

Research on the Communication Path and Trend of Public Policy in the New Media Era

Taking Chengdu Municipal Domestic Waste Sorting Policy as an Example

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ABSTRACT

In the era of new media, the application of new media in government affairs provides a new way to broadcast public policy. What is the current situation of policy broadcasting in the new communication path? What are the trends? What are the new strategic features? Based on the specific case of "Chengdu Municipal Domestic Waste Sorting Policy", this paper makes a quantitative analysis of the current situation of policy broadcasting on the representative new media of government affairs. The paper also summarizes the characteristics of policy communication strategy: the popularity and affinity of communication voice, preliminarily forming a new media policy communication network of "multi-level and multi-department" government affairs. The propaganda of waste sorting policy is based on offline and supplemented by online.

Keywords: Waste Sorting Policy, Policy Communication, Government Affairs New Media, Communication Strategy.

1. INTRODUCTION

In recent years, with the development of mobile Internet technology, we have stepped into the information age. The effective combination and benign interaction of digital technology and network technology give birth to the media, supported by the new media technology system. With the popularization of smart terminals such as mobile phones and computers, new media has penetrated our daily life from all aspects, playing a pivotal role in the process of information release, transmission, and feedback, also profoundly influencing the "pseudo environment" around us.

Public policy is the general term of a series of policies for coordinating economic, social activities, and mutual relations through the strategic use of resources. Information dissemination is indispensable to the formulation, release, feedback, and implementation of public policies. The effect of public policy communication directly affects the realization of government policy objectives. In recent years, with economic development, China's environmental problems have become increasingly prominent. To

achieve the goal of garbage reduction, recycling, and harmless treatment, the central government has decided to start the work of domestic waste sorting in cities at and above the prefectural level from 2019, and to complete the construction of domestic waste sorting and treatment systems in 46 key cities by 2020. In addition, among all public policies, the waste sorting policy is closely related to public life and requires the participation of all members of society. Therefore, it can reflect the influence of policy communication effect on the specific implementation of policies to the greatest extent. The new media communication of the "domestic waste sorting policy" in Chengdu is representative to some extent. In terms of the new media communication of waste sorting policy, the representative researchers in China are Jia Zhemin and Fu Liuying. They selected two new media accounts of functional government affairs in Shanghai as the analysis objects. They summarized the characteristics of communication strategies such as the integration of media in policy communication and the setting of multiple frameworks to interpret policies [1].

This article will take the domestic waste sorting policy of Chengdu as an example, using the method of content analysis, case analysis and combined with the literature to explore: what is the new media propagation path of the domestic waste sorting policy of Chengdu; what kind of trend; what new strategy characteristics problems of it, to spy out the universal law of public policy communication under the new media age.

2. CASE AND DATA

2.1. Case Selection

Among the 46 key cities, Chengdu officially implemented the Chengdu Municipal Domestic Waste Management Regulations on March 1, 2021. Currently, it is in an important period of publicity, The publicity efforts are in full force, and the publicity information is updated promptly. Therefore, this paper selects Chengdu's municipal domestic waste sorting policy as a typical case. As the core city of Chengdu-Chongqing's economic circle and an important central city in western China, Chengdu has a permanent population of 16.58 million. Behind the rapid economic development, Chengdu has become the largest "garbage production city" in western China. The total amount of municipal solid waste (MSW) produced ranks sixth in China, and it has increased at an average annual rate of 9.4% from 2013 to 2018.

Table 2. Policy information of municipal domestic waste management in Chengdu

Time	Policy Name	Policy Issuer	Content of the Policy
2019.09	<i>Regulations of Chengdu Municipal Household Waste Management</i>	Standing Committee of the 13th Sichuan Provincial People's Congress	Chengdu municipal household garbage classification standard has been clarified, which is divided into four categories: recyclable waste, harmful waste, kitchen waste, and other waste. The city administrative department shall order those who fail to put household garbage in accordance with the provisions to make corrections. Those who refuse to make corrections shall be punished compulsively. Chengdu will gradually introduce household waste classification information into the credit information system of enterprises and individuals.
2021.01	<i>Opinions on Accelerating the Promotion of Household Waste Classification and Promoting the Construction of Park City Demonstration Area to Practice the New Development Concept</i>	Municipal Government Office	The overall goal and stage goal is put forward, and the key work of waste classification is pointed out.
2021.03	<i>Implement the "Implementation Plan of Chengdu Municipal Solid Waste Management Regulations" to Promote the Construction of Whole Process Classification System</i>	Municipal Government Office	It mainly gives specific opinions on the responsibility system of household waste classification and management, the whole-process classification and treatment system, the social atmosphere of public participation, and the operation mechanism of garbage classification.

