

Research on the Public Platform of TV Media Wechat

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Abstract: Network coverage is gradually increasing, people are led by convenient information technology, and gradually drive various industries to carry out modernization and information reform. The public platform of TV media Wechat has the general characteristics of the public platform, but owing to the particularity of the TV matrix, it also has special attributes and rules. Faced with the development and impact of the new strategy, the traditional strategy continues to reform and integrate with the new strategy. The operation of WeChat public platform is one of the important links in the exploration of TV industry. This paper studies and analyzes the development and influence of WeChat public platform in TV industry, and further proposes how to make WeChat public platform better applied to TV industry and give full play to its advantages. By sampling and analyzing the WeChat public platform of TV media, this paper tries to describe the operation rules of the WeChat public platform of TV media. In addition, it has certain theoretical significance to systematically sort out the general situation, current situation, problems and strategies of WeChat public platform of TV media.

1. Introduction

In the past two years, major TV media have launched the WeChat public platform. The WeChat public platform has many advantages as a new media. The role of making up for the shortcomings of TV media and the spread of TV media brands has become increasingly prominent [1]. In order to cater to the development of the times, China's media industry is gradually developing in the direction of science and technology and informationization in the market economy environment. WeChat's social platform is mainly to face its own acquaintances and friends, unlike Weibo, it is impossible to choose "being concerned" [2]. The composition of a WeChat user's circle of friends is entirely up to him. Compared with TV media, the disadvantages gradually appear: linear transmission, fleeting, poor preservation, interaction to be improved, etc. If the old media represented by television focuses on transmission and transmission [3]. The growth rate of information is at its peak, and fans' contact with media content is becoming more diversified and extensive. The new media has a huge impact on the traditional media. The traditional radio and television industry needs to continue to develop the new media business area skillfully [4]. Wechat has fully tapped the social potential of mobile phone address book, filled the gap of social network application based on mobile phone address book, deposited the relationship layer on mobile phone, realized the dream of "seamless link" between reality and virtual world, and made mobile terminal become a new social node.

Among them, the traditional TV media have gradually established their own Weixin public number, Weibo account, etc. to increase the channels of news dissemination, expand the recognition of customer groups and the groups in hand. The unique voice chat function of Wechat and its simplified information, pictures and video publishing operation make communication convenient [5]. Since Wechat entered people's lives, many additional functions have developed. Whether it is Wechat Wallet or Wechat Public Platform, it has become a platform for many media and businesses to disseminate information and trade. Nowadays, the guests of the TV variety show are getting more and more grassroots, and they are close to the ordinary people. It is easy for the audience to generate the impulse to participate in the program personally. As one of the representatives of the new media tool, WeChat has its superiority in communication [6]. However, if you only borrow tools from the hard disk and do not conduct marketing management, you will not only add points to

the media, but may even deduct points [7]. Of course, there are still many problems to be solved and optimized in the exploration and advancement of WeChat public platform. The marriage between TV media and new media is the only way for TV media to develop in the future. WeChat public platform is a new propaganda position that TV media must seize [8]. Interactive communication is the key to the effective use of modern media technology for communication. It is also the value to meet the needs of the audience and improve the communication effect. Therefore, the study of interactive communication on WeChat public platform of TV variety show has a positive effect on the development of TV media and the transmission of programs.

2. TV Media and WeChat Public Platform

2.1 TV media borrows new media

The current TV media is developed under the circumstance of new media. The new media has squeezed the development space of TV media and seized a part of the audience. In order to comply with the trend of the times, TV media must borrow new media to seize development positions [9]. Increasing the quantity and quality of news in the TV media WeChat public platform is an important way to expand the TV audience. Because WeChat has the characteristics of timely and convenient information dissemination, many major news, major accidents, and surrounding emergencies have spread rapidly through WeChat, which has attracted the attention of the society [10]. However, new media has unique platform advantages. It can provide a comprehensive platform for the content dissemination of TV media. It can not only provide commentary and interactive platform, but also serve as a marketing business platform. Although the coverage of television media is large, but lack of stability, only continuous replay can make the public remember that once the dissemination stops, it is difficult for the audience to retrieve information [11]. The WeChat public platform has the obvious advantage of relying on the strong relationship of interaction, which provides a solution for the lack of communication between the TV media and the audience, and the unsatisfactory participation of the audience. In terms of terminals, the audience can not only flexibly switch between different terminals, but also the content selection is more personalized, which can realize various functions such as look back, on-demand, and interaction, and exhibits the characteristics of integration and interaction. In order to obtain more and better content and retain loyal users, the broadcasting industry must borrow content from the Internet and other media.

