
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.00873

Emphasizing the “Four Dimensions” : Strategies for Traditional Media to Enhance Communication Effectiveness in the Media Convergence Era –A Case Study of Viral News Stories Planned by Jiangxi Education Media Group (Postprint)

Authors: Zeng Xianying

Date: 2023-10-08T00:00:00+00:00

Abstract

In the era of media convergence, enhancing communicative effectiveness represents a significant challenge universally confronted by industry peers, particularly regarding how to keep pace with development during the transformation from traditional media to converged and all-media platforms. Jiangxi Education Media Group, employing its converged media center as the primary publicity force, emphasizes the “Four Dimensions” (political height, topical heat, novelty, and density). The Group consistently elevates its political positioning, regards fulfilling its publicity function as the foundation for survival and development, treats alignment with hot topics and focal points as the starting point for topic selection and planning, considers audience appeal as the key to format innovation, and views establishing a communication matrix as the entry point for enhancing scale benefits. Within a short timeframe, it has launched a series of viral news stories, including “Sand Painting Depicts Party History, Children’s Hearts Always Turn to the Party” and “Spring Arrives at Gan-Po Campuses: Poetic Beauty,” thereby conducting valuable explorations into enhancing communicative effectiveness within the context of media convergence.

Full Text

Focusing on the “Four Dimensions” : Strategies for Traditional Media to Enhance Dissemination Power in the Convergence Era—A Case Study of Jiangxi Education Media Group’ s Viral News Planning

Author: Zeng Xianying
Jiangxi Education Media Group, Nanchang, Jiangxi 330038

Abstract: In the era of media convergence, how can traditional media enhance their dissemination power, particularly during the transformation from traditional to integrated and all-media platforms? This is a significant challenge widely faced by industry peers. Jiangxi Education Media Group, with its integrated media center as the main force, emphasizes the “Four Dimensions” (height, heat, novelty, and density). The group consistently elevates its political stance, regards fulfilling its propaganda functions as the foundation for survival and development, focuses on current hot topics and focal points for content planning, considers audience preferences as the key to format innovation, and establishes a dissemination matrix as the entry point for improving scale and efficiency. In a short period, the group launched a series of viral news stories, including “Sand Painting Party History, Children’ s Hearts Always Toward the Party” and “Spring Arrives on Jiangxi’ s Campuses, Poetic Beauty,” representing a valuable exploration of enhancing dissemination power within the context of media convergence.

Keywords: traditional media; media transformation; media convergence; enhancing dissemination power; viral news

Chinese Library Classification: G214.1

Document Code: A

Article ID: 1671-0134(2021)09-132-03

DOI: 10.19483/j.cnki.11-4653/n.2021.09.042

Citation Format: Zeng Xianying. Focusing on the “Four Dimensions”: Strategies for Traditional Media to Enhance Dissemination Power in the Convergence Era—A Case Study of Jiangxi Education Media Group’ s Viral News Planning[J]. China Media Technology, 2021(09): 132-134.

Introduction

Jiangxi Education Media Group (hereinafter referred to as “the Group”) is a large-scale educational journal publishing organization and the largest journal publishing unit in Jiangxi Province in terms of scale and output value. Its core business encompasses the publication and distribution of 24 monthly is-

sues across nine journals, including *Jiangxi Education*, *Teacher's Expo*, *High School Students' Friend*, *Junior High School Students' Friend*, *Elementary School Students' Friend*, *Happy, Happy Children*, *Smart Spring*, and *Science Popularization World*. The China Education News Agency's Jiangxi Correspondent Station is also affiliated with the Group, which additionally operates more than ten new media platforms such as Xuexi Qiangguo account, China Education Release, and "Jiangxi Education Online" WeChat and video accounts, making it the most influential media platform on Jiangxi's educational propaganda front. As of the end of December 2020, the Group's operating revenue exceeded 400 million yuan, with total profits surpassing 100 million yuan.

