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## New Communication Models for Agricultural Television Programs in the New Media Era (Postprint)

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### Abstract

China has been a major agricultural nation since ancient times, and agriculture plays a pivotal role in the country's development. As reform and opening-up continue to advance, the three rural issues have persisted throughout China's development. The three rural issues have not yet been fully resolved, representing a fundamental problem that needs to be addressed during the transitional development period. Research findings indicate that with the rapid development of science and technology, multimedia technology has become a means for people to obtain information. Agricultural television programs play an important role in promoting the resolution of the three rural issues. While this improves the efficiency of information dissemination, it has also led to a decline in the status of agricultural television programs. In this context, agricultural television programs must adapt to contemporary trends and innovate their communication models based on the genuine needs of the public, in order to further enhance program influence and audience attention, and contribute more substantially to the goals of agricultural development and common prosperity for all citizens. This paper briefly introduces the dilemmas faced by agricultural television programs in the context of new media, analyzes the advantages of integrating new communication technologies to innovate the communication models of agricultural television programs, and finally proposes recommendations for innovating the communication models of agricultural television programs, hoping to attract audiences of agricultural television programs to the greatest extent possible and promote the further development of agricultural television programs.

## Full Text

### Abstract

China has been an agricultural nation since ancient times, with agriculture playing a pivotal role in the country's development. As reform and opening-up continues to advance, the "three rural issues" (agriculture, rural areas, and farmers) have remained a persistent challenge throughout China's development trajectory and represent a fundamental problem that must be addressed during this transitional period. Research indicates that with the rapid development of science and technology, multimedia technology has become a primary means for people to access information. While agricultural television programs play an important role in addressing the three rural issues and improving information dissemination efficiency, they have simultaneously experienced a decline in viewership ratings. In this context, agricultural television programs must adapt to the trends of the times and innovate their communication models based on the genuine needs of the public, thereby enhancing program influence and audience engagement while contributing to China's agricultural development and the goal of common prosperity for all. This paper briefly introduces the dilemmas facing agricultural television programs in the new media era, analyzes the advantages of integrating new communication technologies to innovate agricultural television program dissemination models, and finally proposes recommendations for such innovation, aiming to maximize audience attraction and promote the further development of agricultural television programs.

**Keywords:** new media; agricultural television programs; three rural issues; new communication models

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## 1. Challenges for Agricultural Television Program Communication in the New Media Era

As new media technology becomes increasingly widespread, the world has entered a new media era that has fundamentally transformed all aspects of daily life while providing farmers with more opportunities and channels to access needed agricultural information. However, this evolving landscape also presents significant challenges for agricultural television programs. Although such programs offer advantages including rapid dissemination, broad coverage, and vivid imagery, they must enhance their influence and expand the reach of three rural issues knowledge to promote the rapid development of agricultural modernization. By recognizing the developmental direction of agriculture in the new era and the important role of new technologies, agricultural television programs can leverage new media innovations to increase their impact, broaden the dissemination of agricultural knowledge, meet audience needs, and explore new models of reform and communication, thereby providing substantial support for contemporary agricultural development.

### 1.1 Outdated and Monotonous Content

With the continuous development of new media technology, the media market landscape has undergone tremendous changes. New media has gradually become the primary channel for accessing life information, offering real-time, rapid, and efficient advantages that fully satisfy agricultural information needs. While this provides new pathways for agricultural television program innovation and can improve ratings and authority, it also makes communication model reform inevitable. However, statistical analysis reveals that agricultural television program production relies on comprehensive agricultural data and information. The collection, statistical analysis, and dissemination of information resources have become indispensable components. Due to untimely updates during the information compilation process, much material loses its relevance, resulting in outdated program content. This content stagnation leads to audience dissatisfaction, declining ratings, and substantial viewer loss.

### 1.2 Lack of Interactive Communication

In today's era of rapid scientific and technological development, the media industry has transformed significantly, with people primarily obtaining information through multimedia platforms. These platforms also enable the dissemination of agricultural knowledge and in-depth communication with producers, allowing media operators to accurately understand audience needs and deliver valuable agricultural information accordingly. However, agricultural television programs face difficulties in communicating with viewers, who demonstrate weak participation awareness. This inability to correctly grasp audience needs ultimately leads to declining program quality and substantial viewer attrition.

### 1.3 Singular Communication Methods

The primary communication channels for agricultural television programs are multimedia platforms such as television and computers, yet this singular approach has significantly impacted dissemination effectiveness, leading to declining viewership and influence. Against the backdrop of China's rapid development, the emergence of new media has created shocks to traditional broadcast models. If communication models remain outdated, agricultural television programs risk losing audience attention entirely. To secure their position and ensure further development, these programs must implement innovative reforms incorporating new media technologies, adapting to societal demands for progress and providing more reliable support for advancement.

