

“Cloud” Rendezvous, “Convergent” Coverage: An Analysis of Communication Patterns in Henan Radio and Television Station’s Provincial Two Sessions News Reporting (Postprint)

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

Abstract

The right tools are essential for success. In 2021, the provincial “Two Sessions” have commenced across China. During this “extraordinary” period of pandemic prevention and control, various provinces have launched “extraordinary” reporting initiatives. This article takes the coverage of the provincial “Two Sessions” by Henan Radio and Television Station as a case study, analyzing how such coverage demonstrates substantive results and professional expertise through dedicated efforts in the application of new technologies and deep integration.

Full Text

“Meeting in the ‘Cloud’ and Viewing the Two Sessions Through ‘Convergence’ : An Analysis of Henan Radio and Television Station’s News Coverage Patterns for the Provincial Two Sessions

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Abstract: To accomplish a task, one must first sharpen one’s tools. The curtain has risen on the 2021 provincial Two Sessions across China, and during this extraordinary period of pandemic prevention and control, each province has launched extraordinary coverage. This paper examines Henan Radio and Television Station’s reporting on the provincial Two Sessions as a case study, analyzing how provincial Two Sessions coverage has made efforts in applying new technologies and deepening integration...

Keywords: cloud technology; convergent communication; provincial Two Sessions; communication patterns

CLC Number: G216

Document Code: A

Article ID: 1671-0134(2021)02-100-03

DOI: 10.19483/j.cnki.11-4653/n.2021.02.029

1. “Establishing” the Tone and “Strengthening” Mechanisms to Seize the Commanding Heights of Public Opinion

1.1 Meticulous Planning and Decision-Making Deployment

Henan Radio and Television Station attached great importance to the publicity and reporting work for the 2021 provincial Two Sessions. Station leadership successively chaired news publicity coordination meetings to arrange and deploy publicity and reporting work, putting forward the general requirements of “clarifying themes to gain the initiative; adhering to 5G support and cloud media production; strictly observing discipline to achieve innovation and excellence without errors,” thereby ensuring that Two Sessions publicity and reporting were carried out powerfully, orderly, and effectively. According to statistics, from January 18 to 21, 2021, Henan Radio and Television broadcast a cumulative total of over 2,173 Two Sessions news stories, including more than 1,657 new media posts, achieving a total readership of 410 million.

1.2 Launching Publicity Work Mechanisms

The station’s Two Sessions publicity working group took the lead in formulating Henan Radio and Television’s 2021 Two Sessions publicity work plan and reporting plan. During the conference, they actively organized, coordinated, and provided services, promptly conveying publicity directives from higher-level departments and station leadership, and guiding public opinion management and control. By writing daily “Two Sessions Special Reports,” they timely extracted and organized publicity highlights from various media, grasped publicity trends, and conducted spot checks and supervision on the implementation of the three-level, three-review system for some media according to leadership deployment, ensuring all work was properly implemented.

1.3 Advance Preparation to Ensure Flawless Execution

In response to pandemic prevention and control requirements, this year’s Henan Provincial Two Sessions implemented closed-loop management. Henan Radio and Television’s conference staff, journalists, videographers, and technical personnel overcame difficulties and took proactive initiatives, ensuring that interview activities, live reporting, and program production and broadcasting all proceeded smoothly without error. The station’s integrated media planned ahead, upheld innovation while maintaining integrity, and during the pre-heating period for the provincial Two Sessions, successively launched combined integrated

media reports that sparked high societal attention to the newly opened Two Sessions, with new media readership increasing dramatically compared to the same period last year.

