Administrative Mode Innovation from the Perspective of Media Convergence:A Case Study of the Administrative Documents

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Abstract:This paper starts with the introduction of concepts of social media and its basic forms. Then it lists out social media's different features and current situation of administrative documents. Then, to help readers to have better understanding of administrative documents, this paper introduces three functions of administrative documents. After taking a look at social media and administrative documents, the paper shifts its focus to Wechat and Facebook. First, it introduces Wechat's development and status in the social media age, and then gives the understanding of administrative documents through Facebook and Wechat channels, and at last introduces three functions of administrative documents involving new principles of Separation Principle, Reprinting Principle and Moral Bottom Line Principle. Based on some researches about advertorial traditional writing principles, the paper lists following scholars' views as comparison of the new principles. As in the age of new media, most active users of mobile devices and services are making good use of reprinting principle, for there are a lot of new articles created every day, and some of which may match the targets of your own administrative documents. The last principle emphasizes on moral issues, which calls for practitioners' self-discipline to respect intellectual property and etiquette.

Keywords:administrative documents; writing principles; social media

The society has stepped into a social media age, which provides more complicated channels in people's communication. To conduct new principles of administrative documents, it's necessary to understand the social media age and administrative documents themselves. After that, understanding the basic information of social media is also important content of this article's analysis and it is also important for a better understanding of the later principles.

1. The Transform of Social Media

Social media are newly born network based on international technology and its content created by participators with no limitation as a platform for many-to-many communication. As the tool to share opinions, comment, experience and other information, social media have several main forms, including social networks, blog, wikis, podcasts, forums, and content communities.

With its special characteristics, there are several functions of administrative documents. First, it can lead fashion, especially on the Internet. According to the USA Internet development statistical investigation in 2018, "till 2018, the number of USA Internet

classroom, but whether it can be successfully implemented in the middle school English class has always been the concern of people from all walks of life. In this thesis, the author introduces the flipped classroom to everyone and analyzes its advantages and disadvantages. It can be seen that flipped classroom plays a certain role in mobilizing students' initiative and improving their ability of independent thinking and innovation. However, flipped classroom is like a double-edged sword. For lazy and weary students, they can't concentrate on watching teaching videos before class. Without the constraint of teachers, they will not take learning seriously.

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users was 618 million, and the Internet penetration was 45.8%, which increased 3.7% comparing to the last year."[Under this circumstance, some great administrative documents can be outstanding and lead the fashion.

At last, it has a strong advertising effect, which can help to establish a virtual community. As the administrative documents contain not just what the government or NGO wants to advertise, but also other information or knowledge that can be used as material in people's daily chat. This feature is helpful for the administrative documents spreading. It is difficult for citizens not to choose the information that appears in administrative documents.

2. Traditional Writing Principles of Administrative Documents

As administrative documents are not a new tool for a government's publicity, some scholars have already summed up some writing principles when creating administrative documents. However, under the condition of the social media age, it's not enough or even obsolete, the age asks for new writing principles to meet its need and serve administrative documents writing.

In some current researches, they state the administrative documents writing skills on newspapers. According to the researches, the first step to write is to identify a good theme. When creating administrative documents, writers should have a core idea, which must be creative enough to attract readers. Then administrative documents should have an attractive title. The core content or the information that can intrigue readers should be contained in the title. What's more, a brilliant start is essential to attract readers' attention and inspire them to keep reading. At last, scholars point out that the whole plot and structure should be well arranged before creating.[1]

In another research, it talks about the basic writing skills on the Internet. The first and foremost thing is still a good title. The most important characteristic of a good title is its attractiveness. Next is to emphasize on a clear typesetting. The scholar says, each paragraph shouldn't be too long, and a subtitle is recommended in online administrative documents. Besides, the scholar also refers to some details such as using a horizontal compose type. In the end of administrative documents, writers should leave a paragraph to ask readers to accept service.[2]

Another research points out 4C theory, that is "consumer wants and needs, cost, convenience and communication"[3], which introduces some useful information of studying abroad, or native culture of western countries. Some of the articles are about employees' experience or advice of applying for universities and study in these universities. Only few of them are about advertisements or activity notices. As this subscription of articles can be a representative of administrative documents in the age of new media, it's a good choice to analyze it for case study, and it will be helpful to understand writing principles of administrative documents.[4]

3. Separation Principle

Another principle in writing administrative documents is separating the main purpose of this passage from the content. As audience in the social media age has seen a lot of advertisements and administrative documents, for most of them, it's easy to identify which is for publicity and which is the real useful information. In that case, separating the purpose of publicity and covering it with more not so related but interesting information is a wise choice.

