

# Administrative Documents Innovation During the Artificial Intelligence Era: A Case Study of New Media

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**Abstract:** 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 AI era, 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.

**Keywords:** Administrative documents; Artificial Intelligence Era; New media.

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## 1. Introduction

The society has stepped into an AI era, which provides more complicated channels in people's communication. To conduct new principles of administrative documents, it's necessary to understand the AI era 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.

## 2. The Transform of Social Media

New 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, new media have several main forms, including social networks, blog, wikis, podcasts, forums, and content communities [1].

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 2022, "till 2022 the number of USA Internet users was 618 million, and the Internet penetration was 45.8%, which increased 3.7% comparing to the last year." [2] 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. [3] This feature is helpful for the administrative documents spreading. It is difficult for citizens not to choose the information that appears in administrative documents.

To analyze from the aspect of sociology, language is not only a symbol system, but a complicated social phenomenon. Therefore, the transmission and use of a language partly reflects the collective psychological feature of the society, and

sometimes depicts the real cultural environment in a certain age. The research aiming at catchwords can hardly be unacceptable because the continuing study will record the changing of ages and the variation of languages. Nowadays, although we have reached a lot of achievements in catchword research, some other related problems are still unsolved. According to the literature review, no precise investigations aiming at individuals were done in this area, while a lot of analysis about the features, frequencies and vitality of catchwords were achieved based on the social surveys and corpus collection.

## 3. 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 AI era, 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. [4] At last, scholars point out that the whole plot and structure should be well arranged before creating.

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.

Government is the entity that fulfills the responsibilities to provide government information on the official website. Therefore, citizens' trust in government will exert a huge influence on their intentions to adopt e-government services. Previous researches concluded that trust in government mainly includes two parts: Government capability to fulfill its responsibilities and government integrity. As for government capability, governments need to have sufficient human resources as well as technology resources to ensure the steady and secure operation of their official websites. As for government integrity, an open, honest and accountable government, which releases information to the public in a timely manner and makes updates promptly in line with development of the situation, will gain more of the public's trust in e-government.

#### 4. Separation Principle

Another principle in writing administrative documents is separating the main purpose of this passage from the content. As audience in the AI era 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 [5].

During the process of social construction, the public sphere of cyberspace also pay more role, In 2021, China officially realized the second step of the "three-step" goal -- to complete the building of a moderately prosperous society in all respects, and started a new journey of building a modern socialist country in all respects. In the year 2020 just passed, China's poverty alleviation task was successfully completed, and absolute poverty was eliminated historically. Among them, industrial poverty alleviation, as a "hematopoietic" poverty alleviation project, has played a huge role. However, this battle is far from over, and how to consolidate the results of this battle is particularly important. In the new journey towards economic development, rural areas still face many challenges in achieving sustainable development after poverty alleviation and gradually transiting to rural revitalization. The background in this paper, based on the revitalization of the country, pay attention to the rural areas out of poverty in China poverty alleviation engines work after the plight of the how to achieve long-term sustainable development, poverty alleviation and north village, YanQing district of Beijing industry case as an example, using literature analysis, field survey method, interview method and quantitative methods, such as integrated lily industry development course of north village, From multi-angle analysis of the current north village meet facing the loss of talents, insufficient facilities, participation consciousness is weak, and the subject interests contradiction and problem such as communication barriers, and according to analysis of its cause, and meet for advice according to put forward the corresponding countermeasures, in order to get through "the last kilometer" poverty alleviation work, promote the local implementation of poverty is not Chinese, Promote the long-term and sustainable development of rural economy.

#### 5. 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. AI era 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 [6].

It's also performance in smart communities of city. In the context of the country's policy of vigorously supporting the renovation of old communities and housing reforms, taking A Community in Chaoyang District, Beijing as an example, introduce the management status of the old community that has been renovated in Community A, solve the problem of out-of-control of the old community, and modernize it The property management of the company is introduced into the A community to establish the follow-up and long-term management of the property. Through field visits and investigations, although the renovated old community has been renewed and the living environment of the residents has been greatly improved, there are still poor public security management, chaotic divisions of public areas, lack of maintenance and management in the later period, lack of aging reconstruction and no improvement. Obstacles to access facilities and lack of scientific management. The level of property management in old communities in the community is uneven and there is no clear standard to measure. The misplaced management of grass roots organizations, complex property rights units, and poor awareness of community residents lead to obsolescence.

#### 6. 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.

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