

The Interaction between Media Voice and Brand Awareness

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ABSTRACT. *Enterprises should pay attention to the value of media application in the publicity of enterprise brand awareness, and innovate the way of media voice by constructing media work platform. We should enhance media technology, ensure the effectiveness of media coverage, and maintain the advanced nature and effectiveness of media coverage, and constantly improve the quality and effectiveness of media coverage.*

KEYWORDS: *media voice, enterprise brand, popularity*

1. Overview of enterprise brand and popularity

In 1955, David Ogilvy, a British advertising researcher, put forward the theory of brand image, which clearly pointed out that when there is no quality difference between different brands of enterprise goods, the key point of the final choice of consumers is determined by the trademark and the special impression created by enterprises [1]. With the deepening of China's economic market opening degree and the marketization process, brand image and popularity has become the key of achieving high-quality and sustainable development of enterprises. Establishing a good brand image has become one of the important strategies and means for enterprises to participate in market competition. Through good reputation, on the one hand, enterprises can win the support of the government and the community, the cooperation of partners and the recognition and trust of the public; on the other hand, it can win more high-quality potential customers and gain advantages in the competition. In order to achieve the above two purposes, we must make good use of the propaganda function of enterprises. Generally speaking, enterprise publicity can be divided into external publicity and internal publicity, both of which have different target groups and positioning of task. The enterprise publicity discussed in this paper mainly refers to external publicity, especially the media voice, aiming at improving the brand awareness.

2. The current situation and problems of media voices in enterprises

First of all, at the present stage of development, managers of many enterprises pay less attention to the economic efficiency of enterprises, and do not pay enough attention to the media voices of enterprises. Employees of enterprises also do not regard themselves as masters of enterprises, and lack information and channels to obtain reports. Secondly, a single way of reporting directly weakens the propaganda efforts of enterprises and reduces the publicity and education effect of propaganda work. Even if many enterprises do propaganda, they are just mere formality. Finally, at present, many enterprises' media voice teams need to be built vigorously. Many staff engaged in media voice do not meet the work requirements. Only with qualified and excellent staff can we lay a good foundation for media voice. At present, media voice reporters of enterprise need to strengthen the reports' quality and their professional abilities.

3. The role of media voice in enterprise brand awareness

Combined with the specific situation of the integration of media and enterprise publicity work, the role of media in enterprise brand awareness is obtained: first, improve the convenience and real-time capability of publicity methods, and show the overall value of media publicity. In the new stage of the development of enterprise's propaganda work, we should meet the needs of convenience of publicity through the innovation of media voice and publicity means. In the context of the current development of information technology, media reporters need to combine the characteristics of enterprises and use new publicity means to promote the content of publicity, so as to better improve the enthusiasm of the public for information acquisition, improve the real-time capability of reports, and show the overall value of news propaganda. Secondly, integrate media technology with enterprise propaganda work, and emphasize the core value of media voice through the use of media information resources. Under this background, the communication form of media voice will change to some extent, affecting the public's information acquisition methods. Therefore, the application of methods of new media voice in enterprise publicity can fully show the innovation of enterprise publicity work. Thirdly, enhance the core competitiveness of enterprises. In the operation of enterprises and media voices, a variety of network communication channels can be integrated to comprehensively improve the efficiency of information dissemination and effectively enhance the core value of enterprise media voices.

4. The optimization strategy of media in enterprise brand media voice

4.1 Clarifying the idea of media voice of enterprise brand

When the enterprise is running, the emergence of media provides more methods for propaganda workers. Only by clarifying the media voice ideas can we better carry out research on corporate culture. First, establish a sound media voice platform.

In the development of information technology, the construction mode of enterprises presents a complete form of development. Through the construction of media voice platform, it can provide sharing environment of news information for enterprise personnel, and facilitate the collaborative work of enterprise employees. Second, in the media voices of enterprises, the propagandists integrate these events with the platform through the research on the enterprise culture and the latest development of the enterprise, so as to stimulate the employees' interest in the report, enhance the attraction of the platform, and realize the core value of the media in the work of the brand's media voice.

4.2 Broadening the integration of new and old media

In order to enhance the value of media voices, enterprises should focus on the integration and innovation of new media and traditional methods of media communication, so as to better improve the communication value of reports. In the new media environment, media reporters not only need to strengthen the construction of propaganda positions, but also need to speed up the transformation of traditional channels of media transmission, so as to provide support for the rapid transformation of enterprise reporting and publicity. For the traditional media, although there are some defects in the media coverage and communication. And the traditional form of communication still plays the advantages of public opinion guidance. Therefore, under the background of new media, we should focus on the integration of new media and traditional media, and improve the effectiveness of media voices through the digital and network construction of media voices Brand media voice form integration, content innovation and so on to provide support.

4.3 Improving the professional quality of media reporters

In the innovation of the work of media voice, enterprises should focus on the improvement of media reporters' quality, and improve the comprehensive quality of media reporters combining with the core content of enterprise's report and communication work. Firstly, media reporters should realize the value of media communication, integrate enterprise information work with news communication, and improve the overall quality of media voice. Secondly, enterprises should strengthen the training of media reporters, actively build discussion and learning, and guide media reporters to improve their propaganda skills in the new environment, so as to better improve the core level of work of enterprise media voice. Thirdly, the reporter should realize the integration value of traditional media and reporting media, change the previous concept of communication, so as to realize the reform purpose of reporting work.

4.4 Strengthening the supervision of enterprise media voices

Through the analysis of the operational status of enterprise media voice, in the enterprise media voice, the information release and information dissemination of the

media would have a large number of characteristics, this phenomenon will make the enterprise appear false information and bad information, if the enterprise reporter can not realize this problem, it will reduce the value of enterprise report and communication, and reduce the credibility of the enterprise. Therefore, in the current development of enterprises, media reporters need to strengthen the publicity and supervision of media voices through the use of media resources, so as to ensure the quality of enterprise information acquisition. In general, the following points should be done in the supervision of enterprise media voices. Firstly, the media reporters need to strengthen the release of information audit, to avoid the emergence of false information at the source, for some bad information and illegal information should be deleted in time to ensure the effectiveness of network information quality supervision. Secondly, when the problem of bad information dissemination is found, relevant personnel should eliminate and find the publisher of bad information, the plot is serious. Thirdly, for media reporters, they should constantly improve their ability to early-warning information, strengthen the management of forums and online communities, and show the value of corporate media resources to corporate brand and reputation publicity.

5. Conclusion

In short, with the development of society, the impact of media on all walks of life is very obvious. For enterprises, their publicity work needs to grasp the characteristics of the media environment, so as to enhance the visibility of enterprises. Whether it is the production and operation of enterprises, or the daily work of management, we should actively use media technology, update ideas and adopt new methods to make the enterprise work better and more perfect. For the enterprise media voice, we should face up to its advantages and disadvantages, grasp this opportunity, at the same time, we should correctly understand the challenges, and with the help of the power of the media, let the enterprise brand awareness to a higher level.

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