

# How to Enable Once Screen-Dominating Talk Shows to Break Through and Go Viral in the Digital-Intelligent Omnimedia Era: Post-Print

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## Abstract

**【目的】** In the era of digital-intelligent omnimedia, traditional television media is undergoing intense impact from new media, with its living space being compressed and both TV power-on rates and audience ratings declining substantially. The former glory of television talk shows is fading. To change this situation, television professionals urgently need to break through barriers and step out of their comfort zones, construct an omnimedia ecological communication system, and promote a bidirectional synergy between positive energy and high traffic in radio and television new media, enabling positive energy to generate high traffic and high traffic to amplify positive energy.

**【方法】** This paper focuses on the gradual decline of television talk shows from their once glorious era of screen dominance, as well as how traditional media professionals are exploring ways to accelerate their adaptation to the current era of media convergence.

**【结果 / 结论】** It provides pathways for breaking barriers and measures for gaining widespread attention for television talk shows.

## Full Text

### How to Help Once-Dominant Talk Shows Break Through and Gain Widespread Popularity in the Digital Intelligence All-Media Era

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## Abstract

**Purpose:** In the digital intelligence all-media era, traditional television media faces intense competition from new media, with its survival space being squeezed and both TV power-on rates and audience ratings declining significantly. The former glory of TV talk shows has faded. To change this situation, television professionals urgently need to break through barriers, step out of their comfort zones, construct an all-media ecological communication system, and promote a two-way pursuit between positive energy and high traffic in radio and television new media, enabling positive energy to generate high traffic and high traffic to amplify positive energy. **Method:** This paper focuses on analyzing how TV talk shows have gradually declined from their once-glorious era of dominance and how traditional media professionals are exploring ways to accelerate adaptation to the current media convergence era. **Results/Conclusion:** The paper provides pathways for talk shows to break through barriers and measures to gain widespread popularity.

**Keywords:** Digital intelligence all-media era; Dominating the screen; Talk shows; Pathways to break through barriers; Media convergence

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The digital intelligence all-media era has transformed public lifestyles, during which people's spiritual and mental structures have undergone earth-shaking changes. The audience willing to patiently watch programs in front of television sets has dwindled, while the group seeking information from new media has grown. TV talk shows must proactively seek change based on shifts in public preferences and social environments, breaking through barriers to forge new paths suitable for the current landscape.

## 1. The Era of Talk Show Dominance

Television personality talk shows originated in the United States, with their core format being one-on-one interaction between hosts and guests, focusing primarily on the guests' personal stories and viewpoints [1]. The emergence of *Oriental Live Room* in 1993 marked the true establishment of television talk programs in China. Once-dominant TV talk shows enjoyed immense popularity, with exceptionally high ratings and content that became fodder for daily conversation, most notably represented by CCTV's *Tell the Truth* and *Dialogue*. *Tell the Truth*, created by the renowned CCTV producer Shi Jian in 1996, achieved a peak market share of 70%, after which numerous television stations emulated the format, producing a large number of talk shows [2]. Because *Tell the Truth* addressed hot social topics and maintained quality control through the host's mastery of program pacing and the production team's craftsmanship, the show's excellence became evident. *Dialogue*, launched by CCTV's Economic Department in 2000 after a revamp, featured trending topics and popular figures as subjects for in-studio concept discussions. Through vivid host performances, the

program showcased story conflicts, creating a ratings frenzy after each broadcast.

However, in the all-media era, as the public has access to more entertainment resources, traditional talk shows have failed to effectively adapt their broadcast formats, resulting in severe audience loss. Consequently, traditional television has been massively impacted by new media development, with its survival space increasingly squeezed. Users are genuinely concerned with content relevant to their daily lives [4]. Today, most people use mobile phones to watch social media accounts or interactive platforms like Douyin, and audiences are no longer passive information receivers in traditional media environments but rather users navigating multiple media platforms [5]. This has directly led to sharp declines in TV power-on rates and audience ratings, with quality talk shows painstakingly created by television professionals failing to achieve effective dissemination. In response, TV professionals must find breakthrough methods to restore former glory. They need to adopt instant communication methods and new media platforms that integrate voice, symbolic expression, emojis, micro-videos, and live interactions [6], proactively entering the networked, digital, and intelligent track to cater to public viewing habits while preserving inherent traditions and advantages. Only by continuously adjusting structure, optimizing content, and broadening channels can they capture larger market shares and consolidate the dominant position of mainstream ideology.