As a traditional journal publisher, the Group has always remained vigilant and kept pace with media convergence development. While focusing on journal quality and ensuring social and economic benefits, the Group vigorously promotes in-depth media integration and innovation. It established an integrated media center, a pioneer among educational journals nationwide, consistently maintaining correct guidance of public opinion and striving to enhance the dissemination power, guiding power, influence, and credibility of news and public opinion to consolidate and strengthen mainstream ideology.

Since 2021 in particular, the Group's integrated media center has mobilized all staff, devoted full efforts, and provided comprehensive tracking to plan a series of viral news stories, including "Sand Painting Party History, Children's Hearts Always Toward the Party" (special link: <https://xhpfmapi.zhongguowangshi.com/vh512/fasttheme/279017?channel=weixin>) and "Spring Arrives on Jiangxi's Campuses, Poetic Beauty" (special link: <https://xhpfmapi.zhongguowangshi.com/vh512/fasttheme/278216?channel=weixin>). In the first half of the year alone, the center produced 80 stories with over 100,000 views and 30 with over 1 million views, generating strong social responses and representing a valuable exploration of how traditional journals can enhance their dissemination power in the era of integrated media.

1. Focus on Height: Enhancing Political Positioning and Prioritizing Propaganda Functions

The Group adheres to the correct political direction, guidance of public opinion, and value orientation, emphasizing "height" to further enhance its political stance. It regards fulfilling its propaganda functions as the foundation for survival and development, as the basis for conducting public opinion propaganda in the new era, and as the lifeline for traditional media in the convergence era.

The Party History Learning and Education Mobilization Conference was held in Beijing on the morning of February 20, 2021, launching Party history learning and education across the Party. Education bears the fundamental task of cultivating talent and establishing moral character. The question of what kind of people to cultivate, how to cultivate them, and for whom is a fundamental issue that educators must answer. As a traditional educational journal publisher, how

to better fulfill its responsibilities, innovate forms, and enhance effectiveness in Party history learning and education is an important question we considered.

To this end, the Group planned the province-wide primary and secondary school activity “Taking the Same Party History Lesson Together” under the theme “Sand Painting Party History, Children’s Hearts Always Toward the Party.” The activity kicked off in Nanchang on May 10, 2021, and was subsequently held in seven locations: Xingguo, Lianhua, Yongxin, Yiyang, Guangchang, Xiushui, and De’an. Under the planning of the Group’s integrated media center and with joint efforts from all departments, the activity attracted widespread attention from all sectors of society and mainstream media, achieving nearly 20 million clicks across the internet and sparking a climax of Party history learning and gratitude education among teachers and students throughout the province, generating excellent social benefits. The original sand painting video *The Road of Faith*, fourth episode *Entrusting Children Before the Revolution*, won first prize in the “Red Memory: Sing a Folk Song for the Party” online short video competition across Guangxi, Hunan, and Jiangxi provinces.

To effectively publicize this activity series, the Group’s integrated media center further elevated its political stance, prioritizing this work as the primary task for the current period. The center conducted comprehensive mobilization, dispatched elite staff, assigned dedicated personnel responsible for each location, provided full tracking coverage, wrote on-site reports promptly, and pushed them through new media platforms in a timely manner, successfully completing the tasks assigned by the Group and delivering a satisfactory performance.

To intensify publicity for Party history learning and education, the Group’s integrated media center conducted a series of planning initiatives, opening six special columns: “Studying and Implementing the Spirit of the 19th CPC Central Committee’s Fifth Plenary Session,” “Celebrating the 100th Anniversary of the Founding of the Communist Party of China,” “Party History Learning and Education,” “Party Building and Ideological-Political Education,” “Standardization, Standardization, and Informatization of Party Building,” and “My Heart Toward the Party: Selected Submissions for the CPC’s Centennial.” These columns conducted comprehensive, multi-angle, and three-dimensional reporting centered on current propaganda requirements.

