

Research on the Media Support of Mainstream Media for Targeted Poverty Alleviation of Ethnic Minorities

-- A Case Study of "Lamian Economy"

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Abstract

Looking back on our country's poverty alleviation process since 2015, the "Lamian Economy" of migrant minorities has played a prominent role in poverty alleviation. As an important channel for ethnic minority areas to get rid of poverty and get rich, the "Lamian Economy" has attracted the attention of mainstream media. This study takes mainstream media reports on the "Lamian Economy" as the research object, and in-depth study of mainstream media's observations of the "Lamian Economy" reports in different periods the angle, the characteristics of the text, the social and historical reasons behind it, and the resulting effects, etc., are intended to provide a positive guidance for news reports related to the "Lamian Economy".

Keywords

Mainstream media, Targeted poverty alleviation, Lamian Economy, Floating ethnic minorities.

1. Why is the "Lamian Economy"? The "Lamian Economy" is a Typical Case of Targeted Poverty Alleviation for Ethnic Minorities in China

The so-called "Lamian Economy" refers to the surplus rural labor force as the main body, the purpose of increasing the income of farmers, the main method of helping relatives, neighbors and neighbors, independent operation in large and medium cities across the country, and the operation of ramen etc. Economic activity model based on halal catering industry[1].

2020 is a year of decisive victory for our country to achieve an all-round well-off and win the battle against poverty. Looking back on our country's poverty alleviation process since 2015, the "Lamian Economy" of migrant minorities has played a prominent role in poverty alleviation. According to the statistics of the Ramen Industry Association of Gansu and Qinghai Provinces in 2019, there are more than 50,000 Lanzhou ramen restaurants in more than 3,000 cities in China, driving 600,000 jobs.



Figure 1. Distribution of "Lanzhou Ramen" stores nationwide

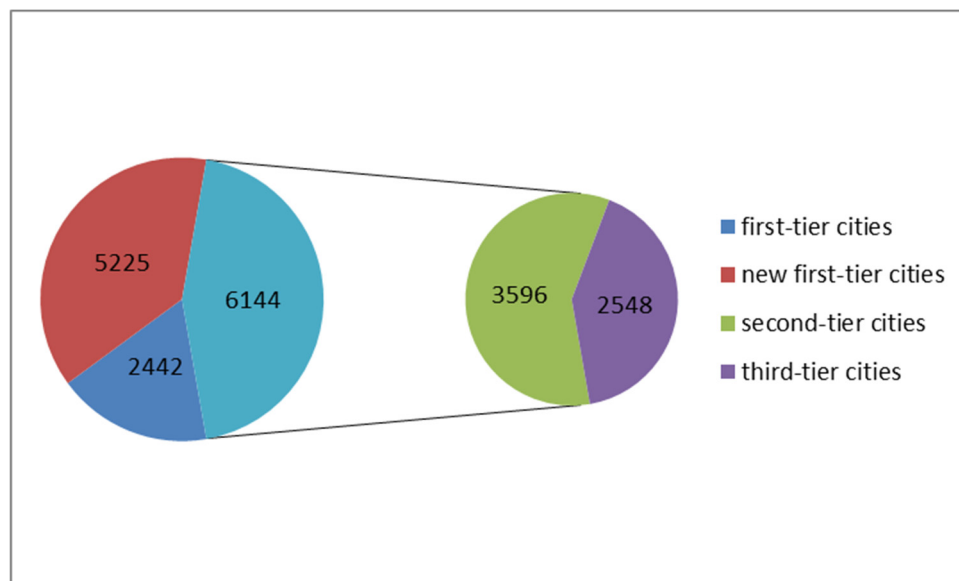


Figure 2. Number of “Lanzhou Ramen” in first-tier cities, new first-tier cities, second-tier cities, and third-tier cities

Today, this bowl of ramen is not only a bowl of "poverty-relief noodles", but also a bowl of "rich noodles". Innovating the ramen poverty alleviation model, and comprehensively developing a new model of labor poverty alleviation led by the "Lamian Economy", which has become a highlight of poverty alleviation.

Over the years, the domestic mainstream media has carried out a lot of reports on the "Lamian Economy", using "Lamian Economy" as the subject term. The author retrieved 45 newspaper reports and 53 journal reports on CNKI from 2010 to 2020. Research objects, in-depth study of the mainstream media's observation angles, text characteristics, social and historical reasons behind the reports of the "Lamian Economy" in different periods and their effects, etc., aiming to provide a positive guidance for news reports on the "Lamian Economy".

