

# Harnessing Converged Media Advantages to Support “Three Rural” Development: Innovative Transformation of Agricultural Programs in the Converged Media Context (Postprint)

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## Abstract

This text examines the innovation and transformation of agricultural programs within the converged media landscape to leverage its advantages in supporting the development of the “three rural issues.” By analyzing the current status of agricultural program development, it expounds upon the urgency and feasibility of strengthening such programs, addressing needs such as program positioning, urban-rural integration, and technical support from converged media centers. The study further proposes several practical and actionable measures, including establishing a professional editorial team, forming an agricultural expert team, constructing a converged media service platform, establishing and improving management and assessment mechanisms, ensuring seamless operation across all platform construction stages, and enhancing the professional capabilities of the editorial team. These measures facilitate the innovation of agricultural programs, enabling them to promote and sell “three rural” products through such programs, thereby generating both economic and social benefits.

## Full Text

### Leveraging Converged Media Advantages to Boost “Three Rural” Development –Innovation and Transformation of Agricultural Programs in the Converged Media Context

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**Abstract:** This paper examines the innovation and transformation of agricultural programs within the converged media landscape to support “three rural”

development. Analyzing current development status, it elaborates on the urgency and feasibility of strengthening agricultural programs, including the need for program positioning, practical requirements for urban-rural integration, and technical support from converged media centers. It then proposes practical measures: establishing a professional editorial team, forming an agricultural expert team, building a converged media service platform, establishing sound management and evaluation mechanisms, ensuring smooth workflow across platform construction stages, and enhancing the professional capabilities of editorial teams. These measures facilitate agricultural program innovation, enabling them to promote and sell agricultural products through programming, thereby generating economic and social benefits.

**Keywords:** converged media; “three rural” development; agricultural programs; innovation and transformation; service platform

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In today’s society, information technology development has gradually integrated traditional media with new media, representing an inevitable trend. Converged media differs from traditional media by offering more diverse forms, such as fully utilizing WeChat public accounts during dissemination. Agricultural programs play a crucial role in supporting “three rural” development. In this converged media context, agricultural program hosts have gained new positioning, requiring effective measures to promote program innovation and transformation to fully realize their potential.

## 1. Current Development Status of Agricultural Programs

China’s television agricultural programs currently face an awkward situation. First, the limited number of such programs creates supply-demand contradictions, as many television stations concentrate primarily in urban areas and focus almost exclusively on urban information. Second, program content lacks targeted relevance and fails to achieve mass appeal. Production typically considers only urban audiences and their mindsets, resulting in content and messaging that insufficiently resonates with rural populations while excessively promoting urban lifestyles.

## 2.1 Need for Agricultural Program Positioning

In today's internet-driven society, agricultural programs must abandon traditional concepts and emphasize integration with "Internet Plus" to achieve innovation and transformation across all television production stages, particularly in workflows and dissemination methods. This approach brings freshness to programs, attracts audience attention, encourages active engagement, and generates economic and social benefits. Local converged media centers can leverage their advantages—multiple channels, large audiences, etc.—to intensify promotion and expand program influence.

## 2.2 Practical Need for Urban-Rural Integration

Following the 2020 Spring Festival, agricultural tourism should have entered its peak season to generate economic benefits. However, the sudden COVID-19 pandemic disrupted agricultural product sales channels, leaving fresh produce 积压 across regions. Meanwhile, urban residents lacked access to purchase fresh agricultural products, resulting in poor supply-demand 对接. In this converged media context, the importance of agricultural programs becomes particularly prominent.

## 2.3 Technical Support from Converged Media Centers

Through long-term practice and 磨合, agricultural program operational processes have become increasingly standardized. Agricultural services can be delivered efficiently and accurately, with dissemination channels becoming more abundant through both online and offline platforms.

## 3. Innovation and Transformation Measures for Agricultural Programs in the Converged Media Context

Agricultural program transformation must begin with rethinking the entire production and broadcasting process, abandoning outdated models, effectively integrating resources, and demonstrating advantages in information sharing, experience transmission, and bridging urban-rural relationships. The goal is to build agricultural programs into platforms that boost farmer productivity and income [1].

