Article

Political marketing and medical humanities education in political theory
Jinling Chen*, Nan Wang, Yongfei Yuan

College of Marxism, Zunyi Medical University, Zunyi 563000, China
* Corresponding author: Jinling Chen, chenjinling19890@126.com

Abstract: Policy marketing has a strong theoretical explanatory power and practical governance capabilities, and has become an important policy tool. Applying policy marketing to urban neighbor conflict avoidance has the theoretical necessity and practical possibility. So, in this paper analysis the policy marketing can be applied to issues such as urban neighbor avoidance conflicts. In conclusion we propose that, political marketing faces both opportunities and corresponding challenges.

Keywords: conflict avoidance; policy marketing; public policy; conflict avoidance

Received: 2 June 2023; Accepted: 2 August 2023; Available online: 1 September 2023

1. Introduction

Neighbor avoidance conflict is a popular issue in academic research in recent years. Most of the academic hotspots stem from practical difficulties, and inevitably encounter negative factors in the construction of neighbor-avoidance conflicts, the objectives of this article is increasing stakeholder stalemate costs, affecting social stability, and increasing local government governance pressure. There have been many scholars studying the issue of China, such as Henry[1], Lewis[2], Yu[3], Tan and Yan[4], Fan[5], Zhu and Xiao[6] and so on. In this paper in addition to using the governance model of public-private cooperation to solve the dilemma of neighbor-avoidance conflicts, this paper attempts to study the problem of urban neighbor-avoidance in a more innovative way from the perspective of policy marketing, this is the necessity of this research. This article adopts comparative research methods and literature review methods for research.

2. The basic form of political communication

“Form” is not only a generalization of the integration mechanism of internal elements of political communication, but also an abstraction of the external appearance of this internal mechanism. From the perspective of the unification of history and logic, the evolution of form is not only a reflection of the historical development of political communication, but also a theoretical analysis framework for understanding political communication.

2.1. Political propaganda

Political propaganda is a form of political dissemination that promotes political ideals, and it is also the most directly responsible for the dissemination of politics and the politicization of dissemination. Because it carries the dual mechanism of politics and dissemination. On the one hand, politics has the dual attributes of
reality and ideality. Political propaganda is to use the undetermined ideality of politics to guide, inspire, and arouse the audience, and through action, the idealism of politics is continuously transformed into reality. What is an ideal? An ideal is a vision and assumption of the future based on reality but beyond reality, so the ideal cannot be “objectively presented” and “true description” as it is to reality. Political propaganda uses ideals to inspire and draw reality. It is inevitable that the fantasy and utopian elements are unavoidable, “untrue words” that cannot be confirmed, and “fantasy scenes” that are difficult to come true. On the other hand, from the perspective of communication, the realization of political propaganda for the promotion of civic ideals also bears the essence of the “simplified choice” of “promoting uncertainty to certainty”. In the face of a vast future, people must still have a choice, people must always choose the best and follow suit. It is through political propaganda that it is possible for people to achieve alternatives, alternatives, abandonment, and compliance. In this regard, the process of political propaganda is a process of continuous “socialization”. It is also in this sense that political propaganda is already a rudimentary form that political communication cannot be discarded at any time. Placed in the broad field of vision and framework of political communication, the most profound essence of political propaganda is the continuous construction and maintenance of the legitimacy of specific politics through ideology, which constantly and strongly builds and spreads the political community. The mechanism is: by sending a selective political message to the audience, so that it can obtain certainty in a political uncertainty, and simplify the choice in a complex political environment.

