

On the Advantages and Strategies of New Media Technology for External Publicity in Prefecture-Level Broadcasting (Postprint)

Authors: Ren Huaigang

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Abstract

With the advent of the new media era, municipal-level radio broadcasting confronts significant challenges and opportunities in external publicity. This paper conducts analytical exploration on leveraging new media technological advantages under media convergence, unblocking external publicity channels, and expanding publicity influence, and proposes corresponding strategies, aiming to provide valuable references and insights for municipal radio to harness new media technology for momentum building and external publicity innovation.

Full Text

A Brief Discussion on the Advantages and Strategies of New Media Technology in Prefecture-level Radio External Propaganda

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Author: Ren Huaigang

Abstract

With the advent of the new media era, prefecture-level radio external propaganda faces enormous challenges and opportunities. This paper analyzes and explores how to leverage new media technology advantages, streamline external propaganda channels, and expand influence under media convergence, proposing corresponding strategies. The aim is to provide valuable references for prefecture-level radio stations to harness new media technology, create momentum, and innovate their external propaganda efforts.

Keywords: new media technology; external propaganda; application and strategy

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External propaganda work serves as an effective vehicle for enhancing urban visibility, reputation, and influence, shaping city image, supporting local central tasks, and promoting regional economic and social development. Consequently, external propaganda has become a crucial mission for prefecture-level radio and television stations. As a broadcasting professional engaged in external propaganda, I deeply appreciate both the importance and challenges of this work. In the battle for external propaganda dominance under media convergence, how can prefecture-level radio leverage new media technology advantages to seize the initiative and win broader horizons? Drawing on years of professional practice, I share my insights and experiences below.

Sanmenxia is an emerging city built around the Sanmenxia Dam, the first major dam on the Yellow River. Each year, over 95% of Henan Province's overwintering swans gather at the Sanmenxia Reservoir, making it the largest habitat and viewing site for these birds in China. In recent years, these swans have brought tremendous pride and honor to the city. Embracing the concept of media convergence, we have advanced traditional and new media in parallel, publishing hundreds of swan-related stories on China National Radio's *National News Broadcast*, Henan People's Radio's *Henan News*, and major websites including CNR.cn and Sina.com.

1.1 Leveraging Convenient Communication Advantages to Expand External Propaganda Breadth

In recent years, network technology has facilitated increasingly convenient connections between national, provincial, and prefecture-level radio stations. The establishment of online submission alliances, QQ groups, and WeChat circles has enabled real-time communication between editors at higher-level stations and external propaganda staff at prefecture-level stations. Through these networks, prefecture-level radio reporters can clearly understand the editorial intentions and submission requirements of higher-level stations, allowing them to identify optimal angles for broadcast external propaganda and expand the breadth of coverage.

To highlight Sanmenxia's strengths in our submissions, our external propaganda editors and reporters strengthen topic planning and assign dedicated personnel to maintain contact with editorial departments at higher-level stations. We report topics daily via QQ groups and WeChat, and transmit broadcast manuscripts through online submission alliances, publishing a number of substantial and valuable stories. China National Radio aired pieces such as *Returning to Wife's Parents' Home on the Second Day of Lunar New Year: Overflow*

ing with Family Joy and *The NBA of Lingbao Farmers on News and Newspaper Summary* and *National News Broadcast*, achieving excellent propaganda effects.

Song Liusheng is a farmer from deep in the Funiu Mountains in Lushi County. After becoming wealthy through migrant work, he invested 3 million yuan to establish China's first migrant worker training center founded by migrant workers themselves. All 1,300-plus workers trained at his center have been employed in Shenzhen, Guangzhou, and other cities, helping his fellow villagers escape poverty. Through online communication with editors at China National Radio and provincial stations, we produced the recorded news story *Song Liusheng: Cultivating Top-Notch Migrant Workers*, which aired on China National Radio's *National News Broadcast* and Henan People's Radio's *Henan News*, winning second prize in that year's "Henan Radio and Television News Award."

1.2 Deepening Media Convergence Concepts to Enhance Radio External Propaganda Influence

In the media information age, audiences obtain much of their information from mass media. While older generations still acquire information through radio, television, and newspapers, an increasing number of young people transmit and receive information via the internet and mobile devices. When conducting external propaganda, prefecture-level radio must deepen the concept of media convergence, fully consider changes in audience demographics, assess the situation, and employ new media technologies extensively in addition to traditional media reporting techniques to enhance the competitiveness and influence of external propaganda and improve the city's external image.

1.3 Leveraging New Media Technology Advantages to Improve External Communication Effectiveness

In modern information society, online propaganda, characterized by openness, interactivity, timeliness, and sharing, can quickly deliver information to primary audiences. Effective information can achieve secondary or even multiple rounds of dissemination through forwarding and sharing by primary audiences, maximizing communication effectiveness. Currently, prefecture-level radio's application of networks for external propaganda remains insufficient, still at a preliminary stage, without fully utilizing online media for external publicity. Particularly with the widespread application of Weibo and WeChat, leveraging the advantages of these new media technologies for targeted external propaganda can effectively improve the overall effectiveness of broadcast media external propaganda.

Our recorded reports such as *Paper-Cutting Master Ren Mengcang* and *Herb Stamping Technique Inheritor Zhu Xiuyun* aired on China National Radio's renowned column *Unforgettable Voice of China*. The authentic, distinctive audio of Sanmenxia's outstanding intangible cultural heritage representatives, along with photos of these traditional artisans, were also exhibited on CNR.cn, leaving

deep impressions on national audiences. Villagers in Yangshao Village, Mianchi County, Sanmenxia, have maintained for 60 years the custom of not building tombs, digging kilns, deep-plowing land, or constructing wells and irrigation channels, allowing the world-famous Yangshao Village cultural site to preserve its original appearance intact. On last year's International Day for Monuments and Sites, we immediately disseminated this story through Henan People's Radio News Channel's *Yuguang News*.

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

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