

On How to Effectively Conduct Converged Media Reporting for Major Events: A Case Study of the Coverage of General Secretary Xi Jinping's Inspection and Research Trip to Henan (Post-print)

Authors: Zhang Fang

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

Abstract

Regarding the issue of how to produce vivid and impactful coverage of major events, this study takes the relevant publicity reports on General Secretary Xi Jinping's inspection and research visit to Henan in May 2021 as its research object, focusing on investigating mobile-first and converged media communication methods. The author argues that media should not only adopt soft reporting approaches for hard-core topics, but should also prioritize small-screen, video-based, dynamic mobile communication, strengthen new media planning, and enhance audience awareness and interactivity awareness. On the basis of making full use of central media content, media outlets should innovate expression methods, strengthen all-media communication, identify appropriate entry points and angles, reveal larger themes through small details, expand and strengthen converged media reporting, create phenomenal news products that resonate with the masses, and thereby achieve optimal communication effects.

Full Text

Preamble

Title: On Effective Integrated Media Reporting for Major Events: A Case Study of the Coverage of General Secretary Xi Jinping's Inspection Tour in Henan

Author: Zhang Fang (Henan People's Broadcasting Station, Zhengzhou, Henan 450007)

Abstract: This paper examines strategies for comprehensive coverage of major events, focusing on the May 2021 reporting of General Secretary Xi Jinping's

s inspection in Henan. The study analyzes mobile-first and integrated media communication approaches, arguing that media organizations should not only present hard news through soft narratives but also prioritize small-screen, video-based, and dynamic mobile dissemination. The paper emphasizes strengthening new media planning, enhancing audience engagement and interactivity, and innovating expression methods while leveraging central media content. By identifying appropriate angles and using small stories to reflect larger themes, media can create phenomenon-level news products that resonate with the public and achieve optimal communication impact.

Keywords: mobile-first; integrated media communication; major events; central media content; new media dissemination

Classification: G220

Document Code: A

Article ID: 1671-0134(2021)08-140-03

DOI: 10.19483/j.cnki.11-4653/n.2021.08.042

1. Focusing on Key Highlights to Showcase a More Spectacular Henan

Integrated media matrix coverage created powerful propaganda momentum for the inspection visit. Henan Television adopted a unified, station-wide approach, coordinating frequencies, channels, and new media platforms to produce short, impactful integrated content including short videos, special programs, and micro-documentaries. This strategy enabled interconnectivity across screens and platforms, with lightweight, youth-oriented perspectives presented through small viewing angles, achieving effective integrated dissemination. The “Daxiang News” Xuexi Qiangguo account established a special “Reporting to the General Secretary” section to amplify Henan’s voice, presenting a vibrant, pragmatic, and outstanding image of the province.

Broadcast and television programs such as *Henan News Broadcast* launched special columns including “Under the Guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era” and “Reporting to the General Secretary,” while integrated media series like *My Home by the Yellow River* were disseminated with targeted hashtags including #HenanIsMoreSpectacular and #HenanAtThisMoment. A four-episode documentary series *Taihang-Wangwu* attracted widespread attention. Between May 10-17, 2021, the entire media matrix published over 1,400 articles, with total mobile readership reaching 330 million and Sina Weibo hashtag views exceeding 270 million, creating a strong public opinion atmosphere.

Reaction reporting constituted a crucial component of major event coverage. To deeply publicize and implement General Secretary Xi Jinping’s important speeches during his Henan inspection, innovative expression methods and

strengthened all-media dissemination were employed to continuously launch thematic programs with diverse formats and novel angles. On May 15, *Henan News Broadcast* began five minutes early to broadcast important political news including “Henan Province Convenes Provincial Leading Cadres Meeting to Convey and Study General Secretary Xi Jinping’s Important Speeches and Instructions,” while launching the special column “Keeping Firmly in Mind the Entrustment, Following the Direction Pointed Out by the General Secretary.” Journalists retraced the General Secretary’s inspection route, interviewing relevant experts and scholars on topics such as traditional Chinese medicine inheritance and local characteristic industry development, producing reports like “Living Up to the General Secretary’s Entrustment, Shouldering the Mission of the New Era.”