2.2. Political communication

Political communication is a form of political communication that focuses on governmental operations. When political ideals are transformed into political realities, fundamental changes have taken place in the nature and form of politics. When a specific political ideal is transformed into real politics through political action, the operation of politics requires not only the spiritual level of the constantly evolving new ideals, but also the maintenance of the actual institutional arrangements for real political action. Political communication is considered as a form of political communication that is inseparable from political propaganda and focuses on the operational level of real politics. Starting from the real political life, a simple picture of political communication can be divided in two levels: “outside communication” and “inside communication”. “Outside communication” refers to the political communication between the ruling party (government) and other parties, and the second refers to the political communication between the “official” and “social” representatives of the ruling party (government); the “internal communication”—mainly refers to the political communication within the ruling party (government). Generally speaking, the political communication of the election political system focuses on “outside communication”. In addition to focusing on political communication between the ruling party and other parties, diplomatic communication between the “official” representatives of the ruling party and the society is relatively well developed and smooth. Relatively speaking, in countries lacking political campaigns, political communication has not completely deviated from the concept and track of political propaganda, mainly through leadership and supervision processes, that is, the ruling party (government) promotes political communication by leading the entire political process. Democratic parties promote political communication through supervision based on consultation. The political communication in the actual administrative operation focuses on the decision-making process in the specific political operation (administration), so it is necessary to sink from the level of political ideals to the level of political institutional arrangements. Its goal is to pass the exact political information in two or even multiple directions. The process of multiple flows has sought political consensus for various decisions.
2.3. Political propaganda and political communication

Political propaganda implies the control of political information by the “political propaganda subject” in the political system, which means that in political life. There is a clear “host-guest” distinction between the political propaganda subject and the propaganda object. However, political communication surpasses or downplays this “subject-object” distinction, weakens the strength of the “will to push” the subject to the object in political propaganda. Political communication focuses on the “ditch” and “communication” in governmental operations and administrative decision-making. “Ditch” as a verb means the communicator’s initiative, and “tong” as an adverb means the receiver’s reaction status. Therefore, political communication shows the “feedback interaction” of the flow of political information between the communication subject and the communication object mechanism. Political communication realizes a virtuous cycle of political information throughout the political field through the “output-feedback” mechanism. In terms of logical evolution, the “feedback interaction mechanism” is the specialization of political communication in political operation and corresponding administrative decision-making, and is the political dissemination at the spatial level, extending and expanding from politics to corresponding administration. In this process of extension and expansion, compared with political propaganda, political communication has changed the position of political information in political operations-political information has faded some possible subjective, abstract, and grandiose of political ideals in political propaganda. Even the “false” form carries political reality more concretely and directly. Therefore, political communication has both “quantitative” and “qualitative” detectability. “Quantity” refers to whether the political information that should enter the communication process is true and complete. “Quality” refers to whether the political information is unobstructed, whether it has received timely and “missing” feedback, and whether such feedback has produced political decisions Positive effect. This quality of political communication is the result of the progress of political civilization in the democratization of human politics and the result of the joint efforts and pursuit of various political systems. It is in this sense that political communication has become a new paradigm and a new ability to describe and explain the behavior of political communication. It can also be seen as the transfer of political communication from a “single push” to a “beneficial interaction”. This new form, in turn, allows us to examine modern political life and the corresponding political communication from different perspectives, that is, the core concept of political life-the realization of the basis and expression of “power” has taken place substantially change: it no longer appears in mandatory forms such as order or even forced indoctrination, but is replaced by democratic decision-making based on the reception and processing of information to some extent and to some extent.

Compared with political propaganda, political communication and political marketing lower the “body” of the main body of communication in political communication, and remove the subjective and possible illusory color of political information in political propaganda. The process is more objective, scientific and flat. However, political communication presupposes a very democratic and civilized modern political operation process. It presupposes that communication subjects and communication objects obtain equal status in political activities and political life. However, in real politics, democracy in modern administrative operation means the existence of multiple political subjects and multiple political demands in the political ecology. In democratic politics, “who” can become the leader of political communication, “who” is the main body of political communication, and “who” is the “meta-generator” and “meta-sender” of political information. The decision to compete for political power and political resources means intense political competition or political elections. With the advent of the information age, the rapid development of modern communication technologies, the independent role of capital in political communication, and the ever-changing and renewed innovative marketing tools, political and political marketing will appear along with
the political communication process. The peculiarity of political marketing is to presuppose the political system and political ecology as the “market” in theory, and then follow the principle of equivalence to seek political value through exchange in this market.

Driven by the desire to obtain equivalent benefits, the political information elaborated by the “marketing subject” is easily accepted and recognized. If it is said that in the aforementioned political propaganda, the communication relationship is “subject-object” dependent, and in political communication, the “subject-subject” equality of the communication relationship, then, in political marketing.

