

涉农政策传播生态构成要素与传播模式

摘要

政策传播是政策执行的重要环节，政策传播效果影响着政策执行落实效果。涉农政策传播过程影响着农民对涉农政策的认知、认同和满意度，进而直接关系到涉农政策的有效落实、社会主义新农村建设进程及农村基层社会治理和谐与稳定。

本研究旨在揭示涉农政策传播生态的构成要素关系及其运作机理，以更好地改善涉农政策传播现状，提高涉农政策传播效果，构建良好、平衡的涉农政策传播生态。本研究以涉农政策传播为研究对象，以传播学、生态学理论为指导，研究涉农政策传播生态中的差序传播问题。以溯源传播生态概念，构建政策传播生态的系统模型为起点。结合在陕西延安市四个乡村的实地调研分析西部农村涉农政策差序传播的现象表征，进一步实证分析涉农政策差序传播的影响因素，探察涉农政策传播策略的调适与优化策略，为构建平衡涉农政策传播生态提供思路。本研究主要采用问卷调查、深度访谈等研究方法对涉农政策传播现状进行调查，采用统计分析法对涉农政策差序传播的影响因素加以分析。本研究主要得到了以下结论：1.西部农村涉农政策差序传播在六级科层式传播模式、新闻发言人信息发布模式、大众媒介宣传引导模式、新媒体双向沟通模式、波形传播模式等五种不同模式下均有所体现。2.传播主体、传播信息、传播媒介与涉农政策传播效果均有显著相关性，不同受众群体相关方向有所差异。3.涉农政策传播策略的调适与优化要从传播主体、传播信息、传播媒介以及传播环境四个层面进行策略优化。本研究在加强农民对政府和国家的政治认同，推动乡村社会治理现代化发展，助力实现乡村振兴方面具有一定参考意义。

关键词：涉农政策；政策传播；传播生态；差序传播

论文类型：理论研究（Theoretical Research）

ABSTRACT

Policy communication is a significant part of policy implementation and plays an important role in the expected effect of the policy. The effect of agricultural policy communication affects farmers' cognition, identification and satisfaction of agricultural policies, and further immediately affects the effective implementation of agricultural policies, the process of agricultural and rural construction, and the long-term harmony and stability of rural grassroots society.

The purpose of this study is to reveal the relationship between the constituent elements of the agricultural policy communication ecosystem and its operating mechanism, in order to improve the current status of agricultural policy communication, increase the effect of agricultural policy communication, and build a better and balanced agricultural policy communication ecosystem. This study takes the agricultural policy communication as the research object, and uses the theory of communication and ecology as the guidance to study the diversity-orderly communication in the agricultural policy communication ecosystem. The author starts with tracing the source of the ecological concept and building a system model of policy communication ecology. Based on the phenomenon characterization of agricultural policy diversity-orderly communication of field investigations in four villages in Yan'an City, Shanxi Province, the influential factors of agricultural policy diversity-orderly communication are further empirically analyzed, the optimization of agricultural policy communication ecosystem is carried out and the suggestions for building a balanced agriculture-related policy are proposed. This research mainly utilizes questionnaire surveys, in-depth interviews and other research methods to investigate the present situations of agricultural policy communication, and uses statistical analysis to analyze the factors of agricultural policy diversity-orderly communication. The main conclusions of the thesis are as follows: 1. The western agricultural policy diversity-orderly communication are spread in five different models, such as a six-level hierarchy communication model, a spokesperson information release model, a mass media propaganda and guidance model, a new media two-way communication model, and a wave propagation model. 2. The effects of agricultural policy communication are significantly related with subjects, information, mediums, and the relationships of different audience groups are different. 3. The adjustment and optimization of agricultural policy communication should be optimized from four levels: the main body of communication, information, mediums and environment.

KEY WORDS: Agricultural policy; Policy communication; Communication ecosystem; Diversity-orderly communication

TYPE OF THESIS: Theoretical Research

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