

Research on the Influencing Factors and Promotion Strategies of The Communication Power of The New Mainstream Media at The Prefecture and Prefecture Level

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Abstract

With the continuous promotion of media integration and in-depth integration, the prefecture-level new mainstream media is playing an increasingly important role in news publicity. The size of its communication power has an important influence on the "communication four forces" and the construction of media discourse power. At present, there is little research content on the communication power of prefecture-level new mainstream media. Based on this background, combined with the regional characteristics and practical situation of prefecture-level media communication, this topic constructs the evaluation index system of the influence factors of the communication power of prefecture-level new mainstream media, and studies the optimization path of prefecture-level new mainstream media in Anhui, and puts forward a high-quality communication power improvement strategy.

Keywords

New mainstream media; Communication power; Influencing factors; Improvement strategy.

1. Current Situation of The Communication Power of The New Mainstream Media

1.1. The communication power of the new mainstream media declines

Due to the explosive growth of information, false information and rumors spread on new media platforms, bringing difficulties to deliver accurate and credible information to the public. This has had negative effects on society, including misdirection, fragmentation, and social instability. The lack of communication power of the new mainstream media is also reflected in the phenomenon of information overfiltering and information cocoon. Social media platforms often provide information to users based on their interests and preferences, thus leaving users into a cocoon of information and seeing only the content that agrees with their position. This limitation has the potential to lead to the localization of information, hindering the communication and understanding of multiple perspectives. The commercial model of the new mainstream media may also affect its communication power. An advertising-driven business model may lead to excessive commercialization of content to attract user clicks and attention, rather than to provide in-depth and comprehensive news coverage. This may have reduced the public sense of responsibility of the media and affected the expectation of its communication power.

1.2. Insufficient level of regional media integration

The problem of insufficient regional media integration reflects the dispersion and isolation of local media in the field of information communication.^[1] This means that the cooperation and resource sharing among various forms of media (such as newspaper, radio, television, and Internet) are not close enough, which leads to the low efficiency of information circulation, and makes it difficult for media practitioners to make full use of the advantages of multimedia platform. The poor degree of prefecture-level media integration reflects the urgent improvement of the cooperation and integration of local media at the city and county levels. As local media are usually concentrated in specific regions, the degree of cooperation between prefecture-level media is relatively low, which leads to limited information coverage, and it is difficult to meet the diversified information needs. In addition, poor media convergence may also lead to information duplication and waste of resources, which is not conducive to the sustainable development of local media.

1.3. User engagement is not high

The low user engagement reflects the interactive difference between traditional media and new media. Traditional media is usually a one-way mode of information transmission, while new media has more user participation opportunities, such as social media platforms, blogs and online comments. However, even in the new media environment, user participation is still insufficient, probably because users feel resistant to the generation and sharing of information, or lack of sufficient opportunities and resources to participate. Low user engagement may affect the diversity and credibility of the information. When user engagement is low, information production and dissemination may be concentrated in the hands of fewer individuals or institutions, leading to the simplification and bias of information and reducing the quality of information and credibility. High user engagement helps to enrich information sources, provide multiple perspectives, and facilitate wide distribution and validation of information. Low user engagement may also affect social interaction and information sharing. User engagement is not limited to content generation, but also to social interactions such as comments, likes, and sharing. When user participation is not high, the interaction of social media platforms is limited, making it difficult to build interactive communities, which reduces the information dissemination effect and social value.

2. Factors Affecting The Communication Power of The New Mainstream Media

The communication power of the new mainstream media is jointly influenced by various factors, such as content quality, technology platform and user participation. Understanding the mechanism of action of these factors and how to manage them effectively is of great significance for improving the communication effect and influence of the new mainstream media. At the same time, there are interactions and influences between these factors, which need to be comprehensively considered and balanced in the actual operation.^[2]

2.1. Content quality is an important factor affecting the communication power of the new mainstream media

The quality of media content is directly related to the attention and trust of the audience. High-quality content should be characterized by accuracy, objectivity, depth and diversity to meet the audience's demand for information. The originality and uniqueness of the content also have a positive impact on the communication power. In addition, the timeliness of content is particularly important for the news media, because the rapid spread of news events requires timely and credible reporting.

Accuracy is the cornerstone of content quality. Media content must accurately reflect the facts and avoid the dissemination of misinformation to maintain public trust. Accuracy also involves the importance of fact-checking and data verification to ensure the reliability of the information. Objectivity is another key aspect of content quality. The new mainstream media should remain neutral and objective in their reporting, and avoid the penetration of subjectivity and prejudice. Objectivity helps to convey information rather than subjective perspectives, thereby facilitating the expression of multiple perspectives. [3]The originality and uniqueness of the content also have a positive impact on the communication power. Originality means that media content is unique, not just a simple copy of other reports, but also an independent research and interviews to provide novel information. This helps to attract more reader attention and enhance the competitiveness of the media.

