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Innovative Communication of Major Thematic Reporting by Mainstream Media in the Context of Convergence: Postprint

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Abstract

This paper, starting from an analysis of media development forms within the context of media convergence and incorporating the working methods and approaches that mainstream media should uphold in major theme reporting, and based on clarifying its role as the voice of the masses and the key points of Party and government ideology dissemination, explores innovative measures for major theme reporting through a comprehensive analysis of public attitudes toward new media platforms and changes in news consumption patterns, discusses strategies to enhance the publicity reach and quality of public opinion guidance in such reporting, and aims to provide higher-quality major theme reporting for the masses.

Full Text

Innovative Communication of Major Theme Reporting by Mainstream Media in the Context of Convergence

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Abstract: This article examines the innovative measures that mainstream media should adopt for major theme reporting by starting from the developmental forms of media in the context of convergence, combining the working methods that mainstream media should adhere to in the field of major theme reporting, and based on clarifying their role as the voice of the masses and the key points of Party and government thought dissemination. Through a comprehensive analysis of public attitudes toward new media platforms and changes in how people read and watch news, it explores measures to enhance the reach and quality of public opinion guidance of major theme reporting by mainstream media, thereby providing higher-quality major theme reporting for the public.

Keywords: convergence context; mainstream media; major theme reporting; innovative communication; communication technology

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In the context of media convergence, mainstream media must strengthen their emphasis on major theme reporting, adjust the form and content of theme reporting in line with Party and government work priorities and the propaganda front, optimize the communication forms, presentation methods, and interactive channels for major theme reporting, and clarify the training methods for converged media work teams in the new era. This can accelerate the innovation of major theme reporting, optimize its effectiveness, and deliver more valuable theme reporting information to the public.

1. Diversified Platform Expansion: Making Full Use of Public Resources

Taking the 2019 major theme reporting on “Celebrating the 70th Anniversary of the Founding of the People’s Republic of China” as an example, both CCTV and local television stations conducted diversified publicity and reporting on this theme. Through different angles and forms of expression, they presented the glorious achievements of the past seventy years since the founding of the nation in varied formats. The theme reporting methods and news communication forms used showed significant changes compared to the past, substantially increasing their appeal to the public. CCTV’s live broadcast of the “Celebration of the 70th Anniversary of the Founding of the People’s Republic of China” received widespread acclaim from online audiences and television viewers regarding its broadcast effects and format, as evidenced by real-time comments and subsequent surveys on online communication platforms. Audience feedback indicated that the live coverage of the ceremony and military parade created an immersive experience, while the flexible switching between detailed shots and grand panoramic scenes allowed viewers to appreciate the nation’s strength from multiple perspectives, fostering a sense of national pride.

The technical implementation of this coverage was also comprehensive. In addition to basic track and cable-suspended cameras, the production employed diverse filming tools including VR panoramic live streaming, micro-cameras, and aerial gyroscopic stabilization systems. The broadcast utilized 5.1 surround sound and 4K ultra-high-definition formats, enabling viewers to watch the live stream from multiple angles and understand the on-site dynamics. The viewing perspectives were far more diverse than in previous live broadcasts, and the coverage also achieved joint interaction with cinema chains, allowing audiences to watch the National Day ceremony on the big screen while observing enlarged details. The overall audience reception was positive. Analysis of the National

Day live broadcast reveals that it employed 5G communication technology, AI intelligence, and 4K/8K technology, ensuring news timeliness while meeting artistic requirements. This broadcast also provided a feasible reference for the communication forms of major theme reporting by mainstream media. Beyond basic filming equipment and studio production, new filming tools and reporting formats were used to present news reports in more diversified ways.

Through analyzing various media filming forms and communication channels in the convergence context, it becomes clear that in addition to using PC and mobile terminals for information dissemination, mainstream media can also fully mobilize local public communication resources. By utilizing mobile television, elevators, community LED screens, and public transportation carriers to push major theme reporting, they can create a strong atmosphere for such coverage, significantly enhancing public participation and creating a more profound viewing experience.

