

Reflections on the Integrated Development of Grassroots Media in a Converged Media Environment (Postprint)

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Abstract

For a long time, people have relied on information from grassroots television media, which concurrently provides temporary relaxation amidst demanding work schedules. However, with China's ongoing social reform and development, the Internet has experienced rapid expansion. In the era of media convergence, grassroots media faces substantial developmental challenges amid the progress of new digital media. Consequently, it must continuously integrate with new media to achieve sustained development and improvement, thereby gradually adapting to users' daily needs. This paper begins by examining the characteristics of media convergence and subsequently analyzes methodologies for developing grassroots media within this environment.

Full Text

Abstract

For a long time, grassroots television media has served as an essential source of information for the public, while also providing temporary relaxation from busy work schedules. However, with China's social reforms and continuous development, the internet has experienced rapid growth. In the era of integrated media, grassroots media faces significant development challenges amid the advancement of new digital media. To meet users' daily needs, grassroots media must continuously integrate with new media to evolve and improve.

This paper begins by examining the characteristics of integrated media and analyzes methods for developing grassroots media within this environment.

Keywords: media convergence; grassroots media; digital technology; communication power

2.3 Digital Transformation of Grassroots Media

Digital technology has opened new possibilities for grassroots media production. For instance, one report utilized computer modeling to completely replicate mountain ranges and simulate historical scenes, which, combined with textual descriptions, visually enhanced the audience experience. Such immersive multimedia presentations allow viewers to emotionally connect with the content. While ordinary grassroots media may struggle to achieve this level of sophistication, these successful cases provide valuable inspiration. We should leverage current resources to better serve the public by integrating digital technology into news reporting and other industries. Additionally, programs can enhance their cultural depth by inviting veteran artists to recreate classic performances, as seen in shows like *Ace vs Ace*, which evoke nostalgic memories while enriching cultural literacy.

3.1 Enhancing Timeliness of Television Media

As network information technology continues to develop, the process of media convergence has accelerated significantly, diversifying information transmission methods and presenting both opportunities and challenges for grassroots media. In this highly competitive market environment, improving timeliness has become a critical issue. For grassroots media, focusing on local people, events, and stories to enhance the timeliness of news dissemination can demonstrate information utility, attract audience attention, and achieve effective communication, thereby strengthening the influence of grassroots television media. Once audiences can conveniently access news through alternative channels, they may abandon television news, hindering its development. Therefore, staff must actively integrate resources and incorporate live-streaming elements from new media to boost timeliness and expand communication power.

3.2 Leveraging New Media Era Advantages

To succeed in the new media era, grassroots media must first win audience trust and credibility by ensuring authenticity and emotional resonance. Reality shows featuring celebrities' daily lives—such as adventure, food, and lifestyle programs—have proven highly effective. For example, the popular program *Go Fighting!* incorporates live audience participation, creating face-to-face interaction between stars and ordinary people, increasing viewer satisfaction and engagement. Second, programs must maintain continuous interaction with audiences. Directors should design content around everyday life, enabling not only on-site participation but also real-time interaction via Weibo, allowing viewers to understand celebrities' thoughts and humorous moments, thereby fostering a sense of virtual participation. Finally, programs should maintain 趣味性 while demonstrating positive and optimistic life attitudes.

Artificial intelligence also offers significant potential for grassroots media. Initially a supplementary technology, AI has made remarkable progress in recent

years in speech synthesis, robotics, and other areas, as evidenced by robotic vacuum cleaners and facial recognition systems. In media work, we must accurately record and analyze user data according to audience preferences to better serve the public, enabling faster access to cutting-edge information and increasing grassroots media visibility.

3.3 Deepening Program Cultural Connotation

In recent years, the state has vigorously promoted cultural literacy, recognizing its vital importance for national development. Strengthening cultural quality propaganda and cultivation should be a persistent pursuit for grassroots radio and television programs. Grassroots media enjoys the advantage of proximity to audiences, rapid dissemination, and direct reach, making it an important channel for rural children to access cultural education. For instance, Hunan Satellite TV's *Day Day Up* is a talk show that promotes Chinese cultural etiquette, local customs, and social morality. Rather than focusing solely on entertainment, it interweaves extensive cultural content, enriching program connotation while promoting excellent cultural traditions and allowing audiences to learn through relaxation and subtle influence.

3.4 Cultivating Innovative Thinking Among Television Directors

To ensure the popularity of grassroots television platforms in the integrated media era, cultivating directors' innovative thinking is essential. Three key approaches are recommended:

First, directors must possess high emotional intelligence to analyze audience emotional responses. As program leaders, directors must understand potential audience reactions from viewers' perspectives, grasp their genuine feelings, and analyze program direction from the audience's viewpoint to satisfy viewing demands and evoke resonance, thereby improving ratings.

Second, directors need strong thinking abilities and reverse thinking skills to analyze problems from multiple angles and incorporate novel elements for continuous innovation. Directors must consider various stakeholders' perspectives, requiring reverse thinking capabilities for innovative problem understanding and solutions. Mastering reverse thinking enables reflective analysis and novel solutions.

Third, directors require practical experience. Their primary task is achieving artistic innovation, which demands attention to subtle details based on work experience, as experience serves as the foundation for inspiration.

3.5 Utilizing Online Media to Expand Television Media Dissemination

The new media era has spawned numerous social platforms such as Weibo, WeChat, and QQ groups, posing challenges for grassroots television media. To remain competitive requires constant innovation. An effective approach involves actively integrating grassroots television with new media social platforms. For example, television stations can establish their own interactive platforms with online discussion areas, allowing viewers to share immediate feedback and strengthening group identity. Audience feedback can inform program planning, while big data analysis of comments and discussions reveals audience needs and innovation directions. Additionally, stations can create dedicated WeChat public accounts or Weibo profiles to regularly preview exciting program highlights and content, promoting programs while informing audiences about broadcast schedules to retain viewers and improve ratings.

3.6 Strengthening Cultivation of Composite Journalists

In the integrated media era, the development focus is on teams, with talent as the core competency. Grassroots media faces limitations in hardware facilities and human resources, resulting in relatively slow development. Staff members often perform multiple roles, increasing technical requirements. For instance, a host may need to handle not only hosting but also video editing and directing—precisely the type of multi-skilled talent required in the integrated media era. To better develop grassroots media, we must cultivate journalists' professional and multimedia literacy. During recruitment, requirements should be clearly specified and candidates' competencies thoroughly evaluated to ensure they can handle multiple tasks and become composite talents, as exemplified by all-media journalist team management systems.

3.7 Getting Closer to Audiences and Enhancing Service Programs

Grassroots media development is largely constrained by geography, yet this also represents an advantage. Grassroots media should 挖掘平民老百姓身边的新闻事件, ensuring news authenticity and life relevance to help audiences feel connected and better serve the public. To more closely align with community life, media outlets can collaborate with local government departments to build dedicated grassroots media convergence platforms that solve problems continuously and increase platform popularity through interaction. For example, some cities have launched specialized APPs combining news propaganda with government services, vigorously promoting the “news + service” information transmission concept, enabling citizens to access real-time news while resolving daily life issues.

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