2. Mainstream Media's Reporting Track on the "Lamian Economy" and its Reporting Role

2.1. "Lamian Economy" with the "One Belt One Road"

2.1.1. "Lamian Economy" is a Golden Name Card of China's Opening to the Outside World. Qinghai Ramen is Going to the World with the Help of "One Belt One Road"

In September 2013, President Xi Jinping proposed the "One Belt, One Road" development strategy. There are many Muslim countries along the "One Belt and One Road", and Qinghai ramen is easy to integrate into the local market as a halal food. The mainstream media focused on the cultural heritage of Lanzhou beef noodles and built a serialized and popular propaganda system to promote Lanzhou beef noodles to the international gourmet stage.

For example: China News.com reported on June 13, 2019 that the 2019 China Qinghai Ramen Demonstration and Investment Conference was held in Dubai, United Arab Emirates. Qinghai Ramen was "threaded and threaded" and many Dubai residents were amazed.

2.1.2. Mainstream Media Reports Will Play a Positive Role in Expanding the Influence and Popularity of the Qinghai Ramen Brand

The current "Belt and Road" construction is in full swing, providing a new opportunity for Chinese time-honored brands such as Qinghai Ramen to go global in the revitalization.

2.2. Lamian Economy with the Government Attention

2.2.1. President Xi Jinping is Deeply Concerned about the Development of the Lamian Economy and Fully Affirmed the Achievements of the "Lamian Economy" in Poverty Alleviation.

During the Fourth Session of the Twelfth National People's Congress in 2016, President Xi Jinping cordially and meticulously asked about the origin of Qinghai Ramen, the difference with Lanzhou Ramen, and the information on the ramen operators when the Qinghai delegation participated in the deliberations. The general secretary affirmed the scale of Qinghai ramen and its achievements in getting rid of poverty and becoming rich. After receiving praise from General Secretary Xi Jinping, mainstream media reports on the "Lamian Economy" have increased significantly.

For example: Qinghai Daily (What does a bowl of ramen pull?) [2] pointed out that the booming "Lamian Economy" has opened up a broad space for labor export, transfer, and employment in impoverished areas. The "Lamian Economy" is radiated by the ramen brand, driving the export of native products and also driving the distribution of beef and mutton. The extended development of food processing and other industries has become a "living water source" for poverty alleviation and prosperity. After many people have accumulated a certain amount of funds through the Lamian Economy, they returned to their hometowns with knowledge and experience to invest and start businesses, which effectively promoted the stable development of the county and promoted social harmony and stability.

2.2.2. The Mainstream Media's Reports on the "Lamian Economy" as a Timeline Record the Growth of the "Lamian Economy"

Their reports reflect the government's attention and attention to the "Lamian Economy". At the same time, the mainstream media makes use of its wide audience and popularity, promptly and quickly convey the government's various support policies for the "Lamian Economy" and urban migrant ethnic minority practitioners, demonstrating that the party and the state pay close attention to the poverty alleviation of ethnic minorities, and the formation of equality among all ethnic groups in the whole society. The value style of unity.

2.3. "Lamian Economy" with the Social Positive Energy

2.3.1. The Mainstream Media Used Stories to Tell about the Experiences of Ethnic Minority Ramen Practitioners Who Started their Businesses Abroad and were Enthusiastic about Public Welfare

For example, Ma Chengyi, a young entrepreneur who started a business abroad, sent 3,000 free ramen noodles and egg fried rice to disaster-stricken people, rescuers and volunteers for more than 100 days in the explosion in Tianjin Binhai New Area in August 2015; in Shanghai For 11 years, Ma Chunhu, who opened a noodle restaurant, took in a guy with a mental disorder. After returning to his hometown to start a business, trustees contacted his family through the police and handed over 140,000 yuan for his part-time job to his family.

2.3.2. The Mainstream Media has Widely Promoted the Good Qualities of Migrant Ethnic Minority Ramen Practitioners Such as Honesty and Enthusiasm for Public Welfare. While Telling the Chinese Story, they also Convey Positive Social Energy

Minority ramen people use bowls of ramen to demonstrate their strong national sentiment, unity and patriotism. They do not forget their original aspirations, forge ahead, and make significant contributions to social development and stability.

2.4. "Lamian Economy" with the Targeted Poverty Alleviation

2.4.1. The "Lamian Economy" Integrates Targeted Poverty Alleviation and Promotes Targeted Poverty Alleviation

"Lamian Economy" transfers the surplus rural labor force, promotes employment, releases the kinetic energy to become rich, improves people's livelihood, shares the fruits of development, and achieves common prosperity, which has become an important channel for ethnic minority areas to alleviate poverty and become rich.