## 2. Paths for Talk Shows to Break Through

With the emergence and rapid development of new media technologies, the media convergence era has arrived, changing public entertainment patterns. Talk shows need to actively seek change based on transformations in the public and social environment, breaking through barriers to embark on suitable new paths.

## 3. Measures for Talk Shows to Gain Popularity

Previously, talk shows like *Tell the Truth* and *Dialogue* typically ran for one hour or nearly one hour, with immersive in-depth interviews as the main format. However, new media platforms such as Toutiao, Weibo, WeChat Official Accounts, and Douyin have diverted most of the TV media audience and become primary channels for news and information [7]. Based on these changes, TV professionals must adapt to the current social environment to regain talk show popularity and attract public attention. The following specific measures are provided for talk shows to gain widespread popularity in the media convergence era.

### 3.1 Leveraging Platforms to Focus on Public Opinion Dynamics

Television professionals can utilize platforms to increase talk show popularity, which helps promote programs and continuously optimize them after gaining

sufficient attention, gradually expanding the audience base. In 2024, more on-line social platforms that produce audio-visual content have emerged, though previously such platforms did not primarily profit from audio-visual programs. TV professionals can emulate this approach by using network platforms with large user bases to publicize talk shows or upload interview videos, thereby expanding program influence through these platforms' user communities.

In China, WeChat, Weibo, Douyin, and other network platforms have massive user bases where works can be published. Program design should combine hot topics with interview questions to achieve complementarity between platform content and talk show material. Since these platforms inherently possess large user communities, as long as programs are high-quality, relatable, and resonate with public life, they can quickly gain popularity and rapidly accumulate audiences. For example, the author's institution created the converged media talk show *Entrepreneurs Say*. During preliminary research, the production team discovered that many private entrepreneurs lacked confidence regarding development. In this context, the program was born in June 2023 as a monthly show inviting two to three entrepreneurs representing Taizhou's characteristic industries and development directions, plus one expert, to engage in face-to-face dialogue around a theme. Through scene design, the program guides entrepreneurs to share development journeys and successful experiences while periodically offering confidence-boosting "golden quotes." Experts focus on industry development, corporate growth, and business environment, providing commentary and suggestions, while relevant departments and young entrepreneur representatives listen and interact on-site. By asking about needs, strategies, and effectiveness from enterprises, the program aims to create a platform for solving corporate problems, serving party committees and government scientific decision-making, enabling effective government-enterprise communication, and facilitating business exchanges. For each episode, station leaders lead planning and production teams in enterprise interviews. The recording site uses electronic screens and poster series to showcase entrepreneurs, who walk red carpets, sign ceremoniously, have handprints made, receive honorary trophies, and are revisited with photo albums—highly ritualistic forms that make entrepreneurs feel respected and praised like "model workers" and "heroes." Before and after broadcast, the program releases trailers and short videos of entrepreneurs' "golden quotes" on Weibo, micro-videos, and Douyin. This three-dimensional, comprehensive all-media communication has achieved positive social impact, with many viewers and netizens stating that through sharing experiences of outstanding entrepreneurs, the program actively promotes "entrepreneurship spirit" and strengthens confidence and development.

### 3.2 Active Interaction and Innovative Questioning Methods

As social development changes public demands, unchanging dialogue patterns bore audiences. Talk shows must adjust their inherent models and styles, such as increasing interaction and changing program progression. High-interactivity

programs provide more advertising exposure opportunities and more precise user targeting, generating higher advertising revenue for media [8]. Currently, many programs develop diverse formats around Weibo's exclusive characteristics, including changes in talk show formats. Hosts find topics from Weibo comments and trending hashtags, advancing programs based on these topics. By adopting audience suggestions, talk shows achieve positive interaction with viewers, changing inherent interview patterns, enhancing format novelty, and closing the distance with audiences.

Taking the trending-topic decoding interview reality show *Beyond the Heat Wave* as an example, the program selects the top three questions from trending searches as interview content. Meanwhile, guests are provided with Weibo emoji standees to answer trending topics, attracting more audience attention through this innovative host-guest interaction method.

### 3.3 Emphasizing Convergence to Break Inherent Patterns

Users demand not only information but also emotion. With the “blowout” development of short videos, “emotion” has become an indispensable element in user information reception. Beyond focusing on a main interview subject, talk shows can also involve the subject's friends, sharing interesting stories through friend dialogues and other life-oriented actions to meet audience emotional needs.

