

# 媒介化治理视域下乡村干群关系重塑研究

——基于村干部助农直播实践

游 琪

**摘要:**在国家治理体系现代化背景下,村干部助农直播作为媒介化治理的本土化创新路径,为重构基层治理场域中的干群关系提供了新型实践载体。通过构建“利益联结—治理效能—关系重塑”的分析框架,系统阐释媒介化治理对乡村社会关系的形塑机制。区别于既有研究对媒介赋能的传统认知,研究以中部某“空心村”村干部的助农直播实践为主要对象,结合网络民族志与实地访谈调研,解构“媒介化必然促进治理优化”的认知定式,揭示媒介技术嵌入基层治理的差异化实践逻辑。研究发现,助农直播的治理效能呈现出显著的能者效应,其作为治理资源的有效性受制于村干部的媒介化治理能力。在具体实践中,传统干群联结机制式微、多元主体价值理性冲突、村务管理与直播时序矛盾构成三重现实梗阻,可通过搭建利益联结、强化多元治理、推进制度改革等三个方面提升治理效能,为乡村干群关系的重塑提供多维实践路径。

**关键词:**媒介化治理;乡村干群关系;村干部助农直播

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作为国家治理体系的重要组成部分,媒介化治理是媒介形塑治理的过程,是传播媒介在媒体深度融合时代突破其中介性、载体性、工具性的技术客体角色,深刻嵌入国家与社会治理场域的现实表征。<sup>[1]</sup>在深度媒介化时代,短视频、直播等媒介技术高度嵌入治理场域,乡村治理与媒介交融衍生出新型媒介化治理形态,即“直播治村”。在社交媒体平台上,湖北省燕窝湾村、胡范村、江西省苏家墩村、湖南省红岩村、河南省内黄县、福建省梅溪村等全国多地村干部皆采用直播助农的方式治理乡村,直播助农已成为一种普遍的治理形态,并对乡村社会产生重要影响。因此,探讨村干部的乡村媒介化治理是国家治理体系现代化进程中的重大议题,具有重要的理论价值与实践价值。

在以往的乡村媒介化治理研究中,直播电商被视作引导经济资金、人才与技术要素等经济增长要素涌入乡村的实现路径<sup>[2]</sup>。但正如卡尔·波兰尼所言,人类的经济行为是附属于其社会关系之下的<sup>[3]58</sup>,对于媒介化治理的研究不应局限于经济意义,还应关注其能带来的社会意义。前期调研中笔者发现,在S村开展“直播治村”实践之前,干群关系存在较为疏远的现象,具体表现为村民们本着“不打扰”的行事原则甚少主动与村干部接触,村干部本着“不出事”的行事原则缺乏与村民的深度互动,干群之间既无实质性矛盾,也无事务性联系。而群众路线是我国根本的政治路线和组织路线,相较于税费改革之前紧张的干群关系,干部脱离群众是更为糟糕的干群关系<sup>[4]344</sup>,村干部作为村民的当家人与乡镇政府的代理人,干群关系的疏离将直接影响乡村政策的落地与民意的反馈,不利于乡村社会的发展。乡村合作共赢的关系在一定程度上有助于形成健康的干群交往模式。因此,研究聚焦村级干部在开展媒介化治理时一种基本的社会关系——干群关系,考察村干部助农直播的媒介化治理实践及其对干群关系的重塑路径,拟由此洞察乡村媒介化治理实践的社会意义。

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## Research on Reshaping the Relationship between Village Cadres and the Masses under the Threshold of Mediatized Governance: Based on the Practice of Live Streaming by Village Cadres to Help Farmers

*You Qi*(Nanchang University)

**Abstract:** Under the background of modernization of the national governance system, village cadres' live streaming of agricultural assistance, as an emerging form of mediated governance, provides a practicable logical path for the modernization of rural governance through the intersection of the logic of the media and the logic of rural governance, and builds a new link for the reshaping of the relationship between cadres and the masses in the countryside. The study takes the live streaming practice of a netizen secretary in a hollow village in central China as a case study, and combines online observation with field research and interviews to explore the mediated governance practice of village cadres and its impact on the cadre-group relationship. It is found that live broadcasting to help farmers cannot be regarded as a governance resource empowering village governance, and there is a significant difference in effectiveness according to the difference in the mediated governance ability of village cadres, which depends on the synergy between institutional adaptation and individual media cognition. In the live broadcast village governance, the integration and conflict between media logic and governance logic may lead to cognitive divide and practice paradox and other practical dilemmas, which are manifested in the differences in the value cognition of multiple subjects, the contradiction between village management and live broadcasting time sequence, etc., which makes the live broadcasting of village governance have a blockage in the countryside, which can be realized through the path of "interest linkage-governance efficacy-relationship reshaping". The path of "interest linkage-governance effectiveness-relationship reshaping" can be used to balance the elasticity of mediated governance and the rigidity of traditional governance, and to provide a systematic path for the reshaping of the relationship between rural cadres and communities.

**Key words:** village mediatized governance; village cadre-mass relations; village cadres' live streaming to help farmer

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■作者单位:游琪,南昌大学新闻与传播学院;江西南昌 330031

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