

Optimization Research on Mass Media for Modern Mainstream Cultural Communication

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Abstract: *The relationship between modern mainstream cultural communication and mass media has gradually evolved into a symbiotic and integrated ecological structure. With the development of the Internet, mainstream culture utilizes new media to widely disseminate positive energy and core values, forming a cross-platform and diversified communication network. Mass media, serving as the engine of mainstream cultural dissemination, leverages its strong interactivity and coverage to foster a two-way interaction in cultural communication, making it more vivid and dynamic. Currently, the dissemination pathways of mainstream culture are being continuously optimized. This paper explains the symbiotic relationship between modern mainstream culture and the mass media ecosystem and provides several development suggestions for reference.*

Keywords: *Modern mainstream culture; Cultural communication; Mass media*

1. Introduction

With the rapid development of information technology and the acceleration of globalization, modern mainstream cultural communication faces unprecedented opportunities and challenges. Against the backdrop of an era of information explosion, the mass media ecosystem has undergone profound changes. Mainstream culture, as the core carrier of social positive energy and an important embodiment of core values, directly impacts the formation of social consensus and the shaping of the public's spiritual outlook. Therefore, optimizing mass media strategies in the new media ecosystem to enhance the communication power, guiding power, influence, and credibility of mainstream culture has become a critical issue that needs to be addressed.

2. The Symbiotic Integration of Modern Mainstream Culture and the Mass Media Ecosystem

In today's era of information explosion, mainstream culture not only carries social positive energy and core values but also actively embraces the new mass media ecosystem centered on the Internet, achieving widespread cross-platform dissemination. From traditional media like newspapers, television, and radio to today's social media, short video platforms, live streaming platforms, and smartphone applications, these diversified media formats collectively form a multidimensional network for disseminating mainstream culture. These platforms, with their strong interactivity, immediacy, and wide coverage, have become essential bridges for mainstream culture to reach the public and shape social consensus.

First, mass media has become the new engine for disseminating mainstream culture. With the help of mass media, mainstream culture has shifted from one-way indoctrination to two-way interaction, making cultural communication more vivid and dynamic. Through carefully crafted content, innovative presentation formats, and precise audience targeting, mainstream culture can quickly generate hot topics in the online space, triggering public resonance and participation, effectively enhancing the impact and influence of cultural dissemination [1]. At the same time, mechanisms such as real-name authentication and content review in mass media provide strong guarantees for ensuring the authenticity, timeliness, and accuracy of mainstream cultural information. Secondly, mainstream culture holds a central position in the content ecosystem of mass media. As a beacon of social progress and cultural development, mainstream culture has naturally become one of the most popular content types on mass media platforms. Major media platforms have established dedicated sections or channels to focus on current events, promote mainstream themes, and convey positive energy, making mainstream voices stand out in the complex sea of information. Additionally, with the application of technologies such as big data and artificial intelligence, media platforms can more accurately push

mainstream cultural content that matches users' interests, further enhancing the targeting and effectiveness of dissemination.

3. Optimized Pathways for Mainstream Cultural Communication in Mass Media

3.1 Actively Harnessing the Value-Oriented Role of New Media

In recent years, new media has continuously encroached on the audience space of traditional media, gradually dominating the public's ideological market. Although this transition may take some time to fully realize, the influence of new media on the public, especially on younger generations, cannot be underestimated [2]. Under these circumstances, for mainstream culture to be better integrated and exert its influence, China must position new media as the core driver and a key breakthrough point in promoting cultural communication.

First, relevant authorities should prioritize and actively harness the value-oriented role of new media. The values conveyed through new media directly determine the effectiveness of cultural dissemination. For example, highly interactive platforms like Weibo and WeChat, with their massive user base and cross-regional transmission capabilities, have established significant social influence. Some celebrities on Weibo attract billions of clicks and shares, setting global records and fully demonstrating the unrivaled communication power of new media. Therefore, leveraging celebrity influence and mainstream platforms to effectively disseminate mainstream culture is not only cost-effective but also highly efficient. Secondly, the immediacy and influence of new media should be fully utilized. Compared to traditional media, new media holds a clear advantage in information dissemination. Many news events are first reported through original data provided by new media users. Thus, the speed at which new media acquires news leads and updates content far surpasses traditional channels. Seizing this characteristic and skillfully integrating the timeliness and influence of new media into mainstream cultural communication is invaluable in improving dissemination effectiveness and accelerating cultural identification.

