

Cadre "carrying goods" also want to put an end to formalism¹

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Abstract :

With the change of people's consumption mode and the need of social development, the live broadcasting and goods industry in 2020 has attracted people's attention, formed its own development scale and pulled the overall consumption economy. A storm of "carrying goods" has swept across the country. Many local leading cadres have also actively changed their ideas and joined the list of "carrying goods" to help local people sell unsalable agricultural products, which has strongly protected the overall income of farmers during the special period. In order to better carry out the activities of "carrying goods", cadres from all over the country have put down the more serious image of managers in normal days and incarnated the pro-democracy broadcast in the broadcast room, which has been widely praised by consumers. But in the social public opinion a applauded behind, we also want to observe that some cadres "take goods" in order to pursue immediate orders and went to the wrong path of formalism, which is worth our vigilance of the key problem.

Key words : *Cadre "carrying goods"; Formalism; Business boundaries*

With the advent of the Internet, mobile phones become more and more farmers daily necessities of life and daily life of farmers caught a lot of consumer's curiosity, rural also became a pastoral clock, these changes, let us see the is heading for a network, the new trend of development of the agricultural modernization and scale. This is a new opportunity for rural revitalization and a new outlet for poverty alleviation through e-commerce. To carry out live activities, it is necessary to the leadership of local government leading, the cadres to participate in the "goods" use new technology, bring out new forms of agricultural products market and the Internet economy, at the same time also is a new attempt, and at the same time the myriad of online to face-to-face communication via the Internet, pull close the distance to each other, to a people's stereotype to leading cadres. As for the ethos of cadres "taking goods with them", we should not only see the overall improvement of cadres' grassroots governance ability in the new era, but also be alert to the "formalism" in the process of live broadcasting.

1. The effect of "carrying goods" by cadres is remarkable. The image of cadres can guarantee the reputation, and the network broadcast can promote the improvement of product quality

Cadre "carrying goods" is a new force in the field of live broadcasting with goods this year, and has created a very good effect of carrying goods, which is inseparable from the vigorous development of live broadcasting with goods in recent years. During the special period, various network platforms have launched various forms of live broadcast programs to help farmers, and more and more cadres have stepped into the broadcast rooms to promote local agricultural products. Through the popularity of network broadcast in rural areas, many high-quality agricultural products growing in the deep mountains can be shown to consumers in a very direct and immediate manner. This new way of publicity, which breaks through the space limitation, allows consumers to quickly buy their favorite products. China's online retail sales of agricultural products reached 397.5 billion yuan in 2019, up 72 percent year on year, according

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to data released by the Ministry of Commerce. The number of online businesses in rural areas has exceeded 13 million, and online sales have become one of the important means to help poverty alleviation through consumption. On Taboo live broadcast data show that so far, a total of more than 500 county magistrates into Taboo live broadcast room, for the local unique agricultural and sideline products live broadcast sales. Cadre "take goods" to the product sales growth and product quality promotion can bring good benefits.

On the one hand, cadres speak for local products by means of live broadcasting, which means that they speak for local products with their personal image, social reputation and even the credit of the local government they represent. Compared with other live-streaming programs to help farmers, the advantage of cadre "carrying goods" lies in that the identity of cadres is more concerned and trusted by the society. Cadres "with goods" can make consumers buy more at ease, the credibility of this cadre makes the quality of goods more guaranteed. At the same time, for rural areas, cadres' personal participation in live broadcasting and carrying goods can drive more farmers to participate in it. Such sincerity of personal participation can drive more farmers' subjective initiative and think more ways for their product sales. Therefore, every live broadcast with cadres on camera can almost bring the peak of shop turnover and viewing. Live broadcasting and cargo has opened a door for rural poor areas to carry out new economic activities. The active participation of cadres is even more helpful for local people to open this door, which has a very good leading and demonstration role.

On the other hand, cadres "with goods" to promote the agricultural products of each link for more careful checks, strict supervision. The cadres have a very clear understanding of the advantages of local characteristic agricultural products, are familiar with the characteristics of the products, and can promote these products to the public at the fastest speed. After a series of learning and training related to network broadcast, most cadres can quickly master the hardware equipment debugging ability and on-site explanation ability of network broadcast, and complete the role transformation of network anchor. Through online communication with consumers, we can better grasp consumers' demand for products, which also enables cadres to improve local product quality and after-sales service more specifically, and win more consumers' trust. Therefore, network broadcast can also promote the improvement of the overall quality of agricultural products. Only thinking about how to improve the quality of products is the ultimate goal of cadres' "carrying goods", and it is also the focus of future sustainable live broadcast activities to assist agriculture.

2.guard against the tendency of formalism in cadres' "carrying goods", and focus on the behavior of hiring water soldiers and forging sales

The content of contemporary rural grass-roots work is more complex, the system is more complicated, the work of grass-roots management makes the cadres can not relax for a moment. Obviously, it is not a long-term solution for the grass-roots cadres who are already working hard to devote themselves to the live broadcast and cargo industry. It seems a drop in the bucket to rely solely on cadres to attract attention abroad. Some local governments, seeing the huge economic growth brought by cadres' "carrying goods", began to develop special training plans in the hope of sending grass-roots cadres into the broadcast rooms. Behind this behavior is the epitome of the society's pursuit of short-term economic benefits. In the cadre "take goods" when the uproar, there may be some "show off" suspicion, may also breed the formalism in the

broadcast room, this is we pay attention to the cadre "take goods" to pull consumption at the same time is worthy of vigilance.

