Anji Convergence Media Center as an example, through the integrated media platform, it can connect to every village and community, aggregate scattered administrative resources on the platform, and through the platform's problem handling and feedback mechanism, the public can solve problems in one stop. In addition, Anji Convergence Media Center also implements the disclosure of party affairs, finance, and village affairs procedures. Through the "Village Affairs Clearing" program, the public can view the financial income and expenditure status and administrative approval status of various levels of administrative departments in real time.

4.3 Taking the Construction of Digital Rural Areas as a Starting Point, Driving Innovative Development of Public Services

The information infrastructure in rural areas of China is backward, and information blockage is a key factor restricting the modernization of agriculture and rural areas. Building a digital countryside is an important lever for implementing the rural revitalization strategy. Therefore, the government has successively issued policies such as the "Digital Countryside Development Strategy Outline", "Digital Agriculture and Rural Development Plan", and "Digital Countryside Development Action Plan" to effectively promote the construction of digital countryside.[11] As a grassroots digital social governance platform, county-level convergence media platforms rely on talent and technological advantages to effectively empower the modernization of county-level public services, reduce information asymmetry in social public services, and improve government service efficiency. Taking the "Wanrong Smart Agriculture" convergence media system established by Shanxi Wanrong as an example, it provides online services such as pest control, agricultural technology schools, and agricultural product supply and demand for farmers.[12] The county-level convergence media center provides efficient and high-quality social public services to the public through media technology innovation. The use of digital technology to promote the modernization of social public services has been tested in the practice of convergence media platforms, such as "Dingjie Media" and "Shouguang Cloud", which offer convenient services such as "job recruitment" and "electricity payment". The convergence media center fully utilizes cutting-edge technologies such as big data analysis, cloud computing, and artificial intelligence to amplify the "media+" effect, empower cities, serve society, and continuously build influential communication brands.[13]

4.4 Building a "Media + Think Tank" to Empower Rural Revitalization Through Precise Business Services

The seemingly different problems of county-level convergence media center, rural revitalization and social public service are unified under the proposition of Chinese path to modernization. The core value of Chinese path to modernization is to focus on the people. The county financial media center is an important medium for building a digital village, improving the grass-roots governance of the county seat, guiding grass-roots public opinion, and releasing the vitality of mass media. It has a positive function in helping poverty, revitalizing the countryside, and improving social cohesion. Through studying the "Shouguang Model" approved by General Secretary Xi Jinping, Sang Aimei found that building a full media communication matrix and focusing on local industries would help to support rural revitalization, providing online government services, tracking social hotspots, and solving livelihood issues are the successful experiences of Shouguang's convergence media.[14]

Cross border is a breakthrough approach for traditional media to break through boundaries. By creating a "media+think tank", laying out MCN business, and incubating brands together with brand manufacturers, we aim to create a converged media center.[15] Building an efficient digital platform and using big data to accurately assist agriculture can stimulate the endogenous motivation of farmers, demonstrate the power of party media in county-level development, and achieve precise empowerment of rural revitalization.[16] The "Most Jiangyin" integrated media platform of Jiangyin Convergence Media Center has launched the public welfare project "Chengnongbang" to help farmers solve the problem of blocked sales of agricultural products through live streaming sales and other methods.[17] The "Ding-level Mall" of Dingcheng District Convergence Media Center in Changde City has moved its live broadcast room to the fields. Through its business service function, the integrated media center not only promotes rural revitalization and the development of the county economy, but also achieves self-generating ability. Relying solely on policy subsidies for the convergence media center will not have the ability for sustainable development. "Smart Youxi", "Benteng Convergence Media", and "Ding-level Mall" have all opened commercial service functions. On the one hand, with the endorsement of government credibility, they ensure the quality of products and allow consumers to shop with confidence; On the other hand, empowering local enterprises through commercial services, such as "Benteng Convergence Media" planning "one county, one product" to help build distinctive regional brands; Guangdong Qingxin Convergence Media Center actively carries out investment promotion activities to empower regional economic development. Through industrial transformation and development, Zhejiang Anji Convergence Media Center provides online shopping service "Anji Youpinhui", effectively increasing farmers' income and solving the problems of urban-rural supply-demand imbalance and production and sales obstruction, enriching the supply of agricultural products for urban residents.

5. CONCLUSION

In the process of Chinese path to modernization, county-level convergence media centers are increasingly becoming an important force to promote grass-roots governance, public services and social mobilization. However, compared to top media platforms, county-level convergence media centers still have significant gaps in terms of technological strength, content production capacity, and platform influence. The county-level convergence media center urgently needs to uphold its excellent tradition as a local technological highland, driven by technological innovation, to achieve continuous upgrading of its product system, enhance the platform's public service capabilities, technological innovation capabilities, and sustainable operation capabilities. On the technological path, it is necessary to adhere to independent research and development, strengthen localized applications and innovative adaptation, but we cannot fall into the limitations of "working in isolation". Although there are differences in resource volume and strategic goals between county-level convergence media platforms and top media platforms, they are not completely competitive with each other. In the multi-media ecosystem, the two can effectively reduce technological risks, shorten innovation paths, and significantly improve the response efficiency and communication power of the platform in grass-roots public services by building a collaborative ecosystem, thus playing a more stable and sustainable supporting role in Chinese path to modernization.

ACKNOWLEDGMENTS

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