2.2 TV media borrows WeChat public platform

The TV media relies on the development of network, client and microblog platform, but still faces multiple difficulties. WeChat public platform can rescue the TV media from this dilemma. With the diversity of new media reading methods, including text, pictures, animation, video and other forms [12]. People can watch programs and participate in interactions by scanning two-dimensional codes for attention. When many programs are broadcast, the WeChat platform QR code of the program will be displayed in the lower right corner of the screen for viewers to scan and pay attention to. Many hosts will also remind viewers to scan and pay attention to the QR code in the advertising or interactive links, adding people to the program interaction [13]. Timely improvement of the inadequacies in the TV media, truly let the audience become the staff of the media, thus narrowing the distance from the audience, so that the audience can deeply understand the true meaning of the TV program content. Secondly, the WeChat public platform is a platform that is inseparable from the TV APP, and can be customized according to user differences. Finally, the WeChat public platform has advantages over Weibo in terms of user loyalty and so on [14]. This requires the WeChat public account to carefully select the content sent daily, edit it carefully, and push the best essence of information to users, and strive for as much interaction and participation as possible in limited topic discussions. In the background of the public number, we can analyze the number of new users in these three channels, and then we can focus on the promotion and publicity of the public number.

2.3 TV media WeChat public platform

In the wave of new media, TV media chose to use the Internet and Weibo to go to sea, and even use the client to build a ship. However, the new media environment is changing rapidly and uncertainly. The channels used by TV media gradually show weaknesses and deficiencies. It is not only limited to daily TV program fine-cutting, post-program preview, program-related activities, etc., it is necessary to increase real-time hotspots, and summarize and improve the evaluation of Minsheng News, which has been reported by other media. Nowadays, the way of oral broadcast has been unable to meet people's demand for message dissemination, and the emergence of WeChat public platform just solves this problem [15]. When a user wants to interact with a public number, the user can ensure the “language exchange” in the first time by automatically replying to the message, without being indifferent to the user's enthusiasm of attacking the interaction. What type of articles will prompt users to share, forward and collect them, and from what channels do users prefer to read push articles, etc. TV news commentary programs can do more news that users want to know after knowing the user's preferences [16]. The TV media has identified the advantages of the WeChat public platform. It can make up for its shortcomings and shortcomings in the process of communication. At the same time, it can also become a TV media brand promotion. More importantly, the WeChat public platform is an important channel and platform. The inevitable way to achieve the integration of TV media and new media. TV media through the WeChat public platform for information push, user interaction, previews and promotional programs, etc., not only greatly improved the program's ratings, but also provided a platform for the public to express opinions on program design, especially for the promotion of some major events. Very fast and convenient for information dissemination.

3. Analysis on the Current Situation of Communication of WeChat Public Platform in TV Media

3.1 Dissemination content

In order to analyze the current situation of WeChat public platform of TV media and describe the current situation of WeChat public platform of TV media, we must first analyze the content transmitted by WeChat public platform of TV media. Therefore, in order to gain more attention, it is necessary to innovate on the plate to form unique “symbol” and “brand” features, increase the aesthetics, frame and readability of the plate setting, and establish the image of the public platform. [17]. The development and dissemination of the TV media WeChat public platform has effectively realized the interactive communication between the media and the public, which is conducive to the shaping and promotion of the TV media brand image.

The news sources of the public platform of TV media Wechat are mainly original. This is the place where the public platform of Wechat in TV media is obviously different from the public platform of Wechat in brand customer service, public service and e-commerce. Even if the information is reproduced, the news source of WeChat public platform of TV media mainly comes from TV and newspapers, which shows that WeChat public platform of TV media is cautious in choosing the news source. Table 1 below shows the content selection trend of WeChat public platform for TV channels.