3. The opportunities and challenges of policy marketing in the application of urban neighbor avoidance conflicts

3.1. The challenges posed by the closure of the urban neighborhood project decision

The decision of the current neighbor avoidance project follows the model of “making a project-government announcement-government defense”. In the initial stage of site selection for the neighbor avoidance project, government officials, experts in the system and other policy subjects make closed decisions, autonomously determine the “best location” of the neighbor avoidance project, and then announce the decision to the public. After a large-scale boycott by the local public, the local government defended it. This closed decision-making model is under a significant “internal input” nature. The “internal input” nature of the decision-making model is dominated by policy makers and public power occupants, and policy subjects drive social operations and government activities. The political resources of society dominate the decision-making of social public affairs, and directly replace the public participation agenda with a political agenda. This closed decision-making model with the “internal input” nature has resulted in the fracture of the social structure at the vertical level and the fragmentation of the social structure at the horizontal level.[1] While policy marketing is a marketing action for policy products, the nature and quality of policy products are closely linked to the input of policy needs. From this point of view, the fragmentation and fragmentation of the social structure do not contribute to the smooth implementation of policy marketing.

3.2. The challenges brought about by the unreasonable policy network structure of urban alienation projects

In a well-structured policy network, there will be a sound cooperative interaction between policy stakeholders, which is conducive to the smooth implementation of policy marketing. In the urban neighbor avoidance project policy network, policy stakeholders include the government, the public, neighbor avoidance project operators, research institutions, and non-profit organizations. However, according to the frequent urban neighbor avoidance incidents in recent years, local governments at all levels still play an absolute leading role in the policy formulation and implementation of neighbor avoidance projects. Under the leadership of the government, people from government-run scientific research institutions and systems are engaged to conduct project feasibility studies. The public participation is located in the form of non-profit organizations, and the opportunities for non-profit organizations to participate are lacking. The official media monopolizes the release of information. Therefore, there are significant irrationality in the participants, forms, opportunities and channels of the policy network. The smooth implementation of policy marketing requires common value, resource dependence, and discourse sharing among policy participants. It can be seen that the unreasonably structured policy network formed under the leadership of the government is not conducive to the policy marketing of municipal neighbor avoidance projects.
3.3. The challenges posed by the scarcity of entrepreneurs in urban neglect project policies

Lewis\textsuperscript{[2]} believes that policy entrepreneurs are those who “change the existing way of allocating public resources by organizing and using the power of the community”. Whether these people are in the internal market of public policy or external market, they are known for their innovative spirit. They are both advocates of urban evasion project policy issues and promoters of policy innovation, as well as actual participants and leaders of policy marketing. With their influence, policy entrepreneurs play a huge role in the policy marketing process of urban neighbor avoidance projects. However, because public organizations place too much emphasis on procedural and stability, risk and trial and error are discouraged; there is a lack of incentives and a personnel promotion system dominated by superior departments (subordinates are only interested in matters that the superiors pay attention to, which hinders the subordinates from policy marketing enthusiasm) and other reasons, leading to the scarcity of policy entrepreneurs in the process of urban neighbor avoidance projects. As a kind of social struggle, urban neighbor avoidance conflicts can easily lead to mass incidents such as traveling and meditation, endangering municipal public safety and social stability. In order to reduce the negative impact of urban neighbor avoidance conflicts, governments at all levels often adopt over-absolute and simplified governance methods, and use all kinds of public resources at their disposal to control urban neighbor avoidance conflicts at no cost, thus forming a “rigid maintenance” governance model. Rigid maintenance is based on exclusive and oppressive state power\textsuperscript{[3]}, which can be achieved through top-down political pressure, administrative responsibility decomposition mechanism, and hierarchical maintenance performance evaluation methods. This rigid stability realization mechanism is easy to cause the policy marketing subjects of the neighbor avoidance project to turn their attention to the higher level government, triggering the disconnection of policy marketing products from the local public demand and eroding the communal nature of the policy. At the same time, because the policy marketing of the avoidance project is limited to the internal market of the government, it is easy to alienate external customers, which arouses the public's indifference and rejection of the policy marketing of the avoidance project.

