

Research on Strategies for Enhancing the Influence of Anhui Prefecture-Level New Mainstream Media Communication

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Abstract

With the deep integration of media development, new mainstream media has become the primary platform for city-level news and publicity. Its level of influence has a significant impact on conveying the city's image, expanding its influence, and enhancing citizen value identification. Anhui provincial city-level media serves as a crucial vehicle for conveying Anhui's urban image and enhancing its cultural soft power. By enhancing the communication power of Anhui's city-level media, the city's influence can be expanded, and its visibility increased. This article, based on the context of city-level urban development in Anhui, discusses the current state and issues in the construction of new mainstream media communication power, and proposes strategies for enhancing its influence.

Keywords

New Mainstream Media, Communication Power, Prefecture-Level, Enhancement Strategies.

1. Introduction

At the prefecture-level, media plays a pivotal role in bridging different tiers of media systems, from national to provincial, city, and county levels. It serves as an authoritative information channel and a mainstream public opinion platform. With the increasing degree of media convergence, prefecture-level mainstream media has been transforming into new mainstream media, becoming the preferred choice for urban communication.

This research focuses on Anhui prefecture-level new mainstream media, examining the current communication environment and the status of communication power for new mainstream media. It also discusses strategies for enhancing communication power, with the aim of encouraging relevant authorities to improve Anhui provincial prefecture-level new mainstream media's communication power. [1]This has significant practical significance for conveying the city's image, expanding its influence, and enhancing citizen value identification.

2. Analysis of the Communication Environment for Anhui Prefecture-Level Media

In the era of converged media, the speed of deep media integration is accelerating, and new mainstream media has become the primary vehicle for communication. Citizens increasingly access information through electronic devices like smartphones and computers, making new mainstream media the primary channel for receiving official information. However, most prefecture-level media currently find themselves in an awkward position. Despite the establishment of "two microblogs and one website," the content mainly consists of traditional

media excerpts and reposts, lacking originality. This mode of simply disseminating news information is unlikely to lift prefecture-level media out of their current predicament.

2.1. The communication circle of prefecture-level media urgently needs integration and upgrading.

The development of mobile internet has brought changes to the media industry, with traditional media transitioning to new media. The new media concepts of central and provincial-level media are more advanced than those of prefecture-level media and have stronger resource advantages and funding sources. Simultaneously, the construction of county-level integrated media has gradually improved, establishing connections with central and provincial-level media, [2]while prefecture-level media appear to be in an awkward position. Faced with this situation, prefecture-level media have established a new media matrix, creating platforms on Weibo, Douyin (TikTok), WeChat, etc. However, since many media outlets primarily mimic existing content, merely altering the presentation style or editing videos without offering unique advantages, they often compete individually, making it difficult to form a scalable impact. Consequently, their influence is gradually declining.

To address this challenge, Anhui prefecture-level media should swiftly break free from the development model of individual progress. They need to engage in process reengineering, collaborate directly, deeply integrate into local life, and use new technologies and applications to build a "central kitchen" as a full media platform with news communication at its core. This platform should merge party and government services, corporate services, entertainment services, citizen services, and other service functions, shifting from being a single "news information release platform" to an "information comprehensive service platform." By actively integrating into the central, provincial, and county-level media communication circles, they can transform their impact and relevance.

2.2. The overall development environment for prefecture-level new mainstream media is improving.

New mainstream media is currently the primary platform through which the public receives information and is considered a crucial tool for accelerating cultural and social development. It is receiving high attention from the Party and the state in the field of ideological propaganda. The relevant departments of city-level governments are continuously increasing their support and protection for prefecture-level new mainstream media. They provide better safeguards for the development of such media through policy incentives and financial support. With the rapid development of the internet and mobile communication technologies, [3]more people can access news information anytime, anywhere, leading to increased convenience and timeliness. In Anhui, prefecture-level mainstream media has established new media platforms to disseminate high-quality content and in-depth reporting. They also employ a wider range of communication channels and more diverse formats, including text, images, audio, as well as social media and short videos. This broader coverage and more effective communication methods meet the increasing demand from the audience for high-quality content and in-depth reporting. This creates greater opportunities for development and a broader market demand for prefecture-level new mainstream media. Therefore, it can be seen that the development of Anhui's prefecture-level new media will continue to improve and make a significant contribution to local economic and social development.

