



From the Perspective of Change Related to Public Administration and Policy Communication: Promoting Logic of the Effective Communication to Tumor Science and Technology

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Abstract. In the era of the Internet, the communication channel for public policy has shifted from traditional bureaucracy to online platforms. The role of government has also evolved from simply providing public goods to serving as a provider in the market economy. The widespread dissemination of Tumor Science and Technology and improved health literacy among the population are effective measures for addressing public crises promptly. Following an epidemic outbreak, various media outlets disseminate abundant information, and authoritative and effective scientific literacy can effectively counteract the spread of rumors and better protect citizens' health. In the post-epidemic era, with reforms in public administration, a shift in government service roles, changes in policy communication channels, and "Internet +" being upgraded to a national development strategy, it is imperative for governments to utilize technological means to enhance their approach to public policy communication, improve its effectiveness, promote multi-dimensional cooperation for effectively disseminating Tumor Science and Technology, and comprehensively enhance citizens' scientific literacy in response to crises. This paper reviews successful measures taken by the Chinese government during late-stage economic recovery to assist enterprises in resuming work and production from the perspective of modern digital governance. It provides practical reference points for establishing a new type of public administration and policy communication that adapts to normal crisis governance while effectively enhancing citizens' scientific literacy.

Keywords: evolving government role, communication of policy, scientific expertise, and co-supply

1 Introduction

Driven by the forces of globalization, informatization, and knowledge, the dissemination and popularization of Tumor Science and Technology have become crucial for enhancing national competitiveness and improving citizens' scientific literacy. This pa-

per aims to explore how the government, in different historical stages and policy environments, has collaborated with various social forces to effectively promote the dissemination of Tumor Science and Technology, providing an in-depth analysis of the underlying logic and mechanisms¹. As a representative of public interest and steward of public resources, the government bears an indispensable responsibility in disseminating Tumor Science and Technology. From a historical perspective, the government's attitude and strategy towards this dissemination has evolved from neglect to emphasis, from singular to multifaceted approaches. This change is driven not only by scientific progress and social development but also by profound reflection on and positive adjustment of the government's functional positioning². Policy communication serves as a critical tool for governments to fulfill their functions in promoting Tumor Science and Technology dissemination. Particularly in the era of new media, policy communication faces unprecedented challenges and opportunities; thus effective utilization of new media platforms is imperative for enhancing efficiency and effectiveness in policy communication—a key issue that governments must address. Collaboration between governments and other social forces is essential in spreading Tumor Science and Technology; through such collaboration, governments can leverage social resources' advantages to form communicative forces that enhance coverage and influence over disseminated Tumor Science and Technology³. By delving into three dimensions—governmental role, changes in policy communication methods, cooperation for promoting science communication—this paper will deeply discuss governmental positioning strategies regarding science communication while exploring how effective science communication can be jointly promoted through policy communications alongside cooperation with other social forces⁴.

2 Change of Government Role: from Public Goods Provider to Market Economy Service Provider

In the development of political science, the functions and roles of the government have evolved with the development of social history. As Engels once said, "political rule is everywhere based on the execution of a certain social function, and only when it performs this social function can it continue to rule." Whether in the history of Western capitalism or China's socialist system, the relationship between the government and society has undergone great changes, reflected in the continuous expansion of the government's participation in the social field, the continuous enhancement of social power, and the continuous complexity of social management. The government has gradually become an important tool to ensure economic and social development, manage social affairs, and serve the society. From the perspective of the development of Western political economy, the transformation of the role of the government has mainly gone through four stages. The first stage is the liberal capitalism stage⁵.

The government's functions are mainly based on the social contract theory. It is believed that the economic behavior of countless individuals will have macroeconomic consequences. It is believed that the government must defend the country, maintain equity and justice, and provide corresponding public goods. It is believed that "a good

government is a government that controls less." Adam Smith once proposed in *The Wealth of Nations* that the government should have the responsibility of national defense, provide legal system and infrastructure, and believes that the most ideal role is to stay away from economic life. The second stage is the welfare state period⁶.

Based on Keynesianism (*The General Theory of Employment, Interest and Money*), it is believed that the macro economy tends to socially restrict the specific behavior of individuals. US President Roosevelt implemented the "3R" New Deal (Recovery, Relief, Reform) with Keynesianism, making capitalist countries officially enter the welfare state stage from the liberal stage. In the 1880s, German Prime Minister Bismarck proposed that the pension would allow "the most ordinary people" to "treat the empire as a charity"⁷. The third stage is the neo-liberal stage. The new "classicism" attributed the capitalist "stagflation" (high inflation, high career, low growth) dilemma in the 1970s to the excessive intervention of the state, and believed that the government's intervention in the self-regulation of the market economy inevitably led to low efficiency. The fourth stage is the rise of the new public management theory⁸.