4. Urban neighbor conflict avoidance improvement strategy based on policy marketing application

Change the decision-making model to realize the openness and transparency of the decision-making of the urban neighboring project. The closure of the decision-making of the urban neighboring project causes the fracture and fragmentation of the social structure, which does not contribute to the smooth implementation of policy marketing. The city’s decision-making model for neighborhood avoidance was transformed. Change the decision-making model requires both institutional and institutional changes. First of all, from the perspective of the decision-making system, in the current decision-making of urban neighbor avoidance projects, the relationship between superiors and subordinates is a relationship between project outsourcing and contracting, but the rights and responsibilities between contractors and contractors are seriously not symmetry. The contractor has the decision-making power, and the contractor assumes responsibility, and the rights and responsibilities are misalignment. First of all, we are required to change this decision-making system, redefine the relationship between each other according to the amount of decision-making resources held by each organization, and determine their respective rights and responsibilities. In particular, it is necessary to accurately define the rights and responsibilities between different levels of government, and then in the process of policy marketing to clarify the main rights and responsibilities between different levels of government, and strengthen the awareness of the main responsibility of policy marketing. The lower-level government holds the decision-making power and execution power of the
neighbor avoidance project, so it will better implement policy marketing and reduce the occurrence of neighbor avoidance conflicts. Secondly, from the perspective of the decision-making mechanism, in order to better realize the openness and transparency of the decision-making of urban neighbor avoidance projects, one must establish and improve an open and transparent information release mechanism, based on multi-party platforms, regularly publish information to inform the society of neighbor avoidance projects. The specific situation: we need to establish a consultation and dialogue mechanism, through democratic talks, symposiums, press conferences, hearings, and online platforms, etc., to conduct open consultation and dialogue with the parties involved in the policy of the neighbor avoidance project, to promote the decision-makers of the neighbor avoidance project, construction parties, operators, media parties, non-profit third parties, local public and other stakeholders consult and dialogue to ensure the comprehensiveness and representativeness of the participants and realize the openness and transparency of the decision-making of the city’s avoidance projects. At the same time, we must use modern communication technology to carry out policy marketing, and use the government’s official website, WeChat public account, and government affairs Weibo to release the authoritative decision-making information that the public urgently needs, so as to realize the openness and transparency of urban neighborhood project decisions.

Optimize the policy network and realize the standardization and flexibility of the urban neighbor avoidance project policy network. Domestic scholars Tan and Yan[4] studied the relationship between the policy network and policy tools from the perspective of “structure-results”. As long as there is a policy network in China, it will definitely affect the policy process and policy results. The policy network not only constructs and shapes policy tools, but also determines the choice of policy tools. From this point of view, as a policy tool for policy marketing, its application effect is closely related to the structure of the policy network. In view of the unreasonable status of the policy network structure of urban evasion projects in China, the policy network should be optimized based on the consideration of the realization requirements of policy networks such as resource dependence, common value, and shared discourse[5]. Effectiveness in project policy. First, it is necessary to reconstruct the policy network of agenda-oriented urban neighbor avoidance projects. Based on the need to avoid policy issues rather than their own preferences, local governments should broaden the channels of participation and adjust the way in which policy resources are allocated, effectively absorb the participation of multiple subjects in the policy network, and strive to increase the breadth and depth of participation of multiple subjects. Secondly, it is necessary to standardize the local government’s decision-making behavior of avoidance projects. Restrict the local government’s own profit-making behavior, ensure its public welfare and neutrality in the decision-making of urban neighbor avoidance projects, differentiate its degree of connection with the interests of neighbor avoidance project operators, and curb the possibility of government corruption from the root cause. Thirdly, it is necessary to standardize the multi-participation system of municipal neighbor avoidance project decision-making. By setting scientific selection, voting and voting standards, stakeholders, especially vulnerable groups, can participate in decision-making and reduce the avoidance of neighboring project operators from imposing the preferences to avoid risk of project decision.

