

促进公众参与的媒体 与传播政策研究

Media and Communications Policy Studies For Improving Public Participation

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项目背景 Overview

- **环境信息公开和公众参与的法律亟待完善**
- Laws, regulations and policies in favour of more open environmental information and greater public participation are in need of reform
- **信息公开范围、程度与满足公众知情权尚有差距**
- The scope of disclosure cannot meet the public right to know
- **公众参与不足导致信用缺失、沟通不畅和局面失控**
- Lack of credit, miscommunication and uncontrollable situation caused by insufficient public participation
- **运用新媒体来引导舆论能力有待提高**
- Capabilities of using new media to guide the public opinion need to be improved
- **突发环境事件媒体应对能力不足**
- Inadequate capability for media in dealing with environmental issues and incidents



项目目标 Goals

- **推动绿色发展实现伟大中国梦**
- To promote green development and realize the great Chinese Dream
- **编制环境战略传播方案**
- To draw up environmental strategy communications plan
- **丰富新媒体背景下信息公开和公众参与的途径**
- To enrich approaches for information disclosure and public participation in new media context
- **以信息公开为切入点提升政府美誉度和公信度**
- To enhance the reputation and credibility of government with the information disclosure as a cut-in point
- **提升重大环境事件舆论引导和主导能力**
- To improve capabilities of public opinion guidance in related to major environmental issues



我们的发现 What we found

- **妖魔化的PX**
- Demonized PX
- **什邡环境群体事件的实质**
- Essence of environmental group events in Shifang
- **启东是双赢吗？**
- A win-win situation in Qidong?
- **江门核燃料项目下马的忧虑**
- Jiangmen nuclear fuel project dropped
- **事前与事后，可否事半功倍？**
- Can we make it a lot easier before and after the event?
- **中央政府如何有所作为？**
- How can central government make a difference?



我们的发现 妖魔化的PX

Demonized PX



weibo.com/u/2062145692

我们的发现 什邡环境群体事件的实质



Essence of environmental group events in Shifang

腾讯微博

<http://t.qq.com/zengying>

我们的发现 启东是双赢吗？



A win-win situation in Qidong?

我们的发现 江门核燃料项目下马的忧虑



我们的发现 事前与事后，可否事半功倍？

Can we make it a lot easier before and after the event?

- 和谐稳定的社会环境始终是发展之基、福祉所系。
- Harmonious social environment is the foundation of development well being
- 各级党委政府高度重视，正在进一步深入论证评估，暂停排海管道建设工程。
- Party and government pay high attention and are having discussion on further evaluation and will stop construction of discharge pipelines to the sea.



我们的发现 中央政府能否有所作为？

How can central government make a difference?



政策建议 Policy Recommendations

- **1. Reform laws, regulations, and policies in favour of more open government information, greater public participation**
 - 完善法律法规和政策，促进政府信息公开和公众参与
- **2. Draw up environmental strategy communications plan for integrating with more media**
 - 编制环境战略传播方案，整合全媒体资源
- **3. Improve environmental information systems, consolidate and enhance local government information management capabilities**
 - 改进环境信息公开与公众沟通机构建设，加强地方政府信息管理能力
- **4. Enhance public participation mechanisms, environmental education and the involvement of citizens in environmental decision-making**
 - 健全公众参与机制，加强环境教育和公众在环境决策中的参与作用
- **5. Optimize government communications in the new media context, promote two-way online communication**
 - 优化新媒体背景下的政府信息传播，促进双向交互式线上交流
- **6. Improve environmental incident response mechanisms, emphasizing , reliable and timely information and citizen participation at every level**
 - 提高环境突发事件的应急响应机制，强调各个层面信息传播的透明、可靠与及时以及各种参与



Thanks !



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