

How Traditional Media Can Enhance Their Dissemination Power Through Post-Prints Today

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Abstract

The converged media era has brought tremendous challenges to the development of traditional television media. Although product quality constitutes the foundation of survival for television media, enhancing dissemination power exerts a tremendous impetus on the innovation and development of traditional television media in the new era. In the converged media era, users' approaches and channels for information acquisition have become more diversified, and their lifestyle habits, reading habits, information acquisition habits, among others, have undergone substantial changes. Therefore, integrating the characteristics of the contemporary converged media era with people's information demand features to achieve innovation and development of traditional television media represents an inevitable trend. This paper primarily employs television media as an entry point to analyze the significance of enhancing traditional media's dissemination power in the current context, identify the main directions for traditional media to improve dissemination power, and investigate specific implementation strategies.

Full Text

How Traditional Media Can Enhance Their Dissemination Power in the Current Era

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Abstract: The era of media convergence has brought tremendous challenges to traditional television media. While product quality remains the foundation for survival, enhancing dissemination power plays a crucial role in driving innovation and development in the new era. In this converged media landscape, users have more diversified ways to access information, and their lifestyles, reading habits, and information consumption patterns have undergone significant

changes. Therefore, achieving innovation and development in traditional television media by aligning with contemporary media convergence characteristics and people's information needs represents an inevitable trend. This paper focuses on television media as an entry point to analyze the importance of enhancing traditional media's dissemination power, identifies the main directions for improvement, and examines specific implementation strategies.

Keywords: traditional media; television media; media convergence; dissemination power; credibility

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Traditional television media has long served as a crucial channel for information acquisition, distinguished by its rigorous program review and management systems that confer significant advantages in content quality and credibility. However, with China's economic and technological development, the era of media convergence has arrived. The internet enables massive information dissemination unrestricted by time or location, particularly in the current self-media era where anyone can become an information publisher. As audience expectations continuously rise and new media platforms proliferate, television media faces severe challenges. To break through bottlenecks and achieve innovation and transformation, television media must prioritize enhancing its dissemination power.

1. The Importance of Enhancing Traditional Media's Dissemination Power

Traditional media has always constituted China's mainstream media, playing a vital role in guiding public thought, shaping social values, promoting positive energy, and enhancing cohesion among social groups. Traditional television media serves as a crucial platform for the Communist Party of China to publicize its cause and conduct cultural construction. In the contemporary era, researching methods to enhance traditional media's dissemination power proves essential for promoting Chinese culture, advancing new-era cultural construction, and conducting external communication. This importance manifests in four key aspects:

First, enhancing dissemination power represents a survival imperative for contemporary television media [1]. As life rhythms accelerate, audience groups face limitations in time and energy available for information acquisition, intensifying competition among media outlets. The speed and richness of information

dissemination on new platforms have become primary causes of television media's audience erosion. According to relevant reports, television audiences have declined continuously in recent years, with the remaining audience showing an aging trend and significantly losing appeal among young and middle-aged demographics.

Second, it addresses the need for disseminating mainstream ideology. Television media remains a primary platform for the Party to publicize its policies and a crucial channel for promoting social positive energy and mainstream thought. With the internet flooded with mixed-quality information—including false, reactionary, and vulgar content that distorts public values—enhancing television media's information dissemination power becomes critical to better fulfilling its propaganda function.

Third, it meets the requirements of China's cultural construction. Television media serves as an important vehicle for cultural construction, with functions in cultural promotion, heritage education, social service, and cultural advancement. Enhancing its dissemination power—improving information gathering capabilities, program production quality, and expanding audience reach—satisfies the people's growing spiritual and cultural needs while serving as a vital channel for socialist values.

Fourth, it strengthens China's external propaganda capabilities and soft power. As mainstream media, television bears responsibility for external cultural communication, representing an important manifestation of cultural soft power. This proves particularly crucial for gaining greater international discourse power amid fierce competition in global information dissemination. Television media serves as a bridge for cultural exchange between China and the world, a vehicle for showcasing excellent traditional Chinese culture, and an important channel for China's international voice. Therefore, enhancing television media's dissemination power strengthens external propaganda and shapes the image of the Party and government.

This analysis demonstrates that enhancing television media's dissemination power is essential for fulfilling its responsibilities in publicizing the Party's cause and national policies, advancing cultural construction, and guiding the public to establish correct values [2].

2.1 Multi-layered Manifestations of Contemporary Media Dissemination Power

Media utilize their information platforms to disseminate collected information resources through various channels and forms, influencing audiences to form specific information concepts, behavioral habits, and thinking patterns. Media dissemination power primarily encompasses the reach of information dissemination, transmission speed, intensity, and corresponding communication effects. Simply understood, it represents the ability to disseminate acquired information to generate influence.

