

Postprint: Innovative Exploration of Broadcasting All-Media “Two Sessions” News Reporting in the Mobile Internet Era

Authors: Zhang Fang

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

Abstract

“Two Sessions” news reporting constitutes a major focus of mainstream media’s conference coverage and serves as an essential component for producing outstanding conference reporting in the mobile internet era. Technology has enabled converged media communication; in the mobile internet era, on the grand stage of media convergence communication, “Two Sessions” news reporting continuously innovates and explores, featuring richly diverse narrative methods, with multi-format reporting forming a synergistic force and presenting numerous highlights. To better investigate radio and television all-media “Two Sessions” news reporting in the mobile internet era, this study selects Henan Radio and Television Station’s “Two Sessions” news reporting from 2018 and 2019 as its textual corpus, examining how “Two Sessions” news reporting can achieve political consciousness, guidance orientation, discipline compliance, and quality production.

Full Text

Preamble

Abstract: Coverage of the “Two Sessions” represents a centerpiece of mainstream media’s conference reporting and constitutes a vital component of innovative reporting in the mobile internet era. Technological advances have enabled converged media communication, and during the mobile internet age, “Two Sessions” reporting has continuously explored new frontiers on the stage of integrated media communication. Narrative approaches have grown increasingly diverse, with multi-form reporting creating synergistic effects and producing remarkable highlights. To better examine “Two Sessions” reporting by broadcast media in the mobile internet era, this study analyzes Henan Radio and Television Station’s coverage of the 2018 and 2019 “Two Sessions,” investigating

how such reporting achieves political integrity, maintains correct orientation, observes discipline, and produces quality work.

Keywords: “Two Sessions” reporting; converged media reporting; innovative exploration

Classification Code: G222

Document Code: A

Article ID: 1671-0134(2019)12-029-03

DOI: 10.19483/j.cnki.11-4653/n.2019.12.005

Citation Format: Zhang Fang. Innovative Exploration of All-Media “Two Sessions” News Reporting by Broadcast Media in the Mobile Internet Era [J]. China Media Technology, 2019(12): 29-31.

Author: Zhang Fang

1. Cross-Media: Converged Media Narrative Becomes the Norm

“Two Sessions” news propaganda work represents both the focal point and highlight of annual publicity efforts. With technological progress and development, converged media communication has gradually become normalized, providing “Two Sessions” reporting with more diverse presentation formats. “Two Sessions” coverage continuously engages with the public in more authoritative, accessible, engaging, and understandable ways, bringing welcome changes courtesy of the converged media era. For Henan Radio and Television Station (hereinafter “Henan Station”), this transformation is profoundly evident. The characteristics and highlights demonstrated in its coverage reveal how mainstream media leverage converged media platforms to effectively disseminate conference content and resolutions to broader audiences, achieving optimized communication effects and continuous upgrades.

During the 2018 National “Two Sessions,” Henan Station assembled a hundred-person frontline reporting team in Beijing, establishing the theme “Our New Era” to guide its “Two Sessions” coverage. The station strengthened planning around this theme, opened special columns, focused on hot topics, innovated forms, and implemented converged communication. Similarly, for the 2019 National “Two Sessions,” Henan Station established the overarching theme “Achieving New Splendor Through Hard Work,” firmly grasping the direction and priorities of propaganda. From large media organizations to individual publicity departments, agenda-setting remains essential and central. For instance, Henan Station’s Aviation Port Satellite TV, along with its overseas satellite channels, OTT television, WeChat, Weibo, and website, exclusively planned the “Global Perspective on Two Sessions” series, rolling out stories under the major theme in an orderly fashion. This approach, centered on the core agenda with strong goal awareness, yielded excellent communication results.

2. Locking in the Narrative Core: Thematic Planning and Agenda-Setting

Whether in daily reporting or major campaigns like the National “Two Sessions,” planning ahead remains the primary key to achieving outstanding results. Each “Two Sessions” season, Henan Station convenes a propaganda mobilization meeting chaired by executive leadership to formulate detailed publicity work plans and reporting schemes, making comprehensive arrangements for propaganda efforts. Establishing a dedicated publicity working group during the “Two Sessions” period to organize, coordinate, and command various propaganda tasks, promptly convey higher-level directives, and ensure guidance and control is crucial for achieving maximum results with minimum errors.