Table 1. Top 10 cities of MSW production in 2019 [2]

Rank	City	Output of municipal solid waste (unit: ten thousand tons)
1	Shanghai	1076.8
2	Beijing	1011.2
3	Guangzhou, Guangdong	808.8
4	Chongqing	738.1
5	Shenzhen, Guangdong	712.4
6	Chengdu, Sichuan	685.9
7	Suzhou, Jiangsu	595.0
8	Hangzhou, Zhejiang	473.7
9	Dongguan, Guangdong	449.0
10	Foshan, Guangdong	436.2
Total		6987.1

To address the problem, the Chengdu municipal government has issued a series of policies on domestic waste management since 2015.

2.2. Data Source and Information

Government affairs new media refers to government affairs WeChat public accounts and government affairs Weibo and government affairs APPs and government accounts setting up on other third-party application platforms of parties, governments, and public institutions at all levels [3]. In the era of new media, the new media of government affairs has become an important channel for policy communication. In terms of content, new media of government affairs integrate various forms of media expression, such as text, pictures, video, animation, and so on, which can carry a huge amount of information. At the same time, the media strategy should be adjusted according to the content of the policy. And the best way of the presentation should be adopted to expand the coverage

of the policy publicity so that the public can have an in-depth understanding of the public policy, to achieve better communication effect. Moreover, in the context of technology empowerment, new media of government affairs provide a platform for the communication between the government and the public, enabling the public to effectively participate in the whole process of public policy formulation, release, and feedback. The benign interaction between the government and the public can effectively enhance the public's understanding and support of policies, which is conducive to promoting policies.

The collection period of policy communication texts is 2020.09.01 to 2021.04.01. With "waste sorting" as the keyword, all relevant contents published in the four accounts were manually screened. The sample information is shown in the table.

Table 3. Four government new media accounts and sample information

Account	Subordinate Departments	New media platform	Attribute	Amount
@Chengdu Urban Management	Chengdu City Management Committee	Weibo	functional	173
Chengdu Urban Management	Chengdu City Management Committee	WeChat	functional	28
@Chengdu Release	Information Office of Chengdu People's Government	Weibo	comprehensive	15
Chengdu Release	Information Office of Chengdu People's Government	WeChat	comprehensive	6
Total				222

On September 29, 2020, the 22nd meeting of the Standing Committee of the 13th Sichuan Provincial People's Congress approved the Chengdu Municipal Domestic Waste Management Regulations; On March 1, 2021, Chengdu Municipal Domestic Waste Management Regulations was officially implemented. Therefore, this paper takes the week before and after the official implementation of Chengdu Municipal Domestic Waste Management Regulations on March 1, 2021, as the dividing node of the policy communication, which can be divided into three stages: Prior to the policy release period (2020.09.29 to 2021.02.22), Policy release period (2021.02.22 to 2021.03.08) and after policy release period (2021.03.09 to 2021.04.01).

3. ANALYSIS OF THE CURRENT SITUATION OF NEW MEDIA COMMUNICATION FOR CHENGDU MUNICIPAL DOMESTIC WASTE MANAGEMENT REGULATIONS

The following analysis is carried out based on 222 samples collected and processed manually. Through classification, comparison, induction, and summary, the communication situation and common characteristics of Chengdu's domestic waste sorting policy on new media and the differentiated characteristics of communication on different new media platforms such as Weibo and WeChat will be obtained.

3.1. The Number of Items

According to the information in Figure 1, we can see that, on the whole, the performance of the two new media for government affairs in policy release on the Weibo platform is better than that of the WeChat public account. The number of content related to the functional new media account of government affairs "Chengdu City Management" is far more than that of the comprehensive account "Chengdu Release". This situation is caused by the differences in the characteristics of media platforms and account attributes.

Compared with WeChat public platform, Weibo has a wide range of audiences and a limited number of pictures and texts, so it is mostly used for brief information release and information informing. Weibo has a large user group, the time cost of information release is low, and the requirement of information timeliness is high. However, WeChat public platform is biased to the deeper interpretation of information. The editing cost of tweets on the WeChat public platform is higher than that on Weibo, and the timeliness of the platform is weaker [4].