Improve the evaluation mechanism and cultivate policy entrepreneurs who are both charitable and enterprising. Policy entrepreneurs play a very important role in the policy marketing process. Zhu and Xiao[6] believe that policy entrepreneurs generally have the will and ability to assume social responsibilities, professional knowledge and innovative spirit, excellent management and leadership skills, are critical thinkers, and have the ability to participate in the promotion of public policy innovation programs and can successfully maintain other qualities. It is these characteristics that make policy entrepreneurs act as promoter, executor, and leader in the policy marketing process of urban evasion projects. However, in the
decision-making process of municipal neglect projects, due to the lack of natural incentives in the public sector and the deviation of performance evaluation guidance, policy entrepreneurs are scarce. This requires perfecting the assessment and incentive mechanism, and cultivating policy entrepreneurs who are both considerate and innovative. In the promotion of civil servants, it is necessary to break the traditional promotion mechanism for public officials based on economic construction, so that civil servants, especially leaders, have sufficient motivation to carry out policy marketing; in the evaluation of civil servants, it is necessary to look at the foundation and development. Look at the performance and potential performance, and take social progress, ecological civilization and improvement of people’s livelihood as the main content of the civil service evaluation; in the main body of the civil service evaluation, it is necessary to strengthen the diversification of the evaluation main body, not only to pay attention to the evaluation of superior leaders, but also the introduction of “customer” assessment should also include people’s congress representatives, non-profit organizations, and news media in the assessment system, build a multi-assessment mechanism oriented to serve “customers”, and guide government leaders when formulating urban avoidance project policies. Proactively communicate with multiple assessment subjects and conduct policy marketing; in the aspect of civil service assessment principles, we must adhere to both stability and flexibility, emphasizing the encouragement of various forms of innovation in the case of completing work tasks, and enabling capable policy entrepreneurs boldly innovate on public policies and policy mobilization mechanisms.

Change the governance concept and achieve the resilience and rule of law of urban neighbor conflict prevention the current “rigid maintenance” neighbor conflict avoidance governance model relies on top-down political mobilization and administrative authority, triggering policy marketing products and locations. The disconnection of public demand has caused the public’s indifference and repulsive attitude, which has caused obstacles to the smooth implementation of policy marketing. The “rigid maintenance” of urban neighbor avoidance conflicts emphasizes that “getting done is stability, nothing is the ability, fairness is level, and compromise is harmony”[6], making China’s governance of neighbor avoidance conflicts into a strange circle. That is to say, governments at all levels have invested a lot of resources in the management of urban neighbor avoidance conflicts, but urban neighbor avoidance conflicts still occur frequently. In a sense, urban neighbor avoidance conflicts fall into a vicious circle of “more stability and more instability”. This requires a change in the “rigid” governance philosophy.

5. Conclusion

The toughness and rule of law of urban conflict avoidance governance are now in place. To achieve resilience in the governance of urban neighbor avoidance conflicts, it is necessary to realize that rigidity is easy to break, and toughness is the long-term rule for resolving urban neighbor avoidance conflicts. First of all, it is necessary to carefully formulate the policy of the neighbor avoidance project under the guidance of the innovative, green, coordinated, open, and shared development concept advocated. Second, it is necessary to recognize the nature of municipal neighbor avoidance conflicts, recognize that urban neighbor avoidance incidents are issues of people’s livelihood, and are issues related to the vital interests of the public, and treat urban neighbor avoidance conflicts scientifically. Thirdly, it is necessary to establish a scientific guarantee mechanism for the collision avoidance and stability maintenance system. Establish a sound interest appeal system for the stakeholders of the avoidance project, and provide a platform for stakeholders to express their interests, so that reasonable interest claims can be expressed; establish a fair interest coordination mechanism, adjust the interest structure, and reduce the interests of the avoidance project sense of injustice among the people; establish a scientific and multi-participation neighbor conflict avoidance mechanism to resolve urban neighbor avoidance conflicts in the initial stage and reduce their corresponding harmfulness. To realize the
rule of law in the governance of urban neighbor avoidance conflicts, it is necessary to strengthen the concept of the rule of law that is sovereign to the law. The concept of rule of law must be respected in all stages of the decision-making, formulation, implementation and evaluation of urban neighbor avoidance projects. We must adhere to the concept of the rule of law. At the same time, it is necessary to highlight the democratic foundation of the rule of law and the rights-based characteristics of the stakeholders who avoid decision-making, and pursue the bottom line thinking of the rule of law, so that “the law cannot be done without authorization”.

Conflict of interest

The authors declare no conflict of interest.

References