Agenda-setting is also fundamental and core to media operations. On January 25, 2019, the Political Bureau of the CPC Central Committee held its twelfth collective study session on the all-media era and media convergence development, proposing that media convergence should adhere to integrated development. Through process optimization and platform reconstruction, effective integration of various media resources and production elements should be achieved, along with interconnectivity in information content, technology application, platform terminals, and management methods. This catalyzes qualitative convergence transformation, amplifies integrated efficiency, and cultivates a new batch of mainstream media with strong influence and competitiveness. As a provincial mainstream media outlet, Henan Station has continuously deepened its understanding, expanded its thinking, highlighted key points, prioritized “Two Sessions” propaganda work, actively innovated forms and methods, and continuously improved propaganda quality and standards to tell “Two Sessions” stories well and showcase the “Two Sessions” spirit.

3. The Foundation of Converged Media: New Technology Applications Structuring New Narratives

Iterative technological development enables new journalistic narrative forms to be expressed incisively and vividly through new technology applications. Media professionals must not only leverage the power of language but also rely on the application and support of new technologies. Mainstream media have begun emphasizing all-media characteristics in their reporting, approaching from perspectives including print, video, audio, mobile apps, new media, and special features, striving for innovation. Converged narrative methods have become routine practice in Henan Station’s “Two Sessions” reporting over these two years.

During the 2018 National “Two Sessions,” Henan Station utilized new technologies in its *Henan News* program, structuring the *Focus on National Two Sessions* column through tight integration of Beijing and Henan dual studios, with frontline and rear coordination, and seamless integration of virtual VR and robotic crane arms. In 2019, new technologies were further upgraded as Henan

Station partnered with Henan Unicom to introduce advanced 5G communication technology for on-site live streaming through 720-degree VR cameras. Henan Station conducted its first mobile VR live broadcast using 5G signals, with the inaugural piece *Special Report on National Two Sessions: Exclusive Interview with NPC Delegate Yu Zhangfa* delivering comprehensive, dead-angle-free visual impact that brought entirely new experiences to audiences, generating over 100,000 views. Beyond VR live streaming, the 2019 National “Two Sessions” also featured multiple mobile live broadcasts via 5G networks, delivering refreshing and striking audio-visual experiences to viewers.

4. Modular Aggregation of “Fragmented News”: Thematic Reporting Illuminates Converged Media Narrative

In “Two Sessions” news reporting, thematic reporting stands out as a “bright presence.” As concentrated and large-scale coverage centered on major Party and government decisions, deployments, significant activities, and social hot spots, thematic reporting represents a common approach for mainstream melody reporting. In the new media environment, traditional news communication patterns have been disrupted, and people’s news acquisition methods are changing. Converged media has revitalized thematic reporting. Similarly, thematic reporting modules aggregate “fragmented news,” with such mainstream melody “blockbusters” illuminating converged media narrative approaches.

During the 2018 National “Two Sessions,” Henan Station closely integrated national “Two Sessions” topics and organized the large-scale thematic propaganda campaign *Struggling in the New Era, Spring Fills the Central Plains*, with broadcast all-media outlets simultaneously exerting force to demonstrate the power of converged communication. Henan Station’s News Radio official Weibo and WeChat launched converged media reports *Struggling in the New Era, Spring Fills the Central Plains* (in two parts), comprehensively reviewing President Xi Jinping’s footprints during his inspection and guidance work in Henan, using one-shot technology to allow netizens to fully understand Lan County’s new appearance. Ten radio frequencies’ Weibo and WeChat accounts, along with Henan Radio Network and the Henan Radio APP, simultaneously launched special topics and reprints, accumulating over 5 million reads. Television’s *Henan News* and *Focus* column launched three episodes of the *Struggling in the New Era, Spring Fills the Central Plains* series in the column *Under the Guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era—New Era, New Atmosphere, New Actions*. Yinxiang Network launched the original planning *Struggling in the New Era, Spring Fills the Central Plains—Following the Path of Xi*, publishing 102 original articles with total special topic visits exceeding 7.8 million. On March 17, 2018, the Central Publicity Department’s National Two Sessions News Coordination Meeting specifically praised Henan Radio and Television Station, fully affirming its large-scale thematic propaganda campaign *Struggling in the New Era, Spring Fills the Central Plains*, which closely integrated national “Two Sessions” topics with the fourth anniver-

sary of President Xi Jinping' s inspection and research in Henan. Such converged media reporting through combination punches, major moves, and choral works with unified command, common themes, and diversified communication truly generated powerful influence and social attention for thematic reporting. Meanwhile, thematic reporting serves as a touchstone for media convergence development, and “Two Sessions” thematic reporting represents an important form of mainstream media opinion guidance. By concentrating and aggregating “fragmented” news, thematic reporting effectively enhances communication power, guidance power, influence, and credibility.

