Research on the "Breaking Circle" and "Innovation" of the Transformation from Traditional Media to Mainstream New Media under the New Communication Pattern

-- Taking Yangshipin APP as An Example

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Abstract

Since the concept of "media convergence" was first proposed in 2013, the information communication orientation of mainstream media in China has been continuously integrating with the changing communication pattern. Based on the political authority and position of traditional media as the backbone of public opinion field, the establishment of visual "breaking the circle" information dissemination is the firm choice for traditional media to build new mainstream media in the era of "new media". The ultimate goal of the construction of new mainstream media is to construct an omnimedia communication system by promoting the in-depth development of media convergence. From the perspective of exploring the urgency and necessity of the transformation of traditional media, in this paper, it focuses on the transformation problems caused by the "communication barriers" caused by the "information gap" at the present stage, and takes the Yangshipin APP as an example to find an effective way to meet the "break the circle" of traditional media in China. The study found that the construction of the content matrix of the Yangshipin APP well explained the social value of "innovation" and the positive effect brought by the construction of the all-media communication system, which is a goal and field that other mainstream new media failed to reach at this stage of development.

Keywords

Traditional media; New mainstream media; Media convergence; Yangshipin APP.

1. Introduction

In the process of constructing the development pattern of omni-media and advancing the media to the stage of longitudinal deepening, the mass communication system and information transmission mode of the society have undergone earth-shaking changes. At the same time, the rapid flow of information in the Internet era has brought unprecedented pressure to media publicity. The continuous improvement of the competitiveness of new media platforms has triggered the thinking of the transformation from traditional media to mainstream new media platforms. In the Internet era with the rapid development of information technology and the Internet, the ways and channels for the audience to obtain information gradually show the characteristics of multi-channel and pan-domain, and the ever-expanding discourse space and the fields involved are more integrated and diversified. [1] Traditional media, originally politicized and authoritative, are gradually being limited by their original characteristics. Audiences are more inclined to get the latest news through social media platforms that integrate social and information, which gives birth to and brings the need for the transformation of traditional media. This is the inevitable result of the new communication

pattern of media convergence, and it is also the right choice to adapt to the current new environment that the mixed communication mode combining multi-media means.

2. The Current Situation of Traditional Media under the New Communication Pattern

No communication mode and transformation method is all-powerful, and every communication mode needs to be built on a specific goal and communication process. Effective propaganda cannot be separated from the support based on science and logic, and cannot be separated from technical guarantee. [2] Therefore, to find out the transformation mode suitable for a particular media type, it is inevitable to need a set of systematic, modelled and operable paradigm basis. "Circle breaking" and "innovation" bring about thinking not only in the field of communication, but also in the fields of linguistics, sociology, philosophy and other human sciences. With the continuous enrichment of mass communication methods, traditional media are also making corresponding changes in line with the communication in the modern information society, breaking through the commonsense of social mobilization of the original traditional media, and striving to create a group of new mainstream media with diversified forms, advanced means and competitive capabilities. [3] At the present stage, the transformation and development of traditional media is still based on the original integrated governance and publicity, but it can no longer satisfy the current audience's desire for information and corresponding psychological satisfaction. In the era of "all media", social network has become one of the main channels of information circulation. How to highlight the unique discourse power and leading position of the backbone public opinion of traditional media in this environment is the direction that needs to be redefined and typified in the process of "breaking the circle" and "innovating" of traditional media.

3. The Orientation and Development of New Mainstream Media

At the present stage, mainstream media, as the leading role in the output of information and public opinion, create diversified and integrated media products under the new information production mode and communication pattern, expand video communication channels, and promote the co-frequency resonance of public opinion information. At the same time, the vertical support of technology and the horizontal expansion of communication channels have created a more professional field for the transformation from traditional media to new mainstream media. A major purpose of the transformation from traditional media to new mainstream media is to promote the integrated development of media, consolidate and strengthen the mainstream ideas and public opinions, and enhance the dissemination, guidance, influence and credibility of the media. In this revolutionary change, traditional theories and paradigms are no longer fully applicable to the current stage of media development, which also confirms the necessity of the transformation from traditional media to new mainstream media. [4] In the construction of new mainstream media, we should not only pay attention to the form of communication and the construction of platforms, but also pay attention to the breadth and depth of content production. Mainstream media at the same time of strengthening technology, cannot ignore ties with customers, and attaches great importance to the activation on the Internet operation of power network, build core community of users around the new positioning of the mainstream media, connecting users, integration mode of production, transmission channels, many factors such as its value, form their own narrative ways and the media language [4]. For example, visual means of information communication and multimedia can be used to attract audiences' attention to specific information and enhance user's participation, so as to gradually narrow the distance between audiences and mainstream media. At the same time, the new mainstream media also needs to constantly extend its business scope,

