

Postprint: Research on the Influence and Implementation Pathways of Party Media Live Streaming

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Abstract

Technological development has exerted tremendous impetus on the media industry. Alongside the rapid advancement of network technology and digital technology, the content, structure, form of media, and audience habits have all undergone profound qualitative transformations. How party media can catch up in the new media era and continue to play the “mouthpiece” role in public opinion work is a serious issue that contemporary party media must address. This paper analyzes the significance of developing party media live streaming platforms and feasible implementation approaches for party media live streaming by elaborating on the development status and inherent characteristics of live streaming.

Full Text

Preamble

Title: A Study on the Influence of Party Media Live Streaming and Its Implementation Pathways

Abstract: Technological advancement has profoundly propelled the development of the media industry. With the rapid development of network and digital technologies, the content, structure, form of media, and audience habits have all undergone deep qualitative transformations. How Party media can catch up in the new media era and continue to play its role as the “mouthpiece” in public opinion work is a serious issue that contemporary Party media must address. This paper analyzes the development and characteristics of live streaming, examining the significance of developing Party media live streaming platforms and the feasible pathways for their implementation.

Keywords: Party media; live streaming; influence; implementation pathways

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Technological development has tremendous driving force on media advancement. Along with scientific progress, media has evolved from print media, audio media, and television media to today's network media. With recent advances in computer and internet technologies, online live streaming has rapidly emerged as a new form of media [1]. The year 2016 was dubbed the "first year of online live streaming" in China, as the number of domestic live streaming platforms approached over 200, with users exceeding 200 million and market size reaching 9 billion RMB, making network technology another dark horse in the media industry.

With the rapid development of network and digital technologies, the content, structure, form of media, and audience habits have undergone profound qualitative changes. Against this backdrop, how Party media can achieve its own transformation amid the monumental shift from print, radio, and television media to new media, catch up in the process of media convergence, and continue to play its "mouthpiece" role in public opinion work is a serious question that contemporary Party media must contemplate.

However, it should be noted that professional live streaming platforms for Party media and government agencies have yet to be established. Although some major streaming sites such as Bilibili (B 站) have teams from the Communist Youth League, their relatively recent entry means their content still has limited impact on the overall platform. Therefore, building proprietary live streaming platforms for Party media is imperative [2]. The evolving new media landscape, with live streaming as a novel communication method, presents unprecedented challenges to traditional Party media and official public opinion dissemination. Traditional media has always maintained a serious, solemn, responsible, and rigorously produced image, which stands in marked contrast to the lively, flexible style of new media. The latter's communication strategies often provide a refreshing experience, particularly gaining traction among younger audiences.

Consequently, there is a need to analyze this communication method, understand media audience psychology, and explore the feasibility of traditional Party media in live streaming, along with personal insights on developing Party media live streaming and proposing some solutions.

1. Main Characteristics of Live Streaming Media

Live streaming media refers to the simultaneous process of recording, producing, and releasing media content during the occurrence and development of news events or specific incidents, while interacting with audiences through network

technology. Live streaming platforms can deliver news content and various details of daily life to audiences. Professor Yu Guoming of journalism and communication studies has termed live streaming media a “全民 DIY” media method [3]. The main characteristics of live streaming media are as follows.

Live streaming media achieves excellent dissemination effects. According to statistics, Douyu Live Streaming has registered over 200 million users, with more than 80 million active users, peak online viewership reaching over 6 million, and up to 3,600+ streaming rooms. In today’ s media environment that values attention and viewership, live streaming media undoubtedly possesses unparalleled advantages over other media forms. For Party media to gain significant public attention, developing Party media live streaming is an inevitable trend against the backdrop of advancing media technology [4].

Live streaming media has extensive influence. Network media covers broader regions and populations than traditional media. Traditional print and television media are limited by technology and geography, whereas live streaming media, supported by internet technology, can connect globally. With sufficient attention, popularity, and attractive content, it can draw audiences even on a global scale [5,6]. To better promote its philosophies and policies to the outside world and enhance media coverage, influence, and dissemination capacity, Party media must leverage this emerging live streaming technology to break through resource and geographical boundaries, take proactive initiatives, and form powerful promotional synergy, thereby creating its own public opinion environment both nationally and worldwide.

Live streaming media features strong interactivity. The greatest advantage of live streaming media over other media forms lies in its ability to achieve excellent interaction with viewers. Through real-time interaction, it provides audiences with comprehensive, three-dimensional visual information while simultaneously understanding audience needs and concerns, enabling timely improvement and refinement of live content and fostering a virtuous cycle between content and influence. This interactivity aligns perfectly with Party media’ s purpose of maintaining close ties with and serving the masses. Only by thoroughly understanding the needs and psychology of the masses can Party media target its propaganda efforts precisely and fulfill the public opinion mission entrusted by the Party and government [7-9].

2. Significance of Developing Party Media Live Streaming Platforms

The significance of Party media lies in releasing authentic reports through authoritative channels, voicing dominant discourse, and transmitting mainstream social values. Therefore, Party media is called the “mouthpiece” of the Party and the people. This metaphor is apt. In the new media era, Party media must not only serve as a “mouthpiece” for transmitting messages but also keep pace with the times. While transmitting mainstream values, it should actively interact

with domestic and foreign audiences, express the Party' s will and reflect the Party' s positions through vivid, rich, and three-dimensional program formats, and maintain and expand the Party media' s discursive power both at home and abroad [10].