2. Meeting Audience Demands: Adjusting Converged Communication Forms

With the gradual increase in PC and mobile terminals in the convergence context, audiences now have more diversified sources of information and can receive online information anytime and anywhere. Particularly as we entered 2021, 5G technology has gradually spread and been promoted. With the help of 5G and other communication technologies, timely adjustments to communication forms and news presentation methods can achieve better communication effects, and the influence of news reporting has been significantly enhanced compared to the past.

2.1 Emphasizing Mobile Communication

Given the relatively fast pace of modern life, audiences find it difficult to set aside sufficient time to watch major theme reporting in its entirety and understand related news information. Therefore, while maintaining the integrity of key theme reporting, mainstream media should also reasonably deconstruct the specific components of major theme reporting, concisely presenting the key content of each section supplemented with relevant images, videos, and audio materials to guide audiences in using fragmented time to understand such news content. Simultaneously, in adapting to mobile communication methods, mainstream media must pay greater attention to changing user needs. By analyzing media tool usage patterns and free time across different periods, they can promptly push information that matches users' schedules, thereby achieving high-quality mobile communication. For example, in the early morning when most people are preparing for work and elderly citizens are typically exercising outdoors, key points of major theme reporting can be pushed to users' mobile terminals, with links to PC and print media reading terminals provided below. After reading the information on their mobile devices, audiences can choose to

access more comprehensive information on PC or print media platforms according to their needs.

2.2 Applying Visualized Images

When mainstream media editors present data in major theme reporting, audiences may not fully comprehend the value embedded in the data due to factors such as their professional backgrounds and perspectives. In such cases, editors need to organize and edit the data based on common viewing habits and comprehension patterns, presenting various data through visualized images as much as possible, and using tools such as mind maps to help audiences interpret the specific connotations of relevant policies and theories. In covering major events, small incidents can be used as foils to create a combination of large and small events, further deepening the thematic content and guiding audiences to form a more comprehensive understanding of the deeper implications of related news information. For example, in reporting on Zhoushan News, reporters collaborated with relevant departments to demonstrate the reform path of the Zhoushan Archipelago through theme reports such as “The Four ‘Mosts’ of ‘Running at Most Once’ in Zhoushan Archipelago,” using changes in the lives of ordinary people to illustrate the positive guiding role of policies. This approach can narrow the distance with audiences and truly achieve the goal of “making content that audiences love to hear and see.”

2.3 Emphasizing Personalized Expression

Mainstream media should strengthen their focus on personalized development when conducting major theme reporting. Due to differences in regional development characteristics and audience expression forms, public acceptance of mainstream media reporting varies. This requires relevant mainstream media to pay attention to their own modes of expression, particularly in the construction of regional mainstream media. They should strengthen the connection between major theme reporting and the daily lives and production activities of the masses, presenting theme reporting in forms that better align with audience preferences. This helps audiences understand the knowledge and relevant policies embedded in theme reporting, clarifies the connection between these policies and their own development, and guides audiences to adopt proper attitudes toward theme reporting, thereby achieving relatively good broadcast effects. Simultaneously, mainstream media should also emphasize their modes of expression when reporting on major themes. In addition to using long-form special reports, they should strengthen the application of various communication tools and public exchange platforms in the convergence context by condensing major theme reporting content and connecting it with people’s lives. By combining audiences’ pursuit of excellence in viewing experiences, events can be presented in “most” forms. For instance, when reporting on the Chinese Dream, mainstream media can connect it with people’s lives, as demonstrated by Beijing TV’s “Chinese Dream: 365 Stories,” which selects ordinary individuals from

different industries and links 360 professions with 365 days of the year to create micro-documentaries, narrowing the distance with audiences. Mainstream media can also adopt similar expression methods by pushing one small story daily in various formats—text, video, or H5—to vividly demonstrate changes happening around people, enhancing their sense of participation and deepening their understanding of life changes. Furthermore, by documenting the development stories of ordinary citizens, mainstream media can achieve good cultural communication effects, allowing the world to experience the changes among the Chinese people and appreciate China’s development and strength, which also contributes to effective cultural export.