The integrated media presentation of column reporting enhanced aggregation power. Building upon traditional column formats, integrated media columns strengthened convergence. Online and offline coordination established special sections that enhanced communication effectiveness and created momentum. From May 10, under the main column “Outstanding Henan,” television programs including *Henan News Broadcast* launched series such as *Henan Bears Heavy Responsibility for Food Security* and *Inheritance and Innovation Brighten the Golden Signboard of Traditional Chinese Medicine* within the *Central Plains More Spectacular* series. The “Studying Party History, Understanding Thought, Doing Practical Work, Opening New Situations” column continuously released high-quality reports. The “Reporting to the General Secretary” column in broadcast and television programs followed the General Secretary’s footsteps to Xinyang revolutionary base area, China Railway Equipment, Lankao Zhangzhuang, and Kaifeng Weishi, producing integrated reports including *Tianpu Dawan: Everyone’s Longed-for “Happy Bay,”* “*Dreamlike Zhangzhuang Picturesque Beauty*,” and “*The Weishi Strength in Food Security*,” which combined short videos, images, text, and audio to narrate the gratifying new changes occurring across Henan under the General Secretary’s earnest entrustment.

2. Short Video Expression: Occupying the Primary Battlefield of News Propaganda

Short videos play an indispensable role in major event reporting due to their lightweight format, rapid dissemination, visual vividness, and strong sense of proximity and followability, making them the “light cavalry” of communication power. Henan Television’s various media platforms promptly forwarded central media messages with accompanying short video series such as “Outstanding Henan @,” following the General Secretary’s inspection 足迹 while providing background links and detailed introductions to the characteristics of visited locations. Central media reports about Henan were reprocessed and pushed across multiple platforms to expand information volume and improve dissemination rates.

On May 12, when the General Secretary arrived in Nanyang, Henan Television

immediately released short videos including *Xi Jinping Inspects and Researches in Nanyang, Henan* and *V-View: Three Places in Henan the General Secretary Visited Today* across multiple official platforms. On the same day, Yingxiang Network launched the integrated special topic “Under the Guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, Keeping Firmly in Mind the Entrustment, Outstanding Henan,” aggregating multiple columns including “Headlines,” “Important News,” “Planning for Outstanding Performance,” “China Dream, Yellow River Sentiment,” and “Central Media Views Henan” to provide round-the-clock rolling coverage of related integrated media content. The Rule of Law Channel’s WeChat public account published *Why Did Xi Jinping Pay Attention to These Celebrities and Famous Products During His Henan Nanyang Inspection?* using multiple formats including text, images, and video for timely follow-up reporting. The Mammoth News client launched in-depth series such as *Henan’s Traditional Chinese Medicine Output Value Reaches 17.5 Billion, Ranking Top Three Nationwide* and short video series including *I Guard the Danjiang River at the Canal Head* and *How Beautiful Are the Roses the General Secretary Saw?*, triggering strong public response.

Short videos vividly demonstrated Henan’s earnest practice of remembering the General Secretary’s entrustment. The Daxiang News client utilized archival materials to produce *Old Images of Xichuan Migrants*, which exceeded 17.79 million Douyin views by noon on May 16. During the inspection period, the entire network pushed 147 related short videos. The 1-minute-40-second rap *Xuanhu* (Hanging the Gourd) highlighted Henan’s splendid traditional Chinese medicine culture, igniting the internet within 24 hours of release with over 10 million total views on Sina Weibo’s domestic news list and over 10,000 user comments. The video was praised by netizens with comments like “My hometown Henan, my pride!” and “Millennia of Shennong, eternal Qi Huang, Central Plains traditional Chinese medicine culture is profound with a long history.”