3.2 Strengthening the Narrative Quality of Modern Mainstream Cultural Content

To maximize the effectiveness of mass media, relevant authorities must inject fresh and vibrant elements into their communication strategies to capture the public's strong interest and attention. Among various creative communication techniques, storytelling has become a powerful bridge between information and audience emotions due to its unique charm [3]. For example, The Wall Street Journal transforms complex financial information into accessible content through compelling storylines, detailed character portrayals, and emotionally engaging language. This practice offers valuable insights for cultural authorities: in disseminating mainstream culture, storytelling can be employed to embed abstract cultural concepts into vivid narratives, making cultural communication more relatable and impactful. In storytelling-based dissemination, the following key principles must be adhered to:

First, ensure that the core values reflected in the story align with the positive significance of mainstream culture. In today's society, where diverse values intertwine, utilitarian attitudes prevail, and a sense of responsibility is diminished, the public urgently needs engaging stories that convey positive energy, enhance social responsibility, rebuild ideals and beliefs, and promote collectivism. Therefore, the focus of cultural communication should be placed on everyday life, using more relatable approaches to enhance the appeal of culture. Secondly, the language used must resonate with the general public and avoid bureaucratic jargon. Using lively, life-related language can shorten the distance between culture and the people, making mainstream culture more approachable and likable. This in turn strengthens public understanding and identification with the culture. Third, highlight exemplary figures and enhance the role of role models. Carefully selecting and shaping individuals who reflect contemporary characteristics and mainstream values, and conveying positive energy through their stories, not only serves as a model for others but also inspires people's determination. This approach further improves the effectiveness and emotional appeal of mainstream cultural dissemination, allowing the cultural message to flourish in a broader social context.

For example, relevant media can take excellent young anchors of "helping the elderly" and "helping farmers" as the protagonists, tell the challenges and emotions encountered by these anchors in the process of helping the elderly and farmers in live broadcasts and Short Video, and show positive social energy through their struggle and dedication. At the same time, it can cooperate with local cultural groups to record the growth stories and struggle experiences of local outstanding figures in the form of

documentaries or microfilms. These typical figures can be young people who contribute to rural revitalization, or craftsmen who adhere to traditional handicrafts. Through the presentation of real stories, the audience can not only feel the profound connotation of mainstream culture, but also draw spiritual strength from it.

3.3 Adhering to the "People-Centered" Concept in Mainstream Cultural Communication

In the current era of "short videos for all," personalized and precision recommendation mechanisms, while largely meeting people's diverse preferences and needs, have unintentionally weakened the public's capacity for rational thinking and deep dialogue with real society. Faced with this challenge, the discourse of mainstream cultural communication must adhere to the core idea of "humanism". This involves deeply understanding the psychological desires and real needs of the broader audience, stimulating their inner value recognition, and guiding them to consciously participate in and promote the prosperity and development of mainstream culture.

First, relevant authorities should establish a strong ideological framework that can cut through the fog of information in the real world, touch people's hearts and values, and provide them with a spiritual shield against harmful external information. Only in this way can mainstream culture bridge the digital divide and align with the spiritual and cultural needs of the masses. In building this framework, it is essential to closely match the audience's psychological map and emotional expectations. This can be achieved through touching stories, warm expressions, and the creation of a friendly and harmonious communication atmosphere, awakening and strengthening the public's internal recognition and emotional connection to mainstream culture, transforming them from passive receivers to active participants. Moreover, public participation is a key factor in driving the continuous evolution of mainstream cultural communication. Authorities should create an open and inclusive two-way communication platform, stay abreast of current social hot topics, and respond positively to the concerns of various sectors of society. This ensures that mainstream culture can continuously improve and innovate in close connection with real-life issues. In this process, while maintaining the media's leading role, it is also crucial to empower the audience with sufficient voice, making the interaction between the media and the public a dynamic practice of wisdom exchange and value co-creation.

For example, the famous cultural variety show "Reader" shows different emotional experiences and life perceptions by inviting guests from all walks of life to share their personal stories with books and literature. Each program focuses on a certain theme and encourages guests to convey their thoughts and insights on life by reading literary works aloud. This "people-oriented" communication concept enables the audience to appreciate the beauty of literature while also feeling the emotional resonance closely related to their own lives.

3.4 Promoting Emotional Interaction in Modern Mainstream Cultural Communication

Interactive rituals are the starting point of human behavior and all social activities, as well as the most basic communication need. Emotion, as the most direct and simple form of human expression, not only showcases the vibrancy of life but also serves as an essential driving force for promoting cultural exchange [4]. In this context, creatively and actively utilizing new media technology has become a crucial element in the current strategy for disseminating mainstream culture. Through new media platforms, emotional connections can be skillfully woven, enhancing public resonance and interaction, thereby deepening their understanding and recognition of mainstream culture.