## **2. Advantages of Integrating New Media Technology into Agricultural Television Program Communication Models**

### **2.1 Expanding Program Influence**

Integrating new media technology into traditional information dissemination methods to innovate agricultural television programs offers broader development directions while fully tapping into audience potential. New media platforms integrate information resources, providing the most convenient channels for disseminating agricultural information through television programs, which gradually gain increasing audience recognition and popularity. New media technology can spread agricultural knowledge not only through television programs but also via news and video platforms, facilitating smoother knowledge transmission. Relevant news organizations should promptly update agricultural information on new media platforms to attract attention and convert viewers into loyal audiences, thereby significantly improving ratings and promoting further program development.

### **2.2 Enhancing Professional Competence of Communication Personnel**

As new media technology organically integrates with traditional communication methods, agricultural television program staff must confront new work challenges, smoothly transform their working approaches, and quickly adapt to new environments. With China's rapid information technology development, these professionals must keep pace with societal trends, enhance their practical application capabilities of new media technology in program production, and scientifically utilize these technologies to innovate communication methods. To further develop agricultural television programs, relevant organizations must employ new media technology to disseminate agricultural knowledge more effectively and achieve the fundamental goal of improving program ratings.

### **2.3 Enriching Communication Content**

Traditional agricultural television programs and magazines have expanded public agricultural knowledge, but despite their effective communication, their efficiency remains low compared to new media. To further reform and innovate communication models, agricultural television programs must organically integrate with new media technology, thereby innovating both knowledge dissemination formats and program content to enhance audience appeal. To fully satisfy viewer needs for agricultural information, program staff should incorporate advanced agricultural technologies and information into program content, further contributing to China's agricultural development.

### **3. Strategies for Innovating Agricultural Television Program Communication Models in the New Media Era**

#### **3.1 Transforming Communication Concepts and Enhancing Topic Selection**

With the continuous development of new media technology, program topic selection represents both the most important and most fundamental aspect of agricultural television communication. Since the 19th Party Congress, General Secretary Xi Jinping has addressed the rural revitalization strategy, emphasizing that rural revitalization provides the impetus for new rural construction, which must focus on rural transformation as its theoretical and practical priority. In the new media era, agricultural television programs serve as the primary platform for disseminating agricultural knowledge and the information foundation for farmers to conduct agricultural activities effectively. Therefore, journalists must prioritize topic selection, focusing on the three rural issues as core content. Programs should center on China's three rural issues and policies, reinforcing implementation of the Party Central Committee's strategies for addressing these challenges. To better resolve the three rural issues, program producers should actively disseminate higher-quality agricultural knowledge through their programs, enhancing farmers' enthusiasm for agricultural activities, providing more professional production information, and improving the quality of China's agricultural output. Content selection must align with the actual development conditions of Chinese farmers, choosing genuinely needed material that fully considers public demand and provides accurate information. This approach promotes the organic integration of agricultural television programs with new media, achieving efficient agricultural information dissemination.

#### **3.2 Accelerating Media Convergence and Promoting Short-Video Development**

Supported by information technology, China's rapid technological development has made the widespread adoption and application of new media technology essential for contemporary progress. Therefore, to effectively improve viewing efficiency and expand influence, television program workers must recognize the necessity of organically integrating new media technology with agricultural television programs and employ scientific, reasonable methods to ensure their healthy, sustainable development. For instance, agricultural television stations can develop their own news apps or create WeChat public accounts and official Weibo accounts to regularly disseminate agricultural knowledge. Such new media integration expands the reach of agricultural information, seamlessly incorporating programs into daily life while effectively satisfying public demand for agricultural information. This establishes a solid foundation for program innovation. Additionally, mobile terminals can serve as platforms for agricultural news dissemination through new media software such as Kuaishou and Douyin, integrating program information into people's lives and meeting their information needs while achieving innovative development.

As society rapidly progresses and life pressures mount, short-form video has become the primary means for people to access life information. Short videos can comprehensively and concisely summarize information within minimal time. Consequently, media professionals should comprehensively consider current social development trends and lifestyle habits to organically integrate agricultural television programs with new media technology, thereby expanding dissemination scope and audience satisfaction. For example, program producers can follow popular short-video trends to organically integrate agricultural news content, condensing complex agricultural knowledge into brief formats that allow the public to quickly and accurately grasp information during fragmented leisure time. This effectively improves program ratings and contributes to the modernization and development of China's agricultural programming.

### **3.3 Grasping Development Trends and Accurately Positioning Audiences**

With China's rapid information technology development, new media platforms have become the primary medium for information acquisition. Supported by new media technology, agricultural television programs must expand and accurately position their audience to further innovate agricultural information communication models. Only by improving program quality can they gain widespread public recognition and popularity. Program staff must fully consider genuine public needs, delivering more practical and abundant agricultural knowledge to satisfy diverse audience demands. In reality, urban residents tend to focus on new green, organic, and ecological farming methods both domestically and internationally, as well as leisure agriculture and agricultural culture. Rural residents prioritize agricultural production knowledge, techniques, and practical information. Elderly audiences emphasize agricultural health and wellness topics. Producers must thoroughly consider these varied public needs, provide more accurate content, promote organic integration between agricultural television programs and new media, and achieve efficient agricultural information dissemination.