First of all, during the live broadcast of "carrying goods", cadres in some regions deliberately hired water soldiers to sing praises of "how good the leader is" and "how great the leader is", so as to fan the flames for the live broadcast of carrying goods. They try to increase the popularity of the broadcast room and attract more ordinary consumers to click and watch by means of this kind of forced indoctrinate with rhythm and Shouting slogans. Even a few leading cadres to focus for a long time in the barrage, gradually lost myself, lost as rational judgment of leading cadres, the studio as a show, not only the flow of water injection, to apportion, also continue to organize more and more water army to set up the lofty image of myself, and even began to one-upmanship quantity and pay attention to the number of fans. It is worth noting that the act of "taking goods" is a government service and public service, rather than a commercial act. This self-deceiving and grandiose "show" way of live broadcasting has long gone from the original intention of doing practical things for the people, and has become a new formalism of showmanship and ostentation.

Secondly, officials in some regions faked sales, forced local people to consume minimum, and even blurred the business boundary chaos. In some areas, during the live broadcast of cadres "bringing goods", the effect of bringing goods may not be achieved in the early stage, and the sales volume can not reach the expectation. In order to make the effect of bringing goods obvious, they began to ask local people to consume. This kind of counterfeiting sales volume and setting the minimum consumption is aimed at creating the illusion that their products are selling well, but it also reflects the cadres' unfamiliarity with and lack of understanding of the current situation of local product characteristics. Secondly, cadres are the executors of the functions and responsibilities of Party committees and governments at all levels. Local leading cadres, in particular, have certain power, manage the resources of a party, collect a large number of contacts and have a strong voice. Participating in the market economy with public power and using public influence to endorse and promote certain products are likely to produce situations such as "buying or not buying" and "buying for the sake of face", which is bound to undermine fair market competition. This kind of propaganda is obviously excessive, is not down to earth, is suspected of touching the forbidden area of formalism.

3. To avoid formalism in "carrying goods" for cadres, we need to broaden our vision and build a sustainable system of live broadcasting and carrying goods

Consumers' curiosity and freshness are fleeting, cadres also have a lot of daily work to complete, cadres "take goods" after the fire how to avoid its formalism unhealthy trend is worth our thinking. In particular, it is necessary to establish and improve the development mode of the industry, normalize the industry, and avoid cadres from going astray in the form of formalism. This requires us to draw a blueprint for the sustainable development of the whole industry in the future with a more far-reaching vision.

First, strengthen the cadre overall planning and coordination ability, live broadcast "bring goods" and "help farmers" project together. "Carrying goods" for cadres can be seen as an innovative attempt to help alleviate poverty and promote rural revitalization. Our cadres should cultivate their thinking on the Internet, innovate industrial production methods, and improve their governance ability at the grassroots level, so that these agricultural products can truly win the favor of consumers by virtue of their own high quality and strong transportation and

after-sales services. Live with goods to help farmers, to see the anchor, by the characteristics, the final fight is the quality of the product. The more popular the online broadcast is, the more prominent the offline shortcomings will be. From industrial planning support to infrastructure construction, from resource coordination to policy guidance, from regional brand design to speed up public services, these are all questions that local officials must answer without delay.

Second, all localities and departments should guide and improve the mechanism in an orderly manner, and further clarify the boundary of cadres' "carrying goods". Cadres live broadcasting with goods is a direct form of reflecting the personal image of cadres, and the image of cadres also represents the image of government departments. Cadres "carrying goods" drives the sales of local products, so we must take the vital interests of the people as the priority and strive to make the people satisfied. In principle, leading cadres need to report for "bringing goods" and cannot accept invitations from enterprises at will, let alone participate in related marketing activities. Moreover, "bringing goods" should be limited to local characteristics products that are unsalable due to force majeure such as natural disasters, such as agricultural products. Party members cadres live with goods as a new phenomenon in society, the corresponding regulatory mechanism has not kept pace, the relevant departments must be precise policies, do a good job of supervision, local cadres should also consciously maintain the image of the department, to ensure that the quality of products sold is guaranteed, to provide reliable supporting services. The market has rules, "with goods" need to be careful. Maintaining the economic order, creating a favorable environment for the production and operation of enterprises, and ensuring fair competition among enterprises are the main responsibilities of cadres.

Third, we should advocate cadres' demonstration and guidance to cultivate more new forces of live broadcasting to help farmers. Cadres take the lead and play the role of demonstration and guidance, but cadres can not take live broadcasting and goods as the main business, which requires local Party committees and governments to create conditions, planting fertile soil, cultivate rural live broadcasting web celebrity talent. Among them, we should pay special attention to those college students with higher education level who have returned to their hometown to take root and start their own business. They know more about the market demand and the situation of agricultural products. They are excellent salesmen of agricultural products and new forces in the future live broadcast with goods industry. Farmers may lack the ability of equipment debugging and language organization in the process of live broadcasting, so cadres and college students are mobilized to help farmers carry out live broadcasting activities and help their sales of agricultural products. In this process, good sales volume is the best catalyst, but can not blindly talk with sales volume, more attention should be paid to the training of comprehensive talents in this process.

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