

Some Considerations on the Development and Management of New Audiovisual Media: Post-print

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Abstract

Online audio-visual program services play a vital role in boosting morale, shaping public morality, building consensus, clarifying fallacies, and distinguishing right from wrong. Over the past five years, the user base for online audio-visual programs has grown from 349 million to 579 million, while paid video subscribers have increased from just tens of thousands to over 100 million. Network film, online drama series, and other video content continue to expand, with the promotional function of ...

Full Text

Considerations on the Construction and Management of New Audio-Visual Media

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Characteristics of Online Audio-Visual Program Services

Online audio-visual program services play a vital role in boosting morale, shaping public morality, building consensus, clarifying fallacies, and distinguishing right from wrong. Over the past five years, the user base for online audio-visual programs has grown from 349 million to 579 million, while paid video subscribers have increased from just tens of thousands to over 100 million. Network film, online drama series, and other video content continue to expand, with the promotional function of online audio-visual programs becoming increasingly prominent. During major thematic propaganda campaigns such as the 19th Party Congress, online audio-visual programs have served as a new form of publicity,

complementing and resonating with traditional media—a highlight of recent online audio-visual propaganda efforts.

Regarding internet development, it is emphasized that the internet has become the primary battlefield for public opinion. Strengthening online content construction is essential to tell China’s story well and disseminate its message. The industry must advance through improvement and innovation, continuously opening new avenues for propaganda work. News and public opinion efforts should adapt to evolving circumstances and embrace innovative concepts.

Development Path of the Radio and Television Industry

The radio and television industry is currently experiencing a decline, according to Deputy Director Dong Nianchu, who stresses the need to seize key opportunities in technological innovation. Technology must be genuinely integrated into business operations. First, we must recognize the transformative impact of new technologies on the industry. Second, we must emphasize the close integration of new technologies with business applications. The development of the radio and television industry must align closely with General Secretary Xi Jinping’s directives.

Industry Policies and Guidelines

IPTV, internet platforms, and other online audio-visual programs must reflect contemporary characteristics. In the cultural domain, General Secretary Xi Jinping has emphasized that cultural confidence represents a more fundamental, profound, and enduring form of confidence—a more basic, deeper, and more sustainable force. To promote the new era and new ideas, we must create spiritual and cultural products that meet societal needs. Technological development should be more deeply integrated into content and products. Strengthening network supervision is crucial to building a clean and healthy cyberspace.

Regarding the Party’s news and public opinion work, General Secretary Xi Jinping has articulated a 48-character guideline: “Hold high the banner, guide the direction; focus on the center, serve the overall situation; unite the people, inspire morale; shape culture, build consensus; clarify fallacies, distinguish right from wrong; connect China with the world, facilitate global communication.” This provides clear direction for news and public opinion work.

Special Feature: Media Convergence Watchtower

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

Source: ChinaXiv — Machine translation. Verify with original.