Visual symbols effectively told Henan’s story and showcased its magnificence. Between May 15-16, Henan Television launched multiple short videos including *Proud Village: Gaocun Harvest Waltz* and *Proud Village: Painting Sanhe Village*, which exceeded 600,000 clicks. The *Hello Metropolitan Circle* column specially planned an interview with Wu Yuancheng, co-author of *Lifeline*, to reproduce the magnificent undertaking of the South-to-North Water Diversion Middle Route Project. The “South-to-North Water Diversion” series of short videos included *The Canal-Protecting Teenager Who Entered the Great Hall of the People Has Grown Up* and *Good Mountains and Good Waters in Nanyang, Fresh Fish and Sweet Oranges for You to Taste!*, with the microblog topic #79 Million People Share the Same Water Source as Henan# exceeding 2 million views and landing on the national news list. The short video *Traditional Chinese Medicine Goes Overseas, Inheritance and Innovation* exceeded 100,000 plays across the network, while *Little Mugwort Has Big Dreams* used mugwort’s medicinal and edible value in traditional medicine to tell stories of national sentiment, with eight Douyin short videos including *Nanyang in May, Beautiful Like Roses* and *New Rap Release of Traditional Chinese Medicine “Xuanhu”*

accumulating over 20 million views.

3. Heavyweight Planning: Launching Large-Scale Integrated Media Series

Large-scale integrated media series implement the “four forces” of journalism, using advanced technological means to highlight the depth of major thematic reporting, extend its thickness, and expand its breadth. During General Secretary Xi Jinping’s inspection of Henan, starting May 13, Television Department Four and Channel One collaborated with Metropolitan Channel to launch the three-episode series *Torrent Trilogy: Epic of Mountains and Rivers, Monument on Earth, and Galloping Era*. The series extensively used aerial photography, time-lapse filming, and virtual implantation technology to review the Chinese Communist Party’s century-long Yellow River management practices, broadcasting on Henan Satellite TV from May 13. The News Department launched the series *My Home by the Yellow River*, selecting typical areas like the Kaifeng Yellow River Ecological Corridor and using local residents’ experiences as entry points to produce stories including *Millennia-Old Hanging River Witnesses Ecological Changes* and *The “Green Veil” on the North Bank of the Yellow River*, demonstrating Henan’s high-quality development practices through small 切口, with the Weibo topic #MyHomeByTheYellowRiver# exceeding 3.5 million views.

The Urban Affairs Department specially launched the integrated media special topic “Henan at This Moment, Beautiful Moments,” releasing one graphic article every hour from 6 AM to 11 PM on May 13 to instantly record beautiful moments across Henan throughout the day, with the Weibo topic #HenanAtThisMomentBeautifulMoments# exceeding 10 million views by May 13. From May 11-14, the four-episode documentary *Taihang-Wangwu* broadcast on CCTV-9 during prime time, telling the immortal legend of Yugong’s descendants in Jiyuan, Henan. Starting May 11, Xuexi Qiangguo and domestic leading commercial platforms distributed the film across the network, triggering widespread attention.

4. Effective External Propaganda: Transmitting Henan’s Strongest Voice

Henan Television planned ahead through CCTV platforms for pre-heating coverage, actively displaying Henan’s recent vivid practices in remembering the General Secretary’s entrustment through reports including *Is the Era of “Large Agricultural Machinery” Still Far Away?*, *The Leader’s Tribute: Turning Tears into Paulownia Rain*, and *Shouldering Heavy Responsibility for Food Security*. The station proactively coordinated with CCTV’s political reporting team, cooperating on footage collection one week before the inspection and transmitting nearly ten hours of reporting materials. During the inspection period, Henan Television dispatched multiple teams of journalists to cooperate fully

with CCTV' s reporting team for frontline interviews, ensuring comprehensive support for on-site reporting needs.

On May 13, CCTV' s *News and Newspaper Summary* and *National News Broadcast* broadcast the recorded report *Nanyang, Henan Develops Characteristic Planting Industry, Embarks on Path to Strengthen Agriculture and Enrich People* as headline news with a duration of three and a half minutes. On May 16, CCTV' s *News Broadcast* broadcast as headline news *Providing Strong Water Security Guarantee for Building a Modern Socialist Country in All Respects—General Secretary Xi Jinping' s Important Speech at the Symposium on Promoting High-Quality Development of Follow-up Projects to the South-to-North Water Diversion Project Causes Warm Response*, while CCTV' s *National News Broadcast* broadcast as headline news *General Secretary Xi Jinping' s Inspection and Research in Nanyang City Triggers Warm Response*.

Author Biography: Zhang Fang (born 1984), female, from Suiping, Henan, holds an editorial position, research direction: journalism.

Responsible Editor: Li Jing

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

Source: ChinaXiv —Machine translation. Verify with original.