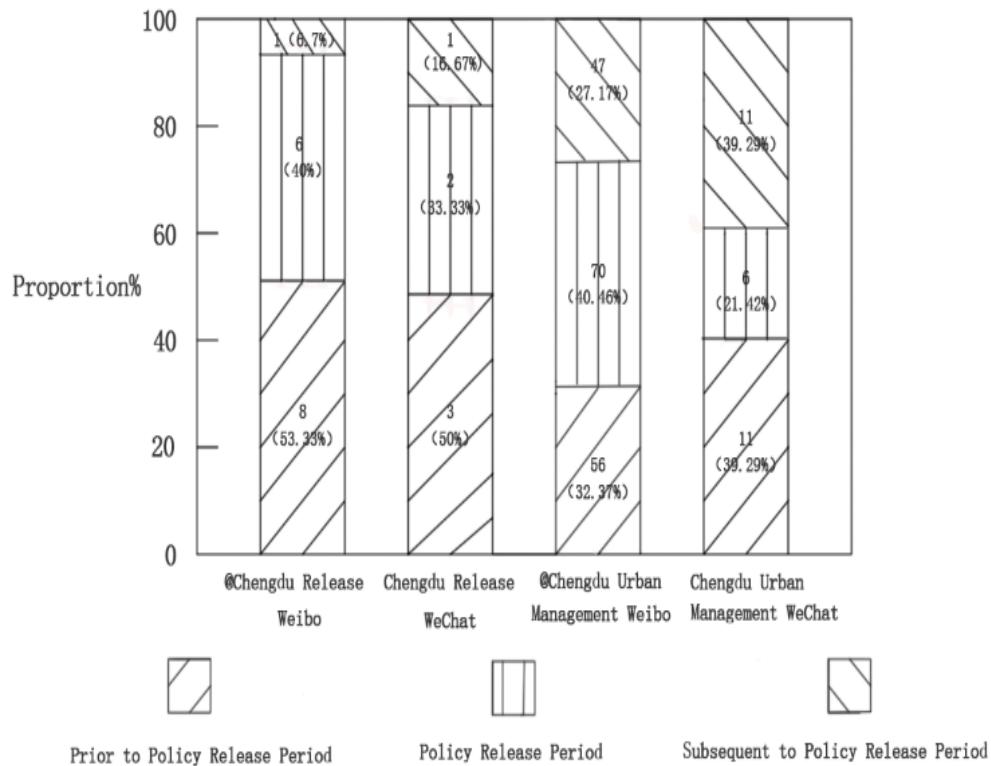


Figure 1. The number and proportion of texts related to *Chengdu Municipal Domestic Waste Management Regulations* in the three stages of policy release by government affairs new media

Generally speaking, a WeChat article is in thousands of words as a unit. The need for abundant pictures and text content to support the whole article, which is about a hundred words of Weibo content, cannot be compared. Take "kitchen waste disposal" as an example. "Chengdu City Management" has publicized it on both Weibo and WeChat public accounts. On Weibo, "@Chengdu City Management" published 6 microblogs on March 22 to publicize it, each of which was about 100 words. On the content level, they are a simple introduction to the kitchen waste recycling process of residents and interviews of the feelings of residents' representatives after the experience. At the end of WeChat, the process of kitchen waste decomposition and treatment, the principle of transforming fruit and vegetable waste into high-end organic fertilizer, and other details behind kitchen waste treatment were

introduced in detail in the form of a long text with pictures.

Chengdu City Management Committee is the government agency of Chengdu local government in charge of the urban management of Chengdu, mainly responsible for urban infrastructure maintenance, city appearance and environmental sanitation management, and other related work and the main implementation supervision department of domestic waste sorting. At the present stage, the propaganda and implementation of the policy of "domestic waste sorting" is the key content of its work. "Chengdu City Management", as the new media of government affairs of Chengdu City Management Committee, undertakes an important task in policy publicity and action promotion. Therefore, in the early, middle, and late stages of policy release, the publicity is carried out continuously, with a large

number of releases and a long duration, to lay sufficient groundwork for the release and implementation of policies. In terms of the number of releases, "Chengdu Release" is relatively few. This is because, as a comprehensive government account, "@Chengdu Release" has 10.52 million fans, and its WeChat public account reading and interaction volume also has good performance. The information released by Chengdu Municipal People's Government on the new media of government affairs is widely concerned by Chengdu citizens. The People's Government assumes the responsibility of comprehensively coordinating all aspects of work of various departments. Therefore, government affairs information should contain all aspects that people are concerned about, and domestic waste sorting policy is just one part of many aspects. But, the policy issued before and after the key time node and major events held periods, such as the

day of the press conference and subsequent policy launch and so on, showing that Chengdu Municipal People's Government pays great attention to the policy of domestic waste sorting.

3.2. Release Frequency

This paper calculates and statistics the release frequency of policy-related content of four different government new media accounts, as shown in Table 4. It can be seen that, in general, the release frequency and publicity intensity are high in the policy release period. In the prior stage of policy release, the cycle is long, and the frequency is low. In the subsequent period of policy release, although the frequency decreases, it remains at a high level keeping a constant focus on the feedback of the effect of policy implementation.