2.2 Diversification of Contemporary Television Media Communication Forms

In today's era of media convergence, where various new media platforms continuously emerge, traditional television media faces enormous challenges but also opportunities for diversified development. To achieve progress, television media must innovate, particularly by diversifying communication forms. Many television stations have already implemented reforms by integrating new media's faster and broader communication methods, achieving notable success. In this diversification process, television media must emphasize the utilization of internet information technology, establishing accounts on popular platforms such as WeChat, Douyin, and various short-video applications to facilitate greater interaction with audiences. This approach not only attracts more viewers but also leverages big data technology to obtain information resources and data on information trends, providing a more scientific basis for improving program quality and content.

2.3 Diversified Development Trends in Contemporary Television Media Dissemination Power

Enhancing traditional television media's dissemination power today requires not only opening more information release channels but also improving program quality, expanding content, enhancing brand effects, and increasing information credibility in line with social development characteristics and audience needs. This represents a diversified development trend. Television media must consistently prioritize content as the primary driving force, obtaining the latest information through multiple channels, integrating relevant content, and demonstrating its sense of responsibility and influence as mainstream media during information dissemination. To attract more attention, television stations can also innovate program formats by incorporating popular variety shows favored by young people. In summary, enhancing traditional television media's dissemination power requires a more comprehensive and broad perspective, fully developing inherent advantages while improving service consciousness to provide diversified information services to audiences [3].

3.1 Building Integrated New-type Television Media

With the development of internet information technology and the continuous emergence of new media, traditional television media's influence has declined, and many program ratings have been severely affected. In today's converged media environment, enhancing traditional television media's dissemination power requires targeted solutions to current problems. Building new-type television media has become urgent. The most important aspect of transformation is acquiring more audiences, including converting traditional television viewers into new media users. This requires establishing digital communication platforms and creating mobile clients, enabling audiences to watch programs through mo-

mobile terminals such as smartphones and computers. Television stations should establish official websites to publish relevant information, provide program viewing channels, build user feedback platforms, and strengthen customer service management. This approach broadens information release channels, increases viewing pathways, overcomes limitations of time, equipment, and location inherent in traditional television media, expands audience reach, and obtains more user feedback. Robust customer service platforms better embody the user-centered development principle. For instance, by building their own network platforms, many users can watch programs on computers and smartphones via relevant websites. Simultaneously, through QR codes and WeChat official accounts, audiences can access more information and provide feedback. Information content can be disseminated in various forms including audio, video, images, animations, and text [4].

3.2 Emphasizing Credibility Enhancement

Compared with emerging media, traditional television media's greatest advantage lies in its unparalleled credibility. As China's mainstream media, television bears important social and national responsibilities including promoting excellent traditional Chinese culture, publicizing Party and state policies, guiding mainstream thought, promoting social positive energy, and conducting external exchanges. Consequently, its information content possesses greater authority and credibility. To enhance new-type television media's dissemination power, careful attention must be paid to news topic selection, content production, and communication format design. Through rational design, effective news information dissemination can be achieved, fully realizing news value and generating deeper impact. For example, in news topic selection, choosing subjects that better capture public attention and employing more guiding approaches during content integration can maximize news value and play a guiding and leading role in thought, thereby enhancing both credibility and dissemination power. During news content production, attention must also be paid to editing quality regarding length, key points, and logic to avoid information confusion and unclear priorities that reduce news quality. In releasing foreign-related news information, emphasis should be placed on viewpoint expression, handling international news events with an unassuming yet firm and calm attitude to enhance China's cultural soft power.

3.3 Strengthening Brand Building

Brand building represents another crucial method for enhancing television media's dissemination power. Brand characteristics manifest not only in traditional elements such as station logos, promotional videos, and host image building but also in fully embodying the information service tenet of audience-centeredness in new-type television media construction. By maintaining closer contact with audiences, television media can enable viewers to better experience spiritual enjoyment and cultural enhancement while obtaining news information and watch-

ing programs. For example, by building brand effects and creating more guiding and influential programs, “A Bite of China” was beloved by audiences across all levels after broadcast. The program not only provided viewers with a culinary journey but also led them to appreciate dietary cultures and spiritual heritage from across the country, fully demonstrating mainstream media’s role in cultural promotion. Additionally, the production of certain variety shows has attracted large followings, expanded audience groups, enhanced brand effects, improved program ratings, and achieved innovative development [5]. During local news production and broadcasting, various television stations utilize social hot events and new media language to transmit information and express viewpoints, making news communication methods better align with modern audience needs and thereby enhancing news influence. New-type television media brand building requires combining inherent characteristics with diverse formats and content to increase information influence and acquire more users, thereby enhancing television media’ s dissemination power.

3.4 Innovating Program Interaction Management

Information interaction represents one of the important characteristics of the new media era. Therefore, enhancing traditional television media’ s dissemination power must emphasize communication and exchange with audiences. By providing more interaction platforms through live broadcasting, text messaging, hotlines, and other methods, and strengthening customer service management, television stations can ensure responses to user feedback, improve information service quality, and combine relevant strategies to elevate overall effectiveness.

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

Source: ChinaXiv –Machine translation. Verify with original.