

Television • WeChat: Mutual Value Manifestation in Media Convergence (Postprint)

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Abstract

With the emergence of new media, WeChat has come to prominence. By virtue of its notable advantages, WeChat has achieved widespread adoption across various industries, which are actively promoting their integration with the platform. For television media, facilitating integration with WeChat is essential, as this initiative not only leverages the strengths of the WeChat platform but also fosters the healthy development of television media. This paper will specifically examine the integrated development of television media and WeChat, as well as television's guiding role toward WeChat.

Full Text

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Abstract: With the emergence of new media, WeChat has become a prominent platform. Leveraging its significant advantages, WeChat has gained widespread adoption across various industries actively seeking integration. For television media, integration with WeChat is essential—not only to capitalize on WeChat's strengths but also to foster the healthy development of television itself. This article specifically examines the integrated development of television media and WeChat, as well as television's guiding influence on WeChat.

Keywords: television media; WeChat; convergence

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Since the beginning of the new century, China's new media landscape has evolved rapidly, permeating every sector of society. Taking the WeChat platform as an example, businesses have harnessed it for product promotion through WeChat marketing, yielding substantial returns. China's television media has also accelerated its integration with WeChat, though this process still faces challenges that require scientific and effective integration strategies.

1.1 Current Situation and Value of Television Media

Television media commands an extensive audience base, with TV viewing having become a routine leisure activity for the general populace. Television is organized into distinct channels, enabling users to select content according to their preferences. As a product of advanced scientific and technological development, television's social activities contribute to the dissemination of advanced culture while effectively satisfying the diverse and multifaceted needs of society.

1.2 Current Situation and Value of WeChat

WeChat is a network communication tool widely embraced by users. One of its most notable characteristics is interactivity, enabling not only person-to-person exchanges but also person-to-group and group-to-group interactions. Users can express opinions and engage in meaningful dialogue on the platform. This integration can also effectively expand WeChat's audience reach.

3.3 Enriching Interactive Forms

WeChat can substantially enrich television media's interactive modalities. Although television media offers rich, authoritative content, it lacks direct audience interaction. Viewers cannot provide immediate feedback on programs, nor can television stations make improvements based on audience suggestions. To address this limitation, numerous reality shows have emerged in recent years, facilitating interaction between celebrities and studio audiences. However, this format's scope remains extremely limited, confined to the show's physical location and failing to meet broader audience interaction needs.

WeChat precisely compensates for this deficiency by creating complementary advantages. Television hosts can engage audiences directly on WeChat, maintaining continuous dialogue. Platforms can incorporate dedicated feedback channels to solicit viewer opinions and inform program improvements. Furthermore, television media can fully leverage WeChat's unique functionalities. For instance, using WeChat's "Shake" feature, users can identify the TV program they are watching through audio recognition. Interactive activities such as prize quizzes and red packet distributions help establish friendly relations with audiences, gradually enhancing their affection and trust. Therefore, television media should utilize WeChat to increase audience engagement. Figure 1 [Figure 1: see original paper] shows the main interface of CCTV's WeChat official account.

However, institutional factors also significantly impact media integration. Many media WeChat accounts remain merely activated but underutilized. Operationally, some television media's official accounts suffer from irregular content distribution, causing users to lose trust when their information needs go unmet. Promotional efforts primarily rely on QR codes displayed on TV screens, fan clubs, and official Weibo accounts. Some stations depend on existing subscribers to forward content—a strategy that lacks the appeal of commercial WeChat accounts. After initial user acquisition, saturation and unfollowing can cause subscriber numbers to decline. Third, neglecting user experience poses another challenge: monochromatic text or large text blocks create visual discomfort, while singular service models reduce account relevance and targeting.

5. Conclusion

New media development provides traditional media with new directions. To seize contemporary opportunities and advance the news media industry, integrating television media with WeChat is imperative. Establishing digital media concepts represents a critical consideration for television media's future development.

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4.1 Audience Stratification Divergence Between WeChat and Television Media

Audience stratification divergence represents the primary challenge in the integration process. WeChat's main communication modes—one-to-one interpersonal, organizational, and group communication—differ markedly from television. Compared to television audiences, WeChat users exhibit distinct characteristics: first, a younger, highly educated demographic with strong privacy preferences. As smartphones have become ubiquitous among college students, executives, and white-collar professionals, audience competition between television and online media has emerged as a key factor affecting integration.

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

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