

Passive and Active: The Realistic Choice of Mainstream Media in the Era of Convergence Media——Taking Central Radio and Television Station as an Example

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Abstract: Nowadays, many traditional media have encountered new problems in the development of the convergent media era, which are closely related to their own media characteristics and the trend of the times. If we want to find greater possibilities in the development of media in the new era, we need to actively adapt to the development trend of media. Giving full play to its own integration advantages, improving the quality of media products, and increasing integration with other media are the keys to successfully becoming widely known in the era of media integration.

Keywords: Media Convergence, CCTV, Mainstream Media

1. Introduction

In China, the media industry in the past few decades has been dominated by mainstream media represented by TV stations and newspapers. However, with the development of the Internet and the rise of online media, more and more people have a voice, and the media discourse power is gradually dispersed. Faced with such a situation, traditional media have to change the development path to meet the trend of the times. In the process of transformation and development, some media made bold attempts and achieved success, while some media were afraid of their hands and feet and made few breakthroughs. As far as the audience is concerned, they have more opportunities to speak, more independent choices in information acquisition, and the content of media production is an important standard for them to judge the media. The voice of mainstream media is still the vane to guide the audience to speak. Therefore, how to better obtain the trust of the audience and highlight the tight encirclement of media competition is a realistic topic faced by the mainstream media.

2. Internet of Everything, Opportunities and Challenges Coexist

2.1 Current status of mainstream media in China

In my country, official media are generally managed by government departments, representing the voice of the party and the government, and are a symbol of authority. As one of the most influential and wide-ranging TV stations in China, CCTV represents China's media image and is also a representative of domestic authoritative discourse. It has always been at the forefront of the times and guided public opinion. In the past, the Central Radio and Television Station created many popular programs, which accompanied generations of Chinese people. However, under the influence of media development in the Internet age, many traditional programs gradually lost their former glory, and even some programs had to stop broadcasting. With the continuous development of the times, the needs of the audience are also increasing. Grasping the attractiveness of the audience and maintaining the attractiveness of the media are the real problems faced by the Central Radio and Television Station

Compared with CCTV, in terms of local TV stations, some TV stations stick to the rules and are slow to move forward. But there are also some which are brave to innovate and move forward.. As a provincial TV station located in the Guangdong-Hong Kong-Macao Greater Bay Area, Guangdong TV has unique advantages and accompanies the growth of Guangdong people. After decades of development, however, its influence is still limited to Guangdong, and it is difficult to go out of Guangdong. And because of the impact of the Internet era, its position in Guangdong has been further challenged. In the process of

development, Hunan TV took the initiative to seek changes and created a large number of programs loved by many audiences. In the era of TV media, many popular national variety shows came from Hunan TV, such as *Happy Camp*. Besides, Golden Eagle Cartoon, accompanying the childhood of the post-00s generation, is also a TV channel under Hunan TV. But now *Happy Camp* has been suspended for various reasons, and other popular variety shows have also been suspended under the tide of the times.

2.2 Development status of alternative media

The vigorous development of the Internet has provided a broad creative stage for media users, and everyone can seize the opportunity to become the darling of the times. In terms of video platforms, long video platforms represented by Youku Video, IQIYI, and Tencent Video have flourished in the 2010s, occupying a large market share. During this period, the rapid development of the Internet in China made the audience's attention gradually shift from TV media to online media. These video platforms have produced a number of intriguing variety shows. Such as *Youku's Round Table Party*, Tencent Video's *Talk Show Conference*, IQIYI's *Wonderful Flower* and so on. They have a keen insight into the audience's favorites, and have created some programs with a broad mass base, especially with young people as the main audience, firmly grasping the pulse of the times.

At the same time, short video is also a feature of the network media era. The prosperity of short videos has ushered in the era of self-media, which is a great era of personal voice. Everyone can speak to the public and become the focus of the media. A group of people seized the opportunity of this period and rose rapidly, such as "Li ziqi", "Crazy Little Brother Yang", "Zhang schoolmate", both of whom a group of Internet celebrities rising in the era of short videos. They create short videos or live broadcasts to sell goods leading the new trend of the times. After seeing the gorgeous visual impact, the audience gradually seeks the authenticity of life, just like they miss the simplicity of the countryside after seeing the prosperity of the city. The short video platform is more about showing the ordinary life of ordinary people, which is very grounded. And there is real-time interaction between the short video platform audience and video creators, which shortens the distance between each other.