not limited to a specific communication mode. Using social and social media to find news clues and social hot spots, verifying and report relevant events in real time, and expand its influence through its platform advantages. In addition, it is necessary to build media brands, reshape discourse space, and form mainstream media brand effect and ecological circle.

4. Yangshipin APP Content Production and Communication Matrix Construction

As a product of innovation from traditional media to mainstream new media, Yangshipin App inherits the influence of the original CCTV in terms of transmission scope and authority, and constantly explores its own development mode in the field of content production and communication under the new communication pattern. It has a good representation in the construction of new media platform of mainstream media. As a case, it analyzes the content production and communication matrix construction from the aspects of short video production, live broadcast (slow live broadcast), current news dissemination and so on.

4.1. Content Production

4.1.1. UGC Content Production And "Account Forest" System

Yansghipin App advocates a software ecosystem of user thinking, user-led content production and participation. Each user can register their own central video account, shoot and produce videos and upload their own original videos after the approval of the platform. Different from other software launched by CCTV in the past, Yanghipin APP has created a new account system - "account forest". This is also based on the thinking of social media applications, to strengthen the relationship between users and the platform, and to create a cultural atmosphere belonging to the exclusive central video. [5] Yangshipin APP under the new situation is focused on the group of the young users, combination of technology and information visualization extraction way, trying to win at this stage the main audience demand information, download "epicenter video" from the promotion, guide the audience to make "the epicenter video culture", to strengthen the user engagement and sense of belonging. Bottom bar of the "central circle of friends" is a strong social attribute of design, except in the square to see the latest dynamic, users can also by joining all they are interested in "circle", enrich the content of "my circle", released at the circle of the dynamic, interact with users, get the latest information of public opinion, etc., largely meet the demand of users' information demand and interaction, enhance user stickiness and platform influence, and narrow the distance between mainstream media and audience. [6] For example, CCTV News, the first one to use the "streaming media" template of SOHU news client, only delivers the latest news and information to the audience in terms of content knowledge. By contrast, the interactive advantages of Yangshipin APP have been fully reflected.

4.1.2. "Cloud Propagation" Situation

In the 5G era, the expression form of news broadcast of short video is no longer limited by network transmission. The trend of "cloud communication" featuring multi-path, multi-form, multi-angle, multi-means and multi-media is the innovative design layout of Yangshipin APP in the creative level of short video planning. [7] On this basis, the form of cloud recording + cloud live broadcast has been formed, which breaks through the time and space limitation of traditional media and the stereotype of the public on one-way communication of social interaction, and gradually guides the original slightly "literal performance" to the unified form of information communication of "presence participation and interaction" with artistic, innovative and timeliness. Network video live broadcasting has long appeared. The innovation of CCTV's "cloud communication" lies in the stable core hardware technical support of

5G+4K/8K+AI+VR and the current advanced technical architecture of "big, middle and small front desk". [8]

4.1.3. Type Integration Interface Design

Yangshipin APP has changed the structural logic of traditional TV in the past. Starting from the three categories of pan-information, pan-style and pan-knowledge, it relies on the logic of account system content aggregation to create a new media platform, which is well reflected in the interface design. Regionalized and plate-based page logic is designed to guide users clearly. Through text + image +H5+ video + animation and other forms of visual information communication, the Yangshipin APP interface clearly indicates the "entrance" for users. At the same time, the title production of different sections is also more detailed and pointed out. On this point, it has the same work with CCTV Video, both of which have bottom bars divided into regions and video-oriented main interface under different areas. However, in addition to CCTV's own TV channel, Yangshipin APP also opens a window for other sectors to share video channels, such as Youku, IQIYI, Tencent and other film and television agencies, allowing them to release videos in the first time, which also facilitates users' use.