2.3. The speed of deep media integration is accelerating.

Under the rapid development of new media technologies, new mainstream media have begun to actively utilize their advantages to accelerate their integration with emerging media, forming a new mainstream reporting mechanism. In this process, the news production format in China is undergoing a significant transformation from "passive reporting" to "active voice." Today,

many media practitioners are no longer confined to writing news reports in traditional media but are starting to establish personal accounts on self-media platforms, using mobile recording methods to gather news materials and publishing news through self-media platforms. This approach further promotes the diversification of the news reporting environment and the transformation of media forms.

Due to the openness and convenience of self-media, journalists can express their personal viewpoints and opinions through self-media platforms without being restricted by traditional media editorial departments' reviews and limitations. This trend not only has a positive impact on the professional development of media practitioners but also contributes to innovation and development within the media industry. [4] New mainstream media are actively exploring integration paths with emerging media by utilizing their advantages and expanding new reporting forms and channels to better meet audience needs.

In Anhui's city-level media, new media platforms have been established, and news content is simultaneously published in print and web versions. In some urgent or breaking news events, the use of new media platforms allows for the immediate release of relevant content, taking a leading edge in news dissemination, ensuring the timeliness and freshness of news reporting. For major news, newspapers remain an indispensable traditional medium, and therefore, such news content will still be presented in the newspaper the following day. Through this approach, Anhui's city-level media can better meet audience demands while enhancing media competitiveness and influence.

2.4. The Gradual Enhancement of the Communication Power of New Mainstream Media

Currently, with the widespread use of electronic devices and the rapid development of the internet, the ways in which audiences obtain information are undergoing significant changes. The influence of traditional newspapers is gradually diminishing, and more audiences are choosing to use electronic devices to access news information. In this environment, new mainstream media are gradually gaining prominence.

Especially during the pandemic, new mainstream media have become crucial channels for disseminating official notifications and data, providing timely and reliable information for the public to access epidemic-related updates. Anhui's city-level new mainstream media release the latest local epidemic news and data daily, and audiences can quickly access this information through platforms such as WeChat public accounts, Douyin, Weibo, etc. New mainstream media have garnered widespread attention and trust for the authoritative information they disseminate. This provides reassurance to the audience, making them more reliant on the reporting of new mainstream media. Consequently, the communication power of new mainstream media is gradually strengthening.

3. The Present Situation and Existing Issues in the Construction of Communication Power for Anhui's City-Level New Mainstream Media

The emergence of short videos has brought more extensive development opportunities for the dissemination of new mainstream media at the prefectural level in Anhui Province. Mainstream media have carried out many innovations and reforms in terms of professional content production, authoritative information release and customer reading methods. With the help of the resource advantages of traditional media, the new mainstream media at the prefecture-level has realized a diversified, diversified and multi-dimensional communication development mode, and its communication ability has been significantly enhanced. However, in dealing with the development of the new era and meeting the needs of users, there are still urgent problems in the prefecture-level new mainstream media to be solved.

3.1. Lack of user awareness and communication power does not meet expectations.

The rise of new media, on the surface, is the development of the era of opportunity and the progress of digital technology, but the deeper factor is to put users in the first place and seize the psychology and needs of users. Many central mainstream media in the transformation of new mainstream media, in the choice of content, video clips spread considering the acceptance of the user, at the same time using large data analysis accurate push personalized content, point-to-point spread, more targeted, targeted and directional, make the user more recognition and appreciation, improve the spread of the media effectiveness.[5] However in Anhui municipal traditional media in the process of transformation, the lack of awareness of user awareness, the mainstream media often in the subjective and objective finalize the design, neglect the discussion of the demand of the user, just simple information, not study the user acceptance and user needs, easy to lead to user needs, information redundant and useless. Prefecture-level media in Anhui at the same content, lack of innovation, not follow the pace of The Times, just spread text, pictures and audio information, in the long term the user of the content began to decline, be fond of also gradually reduce, will eventually cause the new mainstream media propagation power, did not reach the expected effect of prefecture-level mainstream media transformation.