### **3.4 Focusing on Audience Needs to Enhance User Experience**

As new media continues to evolve, agricultural program producers should focus on the genuine public demand for agricultural knowledge to accelerate program updates and improve ratings. This involves increasing audience participation and providing better viewing experiences. Using agricultural knowledge as a foundation, producers can build widely-reaching social media platforms through WeChat, Weibo, and other new media communication channels. By employing professional talent for platform maintenance and establishing comprehensive program communication channels, the public can maximally participate in program construction, providing valuable practical suggestions that enhance appeal to general audiences. Additionally, journalists should emphasize customized and disseminated personalized content for agricultural programs. In the era

of rapidly developing online information, users' actual needs are paramount, as they often obtain news content based on personal preferences. Therefore, to improve audience evaluation, agricultural media workers should open commenting and response functions on agricultural channels, promptly absorbing viewer suggestions and opinions for improvement. Consequently, based on the current development status of China's agricultural television programs, agricultural journalists should deepen their understanding of user needs for agricultural knowledge and actively create interaction opportunities between users and programs. This approach makes agricultural television programs more aligned with contemporary trends, better facilitates agricultural knowledge promotion, and achieves widespread agricultural information dissemination.

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## 4. Additional Recommendations

### 4.1 Understanding the “Three Rural Issues”

Many editorial staff members have vastly different life experiences from agricultural practitioners. Some join editorial work directly after graduation without profound understanding of rural areas or lived experience in villages, even failing to comprehend or identify with rural customs and traditions. This generational gap with villagers makes integration difficult and reduces credibility, resulting in programs that lack authenticity and fail to reflect reality, ultimately damaging brand reputation. Therefore, editorial personnel must develop understanding of agriculture, beginning with central government agricultural policies and extending to local agricultural characteristics and customs, enabling better representation in their work.

### 4.2 Being Meticulous and Factual

Many farmers have never handled cameras and rarely face them, making them uncomfortable and unsure what to say, unable to effectively express their thoughts. Editorial staff must respect farmers, refraining from misleading them into making unrealistic statements for dramatic effect. They must also carefully verify all information requiring confirmation, adhering to factual accuracy.

### 4.3 Maximizing Benefits Through Diverse Communication Methods

In the Internet era, agricultural television programs should not be limited to television broadcasting but should utilize various resources for dissemination to enhance program visibility and effectiveness. For example, Yichang's geographical characteristics—described as “eight parts mountain, half part water, and one and a half parts farmland”—result in 75% of households lacking cable networks and low television penetration. In such contexts, location-specific strategies are essential. The Yichang Three Gorges Television program *Long Shang Xing* (Ridge Walker) has successfully implemented this approach by conducting ac-

tivities directly in fields among farmers and villagers, achieving off-broadcast coverage that increases public awareness. Since late 2009, the program's operational model has been the “*Long Shang Xing* Warmth Delivery to Counties and Districts” initiative, which aligns well with the government's “Three Rural Services” campaign. This initiative brings cultural knowledge, science and technology, legal information, and medical services to rural areas while providing material assistance to impoverished local residents, earning widespread praise from netizens and government recognition. The program has become a platform for government work while generating audience interest. As information technology advances and living standards improve, increasing numbers of rural residents can access smartphones, enabling them to better follow program developments via the Internet and facilitating broader program dissemination.

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## Conclusion

As reform and opening-up deepens, construction related to the three rural issues has become a primary challenge that must be addressed in China's development. In earlier periods, agricultural television programs served as the main channel for understanding agricultural knowledge and an important communication pathway for resolving China's three rural issues. Today, against the backdrop of continuous new media development, new media has become the primary medium for obtaining agricultural knowledge. On one hand, it can more rapidly popularize agricultural knowledge among audiences; on the other hand, it enables users to accurately obtain information through targeted searches. To effectively address the lagging development of China's agricultural television programs, relevant journalists must start by resolving the three rural issues, accelerate agricultural modernization, and recognize the shortcomings of traditional news communication models. Agricultural media organizations should follow the trends of the times, scientifically and reasonably utilize the advantages of new media technology, innovate agricultural program communication models, and improve program ratings. Relevant journalists should enhance the interest and appeal of agricultural programs to gain greater audience recognition, increase influence and viewership, accelerate the development of China's agricultural television programs, and contribute to the great rejuvenation of the Chinese nation.

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*Note: Figure translations are in progress. See original paper for figures.*

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