4.2. Propagation Matrix Construction

As mobile and fragmented consumption becomes increasingly popular, short video is becoming an important position for the public to fragment time. Short videos play a very important role in positive communication for platform content orientation, value setting and user guidance. Creating high-quality original content, spreading mainstream values and opening up a development and reform model are the same as the current mainstream media's short video development. [9] Yangshipin APP's attempts in the fields of short video, slow live broadcast and live broadcast with goods can well represent the path and direction of the current traditional media transformation. Take the "Little Central Video" of CCTV.com as an example. It closely follows the Internet development trend in the era of integrated media. Content is king, adheres to the precise communication positioning suitable for life, and constantly optimizes the video business of mainstream media. In terms of the output of short videos, the Yangshipin APP also adheres to the content positioning that conforms to the characteristics of the platform. For example, CCTV anchors' VLOG of "The Frontiers of Major Power Diplomacy", anchors' talk network, original variety shows in front of and behind the scenes, etc., enhance the influence of the platform.

Slow live broadcast is a new form in the Yangshipin APP matrix. It is a form of live broadcast in which the platform uses live broadcast devices to record specific scenes or ongoing events for an extremely long time in real time and present them in an original way. It helps the audience to build a "sense of presence" and become a "witness" across time and space. During the epidemic period, the slow live broadcast of the construction of "Mount Vulcan" and "Mount Thunder" hospitals attracted great attention and positive response from all sectors of society, which also affirmed and proved the acceptance and feasibility of the form of slow live broadcast by the public. [10]

In addition, under the background of the resumption of the passage from Wuhan to Hubei, how to promote the sales of agricultural and sideline products in Hubei Province and help Hubei relieve the impact caused by the epidemic became one of the important tasks at that time. In order to push the economic and social development back to the right track as soon as possible, Yangshipijn APP Financial Media Public Interest Activity cooperated with Taobao Live in the form of network live broadcast through the central video platform, set up live broadcast rooms in Beijing and Wuhan at the same time, and carried out a 14-hour live broadcast activity. From the data of the live broadcast, the online topic has been read up to 1 billion times, and the sales volume of Hubei Pindao has exceeded 150 million yuan through the live broadcast room. CCTV's "breaking the circle" cross-border live broadcast activities have produced a good

influence on the Internet and created a new model of mainstream new media in the field of live broadcast.

5. Build and Disseminate Bottlenecks and Recommendations at This Stage

Since the concept of new media was put forward, many traditional media platforms have made corresponding changes. However, most analyses start from the construction of platforms, and few specifically study the production and dissemination of content within platforms. Under the circumstances of new communication environment, how different types of traditional media complete the transformation and upgrading of their communication pattern while getting closer to the mainstream media is the key operation on the road of "breaking circles" and "innovation". The breakthrough and innovation at the present stage has entered a bottleneck period, which is mainly reflected in the following aspects :(1) the flow bottleneck caused by the insufficient originality of the content in the mainstream new media; (2) At the moment when confidence transmission mode is gradually saturated, we are confined to the "comfort zone" and the established way of thinking about information transmission; (3) Perfect building of brand IP and lack of brand effect of mainstream media.

To sum up, the future development of Yangshipin APP should not only obtain inspiration and direction based on the reality, but also find the advantages of information integration and development based on its own positioning while trying to build a connection with the audience, but also break through the communication pattern and field scope, improve the media publicity and development matrix firmly and promote integrated development. Extension of discourse space and explore in the field of audio-visual language development is a long and arduous, the transformation of the traditional media adheres to the mainstream media's social responsibility and duty, to undertake the social responsibility of promoting social information of "co-frequency resonance" , build up a distinctive feature of the mainstream media and irreplaceability status so as to contribute to build a full media system. [11]

6. Conclusion

"Broken" and "innovation" of thinking with the enrichment of mass communication way also increasingly deepened, at the same time in the process, the mainstream media, at the same time not forget to carry out the practice by the general secretary clearly put forward "to strengthen the traditional media and new media integration, strive to build a group of diverse forms, means of advanced and competitive new mainstream media" policy. To some extent, the development and innovation of the Yangshipin APP also reflects the introspection of the current mainstream new media and the attitude of daring to face the challenges of the new communication pattern. On the one hand, we constantly combine the reality, get inspiration and direction, and strive to build a connection with the audience; The other side is constantly looking for its own positioning and the advantages of information integration and development in line with the platform, so as to open the communication pattern, improve the media publicity matrix and finally promote integrated development. On the road of innovation, the new mainstream media, led by central video, still has a long way to go.

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