5. Bringing Conference News Closer: Interactive Mobile Live Streaming Expanding New Media Expression

The year 2019 marked the inaugural year of 5G application. In the converged media era, the widespread application of 5G communication technology will further highlight the natural attribute of “mobile-first” in media communication, and media communication channels will undergo further innovation. With the accelerated pace of 5G commercial and civil use, major urban areas nationwide are expected to achieve full 5G coverage by 2020, which will provide favorable conditions and support for media development. Converged media live streaming is closely related to 5G technology. As media forge ahead with innovative expression, they become more accessible and convenient in form, with communicators, content, and audiences jointly constructing an interactive media live streaming ecosystem. The application of “Two Sessions” converged media live streaming holds significant importance and represents a technological breakthrough.

“Two Sessions” news communication has traditionally conveyed authority and seriousness, but the introduction of live streaming formats can further close the relationship between government and the masses, reflecting the principle that representatives and committee members express public opinion and serve the people. It enables “Two Sessions” information to be transmitted very directly and authentically, achieving good interactivity and speed while optimizing communication effects. Therefore, making full use of 5G communication technology for converged media live streaming has increasingly gained favor from both media and audiences. Converged media live streaming not only highlights broadcast media advantages but also significantly enhances the realization of “refined content and beneficial works,” providing audiences with high-quality news products while achieving positive social benefits.

During the 2019 Henan Provincial “Two Sessions,” Henan Station' s news radio, satellite channel, news channel, Yinxiang Network, and other media respectively completed eight on-site live broadcasts, promptly reporting conference progress. Notably, the station established a “Representative and Committee Member Corridor” for the first time, allowing NPC delegates and CPPCC members from different industries to take the stage and interact with journalists on-site, responding to public concerns. Television and online media conducted live broadcasts that achieved excellent results, with many audience members

commenting: “Such live reporting is down-to-earth and warm!”

On July 25 and September 27, 2019, the Standing Committee of the 13th Henan Provincial People’s Congress held special inquiries on water pollution prevention law implementation and on business environments for small, medium, and private enterprises—issues involving people’s livelihood that attracted high social attention. Henan Station attached great importance to both inquiries and conducted full live broadcasts with simultaneous online video streaming, attracting nearly 15 million views and achieving excellent communication results.

6. The Mobile Favorite: Micro-Videos with Strong Dissemination Power and Appeal

Under deep integration between old and new media, the mobile-first strategy provides direction for traditional media’s innovative development. “Two Sessions” micro-video attention accounts for a significant share of overall “Two Sessions” news publicity clicks and attention, related to the growing number of mobile video users. Netizens watching videos on WeChat, Weibo, and apps has become the new normal. Using “micro” media for “micro” communication has become an objective necessity and inevitable trend for the organic combination of traditional and new media in the new era. Micro-videos match well with new media communication, can effectively achieve large and small screen interaction, and leverage new media’s mobile and visual characteristics to create creative converged media products.

During the 2018 National “Two Sessions,” Henan Station leveraged multi-media advantages to seize mobile platforms, with multiple “Two Sessions” themed micro-videos repeatedly exploding across social circles. The three-part series *Our Two Sessions*, *Happiness Comes from Hard Work*, and *New Era, We Set Out Again* used plain narratives and vivid stories to touch people’s hearts, with netizens competing to share and like them, accumulating tens of millions of views. During the 2019 National “Two Sessions,” Henan Station launched eight short videos in the series *Face-to-Face with the General Secretary*, combining serious current affairs subjects with vivid, friendly scenes and simple, lively language. The series interviewed every Henan delegate who had face-to-face exchanges with the General Secretary, telling stories from inside the conference hall and recreating unforgettable moments. Henan prefecture-level and county-level converged media centers simultaneously broadcast and pushed the content, allowing the General Secretary’s speech spirit to quickly spread throughout the Central Plains.

In terms of publication volume, new media also holds clear advantages. According to preliminary statistics, from March 2-19, 2018, Henan Radio and Television’s all-media platform linkage published over 5,164 “Two Sessions” reports, with more than 3,002 published on new media platforms like Weibo and WeChat—exceeding half of the total—with total reads surpassing 118 million. During the 2019 Provincial “Two Sessions,” Henan Radio and Television published 2,465

articles, with 1,303 on new media (52%). During the 2019 National “Two Sessions,” Henan Radio and Television published 5,795 articles, with 4,671 on new media (80%). The rising volume of new media publications demonstrates that in audience-centered converged media communication, new media has become the main battlefield for public opinion propaganda.

