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## Construction and Dissemination of Core Values of Television Media in the New Era: Postprint

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### Abstract

In the information age, new media continues to develop. The complexity of public opinion in modern society has engendered diverse conceptions of social values. The primary task of television media is to disseminate China's socialist core values, enabling them to gradually permeate the hearts of the people in modern society. How to establish television media as the principal channel for socialist core values propaganda represents a subject of research and analysis for many television media institutions.

### Full Text

#### The Construction and Dissemination of Core Socialist Values in Television Media in the New Era

**Abstract:** In the information age, new media continues to develop. The complexity of modern public opinion has generated many divergent concepts of social values. The primary task of television media is to disseminate China's socialist core values, allowing them to gradually penetrate the hearts of the people in modern society. How to enable television media to occupy the main channel for promoting socialist core values is a question that many television media organizations are researching and analyzing.

**Keywords:** television media; socialist core values; public opinion

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Television media remains the primary means for citizens to obtain information first, demonstrating that it is an indispensable part of daily life. Through diversified communication methods, television media can exert considerable influence, effectively controlling the direction of public opinion and facilitating citizens' acceptance of socialist core values. As China's main information dissemination channel in the new era, television media serves as the primary platform for mainstream ideological construction. In the new era, television media must leverage its own communication characteristics to effectively disseminate socialist core values, promote sustainable development, and spread effective information within a positive and healthy social environment. Additionally, television media helps the masses acquire correct concepts and ideas. By using rich visuals and engaging audio, it makes information more intuitive and clear, allowing deeper resonance among the people and disseminating positive, healthy information. Television media should fully utilize storytelling and artistic audio-visual integration, guiding television audiences to form positive value consensus through agenda setting, thematic embedding, and role model establishment, thereby transforming socialist core values into emotional identification and behavioral habits.

## **1. The Necessity of Television Media in Promoting Socialist Core Values**

Television media plays a crucial role in modern Chinese society, not only providing assistance to viewers but also exerting significant influence over the masses. Having permeated people's daily lives, television media can only effectively disseminate socialist core values and positive, healthy information by clarifying its social positioning. Television media often controls social public opinion in China, which substantially influences people's values and behaviors. It gradually transforms people's thinking, values, and actions in their daily lives. Television media is not merely a cultural disseminator; more importantly, it serves as a guide for public opinion in China, directing mainstream social values. Centered on socialist core values, television media promotes the healthy development of Chinese socialism. As China is currently in a transitional period, diverse ideas exist among the people, and external factors can easily cause significant harm to society. As a communication channel representing government institutions, television media plays the role of disseminating correct socialist core values and leading the masses toward positivity.

## **2. Advantages of Television Media in Promoting Socialist Core Values**

From societal feedback, television media remains the primary channel for people to receive information. Survey data shows that most citizens spend one hour or more daily watching television. Television media offers various communication methods, with visual presentation being one of the most direct approaches. Combined with audio usage, it achieves effective goals with considerable influ-

ence. Socialist core values are disseminated through television media in different ways. For example, the 4th “Touching Pingliang Figures Awards Ceremony” primarily embodied socialist core values. The ten selected figures were chosen through public recommendation and 公示 from provincial advanced individuals, municipal outstanding Communist Party members, and first to fourth-term Pingliang Good Persons, covering all social strata. Some represented filial piety and love for family, some were industry pioneers, some highlighted social love, and others defended collective honor.

### 3. Communication Paths for Television Media in Constructing the Social Core Value System

#### 3.1 Enriching Communication Forms

Socialist core values are inherent to the new era, and television media, as a mainstream mass communication carrier, bears the historical responsibility and mission of practicing and cultivating these values. New-era television media can disseminate through intuitive and clear methods with great appeal, enabling better and more direct viewing. Additionally, new-era television media’s communication methods can be effectively controlled, allowing scientific determination of socialist core values to clarify communication content and control the direction of dissemination. Therefore, social public opinion can be correspondingly controlled, enabling more stable social development. For modern society, new-era television media is a crucial tool for better understanding issues. New-era television media disseminating socialist core values is currently China’s most widely used communication method, which has gained broad public recognition and is widely applied in daily life.

#### 3.2 Expanding Audience Groups

With modern society’s accelerating development, television media continues to evolve, with rising usage rates and expanding reach. Various survey data show that television media users constitute the vast majority, making television media highly influential for Chinese people. Using new-era television media for dissemination, after certain technical processing, presents audiences with more intuitive and clear communication methods. New-era television media not only helps audiences break through cultural and age limitations to meet deeper needs but also can determine audience positioning based on viewing demands, thereby better disseminating socialist core values. For example, the 4th “Touching Pingliang Figures Awards Ceremony” received widespread acclaim from new-era television media. The ceremony used simple language and authentic footage closest to the protagonists to present the “Touching Figures” deeds, fully utilizing on-site hosting remarks highlighting the evening’s theme, award speeches highlighting the figures’ spiritual core, stage design highlighting moral pioneering power, LED screen packaging design, lighting design, and thematic program design to combine all award segments and vividly interpret noble moral behavior, trig-

gering on-site emotional resonance. Secondly, each figure' s appearance was accompanied by on-site interviews, where advanced representatives answered questions in their own words and feelings, enhancing the sense of presence and reality. Finally, the ceremony was recorded live and broadcast multiple times on Pingliang Television and related platforms to achieve the “touching, driving, and promoting” values dissemination effect.