Table 1 TV channel WeChat public platform content selection tendency

Content Tendency	News information(%)	Life service(%)	Entertainment and leisure (%)
Hunan Satellite TV	20.13	0.33	40.55
Tourism Satellite TV	28.33	45.89	7.92
Yunnan Satellite TV	49.74	10.18	29.55
Dragon TV	24.15	70.11	56.34
Chongqing Satellite TV	65.76	0.19	20.14

The technology of the WeChat public platform is constantly being innovated. Through this medium, TV media can timely promote the news and announcements, and release information at anytime and anywhere to promote communication. For the more intimate social platform of WeChat public platform, we can close the distance with fans, highlight the interaction with the guests, not only can see the latest developments of some guests, but also understand the latest developments of the program [18]. Through the analysis of these data, we can know the topics that users are interested in and the opinions and views of users on the content of the program, and then achieve a dynamic balance between the style of the public number itself and user preferences. Therefore, communicators are more inclined to choose entertainment and leisure type of news content for push. The content selection of Travel TV is inclined to life service information. This kind of news is mainly based on travel strategy and can directly reflect the positioning and style of the station. The content setting of WeChat platform is more and more abundant, including various forms such as program propaganda notice, real-time communication and interaction, user's prize question and answer, etc., which constantly enhances the attraction and vitality of the media.

3.2 Communication form

The WeChat public account of the People's Livelihood News category serves TV stations. The promotion activities are limited to the mutual push of the WeChat public platform and the TV station, and the channels are very simple. As an extension of TV programs, WeChat public platform has made up for the shortcomings of TV as a traditional media. It has broken through time and space restrictions through technical support, greatly improving the speed of information dissemination and expanding the scope of communication [19]. The combination of TV media and Wechat public platform makes up for the shortcomings of audience silence. Operators can use Wechat public platform to respond to users'feedback content and enhance the audience's voice. Over time, the platform can establish friends with the audience, so as to gain more loyal followers.

In the wave of new media, the communication mechanism and the mode of communication have shown drawbacks. If you want to develop better, you must achieve integration with new media. Through good operation and promotion on new media, not only can interaction and intercommunication between media be realized, but also TV media can broaden its communication channels. Figure 1 below shows the impact of WeChat public platform operation on TV variety shows.

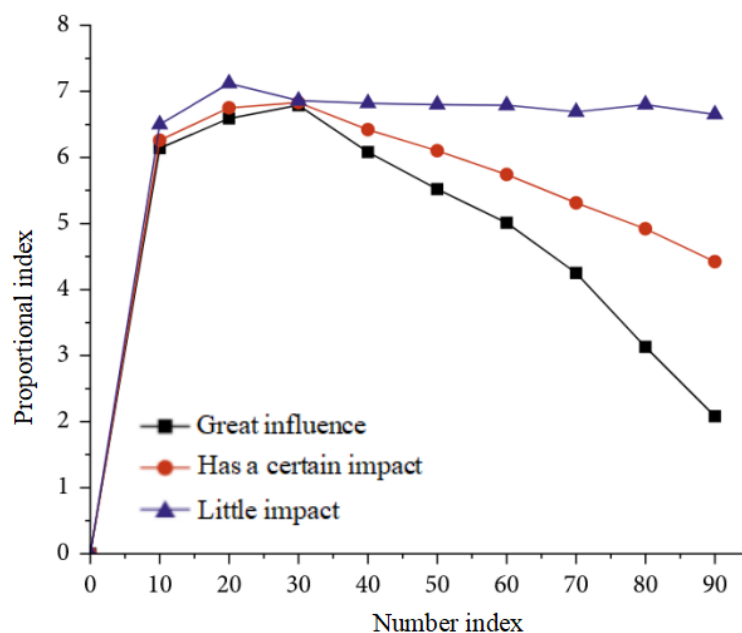


Figure 1 Impact of WeChat public platform operation on TV variety shows

The packaging design of the message content can improve the user's reading interest, but this does not mean that the message pushed must over-use the text decoration. People can and are

willing to socialize at any time, information is greatly valued, and the way people access information and the way they socialize changes dramatically. “Fragmentation” has become a new era feature. It can be seen that the message form of WeChat public platform in this article should have a certain degree, and should be based on the principle of matching with the visual image of TV media, and some modification and expression methods should be properly used. The most important thing is to have your own style and increase the screening degree of negative information and repeated information, otherwise you will gradually lose the attention of the public.