2. “New” Perspectives and “Cloud” Interaction: Opening New Audiovisual Horizons for Radio and Television

2.1 “Cloud” Technology Empowering New Communication Patterns

Cloud communication is an information transmission and sharing model that emerged under cloud computing technology conditions, using “sharing” as its communication mechanism and cloud services as its media platform, with communication activities and processes essentially completed in the cloud.[1] While cloud communication took shape and reached considerable scale in the 4G era, technical limitations prevented it from realizing its true value. Under 5G network technology conditions, these limitations are expected to be lifted, unleashing new vitality for cloud communication. Henan Radio and Television boldly adopted new technologies and invested in new equipment, equipping frontline journalists with lightweight production and editing devices supported by 5G networks that interconnect with the station’s internal production systems. Through real-time audio-visual information collection and rapid sharing, they constructed an unlimited cloud production and broadcasting system, enabling editorial staff to mobilize various resources without closed-environment restrictions. Empowered by new technologies and equipment, the Two Sessions reporting team innovated vigorously across content, genre, form, methodology, means, and tone, launching a series of refreshing integrated media reporting products.

2.2 “Live Streaming” Resources Achieving Multi-Terminal Coverage

Live streaming represents the most revolutionary communication form in the online field, becoming a common mode of transmission due to its contextualization and deeply embedded interactive effects. Two Sessions-themed live streaming achieves effective integration of “live scenarios, mainstream discourse, and public agendas.” [2] The real-time presentation of live streaming satisfies audience psychological demands of “I’m on the scene” and “expectant at any moment,” with its authentic sense of presence easily immersing users and achieving high levels of social participation. With advances in internet technology and the maturation of 5G technology, any location with mobile signal can become a live broadcast site. Mobile live streaming enriches both news content and form, gradually becoming a fundamental medium in contemporary society and changing communication patterns.[3] During the 2021 provincial Two Sessions, Henan Radio and Television used 5G network live connections to report Two Sessions news from all angles and perspectives. Media platforms including the Elephant News client, Radio News Division, News Channel, and Yingxiang Network successfully completed live broadcasts of the CPPCC opening ceremony

and member passage, NPC opening ceremony and delegate passage, the second plenary session of the NPC, and the third plenary session and closing ceremony of the NPC.

While conducting live broadcasts and news reporting, Henan Radio and Television used posters, V-videos, and other formats to disseminate content on new media platforms, releasing preview information immediately and promptly publishing edited clips of individual delegates' and members' speeches, achieving multi-platform, multi-level, and full-time-effect communication that sparked waves of online dissemination. The Elephant News client immediately launched "First-Speed Direct Hit on the Government Work Report," using multi-image formats to comprehensively display the main content of the government work report and convey the government's voice to the people at the first moment. The Television News Center, while live broadcasting the "Delegate and Member Passage," completed clip editing within three minutes after each speech, added new media headlines, and presented them immediately on the Elephant News client. On January 19, they also promptly launched an audio-visual short video "Government Work Report: The Governor's Warm Words." The Radio News Division's "Henan Radio News" opened a "Report Speed-Reading" section, sorting out key points from the government work report in the shortest time and delivering them instantly to audiences' palms. Numerous netizens commented: "Governor Yin is awesome," "Thumbs up for Henan," and "Proud to be from Henan."

2.3 "Cloud Interviews" Breaking Temporal and Spatial Reporting Limitations

Held under normalized pandemic prevention and control, this year's provincial Two Sessions featured "cloud interviews" as a major reporting characteristic. The cloud interview system returned signals with clear picture quality and smooth audio that could meet large-screen broadcast requirements. Transmission bitrates could be adjusted according to guests' local network environments, ensuring smooth live streaming even under poor network conditions and satisfying new media live broadcast requirements. Guests could see real-time studio footage on their phones and interact with hosts, increasing program participation. The cloud connection system enabled cloud-based live connections and interactive live broadcasting across large and small screens, enhancing user viewing experiences and enabling Two Sessions voices to spread deeper and farther.