Table 4. Publication frequency of *Chengdu Municipal Domestic Waste Management Regulations* by government affairs new media in the three stages of policy release

	@Chengdu release Weibo	Chengdu release WeChat	@Chengdu Urban Management Weibo	Chengdu Urban Management WeChat
Before Policy Release Period	0.054	0.02	0.318	0.074
Policy Release Period	0.429	0.143	5	0.429
After Policy Release Period	0.417	0.042	2.333	0.458

release frequency of a stage = number of releases in a stage/duration of a stage (unit: pieces/day)

Among the four new media accounts of government affairs, "@Chengdu City Management Weibo" publishes the most, so it is selected as the sample object for detailed analysis. In general, the frequency of the policy release period and the subsequent period is significantly higher than that of the prior period. As shown in Figure 2, there are three distinct peaks of concern. The first peak is around January 1, 2021. Combined with the content, the published content is a summary of the progress of the work of domestic waste sorting in 2020 and the expectation for the further development of the work in 2021. The second peak occurs around March 1, 2021, the day of the official release of the policy, with a frequency of more than 3 posts per day, and as many as 23 posts are published on that day. On March 22, 2021, the third peak is when Fan Yue International's distributed kitchen waste disposal

facility and Zhonghai Community's "kitchen waste station" are publicized. Kitchen waste is one of the four major categories of household waste, which is closely related to people's dietary life. Kitchen waste is easy to rot and breed bacteria for a long time, so it needs to be dealt with in time. In addition, Chengdu has a large population and a large amount of kitchen waste. What's more, there are many kinds of food, and the classification of kitchen waste is complicated. Therefore, the classification, recovery, and reuse of kitchen waste is the key link of domestic waste sorting. Both distributed processing facilities and "kitchen waste stations" in the community are good ways to solve the problem of kitchen waste classification and promote the in-depth practice of the policy. Therefore, attention should be paid to publicity.

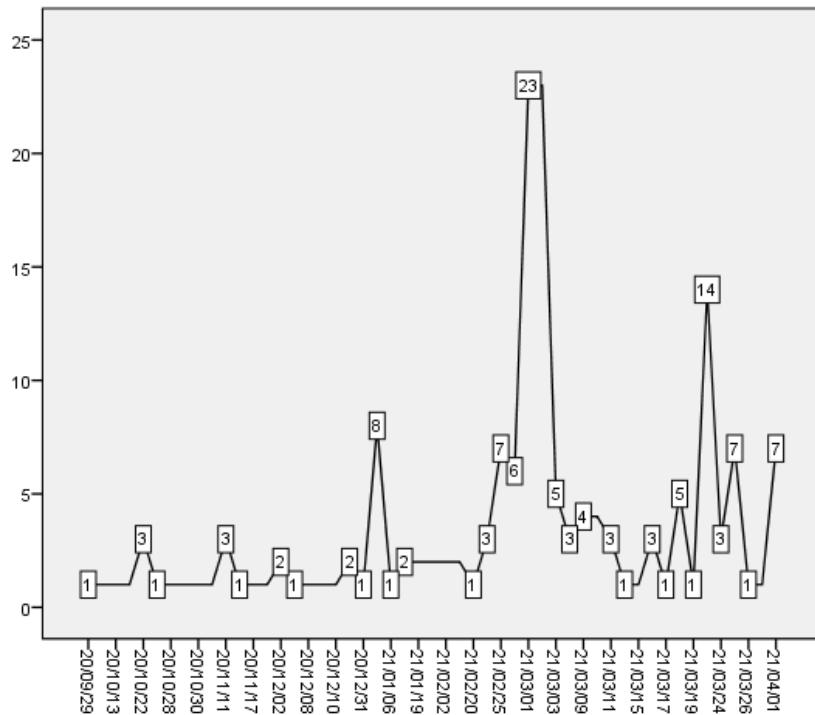


Figure 2. Post number of Chengdu domestic waste sorting policy released by "@Chengdu City Management Weibo."

Based on the above analysis, the following conclusions can be drawn. On the one hand, new media of government affairs arrange policy communication activities in a focused and rhythmic manner according to the process of policy release. The overall publicity cycle of policy release lasts for a long time, but the intensity of publicity varies in each stage. The prior period of policy release is long, but the frequency is low. The main purpose of policy release is to inform information, preheat, and prepare for public opinion. The focus of publicity is mainly focused on the week before and after the release of the policy. The policy information is widely disseminated during this period and becomes a public topic. After the release, the focus of the public content changes. It no longer focuses on the policy information but more on the feedback on the implementation of the policy. It hopes that through grassroots practices and activities, more people will be driven to participate in the practice of garbage sorting through the report of waste sorting results to stimulate the enthusiasm of the whole people for garbage classification. On the other hand, the new media of government affairs adjust the propaganda content timely according to the specific situation of implementing the policy. Based on following the above policy publicity

rules, when there are important achievements and influential grassroots activities, the specific content will also be publicized to indirectly promote the policy practice.