The government's investment in public services and social welfare is increasing. The "political-administrative dichotomy" and the bureaucracy theory have been unable to solve the serious problems faced by the government. The innovation of scientific and technological information digital governance capacity to the traditional management mode, the frequent financial crisis and the complex international environment have gradually made the government realize that macro-control can solve the market dilemma to a certain extent, and the pluralistic governance has become an effective way to deal with public crisis.

From the perspective of China's political and economic system reform, there are four major stages in the transformation of the functions and role of the Chinese government. The first stage is the new democratic period, when the government led the economic model. In the early days of the People's Republic, private industry and commerce accounted for a large proportion of the gross domestic product and the number of employees⁹.

In 1949, state-owned enterprises accounted for 43.8% of the national industrial output, and private enterprises accounted for 56.2%. By 1952, the former rose to 67.3%, and the latter fell to 32.7%. In July 1953, Mao Zedong proposed at the expanded meeting of the Political Bureau of the CPC Central Committee that private capitalist industry and commerce must be transformed, and the country must gradually transition to socialism through state capitalism. In 1958, China carried out a planned economic system reform with "system decentralization" as the center, and delegated many powers from the central government to the local government¹⁰⁻¹¹. By the end of 1958, the number of enterprises directly under the central government had decreased from more than 9,000 in 1957 to more than 1,000, which was 87 percent of the decentralization. The planning and management power of enterprises was expanded, and some personnel management and fund allocation powers were delegated, and the enterprise bonus system was released.

The second stage is the adjustment period, when China's economy experienced a special stage of centralized government management and collective development. At the end of 1961, in order to overcome the economic difficulties caused by the "Great

Leap Forward", China resumed the original decentralized powers and returned to a highly centralized state¹²⁻¹³.

The third stage is the reform and development stage, the initial stage of reform and opening up. From 1982 to 2013, the State Council conducted six institutional reforms, changing the original 100 departments into the General Office of the State Council and 25 other departments. In 2018, the State Council conducted another institutional reform, establishing 26 departments under the State Council in addition to the General Office of the State Council. Fourth, the modernization stage. After 2014, China's economic growth has been in the new normal period of "three superimposed stages" of changing the growth rate, adjusting the structure, and digesting the previous incentive policies.

3 Transformation of Public Policy Communication Mode: from the Traditional Bureaucracy to the Internet Virtual World

Improper channel selection in the process of policy communication will cause adverse risks in communication. Ulrich Beck proposed in the theory of "risk society" that rational decision-making also has endogenous risks. In dealing with public health emergencies, in order to ensure the timeliness and extensive policy communication, it is not only necessary to formulate policies scientifically and accurately, but also necessary to choose appropriate models and channels to identify and avoid potential communication risks. With the continuous development of the Internet and mobile terminals, the Internet and new media have become the main channels for the public to obtain information and policies¹⁴.

From the perspective of the media of policy in the theory of policy communication, with the development of the Internet, the policy subject has changed in the way the public accepts when implementing policies. (After research) It can be divided into three stages: First, the public receives policy information in an active way under the traditional bureaucracy. In the early stage, due to the underdeveloped information communication, the public mainly obtained information through broadcasting or grassroots offices. During this period, the government issued corresponding policies, which were implemented and deepened to the grassroots. The public needed to take the initiative to petition when seeking necessary public services to understand the policy situation.

Second, the public receives policy information in an interactive way in the Internet era. With the development of Internet technology, public service platforms have gradually replaced traditional TV and broadcasting. The public can understand, handle and apply for relevant services on the Internet platform, and feedback corresponding opinions. The government also collects opinions through the livelihood platform every year, forming an interactive era of policy acceptance. Third, the service-oriented government. The public accepts policy information in a passive service way. Since the Tenth National Congress of the Party, the CPC Central Committee has vigorously implemented the policy of "delegating power, regulating services" and made every effort to build a service-oriented government.

Government cadres are no longer kept in the office, but approach the masses in the field, devote themselves to serving the grassroots, and take the initiative to send policies to facilitate the masses to accurately obtain relevant information in the first time. During the epidemic, the Party members have mobilized the strength of the Party members, extensively recruited social volunteers, fully mobilized the enthusiasm of grassroots cadres, went deep into the front line and sent anti-epidemic "service packages" to key areas. In the response to the public crisis, it reflects the working concept of people-centered and building a new service-oriented government.