2. Focus on Heat: Prioritizing Current Hot Topics and Focal Points in Content Planning

The life of news lies in content, and planning must consistently adhere to the principle of “content is king,” closely following current hot topics. In the media convergence era, news communication has undergone three significant changes: reading methods, communication media, and publishing methods are all completely different from the traditional era. However, there are also “three constants” : besides the credibility of news organizations and the normative implementation of relevant standards, “content is king” remains unchanged. Re-

ardless of how communication methods change, vital content is the key to core competitiveness.

In the media convergence era, truly achieving “content is king” requires increasing the sophistication of planning. We cannot make all audiences love our products; we must identify our target audience. According to communication theory principles, we must properly handle the relationship between “audience segmentation” and “audience aggregation,” delivering appropriate content to appropriate audiences while maximizing the size of this audience. In other words, we must achieve maximum “audience aggregation” under the premise of “audience segmentation.”

According to McLuhan’s theory, “retribalization” refers to “a tribal group gathered together in a unique way based on new technology” after tribes collapsed and nations emerged—namely, online communities formed by people with shared interests and consistent viewpoints brought together by new media. This represents a retribalization in the virtual world. In modern network society, this is a form of retribalization. People are generally more concerned about matters closely related to their lives, and groups with shared interests or consistent viewpoints gather together, paying more attention to content that interests them and giving more likes, forwards, and discussions.

Additionally, we must strive to “break circles,” disseminating our ideological propositions across various social circles and strata to form cross-circle communication, build social consensus, and find the greatest common denominator of society.

3. Focus on Novelty: Prioritizing Audience Preferences in Format Innovation

For a news story to gain audience attention, likes, and forwards, besides attractive content, it requires a format that audiences enjoy.

3.1 Titles Must Be Attractive

A title is the eyes of an article. Whether a title is novel, attractive, and can guide audiences to read, finish reading, and even forward it is an important consideration. For example, the province-wide primary and secondary school activity “Taking the Same Party History Lesson Together” themed “Sand Painting Party History, Children’s Hearts Always Toward the Party” was held at eight locations with basically similar formats, making it difficult to write with novelty. Therefore, we strived for innovation in titles, such as *Children from Red Land and Xinjiang Take the Same Party History Lesson, Today, We Honor the Long March This Way, Practicing General Gan Zuchang’s Earnest Teachings, Drawing Faith Power from the Party Admission Oath, Striving for a Lovely China, Revolutionary Ideals Are Higher Than Heaven, Autumn Harvest Uprising Shines Forever*, and *Inheritance Is the Best Memorial: Strive to Be a Good Seed*. These

titles effectively summarized the exciting content of each location, highlighted distinctive features, enhanced appeal, and played an excellent role in increasing audience attention.

3.2 Reporting Must Have On-Site Presence

Only with on-site presence can readers empathize. The reason for dispatching reporters to provide full tracking coverage of this sand painting Party history series was to enhance the on-site presence of activity reporting. Each report 切入 from a scene at the activity site, including on-site descriptions, atmosphere rendering, and interviews with representatives from all parties, as well as authentic reproductions of activity scenes.

3.3 Content Must Combine Images and Text, Preferably with Short Videos

We are now in the era of visual reading, where images and short videos are extremely popular, and large blocks of text struggle to stimulate audience interest. Therefore, each planning initiative prominently features short videos and includes images that echo the text, increasing information content, improving layout aesthetics, and achieving better publicity effects. Media communication has shifted from platform dominance to user dominance, with user choices determining the development direction of media platforms. Modern people spend far more time on videos, especially short videos, than on text. We have transitioned from an era of text reading to an era of image reading, and then to a video era—from short videos to medium and long videos. In the future, video language may become the mainstream language of social communication.

3.4 Length Must Be Concise and Succinct

User behavior has become socialized and reading time fragmented. Controlling length is an important means to ensure audience completion rates and strengthen publicity effectiveness. The higher the content quality, the more concentrated the audience's attention and the longer the reading time. Generally, without special circumstances, audiences spend only dozens of seconds, a dozen seconds, or even just a few seconds on a single article. Therefore, we must control length as much as possible, place important information in prominent positions, or add appropriate images, audio, video, and other elements.