The animated series *The Leader*, based on the life of Karl Marx, moved many viewers with its vivid storytelling and profound ideas. When the story reaches its climax, the audience's emotions are stirred, leading many to comment via live chat with messages like "That's so Marx," both expressing their feelings and evoking strong emotional resonance. This form of real-time interaction enabled by new media not only brings people closer, as their emotions converge into a shared experience, but also deepens their understanding and respect for Marxist thought through a collective emotional journey. More importantly, the emotional energy triggered by specific scenarios acts as a powerful catalyst, continuously accumulating and transforming within the space of interactive rituals. This process fosters cultural identification and enhances emotional resonance, forming a strong force for shaping collective identity. In order to further strengthen the emotional transmission and reception interaction of modern mainstream culture, relevant departments should take the following practical measures:

First of all, government cultural departments can cooperate with new media platforms to promote the linkage of multiple media forms. For example, cultural content is disseminated through Short Video,

live broadcasts, social media and other channels to form an integrated cultural communication network. Second, with the help of big data and artificial intelligence analysis tools, audience viewing habits and emotional reactions are deeply studied. For example, by analyzing viewers' comments and bullet screens when watching programs, identify their emotional resonance for different cultural elements, and adjust program content in time to enhance audience emotional resonance. Third, thematic cultural activities can be organized regularly. Interactive exhibitions, artistic performances or cultural salons centered on specific cultural themes can be held online and offline to attract public participation and share their emotional experiences. Fourth, through online classes, video teaching and other ways, students can be guided to share their views and feelings, creating a good interactive atmosphere.

3.5 Strengthening the Technological Integration of Modern Mainstream Cultural Communication

New media is an extension of the internet, and its communication capacity and influence continue to expand. Therefore, how to fully leverage the influence and effectiveness of new media to enhance its communication efficiency is a major issue facing the development of mainstream culture in China today. Relevant authorities should actively integrate mainstream cultural content with new media and new technologies, providing audiences with more visual enjoyment while increasing the appeal of the content. For instance, the CCTV program *Me and My Motherland* used a "flash mob" format, combining traditional broadcast platforms with WeChat, Weibo, and short video platforms. This multi-platform interaction allowed viewers to experience a strong sense of patriotism across various mediums, whether on TV, mobile short videos, or large screens in urban squares. Additionally, Henan TV's classical dance performance *Night Banquet in Tang Dynasty Palace* utilized 5G technology and virtual reality, creating immersive scenes of gardens, museums, and lakes, providing viewers with a lifelike experience. The use of technology not only improves the effectiveness of cultural communication but also enhances audience engagement and experience. By embracing technological integration, mainstream cultural dissemination can break new ground, creating a richer, more interactive, and immersive cultural experience that resonates deeply with audiences across diverse platforms.

In this regard, relevant departments can further promote the use of this technology, encourage more cultural projects to use virtual reality, augmented reality and other technologies, so that the audience can experience culture immersively. Training courses, seminars and other activities should also be organized to help cultural workers master new media technologies and communication skills.

3.6 Promoting the Innovative Development of Television Cultural Programs in China

In today's era of fragmented and fast-paced information consumption, the preservation and transmission of Chinese culture has become an important responsibility for the nation. This requires television cultural programs not only to guide the public in forming correct values and aesthetic orientations but also to innovate in order to better meet the needs of younger audiences. First, it is crucial to deeply explore the educational value of traditional Chinese culture [5]. Chinese culture has a rich and profound history, with its literature, poetry, and architectural arts having a far-reaching impact on the social development of the entire nation. For example, Chinese Poetry Conference showcases the aesthetic value of poetry in a fresh way, gaining widespread recognition. Similarly, other cultural programs should tap into traditional culture from different perspectives to attract a broader audience. Second, creatively guiding the audience is essential. The success of Chinese Poetry Conference reflects the public's love for Chinese culture. Traditional culture can only win audience approval through innovative presentations. Therefore, broadcasters and television production units should break away from conventional formats and embrace creative approaches to enhance the artistic and aesthetic appeal of television cultural programs.

There is an urgent need for production teams to move beyond traditional models and embrace formal innovation to unleash the infinite creativity and vitality of television cultural programming. While innovating program formats, it is equally important to elevate the audience's aesthetic appreciation. These efforts must go hand-in-hand to push the artistic quality of television cultural programs to new heights. To expand the vision and depth of such programs, production teams should actively collaborate with experts and scholars from the cultural field, drawing on their wisdom and experience. At the same time, directors and producers should continually improve their own cultural literacy to ensure that the content is rich, profound, and free from superficiality or vulgarity, conveying positive values. Moreover, cultural programs should touch the hearts of the audience and reflect humanistic concerns, becoming an emotional bridge that transcends time, allowing viewers of all ages

to connect with and resonate deeply with the content.

4. Conclusion

In summary, in this rapidly changing information age, the integration of traditional and new media has made the dissemination of mainstream culture more dynamic, swift, and interactive. By actively leveraging the value orientation of new media, strengthening the storytelling aspect of mainstream cultural content, adhering to a "people-oriented" communication philosophy, promoting emotional interaction, and enhancing technological integration, we can effectively improve the dissemination effectiveness of mainstream culture in mass media. With the continuous advancement of technology and the evolving demands of audiences, the communication of mainstream culture will undoubtedly develop through innovation, becoming an important force in guiding societal values.

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