3.3 Communication effect

Wechat public platform officially revised. After the revision, users can see the number of times each public platform has read push messages and can praise push messages. These two functions may seem minor changes, but they can trigger the “butterfly effect” of the entire WeChat public platform ecosystem. The messages on the WeChat platform are not simply copied, pasted, and forwarded, but are post-processed and adjusted, and then published through the settings of each module, making the program more targeted and attractive [20]. The general TV media promotion website has no feedback and response function, because the user and the website are one-way communication. Even if this one-way problem is solved through comments, the enthusiasm of participants is greatly weakened because the media can not respond immediately. Compared with newspapers and broadcasts, it is easier to achieve real-time, visual and sensory interaction and viewpoint negotiation. Television media should grasp this point and better play the role of Wechat public platform.

The total amount of reading is the sum of the number of readers who push messages during the sampling period of the public platform. It can roughly reflect the number of fans on the public platform of a TV media Wechat. The average number of readings is the total number of articles pushed in a natural week divided by the total reading, which measures the number of active and loyal fans. Table 2 below shows the statistics of five TV media reading indexes.

Table 25 TV media reading index statistics

Reading Index	Total reading R	Average reading number R/N	Maximum reading Rmax
CCTV news	4632656	794635	100000+
Hunan Satellite TV	7964615	476466	55396
Tourism Satellite TV	3411466	6411	7461
Yunnan Satellite TV	4623	611	859
Dragon TV	922	74	749

Wechat Public Platform has been emphasizing its serviceability and striving to draw a clear line with marketing. With the increase of the number of readers and the compliment function, the Wechat public platform will no longer be able to draw a clear line with marketing. The new media website has solved the disadvantage that the traditional media can only watch the content regularly and quantitatively. The sea quantification and free playback have become its labels. Through the analysis of these data, we can know the topics that the users are interested in and the users' opinions and opinions on the program contents, thus achieving a dynamic balance between the public number's own style and the users' preferences.

4. Countermeasures for Improving the Operation of WeChat Public Platform of TV Media

4.1 Communicators face up to identity changes

TV media communicators have always used professional, objective, authoritative and credible information as the principle and scale of information dissemination. The grasp of information is objective and professional. Communicators have gradually accumulated credibility and authority in the television media communication system. Therefore, the public platform of WeChat, the television media, should grasp the opportunity to push news about people's livelihood, choose to

push news during peak hours, and increase the reading volume of news. It can be said that WeChat platform is one of the organizers of good results of live TV programs.

The total number of likes is the sum of the likes of pushed messages in the sampling time. The average number of likes is the total number of likes divided by the total number of pushed articles in a natural week. Reading number can reflect the number of fans of WeChat public platform to a certain extent, and the number of praise points can reflect the user's love for the article and the degree of recognition to the public platform. In theory, the number of compliments and the number of readings should be in direct proportion, because only by being read by more users can more praise opportunities be obtained. Table 3 below shows the statistics of the rating index of the five TV media.

Table 3 5 TV media praise index statistics

Point Zan Index	Total point ratio Z	Average point ratio Z/N	Highest point praise Zmax
CCTV news	49261	121.23	796
Hunan Satellite TV	4415	85.66	313
Tourism Satellite TV	452	13.24	68
Yunnan Satellite TV	86	1.67	15
Dragon TV	16	0.88	9

Users of the Wechat platform can send information to the program Wechat platform, discuss and exchange related topics, and interact with the program group in real time during the live broadcast process. This puts forward new requirements for the operators of the public platform of TV media Wechat, and the communicators must face up to their own identity changes. And through the WeChat public platform, this situation can be improved very well, so that the exchange between the two is also convenient and enriched. If we can use this as an opportunity to strengthen interaction with users, coupled with the role of the host's opinion leader and the brand effect of the program, we can use the WeChat platform to better achieve secondary communication. They must understand and master the operation rules of WeChat public platform and master the psychological needs of WeChat public platform users. Therefore, the operators of WeChat public platform of TV media need to change their ideas and adapt to the new requirements of the transmission rules of WeChat public platform of TV media.

4.2 Broaden the promotion channels

From the micro-propagation mode of the TV media WeChat public platform, the information forms a closed loop between the operator and the public platform-user. The WeChat public platform is actually an information island. Solve people's livelihood concerns for the people, and through all kinds of words and tweets that directly hit the softness of the user's heart, the platform itself will be shaped as a good teacher and friend of the user. The audience can give feedback and suggestions through the program's micro-communication platform, and then communicate effectively with the TV program group.