The Elephant News client launched the short video product "Xiao Yue Looks at the Two Sessions" through "cloud interviews," using a journalist's perspective to bring audiences into this year's provincial Two Sessions and showcase its new changes. Television's "Henan News Broadcast" launched the "Two Sessions Cloud Interview" public opinion channel, using 5G transmission and cloud media production to invite delegates and members to interact across screens, focusing on building a "happy and beautiful home" and addressing people's livelihood concerns. These cloud interviews increased visualization and interac-

tivity, allowing public opinion to reach the Two Sessions directly and promptly conveying the people' s voice. The Television News Center launched the “Two Sessions Cloud ‘Xu’ Stories” short video series, exploring and revealing the Two Sessions from a youth perspective. Through cloud media live technology, they achieved “zero-distance” interaction from “face-to-face” to “screen-to-screen,” using language and tone suited to young viewers to present the Two Sessions from a different angle and bring audiences a new Two Sessions experience. The Radio News Division built a 5G “cloud platform” through the “Two Sessions Cloud Dialogue” program, enabling zero-distance communication between delegates, members, and the public. Among these, integrated media reports like “Click! Stories Are Coming” and “Delegates and Members, Ready!” gave everyone a genuine sense of the Two Sessions. The Radio Traffic Division launched the “An Ran Looks at the Two Sessions” 5G on-site reporting, with journalist An Ran filming Two Sessions delegates and members through “cloud interviews” and producing short videos for new media release. The Legal Channel’ s “Legal Scene” opened a “Focus on Henan Two Sessions” column, reporting on key issues related to the provincial Two Sessions (especially law-related issues) through “cloud interviews.” The Oriental Today & Mammoth News launched the special planning “Two Sessions Cloud Interaction,” connecting with delegates and members separately through 梳理, and selecting one livelihood topic daily for serial publication.

3. “Accelerating” Speed and “Expanding” Dimensions: Creating Headline Projects and Current Affairs Micro-Videos

3.1 “Network News Headlines” Enhancing Public Opinion Guidance

As the primary publicity position for radio and television to convey major policies, “News Broadcast” plays an increasingly important role in guiding public opinion. Within “News Broadcast” programs, headline news occupies a dominant position.[4] Therefore, full attention must be paid to the role of headline news, topic selection determination, and reporting methods, especially during the Two Sessions period when “News Broadcast’ s” guiding role becomes more prominent. Television’ s four departments and one channel actively explored innovations in major current affairs reporting. This year, “Henan News Broadcast” opened the Two Sessions general column “Central Plains ‘New’ Map,” planning and launching five sections: “News Feature,” “Delegates and Members Hot Discussion,” “New Two Sessions Wind,” “Two Sessions Cloud Interview,” and “Data View of Two Sessions,” focusing on key content including the government work report, the 14th Five-Year Plan, and 2035 long-range objectives. “Delegates and Members Hot Discussion” selected one theme daily to extract keywords and identify entry points, with delegates and members discussing their feelings and suggestions based on the report, creating an approachable and authentic atmosphere. “New Two Sessions Wind” focused on new changes in this year’ s Two

Sessions regarding pandemic prevention and control and smart Two Sessions, demonstrating a more open and confident Henan and “viewing” the Two Sessions from the masses’ perspective, invisibly strengthening the bond between ordinary people and the Two Sessions.

Due to the compressed schedule of this year’ s provincial Two Sessions, most important procedural activities and provincial leaders’ participation in delegation deliberations were arranged in the afternoon or even evening. Television News Center columns remained on standby at all times, maintaining close contact with frontline journalists to timely transmit and edit footage according to meeting conclusion times. At 6:27 PM on January 19, the second meeting of the presidium of the Fourth Session of the 13th Henan Provincial People’ s Congress concluded. To ensure broadcast on that evening’s “Henan News Broadcast,” frontline journalists filmed, edited, and transmitted segment by segment, while backend editors received, narrated, edited, and reviewed segment by segment, dividing one news story into several tapes for live broadcast to ensure safe broadcast for the day. Thanks to adequate preliminary preparation and clear division of labor, seamless coordination between front and backend teams enabled “Henan News Broadcast” to extend live broadcasting for four days, broadcasting procedural, thematic, and coordinated reports in tiers within limited time, delivering substantial content. The Two Sessions reporting was accomplished with vigor, color, and momentum, achieving innovation, excellence, and quality, ensuring perfect presentation of provincial Two Sessions content on “Henan News Broadcast” with complete coverage and zero-accident safe broadcasting.