3.2. The depth of the news content is insufficient, and the homogenization is high

High-quality news communication needs the common support of high-quality content, media platforms, news and communication workers and audiences. The new mainstream media has obvious timeliness in the communication, and can be broadcast for many times, and has more convenient digital, networked and personalized characteristics. In terms of news content, there is no need to make long speeches like the in-depth reports of paper newspapers, but it must use simple and easy to understand language, and ensure the specific, informative, true and authoritative content, so as to get more people to spread on the Internet platform. But at present Anhui province prefecture-level new mainstream media with low emphasis on content, simply to print newspaper news simple delete and compression, essentially "alternative", did not really innovation, still according to the traditional mainstream media thinking to operate new mainstream media, not in the new mainstream media new word, lack of new consciousness of new mainstream media and new exploration, content homogeneity is serious.[6] In addition, although some media have carried out a certain degree of innovation in content, due to the small number of words and the lack of news depth of content display, the number of words is not compressed but the depth of content is not compressed, which leads to the realization of the new mainstream media at the prefecture-level in Anhui Province is insufficient.

3.3. The abilities and qualities of practitioners do not match the job needs, and the brain drain is serious

Anhui prefecture-level new mainstream media is faced with various talent problems. Due to the awkward position of the new prefecture-level mainstream media in Anhui province, there are provincial-level central financial media and county-level financial media, so it is difficult to introduce talents. Due to the high level of talents at the provincial and central level, and the county level does not lack of talents and funds due to special financial appropriations, which leads to the competitive pressure of new mainstream media at the prefecture-level. Most of the prefecture-level media employees have accumulated for decades, with problems such as aging personnel and aging energy saving. The new personnel do not have high news literacy, and their working ability does not match the work needs. Therefore, it can be seen that there is a shortage of talents to meet the needs of all media. Media industry for business, establishment of rigid

demand and inherent personnel complexity, such as some media is divided into at and the at, the at employees have labor contract labor, with "the old man old way, new way" to maintain, but the current situation is "new" become "old man", so the talent introduction into the most prominent problem.[7] Near Anhui province, most talents attracted to Jiangsu region, due to Jiangsu new media concept is relatively advanced, salary level is relatively high, the traditional mainstream media transformation new mainstream media experience is relatively sufficient, which led to the Anhui municipal new mainstream media employees once achievements, it is easy to move to Jiangsu area continue to develop, and to the municipal new mainstream media brain drain.

4. Anhui prefecture-level new mainstream media communication power promotion strategy

Driven by the Internet, the network communication mode of new media has been widely promoted and popularized, and electronic media products have become the first choice of mainstream media communication. In order to further improve the communication power of the new prefecture-level mainstream media in Anhui Province, it is necessary to deeply study the emerging technologies and communication means, innovate the communication methods, and adopt highly precise algorithm calculation and human investigation to establish a scientific new communication system. At the same time, we should accelerate the integrated development of prefecture-level traditional media and new mainstream media in Anhui province, strengthen the interaction and communication with the audience, so as to improve the media credibility and promote the improvement of the communication power of prefecture-level new mainstream media in Anhui province.

4.1. Use new technologies and communication means to innovate communication methods

At present, the global information technology is in a period of rapid development, especially the wide application of emerging technologies such as the Internet, the Internet of Things, big data, cloud computing, the universe, artificial intelligence and so on, which has had a significant impact on the media industry. Technology has become the core element supporting the development of new mainstream media, and emerging media technology and communication means are playing an increasingly important role in media communication. The progress of technology has greatly promoted the media to conduct deeper content production and unique user portrait for the users, thus enhancing the fine management and service ability of the media to the users.[8] For example, chatGPT, which is currently on the cutting edge of technology, It is an artificial intelligence tool based on deep learning technology, Can be through natural language generation techniques, Realize the automatic generation and optimization of news content, Reduce the work pressure of media practitioners; The application of big data and cloud computing can analyze user behavior data through intelligent algorithms, Help the media to achieve more accurate user portraits, So as to provide users with more accurate personalized recommendation services; The application of technologies such as metaverse can allow the audience to more truly participate in the news scene, Enjoy the feeling of being there, Thus enhancing the user's experience and participation in the news. With the rapid development of technology, the prefecture-level new media industry needs to continue to update the technology, optimize services and innovate the communication mode, in order to better meet the needs of users and improve the communication power of new mainstream media.