In this macro communication flow chart, there are mainly operators of Wechat public platform, Web client of Wechat public platform, Wechat APP, personal subscription number and users. The following author will analyze each element in the macro communication process. The following Figure 2 is a macro communication flow chart of WeChat public platform of TV media.

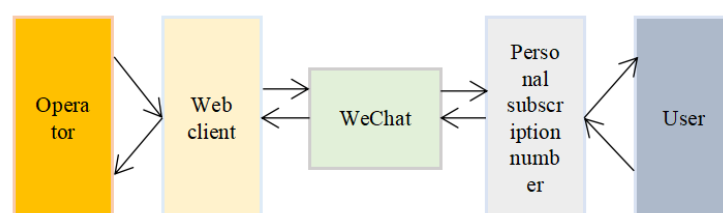


Figure 2 TV media WeChat public platform macro communication flow chart

When designing a column, the TV program team should understand and meet the needs of the audience by combining the opinions and suggestions of the audience. Through the WeChat public platform, users can communicate and express opinions anytime, anywhere, and operators can process and feedback information in a timely manner. In this dilemma, the early accumulation of the TV media WeChat public platform audience is very difficult. Usually this accumulation is not done within the WeChat system, but outside the WeChat system. Relying on new media technologies to engage with audiences. Interaction is the biggest difference between new media and traditional media. Websites interact with audiences in various ways and are constantly improving. Television media can use language or text to publicize programs, throw bottles into the sea, and open dialogues after being “caught” by other users. In order to attract the interest of the audience, TV media can design floating bottles as public welfare activities or rewards. In addition, it is necessary to regularly send feedback forms of users' opinions, so as to discover problems affecting users' favorable opinion and solve them in time.

4.3 Actively guide the audience

WeChat public platform can help TV media provide the most intuitive display platform. Users can pay attention to TV media by scanning or searching WeChat public number. Only by inspiring the enthusiasm of users and guiding users to pay attention to and share the WeChat public account number of TV media, can the promotion of TV media brands be achieved. As a new media form of WeChat public platform, we should increase the innovative interactive news section of the public platform, set up hot topic discussion and feedback areas, and increase the interactivity of careful articles. Help users to screen, optimize and integrate information. Every day, users are surrounded by information fragments from all sides of the WeChat public platform. For the WeChat public platform with 100% arrival rate, each piece of information is “equal”. It not only shows the user that “you have seen your message,” but also encouraged users of its WeChat public platform. Everyone will continue to work hard. To get people to subscribe, a WeChat public account must appear in people's field of vision and provide people with a convenient subscription path. This spontaneous selective transmission is an effective test of the public value of information, and a small number of information fragments are highlighted in the information ocean. Using scattered time to surf the internet, we can not only quickly get the latest information, but also relax our mind and body after tense work and study. The public platform of TV media Wechat should strive to excavate the relationship between information, embody the internal relationship of information by means of content selection, organization and expression, and embody the editor's interpretation of content.

5. Conclusion

The use of the advantages of the WeChat public platform by the TV media not only promoted the better development of the program, but also greatly attracted the audience, promoted the publicity, and realized the effective interaction between the program group and the audience. WeChat public platform is one of the most important cooperation partners of TV media. This platform already has a large number of users, high quality content and good platform value. WeChat is the key to the next era. All major media and companies must hold this key in their hands because it can help the media and enterprises achieve the purpose of promotion. The TV media should realize that the Wechat public platform is an important way to receive feedback, communicate and bond the relationship between the audience and the TV media. We should make full use of the Wechat public platform to interact with the users instantly. At the same time, as a media platform to enhance the influence of the traditional radio and television industry, the public platform of TV Wechat also needs self-survival and development, otherwise it will be nothing. The interactive activities of the public platform of TV Wechat are various, especially the voice interactive activities. Judging from the transmission effect of WeChat public platform on TV, the text position and title affect the reading index, and the reading index is not positively correlated with the praise index. Although the development of the TV media WeChat Public Number Minsheng News has many difficulties in the

era of rapid development of the Internet, the TV media WeChat Public Number itself has advantages that the new media developed in the Internet era do not have and is of great significance.

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