7. A Unified National Strategy: Partnering with Central Media to Tell Henan’s Story

Local media leverage the momentum of the National “Two Sessions” to strengthen cooperation with central media, achieving mutual benefit and win-win outcomes. Local media borrowing the platform of central media involves not only contributions from external liaison departments but also multi-channel 打通 and multi-form cross-border cooperation in “Two Sessions” reporting, allowing local “Two Sessions” voices to spread wider and farther.

During the 2018 “Two Sessions,” Henan Station averaged nearly 10 articles daily on China National Radio’s *News and Newspaper Summary*, *National News*, and *News Dimension* programs. Beyond maintaining high-density publication on CCTV’s *News Broadcast*, *News Studio*, *Morning News*, *Focus Interview*, *Common Concern*, and *First Time* programs, Henan Station specially expanded to CCTV News Mobile Network, further increasing publication channels. On March 7, 2018, People’s Daily’s “Two Sessions” special column *Two Sessions Night People* invited Henan Station’s Mammoth News client frontline reporter Xiao Meng as a studio guest to tell stories behind Henan Lan County’s poverty alleviation victory—making it the first local media representative invited to the program. That day, Henan Radio and Television’s all-media platform jointly released and pushed the program video with multiple official Weibo accounts of People’s Daily and People’s Daily, with network-wide views quickly reaching millions, becoming a major online hotspot that day.

On March 15, 2018, multiple platforms under People’s Daily, the People’s Daily National Party Media Information Public Platform, Tencent News, Yinxiang Network and Mammoth News client under Elephant Converged Media, People’s Livelihood Channel, Sina Henan, Economic Radio, and Henan Radio and Television’s entire Weibo and WeChat matrix simultaneously video-livestreamed the large-scale panoramic live column *Two Sessions in Progress*—a 60-minute special live program “Henan Moment” jointly produced by People’s Daily and Elephant Converged Media with 100 party media outlets nationwide, telling the story of Henan’s rural revitalization struggle practices, with network-wide views exceeding 10 million.

8. The Winning Formula: Mobile-First, Omnimedia Three-Dimensional Communication

Where users are, that’s where the propaganda main battlefield is. With the rapid development of mobile internet technology, media patterns, public opinion

ecosystems, and communication forms are undergoing profound changes. “Two Sessions” news propaganda work faces new challenges and opportunities and must adapt to the major trends of the times by expanding communication platforms and focusing on converged communication. In these two years, new media has essentially played the role of main force in “Two Sessions” propaganda. Most outstanding and influential reports during the “Two Sessions” period have been first launched on new media platforms.

Taking the 2019 National “Two Sessions” as an example, Henan Station’s converged media reporting produced frequent quality works, leading “Two Sessions” coverage. During the “Two Sessions” warm-up phase, on February 28, Henan Station launched a one-minute promotional video for the *Achieving New Splendor Through Hard Work* micro-video series. On the evening of March 1, the Central Publicity Department’s “Two Sessions” review bulletin praised the series in its first issue. Starting March 3, the five-part *Achieving New Splendor Through Hard Work* series was released consecutively, attracting numerous netizens’ likes.

The “Two Sessions” occur annually, yet news renews daily. Achieving innovation requires genuine effort and substantial work. Media must not only grasp important nodes like Provincial and National “Two Sessions” but also maintain regular coverage, persistently singing the “Four Seasons Song” of “Two Sessions” propaganda to ensure continuous flow. Doing well in “Two Sessions” news propaganda work under new circumstances is an important political task requiring further enhanced ideological understanding, increased sense of responsibility and consciousness, adherence to 守正创新, adaptation to new situations, exploration of new experiences, and continuous advancement of “Two Sessions” propaganda work deeper, more practical, and into the hearts of the masses. The goal is to create high-quality, warm, and down-to-earth products with sound and color and creativity, achieving innovation and excellence, thereby enhancing mainstream media’s communication power, guidance power, influence, and credibility.

References: [1] Xi Jinping: “Accelerate Media Convergence Development and Build an All-Media Communication Pattern,”<http://jhsjk.people.cn/article/30978511>.
[2] Wang Yue. Narrative Strategies for Major Thematic Reporting in the Converged Media Era [J]. *Youth Journalist*, 2019(29): 55-56.
[3] Cheng Mei, Tong Bing. *News Theory Tutorial* [M]. Beijing: China Renmin University Press, 1993: 56.

(Author Affiliation: Henan Radio and Television Station)

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

Source: ChinaXiv – Machine translation. Verify with original.