3.2 Current Affairs Micro-Videos Leveraging Strengths to Create Quality Products

As an emerging communication model, current affairs micro-videos serve as a bridge for communicating political information between government and the public. The emergence of new media has opened new channels for current affairs news reporting. Editing and condensing current affairs news into short videos of a few minutes can both help audiences grasp key news points and save news reading time, while also utilizing the internet for extensive and rapid dissemination, enhancing the timeliness and influence of current affairs news. In the process of forwarding and discussing, audiences’ sense of participation is further satisfied. As a major highlight of this year’ s provincial Two Sessions, current affairs micro-videos represent an important driving form for Henan Radio and Television, as a mainstream media outlet, to actively transform its discourse patterns and innovate current affairs expression.

The Elephant News client launched a series of videos including “Central Plains ‘New’ Map: 3 Minutes to Hear the Governor’s ‘14th Five-Year’ Vision,” “Xiao Yue Looks at the Two Sessions VLOG,” and “Connecting with Members,” conveying delegates’ and members’ voices to the public and answering popular livelihood questions about healthcare, education, pension, and housing in a relaxed and pleasant manner, showcasing new changes in the 2021 Henan Two Sessions. The

Television News Center enhanced integrated media awareness and attempted new media filming approaches, focusing cameras on the characteristics, highlights, and differences of this year's Two Sessions, as well as delegates' and members' participation demeanor under special circumstances. On January 21, immediately after the NPC closing, they launched "Today They Took the Constitutional Oath." "CPPCC Moments Under the Starlight" recorded how members, despite the compressed schedule, maintained uncompromised meeting quality by utilizing evenings for deliberations. "Performing Duties 'Across the Air' Under Pandemic Prevention and Control!" reported how, similarly affected by the pandemic, many CPPCC members from Hong Kong, Macao, and Taiwan sectors could not attend as scheduled, prompting the conference affairs team to install remote smart equipment, providing them with "thousand-mile eyes" and "wind-listening ears." Yingxiang Network's self-produced short video "Riding the Waves! Decoding Henan's 2020 Report Card" interpreted the government work report in a lively animated format, attracting attention immediately upon launch and being promoted across the entire network by the Henan Provincial Cyberspace Administration.

4. "Skillful" Expression and "Substantive" Content: Creating Integrated Media "Blockbuster" Products

This year's provincial Two Sessions saw various media outlets launch a series of integrated media creative interactive products, including columns, creative videos, and pictorials, with complete categories, distinctive features, and three-dimensional diversity, concentrating efforts through multiple channels and media.

4.1 Grand Themes with Great Sentiment

In this year's Two Sessions reporting, Television News Center's new media products became the "traffic" leaders. In addition to the blockbuster "Two Sessions Cloud 'Xu' Stories," they launched a series of products including the audio-visual version short video of the "Government Work Report," the "2020 Henan Report Card" series of posters, and "Delegates' and Members' '14th Five-Year' Small Goals," interpreting and publicizing the Two Sessions spirit with rich formats, lively tones, and a common people's perspective. On January 21, the series of short videos "Implementing New Development Concepts: The Provincial Party Secretary's Moving Words" was launched, selecting and refining the moving words from Secretary Wang Guosheng's speeches, such as "The people's hearts are the roots of Communists" and "To implement new development concepts, we must remember that popular support is the greatest politics, and making life better for the people is the most important political achievement"—every word centered on the people, every sentence concerned the masses. Upon release, the series attracted widespread attention both inside and

outside the province, with major mainstream media in the province forwarding it immediately. Netizens commented: “Excellent, the speech is warm and touching,” “These words really speak to the heart, this is sincere talk,” and “My great Henan is becoming stronger.” According to incomplete statistics, the series garnered nearly 20 million clicks across the entire network, with hundreds of popular comments under each daily short video, simultaneously flooding Henan people’s social media circles and sparking a new climax in Two Sessions publicity. The Special Topics Department’s “Dialogue Central Plains” launched the special report “Delegates and Members Discuss Rural Revitalization: Turning Weaknesses into New Growth Poles,” which, from theoretical and practical perspectives, connected with grassroots NPC delegates to share their practical experiences, suggestions, and visions for rural revitalization.