2.2. Technology platform is the key influencing factor of the communication power of the new mainstream media

Various technological platforms, encompassing social media, news websites, and mobile applications, offer diverse communication mechanisms and tools that exert a significant influence on the velocity and modality of information propagation. Technical components, such as algorithmic recommendation systems, social sharing functionalities, and search engine optimization, assume pivotal roles in shaping the dissemination process. Furthermore, the interface design and user experience of these technology platforms wield substantial impact on the audience's reception and dissemination of content. These technology platforms are integral to the contemporary media landscape, serving as conduits for information flow and interaction between content providers and audiences. Algorithmic recommendation systems, for instance, guide users towards content tailored to their preferences and habits, thereby shaping their information consumption. Social sharing features empower users to amplify content by distributing it across their social networks, which can significantly enhance the reach and impact of the information. Search engine optimization strategies ensure that content is discoverable through popular search engines, affecting its visibility to a broad audience. Moreover, the design of a platform's user interface and the overall user experience play a substantial role in facilitating or hindering content engagement. An intuitive and user-friendly interface design enhances the accessibility of content and encourages user interaction, while a poor design can deter users from engaging with the material. Additionally, the platform's user experience, encompassing aspects like page loading times, mobile responsiveness, and ease of navigation, can significantly affect how users perceive and engage with the content.

2.3. User engagement is another key factor in the communication power of the new mainstream media

User engagement serves as a critical indicator of the audience's level of activity and interaction within the information ecosystem, exerting a profound and multifaceted impact on the dissemination and influence of information. It encapsulates the active involvement of users in various dimensions, encompassing their ability to partake in the diffusion of content through means such as comments, sharing, and liking. Additionally, user engagement extends beyond passive interactions, as it empowers individuals to be content generators themselves through social interactions and contributions. User engagement holds a pivotal role in extending the scope and depth of information dissemination. Through mechanisms like comments and discussions, users contribute to the enrichment and diversification of content by offering perspectives, insights, and additional information. Furthermore, active involvement in sharing content across their social networks augments the reach and resonance of the information, as it can be exposed to a broader and potentially more receptive audience. Moreover, user-generated content, spurred by high levels of engagement, is instrumental in enhancing the

multifaceted nature of information dissemination. Users not only act as consumers but also as producers, [4]creating additional layers of information that contribute to a more comprehensive understanding of a given topic or event. Their generated content often introduces fresh viewpoints, and this diversity further amplifies the richness and relevance of the information shared within the digital ecosystem.

3. Research on the New Mainstream Media Promotion Strategy

3.1. Improve content quality

To enhance the professional quality of editors, media practitioners should receive professional training in journalism ethics and quality standards to ensure the accuracy and objectivity of news reports. Furthermore, media organizations should establish independent editorial departments responsible for monitoring and reviewing the quality of the content. Investment original reporting: Media organizations should encourage journalists to conduct in-depth and independent investigations and reporting to provide novel and unique information and attract more readers. In addition, for news content, media organizations should avoid false information, exaggerated headlines and deliberate disputes to maintain credibility and credibility.

3.2. Optimize the technology platform

To optimize the algorithm recommendation, the technology platform should ensure that its algorithm recommendation system can provide a variety of content and avoid over-personalized recommendation, so as to help users to have access to different views and information sources. To strengthen content management, technology platforms should set strict content management and standards to prevent the dissemination of false information and improper content. At the same time, the technology platforms should actively cooperate with the media organizations to carry out fact-checking and information verification to improve the credibility of the information. User interface improvements, technology platforms should continuously improve user interface design, improve user experience, reduce information overload, and encourage users to be more interactive, share and participate.

3.3. Increase user engagement

Interactive content, the new mainstream media should provide interactive content, such as question and answer sessions, online voting, comment sections, etc., to stimulate user participation and interaction.[5] Social sharing and community building: Media organizations should actively encourage the social sharing of content and build online communities to facilitate interaction and discussion among users.

conclusion:

This paper puts forward a series of strategies to influence the communication power of the new mainstream media to promote their communication effect and influence. Through in-depth research on factors such as content quality, technology platform and user engagement, we emphasize how the new mainstream media can better meet the needs of their audience and improve the efficiency of information dissemination and social impact in the transformation process of the information age. This conclusion section will summarize the main findings and perspectives of this paper and highlight the importance and feasibility of the proposed strategy.

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