For instance, the program *Mao Xue Wang* uses “Mao Xue Wang's Home” as the main scene, where Mao Buyi and Li Xueqin gather each episode or are visited by friends. Audiences can sense the life atmosphere and sincere friendship between them, warming viewers. While ensuring content quality, talk shows can combine various variety show elements, including gift-giving visits, makeup transformations, camera 漂流 (drifting), etc., to sustain audience attention.

### 3.4 Leveraging Big Data for Precise Audience Targeting

With the practical application of AI artificial intelligence technology, channels for topic selection, material collection, content production, and content dissemination have been technologically integrated [9]. Using this technology, talk shows can deeply explore audience needs and achieve more refined operations. Taking the well-known talk show *A Date with Luyu* as an example, the program successfully used big data technology to achieve precise matching between content and audience. By analyzing multi-dimensional data including viewing habits, social media interactions, and search engine trends, the program accurately grasped target audience interests and needs. This not only helped the production team select topics closer to audience preferences but also optimized guest selection, significantly enhancing program appeal and influence.

In topic selection, *A Date with Luyu* uses big data analysis to follow social hotspots and audience interests, choosing the most discussable and attention-grabbing topics. By analyzing popular topic tags on social media and keyword

data from search engines, the production team can quickly plan relevant interview content and invite guests from related fields for in-depth discussion when discovering audience interest in a social phenomenon or event. This data-driven topic selection ensures program timeliness and greatly enhances relevance and appeal. In guest selection, *A Date with Luyu* also uses big data technology to comprehensively evaluate guests' social media influence and fan interaction, selecting guests who fit program themes and have broad audience appeal. This not only enhances program attention and discussion but also further consolidates the program's brand image in audiences' minds. Big data technology also plays an important role in program promotion. Through intelligent recommendation systems, *A Date with Luyu* can precisely push programs to potential users based on their viewing history and preferences. This personalized promotion greatly improves program exposure and click-through rates, effectively expanding the user base. The program also uses big data technology for real-time monitoring and analysis of user feedback after broadcast, helping the production team timely understand audience evaluations and suggestions to continuously optimize program content and format, maintaining close contact with users.

### 3.5 Strengthening Brand Building to Enhance Program Influence

In the increasingly competitive environment of the digital intelligence all-media era, talk shows must focus on strengthening brand building to enhance influence and public recognition. Brand building is a systematic project covering not only visual identity—such as program names, logo design, and host image—but also deeper-level program philosophy and cultural connotation transmission.

Establishing a clear brand positioning is key to talk show success. In a market full of programs, only those with uniqueness and exclusivity can attract audience attention, requiring production teams to deeply understand target audience needs, find different entry points from competitors, and create unique brand images. For example, the talk show *Thirteen Invitations* has successfully carved out its niche in the talk show market through profound cultural insight and unique interview perspectives.

Establishing a good fan interaction mechanism is crucial for talk show brand building. Fans are the program's most valuable resource, and their word-of-mouth dissemination and sustained attention are important foundations for expanding program influence. Production teams should actively build bridges for fan interaction, such as through online and offline fan meetings, Q&A interactions, voting polls, etc., to enhance fan participation and belonging, cultivating a group of loyal program followers. Continuous attention to user preferences and needs, timely adjustment of program content, and ensuring it keeps pace with the times and aligns with user tastes and interests [10]. Taking *Very Quiet Distance* as an example, the program cleverly integrates user interaction segments during interviews, establishing closer connections between users and guests through on-site questions and social media interactions. This innovative interaction model enhances program watchability and further consolidates the

program's position in users' minds.

### 3.6 Innovating Program Formats to Enrich User Experience

**3.6.1 Introducing Diverse Interactive Segments** Traditional talk show formats are often limited to dialogue between hosts and guests, with relatively weak audience participation. To break this pattern, talk shows can actively introduce diverse interactive segments to deepen user involvement. For example, setting up audience question segments at the program site, allowing audiences opportunities to directly ask guests questions through screening or random selection. This interaction not only enhances audience participation and immersion but also makes programs more responsive to actual audience needs. Production teams can also fully utilize social media and other channels to continuously monitor user preferences and needs, timely adjusting program content to ensure it remains current and aligns with user tastes and interests [10]. Taking *Very Quiet Distance* as an example, the program cleverly integrates user interaction segments during interviews, establishing closer connections between users and guests through on-site questions and social media interactions. This innovative interaction model enhances program watchability and further consolidates the program's position in users' minds.