2.4.2. Mainstream Media also Reported In-depth How to Implement Targeted Poverty Alleviation for Migrant Ethnic Minority Ramen Practitioners

The comments pointed out that the government should strive to improve the household-accurate micro-poverty alleviation loan system, establish a relatively stable and smooth financing channel, strengthen legislative guarantees for poverty alleviation loans, improve loan review efficiency and issuance quality, and give full play to the leverage effect of taxation on poverty alleviation. Ramen restaurants of ethnic minorities in difficulty are given tax incentives. Banks should be guided by targeted poverty alleviation to further increase financial support for the "Lamian Economy" and coordinate the imbalance of financial supply and demand in the "Lamian Economy".

2.5. "Lamian Economy" with Urban Integration

2.5.1. Lamian Economy Provides a Material Foundation for the Integration of Migrant Minority Cities. The Development of the Lamian Economy has Caused the Government to Pay More and More Attention to the Urban Integration of Migrant Minorities

On June 29, 2016, the State Council issued a decision on amending the "Regulations on Urban Ethnic Work" (Draft for Solicitation of Comments). The regulations were further improved and stipulated: Urban ethnic work adheres to equal treatment and non-discriminatory treatment, and insists that all ethnic groups unite and strive for common prosperity and development. Exchanges, exchanges and fusion, promote the establishment of a mutually embedded social structure and community environment, and promote the principles of harmony, mutual assistance, and harmonious development of all ethnic groups in the city."

2.5.2. The Mainstream Media Turned its Attention to the City of Migrant Ethnic Minority Ramen Practitioners on the Issue of Management and Social Integration, and Many Experts and Scholars Offer Advice and Suggestions on this Issue

The government should refine management, take the initiative to build a service-oriented government. The governments of the inflow and outflow regions should take the initiative to strengthen coordinated management between each other, smooth communication channels, and establish a working mechanism with different focuses, division of labor and coordination, and collaborative management.

On the one hand, the inflowing government should actively coordinate relevant departments to provide assistance to operators in handling business-related procedures, and provide migrants with facilities such as financing loans, children's education, shop leasing, and medical treatment. On the other hand, the government of the outgoing area should focus on improving the poverty alleviation loan system and establish a relatively stable and smooth financing channel; establish ramen associations in various places to coordinate the relationship between ramen operators; strengthen vocational skills training and cultivate high-tech ramen Personnel; improve the social security system to solve the worries of ethnic minorities going out to start a business; strengthen the connection with the government of the inflow area, and match up for those who want to go out.

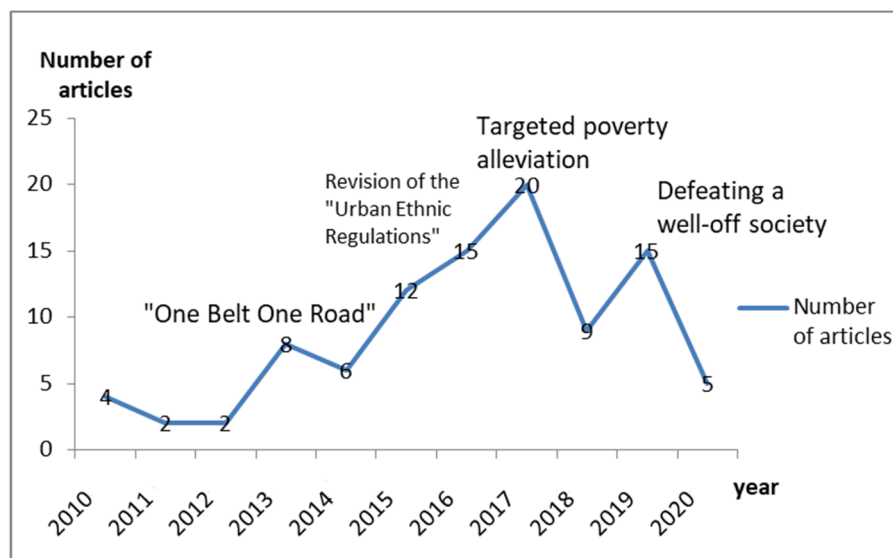


Figure 3. Statistics on the number of articles reported by the "Lamian Economy" in newspapers and periodicals

3. How should Mainstream Media Reports on the "Lamian Economy" be done in the Future?

Lamian Economy plays a huge role in China's poverty alleviation work. Mainstream media should pay continuous attention to the "Lamian Economy", grasp the media era, innovate media carrier forms, and create a new type of media that is "inclusive of resources, content, publicity and interests".

In terms of expanding the social influence of "Lamian Economy", we should increase the publicity of its positive energy, tell the story of China and the story of the Chinese people's struggle to realize their dreams, and guide the positive public opinion. To help transform and upgrade the "Lamian Economy", the mainstream media should play the role of think tanks and organize experts and scholars to give advice and suggestions.

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