4.2. We will strengthen interaction and exchanges with audiences and enhance public credibility

Establishing a more convenient communication channel with users is the most significant advantage of the new mainstream media compared with the traditional mainstream media. Users can interact and communicate with the media anytime and anywhere. Therefore, in the new media era, Anhui prefecture-level new mainstream media should make full use of and play to this advantage, actively close to the audience, close the distance with the audience, and cultivate the trust and love of citizens for the prefecture-level new mainstream media.[9] In the online interaction, we can actively communicate with users and actively reply to their comments. At the same time, we can invite users to evaluate a certain event to increase the frequency of interaction. There will be some people with negative emotions among the prefecture-level citizens in Anhui Province. The new mainstream media at the prefecture-level level should give positive guidance to some audiences with negative emotions, spread positive life values and positive energy, and improve the enthusiasm of the audience.

In order to ensure the audience's trust and choice of the prefecture-level new mainstream media, it must have enough credibility, otherwise the audience is easy to choose a higher Anhui provincial and central level media to understand the news and information. First of all, the prefecture-level new mainstream media workers must strengthen their own self-cultivation, keep the original aspiration, and ensure the authenticity of the news. Secondly, the prefecture-level new mainstream media team should strengthen internal management, establish a fine style of work, refuse bureaucracy and paid news, can appropriately hold some patriotic activities to promote social harmony, so as to improve the credibility of Anhui prefecture-level new mainstream media.

4.3. Strengthen the content scientific evaluation and systematic production, and innovate the content dissemination form

How to capture the attention of users in many news is an important issue that needs scientific evaluation and investigation by the media. In order to improve the network traffic of the new mainstream media at the prefectural level in Anhui Province, it is necessary to systematically evaluate and screen the news content. This can be carried out through questionnaires, user feedback and other methods, so as to better understand users' preferences and attention. To ensure that the user's eye is caught, the media can filter the information appropriately. This means that the content needs to be produced and reported according to different prefecture-level cities. For example, journalists who need to report local news in Bengbu can report on the new media platform of Bengbu Daily, while journalists in entertainment sectors such as cultural and entertainment activities can report on their own exclusive platforms. This systematic production of news can make journalists of different professionals more professional, and can also make it easier for readers to find the news they want. In addition, more systematic content can also be economically effective through targeted advertising placement. Using advertising to earn income is a major way of media, therefore, the relevant departments can obtain better economic benefits through advertising aimed at specific audience groups. At the same time, Anhui new prefecture-level mainstream media can also improve the transmission power and media credibility by publicizing ideology and resisting false information. Using academic language to promote this information can make the media more professional and credible.

4.4. We will strengthen integrated development and improve the overall communication power

Media convergence is one of the important trends in the development of modern communication, and it is of great significance to the prefecture-level mainstream media to improve the power of news communication. In order to enhance the overall communication

ability, prefecture-level in Anhui province new mainstream media should adapt to the spread of the digital, informatization, mobile trend, focus on media technology, media fusion, media management, innovative application of TikTok, weibo, WeChat social platform, actively explore artificial intelligence, virtual anchor, the application of new technologies, such as yuan universe to maximize play to the role of the mainstream media. In addition, a 5G smart media platform should be established to realize text and audio interaction, and deliver diversified content such as people's livelihood, culture, entertainment, sports and sports to the audience, so as to realize the dual value of service and being served. At the same time, it is also necessary to strengthen intelligent and precise services, and build the new mainstream media at the prefectural level in Anhui Province into an indispensable part of citizens' lives.

5. Epilogue

In the era of new media, the influence of traditional media gradually declines, and the prefectural new mainstream media has become an important force to undertake important communication tasks. However, as the prefecture-level media communication circle in Anhui Province has not been fully opened, the demand for communication construction has become increasingly urgent. At the same time, due to the existence of the central, provincial and county level, Anhui prefecture-level media talent drain is serious. In addition, there are problems in journalists' literacy and news production methods, resulting in the lack of depth and serious homogenization of news content. At the same time, the audience participation is insufficient, and the communication power is not as expected. In order to cope with this situation, Anhui prefecture-level media should use new technologies and communication means to innovate communication methods, strengthen integrated development and scientific evaluation, and enhance the overall media influence and credibility. In addition, we should strengthen the interaction with the audience, pay attention to the needs of the prefecture-level citizens in Anhui province, continue the systematic production, and comprehensively improve the communication power of the new prefecture-level mainstream media.

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