**3.6.2 Integrating Virtual Reality Technology** As technology continues to develop, virtual reality (VR) technology has gradually penetrated various fields, and talk shows can also attempt to integrate this cutting-edge technology to provide users with more immersive viewing experiences. Applying VR virtual reality technology is an important development trend in the radio and television industry [11]. Through VR technology, production teams can create realistic virtual scenes, making users feel as if they are at the program site. In this environment, users can more intuitively sense guests' emotional changes and program atmosphere, obtaining richer viewing experiences. VR technology can also provide users with more personalized viewing choices, allowing them to select different viewing angles and scenes according to their preferences and needs, obtaining more unique visual enjoyment. This personalized viewing approach will greatly enhance user participation and satisfaction.

VR technology can also help talk shows break through traditional static "frame-style" viewing methods, introducing users into comprehensive, multi-dimensional interactive spaces that deepen user-program interaction and provide more creative freedom and space for production teams. It is foreseeable that as VR technology further matures and popularizes, talk show formats and viewing methods will undergo revolutionary changes. The combination of talk shows and VR technology will usher in a new era of immersive, interactive media experiences, allowing users to enjoy unprecedented integration of technology and art while consuming high-quality content.

**3.6.3 Conducting Offline Activities** In the digital intelligence all-media era, talk shows have begun trying to conduct offline activities to establish closer connections with users, aiming to provide platforms for face-to-face communication with guests and hosts to deepen mutual understanding and emotional bonds. In recent years, the acclaimed talk show *In-Depth Dialogue* has successfully held a series of offline activities, becoming an industry highlight. These activities have attracted large user participation and further enhanced the program's influence in the public mind.

*In-Depth Dialogue's* offline activities create rare opportunities for users to interact directly with program guests and hosts. At these events, users can ask questions, share views on programs, and even participate in impromptu discussions. This authentic, direct communication greatly enhances user participation and immersion. Besides interaction segments, activities also design rich and colorful program content, such as guest sharing sessions and themed discussions, allowing users to gain deeper understanding of guests' journeys and stories behind the programs. This content enriches activity connotation and provides users with more comprehensive program understanding.

*In-Depth Dialogue's* offline activities also cleverly integrate digital intelligence all-media elements, with real-time interactive voting, bullet comments, and other segments allowing users to participate in program discussions and feedback in real time. The production team uses big data and artificial intelligence technology to analyze user participation and feedback to better optimize future program content and activity arrangements. These offline activities not only narrow the distance between programs and users but also bring more exposure opportunities to programs. Through widespread dissemination on social media and network platforms, *In-Depth Dialogue's* offline activities have attracted more potential user attention, further expanding the program's user base. By conducting offline activities, *In-Depth Dialogue* has successfully extended its influence from online to offline, providing users with more authentic and in-depth interactive experiences. This approach not only enhances user identification with and loyalty to the program but also injects new vitality into the program's development in the digital intelligence all-media era.

### 3.7 Attempting Cross-Border Collaboration

In the digital intelligence all-media era, cross-border collaboration has become one of the effective ways to enhance program influence. Talk shows can also attempt to collaborate with other fields to create uniquely distinctive interview content. This collaboration can not only bring freshness to users but also help programs expand audience groups and increase market share.

For example, *Ice Hockey Kids* is a talk show that has successfully attempted cross-border collaboration, cleverly integrating sports and entertainment elements by inviting numerous sports stars and entertainment celebrities for in-depth interviews. This unique program format has not only attracted large

numbers of sports enthusiasts but also sparked strong interest in sports among ordinary users. Through this cross-border approach, *Ice Hockey Kids* has successfully expanded its audience group and enhanced program visibility and influence. The program has also conducted deep cooperation with related industries such as sports brands and event organizations, further enriching program connotation and extension. This cross-border fusion not only provides users with more diversified content experiences but also creates more possibilities for commercial cooperation and maximizes brand value. The success of *Ice Hockey Kids* is a model for talk show cross-border collaboration, fully demonstrating the possibilities of program innovation and broad market expansion space in the digital intelligence all-media era.

The digital intelligence all-media era also requires high-quality content as support and guarantee [12]. Programs must select hot topics and empathetic topics to create good on-site atmosphere. Journalists and hosts involved in creating talk shows must deeply understand interview subjects, refine interview language, and use accessible language and professional knowledge to help audiences understand program information in the shortest time. Meanwhile, talk shows can be recreated two or more times, using short videos, medium videos, or audio for lightweight dissemination on network platforms to better fit different audience viewing and listening habits.

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