4. Focus on Density: Leveraging the Powerful Push of Media Matrix as a Catalyst for Viral News

A media matrix establishes media content that reaches users across different media channels, thereby achieving three-dimensional coverage of user touchpoints. In the media convergence era, advantageous media tend toward platformization, while quality dissemination tends toward matrixization. Emphasizing publicity

density and leveraging the powerful push of the media matrix is an effective method for planning viral news.

First, we must fully leverage our own traditional media matrix. The Group possesses nine journals with 24 editions, covering readers from students to teachers, from children to the elderly, and from party and government leaders to ordinary educators, with print readership reaching 5 million. Therefore, we strengthen communication and coordination among publications, centering on one publicity theme, adopting suitable forms according to different reader positioning, and conducting targeted publicity. After the COVID-19 outbreak in early 2020, the Group made full use of its own communication matrix to conduct creative, comprehensive, multi-angle, and uninterrupted publicity, guiding the province's education system, especially teachers and students, to effectively carry out epidemic prevention and control work, achieving excellent social benefits and being recognized as an enterprise contributing to Jiangxi's anti-epidemic efforts.

Second, we must establish our own new media communication matrix. The *Jiangxi Education* WeChat public account has increased its influence through a series of planning initiatives, currently reaching 100,000 followers. Simultaneously, it pioneered the launch of a Xuexi Qiangguo account in the province's education system and national educational journal community, receiving enthusiastic attention from universities and institutions across the province after going live. We have intensified efforts to develop video accounts and Douyin accounts. We strengthen communication and coordination among the Group's internal new media platforms to form publicity synergy. We increase the integration of publications and websites—for example, in the July 2021 issue of *Jiangxi Education* (Weekly • Management) featuring the special topic “Sand Painting Party History, Children's Hearts Always Toward the Party,” we inserted QR codes throughout. Readers can scan these codes to watch activity site videos, view or download corresponding sand painting Party history videos, or read e-books, thereby providing different reading experiences.

Third, we must fully utilize major platforms such as Xinhua News Agency and Xuexi Qiangguo. Leveraging advantageous platforms like Xinhua News Agency and Xuexi Qiangguo to push high-quality planned content to more readers is an excellent choice. The Group's integrated media center coordinates timely support from Xinhua News Agency's Jiangxi Channel for warm news about grassroots education, achieving excellent results after pushing, with readership reaching 500,000+ and 1,000,000+. Xuexi Qiangguo has also opened special columns such as “Sand Painting Party History” and “Student Safety Reminders.” China Education Release also recommends major educational news from Jiangxi on its homepage.

In conclusion, only by consistently emphasizing the “Four Dimensions” (height, heat, novelty, and density), adhering to correct publicity orientation, producing attractive content, adopting formats that audiences enjoy, and leveraging the push of the media matrix can we truly enhance the dissemination power of news works and create influential viral news.

References

- [1] Jiangxi Education Media Group. Jiangxi Education Media Group Provides Readers with More and Better Spiritual Nourishment[N]. *People' s Daily*, 2020-09-06.
- [2] *People' s Daily* Commentator. Promote the Main Melody and Disseminate Positive Energy—The Fifth Commentary on Studying and Implementing General Secretary Xi Jinping' s Important Speech on August 19[N]. *People' s Daily*.
- [3] Wu Fei. Yu Guoming | Three Possible Key Directions for Future Political Communication Research[EB/OL]. <https://xw.qq.com/amhtml/20201105A00PSN00>, 2020-11-05.
- [4] Zeng Xianying, Xu Fang. Jiangxi Education Media: Striving for Excellence in the Epidemic Prevention and Control Battle[EB/OL]. <https://jx.sina.cn/news/2020-02-17/detail-iimxxstf2046926.d.html?from=wap>, 2020-02-17.

Author Bio: Zeng Xianying (1973-), male, from Wan' an, Jiangxi, Associate Editor, Director of the Integrated Media Center of Jiangxi Education Media Group. Research interests: educational news propaganda.

(Editor: Tu Dongmin)

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

Source: ChinaXiv –Machine translation. Verify with original.