### **3.3 Enhancing Communication Effectiveness**

The rapid development of the internet has significantly impacted new-era television media, making the environment for disseminating socialist core values quite challenging. However, new-era television media can help effectively control the direction of social public opinion, thereby ensuring the positive orientation of socialist core values and creating a green and healthy public opinion atmosphere that helps Chinese people establish correct socialist core values. New-era television media collects materials from people' s daily lives for filming, which better connects with the masses, satisfies their psychological needs, is more easily accepted, and enables better understanding of socialist core values among the people. For socialist core values to be better understood by the masses, establishing their identification is crucial. In modern society, as new-era television media becomes increasingly widespread, people have more ways to obtain information. The openness of new-era television media is something traditional media lacks, yet traditional media still maintains a certain degree of authority. Only by integrating different television media forms and learning from each other' s strengths can television media' s influence be more enduring and sustainable, enabling healthy and effective dissemination of socialist core values.

### **3.4 Strengthening Mainstream Status**

In an environment where both old and new-era television media coexist, television media' s mainstream status is gradually being occupied by the internet. Television media possesses considerable authority, making it important to establish its mainstream position. As a primary communication method in China, television media holds a controlling position in guiding public opinion, which manifests its authority in reporting major events. This not only reflects television media' s authority but also its uniqueness. Particularly for television media representing the central government and party, these media carry the ideas of the party and government, thus representing a position of profound significance. From this, we understand that television media supervision must be strengthened to better control social public opinion and disseminate socialist core values, allowing highly appealing television media to influence the masses. In modern Chinese society, increasingly diversified information leads to uneven quality, and while people have more ways to obtain information, this information has both advantages and disadvantages. How to select beneficial information becomes important. Television media can function as an information filter, guiding public opinion in a healthy and positive direction while increasing information authen-

ticity and making information more valuable for promoting socialist core values.

### 3.5 Upholding Cultural Inheritance

In modern society, television media is an important means of cultural dissemination, especially in today's highly developed internet era. Due to its characteristics, the internet attracts many users. Television media should identify its own features to achieve mutual balance with the internet. Disseminating socialist core values is a practical need for television media to demonstrate its social role. Television media plays an important role in social life and mass culture, with the potential to attract audiences and transform society. Because television media has unique visual and audio communication methods, it exerts far-reaching influence within a wide range. Correspondingly, Chinese culture can also enhance television media's cultural level, making its communication content more cohesive. On the other hand, Chinese culture is also an important component of socialist core values, making it crucial to promote Chinese culture. Only by combining Chinese culture with socialist core values for dissemination can television media achieve effective transmission of socialist core values. For example, the 4th "Touching Pingliang Figures Awards Ceremony" had unique innovative ideas. Focusing on social life realities, it demonstrated sincere and moving emotions between people, told Pingliang stories, promoted Pingliang culture, and expanded the local television market. The honored figures came from all walks of life—students, workers, retired cadres, farmers, frontline police officers, and public welfare workers—with varying educational backgrounds. However, their actions all received public recognition, and they were all recognized as good people by the masses. Therefore, their words and deeds influence actions across all social strata and become a standard. Through this activity, Chinese culture could be better promoted while also playing an important role in disseminating socialist core values.

### 3.6 Transforming Discourse Patterns

All communication activities are fluid, existing within a larger environment and constantly influenced by it. Only by maintaining this communication environment in a fluid and stable state can communication activities be cyclical and continuously develop within this environment. However, communication activities are not static; they need to innovate by combining with other new-era media. Television media can adopt new communication methods through new-era media to present socialist core values in novel ways. Television media's communication methods are generally rather rigid and serious. If this discourse pattern is used long-term for dissemination, it will inevitably become largely dull and uninteresting. In internet communication methods, internet discourse patterns are generally more interesting, often using words and phrases close to daily life, which makes viewers more inclined toward internet communication methods. Therefore, television media can make some changes by referencing internet discourse patterns, thereby enabling better dissemination of socialist

core values and allowing viewers to better understand their significance.

### 3.7 Building an All-Media Platform

In modern Chinese society, each new medium brings new changes to society and even affects people's lives. In modern society, new media has become increasingly fragmented while also becoming closer to people's daily lives, becoming an indispensable way for the masses to obtain information. New-era television media, as a channel for disseminating information to the masses, has also brought new methods to media communication. Through new-era media methods, television media can increase interactivity and improve communication. Some government-supported television media have taken the lead in this regard, integrating traditional and new media to make information more convenient through new media's communication methods and content. This allows viewers to receive information disseminated by television media through multiple different channels and interact with television media. This enables television media to not only disseminate information one-way but also to interact with viewers, allowing socialist core values to be better disseminated.

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

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