### 3.1 Establishing a Professional Editorial Team

Agricultural program production requires high professionalism. Editors and journalists must understand both radio and television communication characteristics and grasp rural development conditions and farmers' living realities [2]. Therefore, training efforts must be intensified to cultivate excellent professional editorial teams that enhance program dissemination.

**3.1.1 Optimizing Editorial Team Structure** During pre-production interviews and filming, heavy workloads and tight schedules require editorial staff to employ appropriate communication methods and provide effective guidance to interview subjects, creating favorable filming contexts. Examples include rural programs such as *Country Roads* and *Walking the Countryside* [3]. In comparable stations and program categories, such as *Little Ma Runs the Countryside*, hosts dress simply, speak plainly, participate in farmers' daily activities, work alongside them, experience rural life up close, and extract the joys of rural living. Such programs attract audiences and gain followers through their 朴实 characteristics.

**3.1.2 Conducting Regular and Irregular Training Activities** In the converged media context, editorial staff must utilize spare time to learn about technology applications and new media dissemination, recognizing the importance of new channels and methods, actively mastering them to improve service quality and generate economic and social benefits [4]. Additionally, training efforts must be strengthened through various regular and irregular activities to enhance editing skills, with experts invited to deliver lectures.

### **3.2 Forming an Agricultural Expert Team**

To ensure authority and accuracy, agricultural program directors should strengthen connections with agricultural machinery departments and technicians, establishing cooperative relationships to form expert teams that participate throughout the entire production process, particularly in filming and production stages, to provide explanations and enhance program professionalism [5].

### **3.3 Building a Converged Media Service Platform**

**3.3.1 Innovating Cooperation Models to Create Convenient Cloud Platforms** Agricultural programs can provide more convenient channels for supporting “three rural” development, enabling mobile viewing with simple operation. Urban television stations should actively connect agricultural departments with production bases, utilizing WeChat groups and mini-programs to establish public welfare cloud platforms for agricultural assistance. These platforms solve sales problems for production bases, generate economic benefits, and demonstrate program service attributes [6]. Agricultural programs must conduct proper planning and strengthen management to better serve “three rural” development.

**3.3.2 Combining Large and Small Activities with Long and Short Video Content** Agricultural programs demonstrate high participation, broad dissemination range, and significant influence. Dissemination through converged media platforms can achieve excellent communication effects [7]. For example, Zhejiang News Channel's agricultural program *Cuichua Matchmaking*

implemented live streaming, allowing local specialty merchants to participate and enabling more people to understand Zhejiang's origin-sourced products, thereby driving sales and generating economic and social benefits. Technically, agricultural programs should fully utilize converged media platforms to actively plan and organize “three rural” support activities.

Meanwhile, Douyin (TikTok) can be fully utilized for agricultural product promotion. Under the “I Endorse Agricultural Products” campaign, reporters, directors, and hosts promote local agricultural and sideline products through short videos. The combination of long and short programs creates interest and achieves good promotional effects [8].

### 3.4 Establishing Sound Management and Evaluation Mechanisms

Agricultural program production and broadcasting must change traditional models and emphasize evaluation methods. Radio and television stations at all levels need to mobilize editorial staff enthusiasm for planning and organizing, making programs innovative and vibrant [9].

### 3.5 Ensuring Smooth Workflow Across Platform Construction Stages

In the converged media context, multiple departments and staff members must collaborate effectively. While personnel allocation and operational methods vary across platforms, the core objective is ensuring smooth workflow across all stages and successful team operation to achieve good communication effects.

### 3.6 Enhancing Professional Capabilities of Editorial Teams

Agricultural programs require excellent editorial teams with high professional standards and strong comprehensive abilities. Effective methods should be adopted to build highly professional teams that enhance the core competitiveness of agricultural programs.

In conclusion, with continuous converged media development, agricultural programs must continuously improve their adaptability, actively innovate in supporting “three rural” development, summarize effective promotional methods, achieve good communication effects, fully demonstrate program influence, and contribute to rural revitalization.

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*Note: Agricultural programs can combine online and offline approaches for real-time promotion and sales.*

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

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