3. Passively adapt and stick to traditional media positions

Since the reform and opening up of China, my country's productive forces have been liberated unprecedentedly, and people have more initiative in production, adding more vitality to social and economic development. At the same time, China's media industry has also developed rapidly. Private capital has also had more opportunities to participate in the production of media works, and local TV stations have continued to reform and innovate to explore more possibilities. My country's media market has ushered in a period of a hundred flowers blossom together. herefore, it means that if the media industry does not advance, it will retreat, so the official media needs to keep changing with the times. In 2018, according to the "Plan for Deepening the Reform of Party and State Institutions", CCTV, China National Radio, and China Radio International were integrated to form the Central Radio and Television Station, opening a new chapter in CCTV's development.

3.1 Conserved genes in mainstream media

Different from the development of media in other countries, China's mainstream media was born and developed as the voice of the party and the people. It is responsible for publicizing the party's principles and policies and speaking out for the people. On December 30, 1940, the first sound of China's broadcasting media in Yan'an marks the birth of national-level media. Since then, the media organizations of the Central Committee of the Communist Party of China have played an indelible role in the War of Resistance Against Japanese Aggression and the War of Liberation. Since this period, the official media, as a powerful voice for the party, have always played a role in speaking for the party and the people.

As a powerful publicity tool for the party and the people's government, the official media has always stood with the party and the people, telling Chinese stories and promoting Chinese culture. After the founding of the People's Republic of China, the people's broadcasting industry entered a rapid development channel. With news programs such as the *News and Newspaper Digest Programs of the Central People's Broadcasting Station* and *The Simultaneous Programs of the People's Broadcasting Stations of Local Areas* as the leader, various types of programs such as economy, literature and art, social education, rural areas, children's, military, legal system, and service have been launched successively.

[1] But these have gradually become inferior with the advent of the Internet media era.

As the country's highest-level media, CCTV is mainly responsible for publicizing policies and educating people, and it often has the highest authority. For this reason, in the process of continuous reform, CCTV acted cautiously, explored carefully, and correctly grasped the trend of the times, but at the same time, it also damaged the vitality of TV station to make bold breakthroughs to a certain extent.

3.2 Specific Paths for Passive Adaptation

The development of online media has made this era a "decentralized" era. The so-called decentralization means that in the traditional media era, one subject is the center, other subjects are nodes, and the nodes depend on the center to exist. While in the new media era, each node of information dissemination and interaction may be the center of transmission or reception, and the degree of dependence of the node on the center is reduced, and it can even be separated from the so-called "center". In the era of new media development, due to the diversification of the audience's information receiving channels, they have more initiative to obtain information, and coupled with the improvement of the audience's education level, they have a stronger ability to discriminate information. Therefore, if the official media wants to gain more recognition from the audience, they can only cater to the development trend of the times and "conquer" the audience with high-quality content.

In order to meet the needs of media integration and development, the Central Radio and Television Station launched its own video network platform - CCTV APP. However, only 60 million installations can be seen in the mobile app store, while Tencent Video has 13.03 billion installations, IQIYI shows 8.31 billion installs, and Youku has 7.91 billion. Judging from the data alone, the competitiveness of CCTV still needs to be improved. Most of these technological changes come from the creative energy of the people, not the mainstream media. During this period of innovation and creation, the government plays a leading role. In order to seek more innovation possibilities, government should liberalize the policy to allow the private productive forces to create boldly. At the same time, they should also actively leads the official media to cooperate with private capital, which can neither stifle the enthusiasm of the people for innovation, but also grasp the initiative of discourse in this way.

4. Actively seeking change, leading the convergence media

4.1 Media Integration Advantage

China Central Radio and Television Station is one of the highest-level media in the country and has great influence at home and abroad. In the context of media integration and development, the authority of the media represents the fundamental interests of the vast majority of the people and leads the development of other media. In the long-term development process, CCTV has gathered a group of excellent media talents and formed a mature development system. On the Douyin platform, the CCTV news account has 140 million fans, ranking second only to People's Daily.

In terms of news dissemination, the central Radio and Television Station must work with other official news media such as Xinhua News Agency and People's Daily to firmly grasp the initiative of discourse and correctly guide public opinion. The "decentralization" in the era of convergence media has made it possible for more people to speak out, but at the same time, it may also lead to various unreasonable voices and rumors. The powerful news integration and communication capabilities of CCTV and other media can effectively control news information and public opinion orientation to avoid this problem. This is an era when everyone can become a news producer. China Central Radio and Television Station often uses the method of reprinting news from the media to expand its news collection channels on new media platforms. Everyone is a "reporter" of CCTV, providing wider space for news production.