3.3. Publish Content

The communication contents of the Chengdu domestic waste sorting policy released by the four government new media accounts can be summarized into 11 kinds, as shown in Table 2. The top four are "grassroots practice" (27%), "activity report" (22.1%), "policy effect" (31%) and "knowledge popularization" (9.5%). The least involved content is "policy discussion" (1.4%) and "policy implications" (1.4%). Other topics, such as policy interpretation and policy dynamics, are also covered. It can be seen that in the era of new media, policy communication content presents the characteristics of multi-angle and all-around, and more three-dimensional display of every link from propaganda to implementation of policies. It is beneficial to the effect of policy communication, the public's understanding of policies, and the implementation of policies.

Table 5. Contents related to Chengdu domestic waste sorting policy of the four government new media accounts

Content	Example	Amount	Proportion/%
Grass-roots practice	@Jinjiang Urban Management Weibo- Intelligent garbage recycling bins are installed in 7 domestic garbage sorting demonstration communities	60	27
Activity reports	Fuhong Yihai Primary School held the "Classification Talent Show" with the theme of "Living together in a global village, we should classify garbage."	49	22.1
Policy effect	The separation rate of kitchen waste in Yingyue Community is close to 30%, and the purity of kitchen waste in multiple spot checks exceeds 95%, showing an outstanding classification effect	31	14
Knowledge popularization	Household waste classification small class of kitchen waste	21	9.5
Policy interpretation	Answer questions of garbage classification	15	6.8
Policy dynamic	The debut of classification is here! Chengdu officially implements the classification of household waste	12	5.4
Policy spread	Longjiang Road Community Li Guanheng creates the garbage classification RAP song <i>The classification of garbage is praised</i>	12	5.4
Model character	Sheng Xue, the supervisor of household waste classification, said: "Let everyone learn to classify and be willing to classify."	10	4.5
Policy text	The website of Chengdu Municipal People's Government issued <i>Implement the Implementation Plan of Chengdu Municipal Solid Waste Management Regulations</i> to Promote the Construction of Whole Process Classification System	6	2.7
Policy discussions	Deputies to the National People's Congress propose that garbage sorting be included in national education	3	1.4
Policy meaning	After household waste classification, the residents in the community gradually formed the habit of "reducing quantity, recycling, self-consciousness, and autonomy."	3	1.4
Total		222	100

If "grassroots practice", "activity report", "policy effect", "knowledge popularization" and "model figures" are classified as indirect policy communication, and the rest are classified as direct policy communication. As shown in Figure 3, new media of government affairs are more inclined to indirect policy communication in the selection of communication content. The reasons can be summarized as follows: 1. New media provides technical support for the enrichment of communication content. According to the characteristics of different platforms and audiences, the new media of government affairs can change the discourse and mode of communication policy. Moreover, the interactivity and immersion brought by new media technology make the process of understanding policies pleasant. The public is willing to understand policies and deepen their understanding of public policies in this

process. 2. Policy recipients have a stronger sense of subjectivity. "Policy recipients are not so-called submissive 'target groups', nor passive 'policy objects', but subjects who can consciously recognize the relationship between policy objectives and measures and their own interests and make positive responses, that is, policy recipients" [5]. As a medium to disseminate the government's will, the new media of government affairs have a specific value and ideological tendency. It exerts an invisible influence on people's view of reality and practical actions through such forms as "reporting garbage sorting activities and grassroots practices" and "publicizing the deeds of model figures". The effect of this indirect communication is often better than the direct propaganda strategy of "indoctrination" and "coercion".

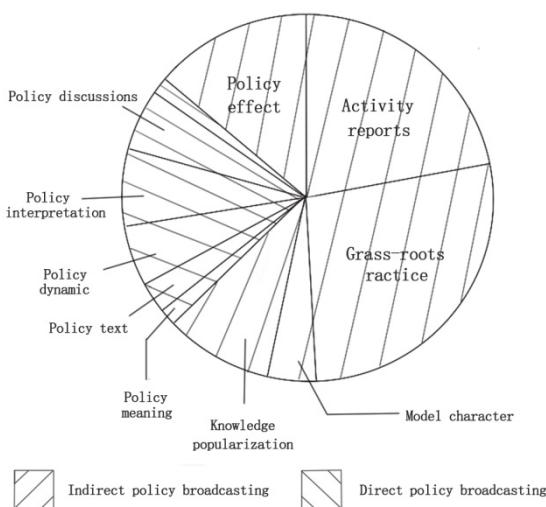


Figure 3. Quantity distribution of "direct policy communication" and "indirect policy communication."

3.4. Forms of Media Presentation

From Table 6, we can find that the new media of government affairs use various forms of expression to disseminate policy-related content. Among them, the most important form is the form of "text + picture", accounting for more than 60%, while the pure text form (text, article) accounts for very little. Concrete forms of media presentation, such as pictures and videos, can attract public attention and enhance the perception of policy content, which is conducive to disseminating policies.