In the live streaming era, new media has exhibited undesirable trends such as vulgar content, sensationalism, and obsession with “shocking headlines.” Under these circumstances, strengthening Party media live streaming platform and content construction to promote mainstream themes, carry forward the Chinese people' s spirit of hard work, and transmit positive social energy represents a significant advantage for Party media over other live streaming platforms. Party media possesses abundant news resources and media channels, giving it superior human and material resources for live streaming content. Therefore, once Party media adapts to the new live streaming media format and masters its techniques and methods, traditional Party media can play a pivotal role in the new media platform, ultimately gaining discourse power in public opinion and fulfilling its purpose of serving the Party and the people [11,12].

Current online live streaming platforms can be categorized by content into lifestyle streaming, entertainment streaming, sports streaming, news streaming, and humanities streaming, among others. In recent years, new media has become excessively entertainment-oriented, lacking serious and rigorous works. Although this pursuit of “short, flat, and fast” content can gain short-term attention, if live streaming media blindly caters to audience tastes for entertainment, its development prospects will inevitably be affected, even tarnishing the reputation of online live streaming. Party media and official media can effectively compensate for these deficiencies in existing live streaming media, such as superficiality and the pursuit of quick success. After resolving issues of content and style to become more “down-to-earth” and accessible to audiences, Party media can deliver rigorous and serious content in forms that align with audience psychology. This is also the concrete manifestation and significance of Party media' s public opinion propaganda work.

3. Practical Pathways for Party Media Live Streaming Platforms

For Party media to adapt to the live streaming media format and occupy the public opinion front in online live streaming platforms, it needs to comprehensively analyze the characteristics of live streaming media and Party media' s public opinion tasks, draw lessons from case studies and content references, and examine operational strategies for live streaming platforms. This section analyzes feasible implementation pathways for developing Party media live streaming platforms and attempts to propose several reference ideas.

Fully understand the psychology of live streaming audiences. From a psychological perspective, people have an instinct to peek into others' lives. Live streaming largely provides a “window” for people to “peek” into others' lives and learning

experiences. Audiences expect to share others' life experiences, cognitive perspectives, humanistic qualities, and scientific and philosophical literacy through live streaming. In media work, Party media should focus on creating programs with humanistic, scientific, and philosophical connotations, carrying positive social energy through high-quality programs to guide public opinion. This approach undoubtedly achieves twice the result with half the effort compared to traditional preaching [13].

Fully exploit Party media' s role as a public opinion window. In addition to sharing humanities and scientific knowledge on live streaming platforms, people also expect to access life scenes and work situations they cannot normally encounter in daily life, thereby broadening their horizons. Examples include police patrols, urban management, government office work, and operations of Party organizations at various levels. These livelihood-related matters often receive special attention from the public. In the popular TV series "In the Name of the People," the character Secretary Dakang received widespread acclaim, largely because people gained better understanding of how the Party and government operate, as well as the daily lives and work styles of outstanding leaders and public servants at all levels. This public attention can provide an excellent perspective and entry point for Party media live streaming platforms. For instance, outstanding Party secretaries, department leaders, and functional department personnel can introduce their work schedules and matters in live streams while complying with work discipline. This approach allows more people to understand the operations of organizations and governments, thereby enhancing ordinary citizens' understanding of Party organizations and accepting supervision from the people. This two-way communication can effectively adjust cadre-mass relations, as the people increase their trust in Party and government work through close contact, effectively eliminating gaps and mistrust between cadres and masses [14].

Effectively enhance interaction between Party media and the people. The interactive nature of live streaming media can transform audiences from passive "readers" of traditional media into genuine "users" in the new media context. Through topic participation, users gain a sense of participation and realization—an experience that traditional media cannot replace and an advantage of live streaming media over other communication methods. As members of the people, the desire to participate in and discuss state affairs has always been strong. Interacting with Party media platforms through live streaming can effectively enhance people' s awareness of participating in and discussing state affairs, mobilizing their sense of ownership and mission. Simultaneously, Party media can understand people' s needs through interaction with the masses, thereby better fulfilling its public opinion mission. This is also the purpose of Party media serving the people.

Fully exploit Party media' s inherent advantages. Compared with other media platforms, Party media possesses incomparable content and resource advantages. Party media' s core strategic advantage lies in its content productivity.

Party media content is not only abundant but also authoritative, a quality that guarantees its influence and recognition. When developing Party media live streaming platforms, this advantage must be upheld and promoted, maintaining the authoritative characteristics of Party media content. Only by ensuring the continuity of authoritative Party media live streaming can a brand truly be established in the people's minds, enabling Party media to remain invincible in fierce competition with live streaming platforms and other new media [15,16].

This paper has analyzed the main characteristics of live streaming media, the significance of developing Party media live streaming platforms, and feasible practical pathways for Party media live streaming. Party media possesses natural advantages and authoritative characteristics in content. However, for Party media to continuously disseminate its philosophies on important public opinion platforms under the backdrop of advancing media technology and enable audiences to timely understand the Party and state's various measures and policies, live streaming platforms serve as an effective media tool, representing the new direction of current media technology development.

In the era of live streaming media, Party media cannot be confined to traditional media thinking but must closely follow new media for discourse power construction, actively integrate with live streaming media and other new media forms, expand discourse scope through novel media methods, express mainstream social spirit through innovative, three-dimensional, and interactive media formats, and expand domestic and international media influence through serious, conscientious, and responsible reporting content.

When developing live streaming platforms, Party media must not only ensure content authority but also start from the advantages of live streaming media, identify target audiences, continuously improve content quality according to audience needs, and continuously optimize users' audio-visual experiences based on feedback from audience interaction.

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Under Media Convergence—Taking “People

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

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