In terms of literary and artistic construction, there is a group of excellent hosts gathered in the Central Radio and Television Station, and they have a high status in the minds of the audience. They often have a high degree of attention. Taking full use of this advantage to create new programs can bring better program effects. For example, CCTV brought together new and old hosts to produce reality show variety shows *Hello, Life and Summer of Yangyong*, which have been well-received by the audience. In addition, CCTV often has a strong appeal to artists, and it can reach cooperation with these artists and use the influence of these artists to create more positive and popular programs.

4.2 Content-based development strategy

Entering the intelligent interconnection era, the production, dissemination and reception methods of media art have undergone tremendous changes compared with the era of mass communication with television as the main form of expression, forming a broad and meticulous artistic landscape. [2] Media integration means that the differences between media disappear. Media agencies used to have newspapers, TV stations, radio stations, etc. In the Internet era, professional content producers have the same nature as traditional media and news agencies. What determines their competitive position is the high content production capacity, content integration ability and user experience, and the media authority generated by channel monopoly will be eliminated. Therefore, self-media can occupy a place in the era of media convergence. Users can choose TV media as the information receiving channel, or they can choose the self-media as the information receiving channel. This is the inevitable result of the development of the market economy, but also the needs of the audience. The information products and services provided by the media to the public realize their social benefits, for example, providing advertising information dissemination services for advertisers becomes the main product form for the media to obtain resource compensation. More and more advertisers choose a network media as advertising, so the network platform and self-media have gradually replaced the original newspapers, television, becoming a new popular advertising.

For the audience, the needs for receiving information services mainly come from the following aspects: general information needs, socialization needs, and emotion regulation needs. Meeting the needs of the audience is the fundamental way to realize the value of the media and realize the social benefits of the media. With a more professional media product production team compared with self-media, Central Radio and Television Station has an absolute advantage in the competition of media products in the media development strategy. In media competition, high-quality content creation is the key to retaining audiences. Today the audience is no longer satisfied with the simple information acquisition needs, but needs more emotional regulation needs. In the subject of media integration and development, the Central Radio and Television Station should give more consideration to the needs of the audience's emotional regulation and social benefits. In program production, CCTV has created its own unique cultural program IP, such as *Chinese Poetry Conference*, *Chinese Place Name Conference*, *Classic Chanting*, *China in Stories*, *China in Classics* and so on. This is a feature of CCTV's unique program style, where other media cannot reach. Focusing on culture is CCTV's unique program style, which the station can still carry forward to become a new "traffic password" in the era of media integration. In addition, CCTV can also explore more development models, find more of its own characteristics, and find a unique way to steal the show in the new era.

4.3 A new path for integration and change

The era of integrated media has given new examination papers to traditional media. China Central Radio and Television Station is actively following up on media integration and leading the fashion of the times. Today's major media have opened the road of integration and turned to the Internet. The media integration centers established by many TV stations use media means to expand the influence of the original TV station, and "work along two lines at the same time" in the original TV station and the network platform. Many local TV stations were originally "unknown", but with the blessing of the Internet, they have now become well-known "bloggers" on online platforms. In terms of paper media, the domestic newspaper industry has also faced huge challenges since the sales volume of newspapers fell off a cliff in recent years, and many traditional paper media have turned to the Internet. Taking the Southern Newspaper Group as an example, the group's "Eleven Newspapers", "Eight Periodicals", five websites and one publishing house have all achieved online integration.

The integration of cross-media can make full use of media resources and reduce the cost of media operation. At the same time, using the means of communication with the help of new media can seek more audiences and create a strong media.[3] On June 21, 2022, China Central Radio and Television and Douyin Group jointly held a cloud release event, announcing that Douyin Group became the privileged broadcaster of the 2022 Qatar World Cup and the strategic partner of China Central Radio and Television for live broadcast. The era of integrated media is not an era in which the media family fights alone, but an era in which media reces are integrated and shared, and information resources are exchanged.

5. Conclusions

Convergence media is not only the integration of various media functions, but also the integration of various media. The issue of integrated development is an important issue that the media will face in the current and future development process. Only by actively meeting the challenges and adapting to the media themselves can they better embrace the opportunities.

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