Table 6. The forms of media presentation of Chengdu domestic waste sorting policy in the four government affairs new media

Account	Form	Amount	Proportion/%
@Chengdu Release Weibo	text+picture	9	60
	text+picture+link	3	20
	text+caption	2	13.3
	text+video	1	6.7
	total	15	100
@Chengdu Urban Management Weibo	text+picture	134	77.5
	text+caption	12	6.9
	text+video	11	6.4
	text+interactive form	7	4
	article	7	4
	text	2	1.2
Chengdu Release WeChat	text+picture	4	66.7
	text+caption	2	33.3
	total	6	100
Chengdu Urban Management WeChat	text+picture	24	82.8
	text+picture+interactive form	3	10.3
	text+picture+video	1	3.4
	total	28	100

As for the platform, Weibo and WeChat's new media accounts of government affairs have both common and individual forms of expression. On both platforms, there are "interactive" forms, specifically "question and answer selection" or "voting" for the concrete operation of garbage classification. The form of "interaction" can effectively stimulate the enthusiasm of the public to participate. In the process of "answering questions", the public can learn about the relevant knowledge of garbage classification, which plays a guiding role in practice. As for the differences, the micro blog is limited by the number of words and usually expands more detailed content in the form of "links", which are mostly original texts of policies or news reports. In addition, although Weibo and WeChat both have the media presentation form of "text+picture+ video", the expression mode and content of "video" are different. The videos on the Weibo platform play vertically, presented in the "waterfall" way that allows viewers to swipe up and down to watch other related videos. Video content is mostly similar to video news interviews with reporters and clips of live activities, with few editing components. However, the video on WeChat is a traditional horizontal video playing form. The content usually collects news conferences or activities, which is generally made by elaborate editing.

4. ANALYSIS ON THE CHARACTERISTICS OF COMMUNICATION STRATEGY OF CHENGDU MUNICIPAL DOMESTIC WASTE SORTING POLICY IN THE NEW MEDIA ERA

4.1. The Popularity and Affinity of Communication Voice

Sun Yusheng, the former vice president of CCTV, regarded voice as a narrative mode in his book Ten Years - Starting from Changing the Voice of TV, which includes such narrative mode as words and sentences and narrative attitude.[6] In terms of the discourse mode of policy communication, Chengdu government affairs new media adopts people-friendly, relaxing, and lively words, avoiding monotony and rigid attitude. The titles with "network sense", the latest popular words, and Sichuan dialect are used to make the public interested in reading and achieve the purpose of policy dissemination.

In narrative style, exclamatory sentences and interrogative sentences are used flexibly to arouse readers' interest in reading. For example, "Collection! How to throw rubbish in Chengdu from March 1st? Here come guidelines for waste disposal." "Chengdu Municipal Domestic Waste Management Regulations will be implemented today! Are you ready?" The words used follow the trend closely and are "grounded". On

November 11, 2020, the official Wechat account of "Chengdu Release" published an article titled "Chengdu garbage sorting! Douying!". Douying means "taking something seriously" in the Sichuan dialect. After the release, this article received 47,000 amount of readings. Netizen said, "Finally! Chengdu garbage classification! Support! Like it! ". It has achieved a good communication effect. In terms of narrative attitude, "Chengdu Release" and "Chengdu City Management" call themselves "Xiaobu" and "Chengcheng," respectively, personifying the new government media and narrowing the distance with the public. After full deduction and spread, these kinds of catchwords in the network make the content spread rapidly. In the entertainment interaction, to a certain extent, the contradiction and dispute between the two sides of the policy are resolved to be carried out smoothly.

Table 7. The situation of new government media Weibo accounts of 12 municipal districts in Chengdu

	Government Affairs Service Center	Government Information Office	District official Weibo	Propaganda Department of District Committee	City management committee	Bureau of General Administrative Law Enforcement
Jinjiang District	@Jinjiang Service	@Pinwei Jinjiang			@Jinjiang City Management	
Qingyang District	@Qingyang Service		@Jinxiu Qingyang		@Qingyang Integrated City Management	
Jinniu District	@Jinniu Service		@Kan Jinniu			@Jinniu Bureau of General Administrative Law Enforcement
Wuhou District	@Wuhou Service			@Wuhou Release		
Chenghua District	@Chenghua Service			@Chenghua Release	@Chenghua City Management	
Longquanyi District	@Longquanyi Service		@Tianfu Longquan		@Longquanyi City Management	
Qingbaijiang District	@Qingbaijiang Service		@Chengdu Qingbaijiang			@Qingbaijiang Bureau of General Administrative Law Enforcement
Xindu District	@Xindu Service					@Xindu Bureau of General Administrative Law Enforcement
Wenjiang District	@Wenjiang Service	@Jin Wenjiang		@Wenjiang Release	@Wenjiang City Management	
Shuangliu District	@Shuangliu Service		@Tiandu Shuangliu	@Shuangliu Release	@Shuangliu City Management	@Shuangliu Bureau of General Administrative Law Enforcement
Pidu District	@Pidu Service			@Pidu Release		@Pidu Bureau of General Administrative Law Enforcement
Xinjin District	@Xinjin Service	@Shuicheng Xinjin				@Xinjin Bureau of General Administrative Law Enforcement