4 Digital Age: the Government Should Adopt Effective Joint Supply to Promote the Dissemination of Tumor Science and Technology

4.1 The Public Knowledge Provided by the Government Should Not be Limited to Economic Compensatory Knowledge But Preventive Knowledge Covering the Whole Society

The government-provided or guided emergency crisis prevention should not be limited to the compensation of economic measures in crisis situations, but should provide and store effective dissemination of Tumor Science and Technology on the premise of preventability. The public Tumor Science and Technology provided by the government should focus on preventing problems before they occur, increasing social supervision and effective guidance of the masses¹⁵. It is often difficult for the government to achieve the benign operation of the entire economic society by making simple economic compensation. It is difficult for a single government department to systematically meet the masses' demand for all public goods and Tumor Science and Technology during crisis. During the epidemic, the health guidance in enterprises launched by the Zhejiang Provincial Government in China reflects the advantage of strong policy prioritization, which is not limited to material compensation for enterprises, but more importantly, the popularization of public epidemic prevention knowledge. Therefore, the public services provided by the government should focus more on the overall welfare of the whole society, move the emergency threshold forward, combine with the needs of the people, and improve the scientific literacy of all citizens.

4.2 In Public Crisis and Conflict, Public Tumor Science and Technology Led by Government and Multi-Department Cooperation Can Effectively Alleviate Group Anxiety and Social Unrest

Under the influence of the emergency public crisis, China's emergency health system exposed many problems. On how to coordinate the epidemic prevention and control and the resumption of work and production, the CPC Central Committee held meetings for discussion on many occasions to promote the stable, orderly and rapid recovery of the economy and society after the epidemic. However, when the crisis occurred, there

were many online social public opinions, and most Tumor Science and Technology came from a single administrative department. When the masses listened to it, they were easy to lose one and lose the other, and had no way to start. In the late stage of the epidemic prevention and control, through the government's active service and the joint participation of multiple social subjects, expanding the dissemination of Tumor Science and Technology will help promote the sound recovery of the society and economy. From the perspective of the concept of the transformation of the role of the government, the government's service to enterprises can not be limited to the formulation of public policies, and can even go out of the administrative office space, fully mobilize the propaganda force of the public sector, and jointly launch Tumor Science and Technology from multiple dimensions to provide more convenient public services for the masses and relieve the social emotions of tension and anxiety.

4.3 Enriching the Knowledge Dissemination of Digital Means Can Reduce the Cost of Government Administration and Improve the Awareness Rate of the Masses

In the context of digital government governance, data integration between different institutions can be used to form multi-port unified public knowledge, and the coherent social consensus of the system can be widely disseminated to the public, and the intelligent means of big data informatization can be used to reduce the cost of government's provision of public knowledge. The use of big data informationization in functional supervision has realized the tracking after the event to the pre-event tracking, and the use of Tumor Science and Technology digital communication means to build a more systematic security network for the whole society, which has enhanced the emergency response speed of crisis events¹⁶. Taking the case of medical and health system reform as an example, the management of medical institutions should be standardized to improve the regulatory efficiency and decision-making level. Taking data governance as the starting point, the data quality should be continuously optimized, and the personnel, finance, materials, medical services, medical expenses, medical quality, etc. should be established, which can provide comprehensive and accurate big data support for hospital operation, health supervision, health management, health services, etc. During the epidemic, China fully used the means of "big data + grid", based on multi-dimensional information of infectious diseases, public health emergencies monitoring, the activity trajectory of infectious sources and close contacts, and cluster epidemics, effectively released scientific information through the epidemic prevention and control "five-color map", "health code" and epidemic risk transmission index, strengthened Internet supervision, vigorously refuted rumors, and enhanced the public awareness of health and epidemic prevention knowledge, which provides an effective exploration for the future construction of global public crisis governance and public health emergency system. In the era of digital development, the government should fully mobilize multiple departments to provide effective joint efforts to improve the dissemination efficiency of Tumor Science and Technology, enhance the awareness rate of Tumor Science and Technology among the masses, and build a good situation of pluralistic governance with mass participation.

5 Conclusion

By introducing the history of the government's changing role in the provision of public goods and sorting out the institutional setup of the Chinese government's reform of the major ministry system, this paper further proposes the evolution of the dissemination of oncology prevention and treatment science and technology as a public good for the health of the population and the strategies for its provision. Discuss the persistence of the deficit model in science communication and propose strategies to enhance communication efforts, so as to aiming to improve science communication in culturally sensitive ways¹⁷⁻¹⁸.

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