4.2 New Forms and Skillful Dissemination

The Elephant News client produced the Henan Two Sessions special planning “Henan, Full Score!” using SVG long-form graphics to let people intuitively feel Henan’s changes in 2020. After the closing ceremony, the Elephant News client launched the long graphic “Drawing the Central Plains ‘New’ Map, Embarking on the Central Plains ‘New’ Journey,” achieving excellent dissemination results. The Radio Traffic Division filmed and produced the series of short videos “‘14th Five-Year’ Small Dictionary,” launching “What is the ‘New National System,’ Do You Understand?” and other episodes. The Radio Life Division specially planned the Two Sessions series of short videos “Quick Look at the Two Sessions” and “Two Sessions in Numbers,” the Two Sessions video special “Striving Henan, Youthful Henan,” and pushed the long graphic “Two Sessions Express.” The Radio Metropolitan Division specially planned the column “Two Sessions High-Frequency Words,” vividly highlighting the focus of this “Two Sessions” by reviewing high-frequency words like “development” and “construction.” The Metropolitan Channel’s “Metropolitan Report” launched the series micro-video planning “New Life, New Struggle—2021 Road Ahead” and the poster “New Along the River During the Qingming Festival: Praise for Henan” across large and small screens, panoramically showcasing Henan’s poverty alleviation work during the “13th Five-Year” period and its grand vision for achieving moderate prosperity, winning widespread praise with netizens actively commenting “Henan is great!” and “Our soaring Henan is truly great!” The Commentary Department’s “Two Sessions Special Report” program adopted the format of “news events + latest policies + report content + delegates’ and members’ viewpoints,” responding to people’s demands at a deep level and excavating constructive opinions and suggestions. The Public Channel released “Big Data Views the Two Sessions (5)—Two Sessions Focus: Understanding Henan’s Government Work Report in One Graphic,” presenting the main content of the government work report through four clearly organized data sections, leading everyone to read easily and intuitively.

4.3 Light Fashion and Interesting Expression

The Radio News Division's short video reports such as "Upgrade 'Great'," "Click! Stories Are Coming," and "Who to Pat in the Group Today" feature novel formats full of creativity, expressing grand themes from a youth perspective, with netizens repeatedly "liking" Henan's development. Among them, the creative video "Upgrade 'Great'" received comments like "Beautiful Henan will surely become more splendid." Yingxiang Network opened with video animation and integrated wide-screen animated banners for strong visual impact, launching the new packaging "Network Pro Two Sessions Special Edition" for integrated reporting on the 2021 Henan Two Sessions, and the interactive mini-game "H5: Unbox Blind Boxes, Know People's Livelihood! Surprise 2021, Waiting for You to Open," calling on netizens to participate interactively. The thematic reports "Amazing Henan People," "Moderately Prosperous Answer Sheet," "Zhengzhou-Style Moderate Prosperity," "My '14th Five-Year,'" and "Quality of Moderate Prosperity" were integrated comprehensively, covering key topics from the 2020 National Two Sessions. Oriental Today & Mammoth News planned and launched the H5 "Listen to Henan Dialect, Instantly Understand the Government Work Report," which, besides using Henan dialect for dialogue, also integrated comics and quizzes in the H5 product, attracting many young netizens' attention and creating an impulse for many netizens to eagerly take the quiz test. Upon launch, this creative H5 quickly went viral, with 920,000 netizens participating in the quiz, becoming that day's blockbuster product.

The 2021 Henan Provincial Two Sessions reporting innovated concepts, content, forms, and methods, fully applying new integrated media technologies, supported by 5G technology, using "cloud interviews" and other means to reconstruct the entire process of collection, editing, broadcasting, and transmission, expanding communication space through multiple channels including the Elephant News client, network news headlines, and short video platforms, integrating into one and merging into a unity, presenting hundreds of millions of audiences with provincial Two Sessions reporting that is deep, warm, innovative, and grounded.

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(Responsible Editor: Li Jing)

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

Source: ChinaXiv – Machine translation. Verify with original.