4.2. Initially form a "multi-level, multi-department"new government media policy communication network

Chengdu has 12 municipal districts, including Jinjiang District, Qingyang District, Jinniu District, Wuhou District, Chenghua District, Xindu District, Pidu District, Wenjiang District, Shuangliu District, Longquanyi District, Qingbaijiang District, and Xinjin District. Taking the Weibo platform as an example, we search by using the names of 12 municipal districts as keywords and sort out the distribution of new government media with a strong relationship with the "waste sorting policy" as follows.

After searching, it is found that all new government media in the table have published microblogs related to waste sorting. Almost all new government media released relevant microblogs on Chengdu Municipal Domestic Waste Management Regulations on March 1, the day it was implemented formally. But the contents were similar. Most of the information came from Chengdu Municipal Domestic Waste Management Regulations! Are you ready?" and "In Chengdu, how to throw rubbish correctly? Get it in a picture" issued by "@Chengdu Release" on the same day.

Chenghua District governs 11 streets, including Shuangqiaozi, Mengzhuiwan, Fuqing Road, Erxianqiao, Tiaodenghe, Wannianchang, Baohe, Shuangshuinian, Qinglong, Longtan, and Bailianchi. On the Weibo platform, each street has its own government affairs new media. Taking "March 1" as the time point to search its Weibo content, it is found that only "@ Chenghua Shuangqiaozi Street", "@ Chenghua Mengzhuiwan Street", "@ Chenghua Fuqing Road Street", "@ Chenghua Baohe Street" and "@ Chenghua Bailianchi Street" published the relevant content of waste sorting policy.

Table 8. The number of followers of government affairs new media in 11 streets of Chenghua District of Chengdu and the number of "waste sorting policy" related microblogs published on March 1

Chenghua district street	Weibo Account	Number of Weibo followers	Number of Weibo posts related to "waste sorting policy" on March 1
Shuangqiaozi	@Chenghua Shuangqiaozi street	2850	1
Mengzhuiwan	@Chenghua Mengzhuiwan street	2416	4
Fuqianglu	@Chenghua Fuqianglu street	4150	2
Erxianqiao	@Chenghua Erxianqiao street	7809	0
Tiaodenghe	@Chenghua Tiaodenghe street	2026	0
Wannianchang	@Chenghua Wannianchang street	1684	0
Baohe	@Chenghua Baohe street	2001	2
Shuangshuinian	@Chenghua Shuangshuinian street	2671	0
Qinglong	@Chenghua Qinglong street	845	0
Longtan	@Chenghua Longtan street	863	0
Bailianchi	@Chenghua Bailianchi street	4071	1

From the horizontal point of view, searching the government affairs new media of Chengdu municipal government department on the Weibo platform, a total of 18 government Weibo accounts were found. It can be seen that most government departments in Chengdu have their own new government affairs media, Weibo, and some new government affairs media, such as "@ Safe Chengdu" and "@ Healthy Chengdu Official," have great influence. In the policy communication of "waste sorting", 15 government Weibo accounts publish

relevant content, playing a great role in policy communication. It is worth noting that the Weibo account of the Urban Administration Bureau and Ecological Environment Bureau, which are closely related to the "waste sorting policy", is mentioned more frequently than other functional departments. Among them, the official Weibo account "@Chengdu City Management" of the Urban Administration Bureau released 173 blogs.

Table 9. The number of Weibo followers of new government affairs media and the number of "garbage sorting" related microblogs of 18 functional government departments in Chengdu

Government department	Weibo Account	Number of Weibo followers	Number of Weibo posts related to "waste sorting policy"
Public security bureau	@Fafe Chengdu	1480000	1
Water authority	@Chengdu Water	145000	29
Bureau of meteorology	@Chengdu meteorology	690000	0
Human Resources and Social Security Bureau	@Chengdu	1170000	3
Sports bureau	@Sports Chengdu	91584	0
Housing and Urban-Rural Development Bureau	@Chengdu Housing and Urban-Rural Development	58367	3
Bureau of education	@Chengdu Education release	359000	1
Justice department	@JusticeChengdu	1	8
Culture, Radio, Film and Television Tourism Bureau	@Culture and Tourism Chengdu	352000	2
City management bureau	@Chengdu City management	52105	173
Emergency management agency	@Chengdu Emergency management	74562	0
Bureau of Ecology and Environment	@Chengdu Ecology and Environment	148000	30
Bureau of Agriculture and Rural Affairs	@Chengdu Agriculture	490000	2
Market Supervision Administration	@Chengdu Market Supervision	158000	23
Bureau of Planning and Natural Resources	@Chengdu Planning and Natural Resources	85956	5
Civil affairs bureau	@Chengdu Civil affairs	4	4