4. Reprinting Principle

Since it takes a lot of time to create a large administrative document and is very inefficient, there is a new principle that can be used in publishing administrative documents, that is reprinting principle. Social media age lacks anything but information. When surfing on the Internet, a lot of articles could be found about a same topic. Picking out a great suitable article and then reprinting it on a corporation's publicity platform is also a good way for publicity. This principle takes advantage of the boom of Internet information and saves a lot of time for writers. It can also leave audience an impression that the corporation is active, producing information regularly. This would help to build a good image of corporation. Obviously, reprinting articles should be marked at the end of the whole article.

On Wechat, most of its articles are not original, but are reprinted from other resources. Within these articles, some of them are introducing university's life in western countries, and some of them are about these countries' culture. Though it seems to be not related to Chase Future's services, it widens audience's knowledge scope and helps them do preparation for studying abroad. When it posts its administrative documents or advertisement, readers would habitually choose to trust it and are willing to read it.

Though a report is not released by Wechat originally, it's really attractive and helpful to students. In that case, reprinting this report is a wise choice and it could keep its users' attention on this channel even though the latest season of applying for universities has passed and the next does not come.

5. Moral Bottom Line Principle

As what has been referred to before in the introduction of social media's features, some administrative document writers would choose to break the limit of morality, and use some vulgar words to attract a part of audience's attention. However, this is what each administrative document writer should avoid, not just considering from morality, but also the publicity effect. Keeping moral bottom line in mind is essential in creating.

There is also a positive example about moral bottom line from Wechat, that is, the mark of original source. Each reprinted article from other sources will be clearly marked at the bottom of content, which shows respect to the original author. Without the mark of original author and source, it could be regarded as the infringement of the right of authorship legally.

In a nut shell, it's necessary to develop new writing principles of administrative documents in the new media age, change practitioners' concepts and catch the essential of the link between the Internet and administrative documents.

Exploration of Innovative Education Mode Based on the 5C Concept of Core Literacy
—— Take Bridging Education between High School and University as an Example

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Abstract: In recent years, with the further promotion of the concept of quality-oriented education, universities and middle schools have set up a system to further implement the high-quality humanistic quality work proposed by General Secretary Xi Jinping, comprehensively promote the process of education modernization, continuously improve the quality of personnel training, and provide high-quality and high moral talents for the society. Based on the first perspective of college students, this paper explores the implementation mode of innovative education in the bridging stage between high school and university.
Keywords: Core Accomplishment; Cohesion Phase; Innovative Education; Educational Model

1. Introduction

Innovativeeducation is to train people's innovative spirit and ability as the basic value orientation of education. In order to meet the challenge of the era of knowledge economy, its core is to study and solve the problem of how to cultivate students' innovative consciousness, innovative spirit and innovative ability in the field of basic education on the basis of popularizing nine-year compulsory education and in the process of comprehensively implementing quality education. Innovative education has been explored and practiced in primary and secondary schools, and how to bridge the gap between high school and university is the core content of this essay.

2. The development background and actual situation of core accomplishment

On March 28, 2018, China Education Innovation Research Institute of Beijing Normal University held a press conference in Beijing Normal University Beijing Normal school, and for the first time released the Research Report on the 5C Model of Core Literacy in the 21st Century (Chinese Version) and the Quality Assessment Report of China's Excellent Educational Innovation Achievements. How to train future-oriented citizens so that they are better equipped to work and live in the 21st century. In the past ten years, the education and evaluation of core literacy in the 21st century has increasingly attracted global attention, and even become the basis for many countries or regions to formulate education policies and carry out education reforms. [1] The 5C model includes five aspects, including Culture Competency, Critical Thinking, Creativity, Communication and Collaboration. The first letter of these five qualities is C, so this model is called the 5C model of core literacy, and these qualities are referred to as 5C literacy for short.[1]

As early as many years ago, China put forward the concept of quality-oriented education. In today's primary and secondary education, the concept of quality-oriented education is being gradually implemented and deepened. Not only primary and secondary schools began to popularize quality education related courses, in the university stage is to put the cultivation of literacy into practice. However, during the transition period between high school and university, there are changes in teaching models and

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