2.4 Increasing Interactive Communication

In the convergence context, the tools for communication between audiences and media have become increasingly diverse, evolving from traditional paper letter interactions to SMS interactions and now to online terminal interactions. Through diversified interaction with the public, mainstream media can understand audience perspectives on major theme reporting, identify key points of interest during viewing, and promptly answer questions that arise during the viewing process. This helps audiences more comprehensively understand the policy concepts and related connotations embedded in major theme reporting, significantly improving news communication methods compared to the past and achieving diversified dissemination. For example, the first-prize winner of the 27th China News Award for online special topics was titled “Hello, Marx.” Young people in the new era are no strangers to Marx, having studied Marxist theory and its connotations during their nine-year compulsory education and subsequent academic advancement. However, many young people still lack comprehensive understanding of Marx’s deeds and theoretical key points. “Hello, Marx” does not rely solely on rigorous interpretations by experts and scholars but instead explores the theoretical philosophy contained in Marx and the significance of understanding Marxism by presenting the Marxist concepts expressed by post-80s and post-90s youth groups. On this basis, it displays books related to Marxism, helping audiences understand the deeper connotations of Marxist thought in a more concise manner. This presentation method differs significantly from the Marxism learned in textbooks, allowing audiences to gain a more comprehensive understanding of Marx from his life to his developmental trajectory, rather than just theoretical knowledge, thereby mobilizing public enthusiasm for learning Marxism. The theme reporting effect is relatively good. This is also an expression form that mainstream media should focus on learning from during their development process—using diversified expressions to tell audiences themes that are both familiar and unfamiliar, effectively stimulating public participation enthusiasm.

3. Upholding Political Direction: Clarifying Development Positioning

While mainstream media can apply diversified reporting methods and broaden their coverage scope to permeate theme reporting content from multiple angles, they should also strengthen their emphasis on expression methods and deeper values during this process. They must clarify their role in disseminating Party and government thought and guiding audiences to understand national positions, and on this basis carry out news reporting work while upholding their mission and responsibility. Only then can they deliver higher-quality theme reporting to the public.

3.1 Clarifying One' s Own Political Mission

Converged communication only represents diversification in communication forms and channels. In conducting major theme reporting, mainstream media must adhere to their political bottom line, keep their political mission firmly in mind, and while applying diversified technologies and promoting national development policies and major news events from multiple angles, fully recognize their responsibility for value guidance in the context of converged communication. They must firmly grasp their propaganda bottom line and clearly articulate Party and government work thinking and government attitudes toward relevant events. Only in this way can they promote positive content to the public and help audiences understand authentic and accurate news. This is the correct method for safeguarding overall news credibility and guiding the public to properly treat news authority. Mainstream media should firmly guard their ideological development positions during their growth, conduct scientific public opinion guidance, and avoid the negative impacts of erroneous ideological intensification on the public.

3.2 Abiding by Communication Laws

When pushing major theme reporting, mainstream media should strengthen their attention to news communication laws by analyzing key points of news communication and development patterns in the convergence context. On the basis of mobile-first strategy, by combining mobile push terminals with reporting tools such as the internet, television, and print media, they can create a more 立体 diversified news communication pattern. This enables diversified development of news reporting under the internet-plus development model, facilitating audiences to read content related to major theme reporting from different channels and engage in in-depth discussions and research on arguments presented in relevant sections. This creates a more diversified major theme reporting and publicity matrix, and the communication methods and tools available to mainstream media in conducting key theme dissemination will become more diversified.

3.3 Focusing on Building a Converged Media Team

In their development process, mainstream media must correctly understand the new media platforms that have emerged in the convergence context, such as Toutiao, Weibo, WeChat, and Douyin. By combining the characteristics of these tools, they can build more targeted converged media teams. In addition to cultivating media workers' editing abilities and news insight, they should also provide training on new technologies and comprehensive development, guiding them to understand the development features and communication characteristics of new media and quickly identify connections between major theme reporting by mainstream media and the reporting forms of new media platforms. On this basis, they can excerpt and re-edit major theme reporting, presenting it on platforms in ways that better align with platform characteristics, thereby mobilizing audience viewing enthusiasm and helping audiences form more comprehensive understanding of the news connotations and political theories involved in major themes. On the other hand, mainstream media must strengthen their focus on building primary positions, firmly guard their main development positions, cultivate a large number of media workers with strong ideological grounding, capability, and professional competence, and implement national media communication guidelines. On this foundation, they can continuously innovate the forms and scope of major theme reporting, delivering more diversified information to the public.

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

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