Therefore, we can see that Chengdu municipal domestic waste sorting policy has initially formed a vertical communication network of "city-district-street" and a horizontal communication network of "multi-department linkage". Although most of the new government media release similar content, some do not actively act in policy communication. The formation of such a crisscross policy communication network has expanded the coverage of policy communication. The publicity of multi-platform concentration and staggering time has deepened the public's impression of waste sorting policy. This will undoubtedly play a positive

role in the dissemination of the Chengdu municipal domestic waste sorting policy.

4.3. The publicity of waste sorting policy is mainly offline and supplemented by online

In Table 2, the communication contents of "Chengdu municipal domestic waste sorting policy" released by the four new government media accounts can be summarized into 11 kinds, among which "grassroots practice" and "activity report" belong to the publicity of offline activities.

Table 10. The four government new media accounts publicize the offline activities of Chengdu domestic waste sorting policy

Content	Example	Amount	Proportion/%
Grass-roots practice	Intelligent garbage recycling bins will be installed in 7 domestic garbage sorting demonstration communities	60	27
Activity reports	Fuhong Yihai Primary School held the "Classification Talent Show" with the theme of "Living together in a global village, we should classify garbage."	49	22.1
Total		109	49.1

In the four new media including "@Chengdu Release Weibo", official WeChat account "Chengdu Release" and "@Chengdu City Management Weibo", an official WeChat account "Chengdu City Management", of the 222 items related to waste sorting policy after conclusion, 109 items were offline activities, accounting for nearly half of the total. Most of these contents, such as Wuhou District's urban governance, "You and I make an appointment" volunteer service enabling training activity, Pidu District Xinmei community garbage sorting mobilization's "Little Earthworm · Big Secret" series activity, are organized and innovative waste sorting training or mobilization activities are based on the community. Online publicity is mostly a summary of these activities to drive the whole staff to participate in waste sorting through the role of "model demonstration".

The reason why the propaganda of domestic waste sorting policy in Chengdu still takes "offline" as the main position is determined by the waste sorting policy and the particularity of Chengdu City.

"Waste sorting policy" is a kind of "national policy" that needs all urban residents' participation and has certain knowledge and skills requirements for public participation. Compared with online publicity, offline publicity activities of schools, units, and communities can effectively guide the public on correctly classifying garbage and making the policy deeply into the public mind.

With a total area of 14335km², Chengdu has 4 357 urban and rural communities, more than half of which are rural communities. The characteristics of large rural areas with big cities in Chengdu make the community have great differences. Meanwhile, Chengdu, as a new first-tier city, has a large population and strong population attraction. The higher population heterogeneity makes the demands more diversified.[7] Facing such a difficult problem of population management, Chengdu held the "Urban and Rural Community Development and Governance Conference" in 2017 and set up a "Governance Committee for Urban and Rural Community Development" in the party committees at the municipal and district (city) levels,

and carried out a series of exploration on the development and governance of urban and rural communities. Taking Jinjiang District of Chengdu as an example, the District Committee and the District Government have established leading groups for fostering and developing social organizations, and successively issued nine normative documents, such as opinions on the cultivation and development of social organizations. It also established the first district social organization administration of Chengdu to integrate the cultivation and development of social organizations into development planning and target management, focusing on developing "public welfare services, social affairs".[8] The exploration and practice of community governance in Chengdu provide effective solutions for population management problems and a strong guarantee for the basic level communication of policies and greatly improves the efficiency of policy communication at the grassroots level.

5. CONCLUSION

In the context of new media, there are many new changes in the characteristics of public policy communication strategies based on new media. In conclusion, 1.the voice of communication is more popular, achieving good communication effect; 2.A "multi-level and multi-department" new government media policy communication network is initially formed to improve the efficiency of policy communication; 3. The publicity of the "waste sorting" policy is mainly offline, supplemented by online, and they cooperate with each other to make the policy more popular. However, this study has a number of shortcomings. For example, the research on the policy text is not comprehensive and specific. The research focus is mainly on the official media, but in the actual process of policy communication, some news media and private media play the role of policy communicators. In general, the author combines public policy and communication closely, taking "Chengdu municipal domestic waste sorting policy" as a typical case to reveal the strategic characteristics of public policy communication through government affairs new media in the new media era. It

is necessary to pay more attention to the important role of new media in policy communication and establish a quantitative analysis framework of the current situation of policy communication in new media to provide a reference for future research. At the same time, the characteristics of the communication strategy summed up have enlightenment significance for policymakers about how to better use the new media platform for policy communication in real life.

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