The Bottleneck of Mainstream Media toward Communication Influence

Jinpeng Wen

College of Communication, Northwest Normal University, Lanzhou, 730000, China

Abstract: At present, with the rapid development of Internet in China, the mainstream media encounter many problems in the development, especially the impact of new media technology and the transfer of the audience caused great trouble to the dissemination of the mainstream media. Through the analysis of the development advantages of short video at present, the effective integration of mainstream media and short video and the expansion of communication influence are the development direction of mainstream media in the future.

1. Introduction

With the popularity of the Internet, the mainstream media has gone through the transformation of newspapers, radio, television and new media. The communication mode of the mainstream media has evolved from one-way linear communication to today's two-way communication. At the same time, the popularity of the Internet has also led to the continuous emergence of various media, which has completely broken the traditional media's one-to-many linear communication mode. Therefore, the survival of the traditional media It caused a great impact. In order to survive and expand the influence of communication, the mainstream media can use the development trend of the Internet and the function of new media to make the mainstream media more powerful in the dissemination of information. In this paper, the evolution of mainstream media has always reflected the current communication bottleneck, and combined with the advantages of the current new media, the development characteristics of short video, put forward the suggestions of integrated development with the mainstream media, so as to make the information communication of the mainstream media bigger.

2. The Dilemma of Traditional Media

2.1 Media Technology Impact

Marshall McLuhan put forward the theory of "all things are mediums". The media also experienced from the initial beacon fire and smoke, the morning bell and evening drum, the Posthouse plum blossom, the wild goose to the later papyrus, parchment, printing, ship, telegraph, and then to today's communication satellite and Internet for information transmission. The development of media technology is deeply changing the way of information dissemination. The era of traditional media has become the past, and how various new media and technologies generated by the Internet impact on traditional media has a great relationship with the development of Internet technology and the social environment at that time.

The rise of the Internet has been more than 20 years, and the evolution of Internet media technology has gone through from Web1.0 to Web2.0 to Web3.0. The media technology form,which each step into a new stage will bring the social network public opinion pattern out of order, change, integration, reorganization and upgrading. At the same time, it also has a profound impact on the way of traditional media communication. With the continuous development of Internet technology, there are more and more media forms, such as micro blog, wechat, short video, etc., which are gradually changing people's life style with the help of the advantages of the Internet. Each major media carries out big data analysis through users' habits and preferences or information dissemination through users' independent choices. It can not only spread the production content effectively, but also increase the stickiness of users and media. These characteristics are beyond the

reach of traditional media. So it seems that under the impact of this trend, the communication situation of traditional media is worrying.

In the era of Web 1.0, the communication tools are mainly portal websites and BBS. The former mainly represents Sina, Sohu and NetEase, while the latter represents forums such as Tianya and maopu. It is also a media tool for information dissemination. The content of the portal website is produced by the media itself, while most of the information on BBS forum is produced by the users themselves. Now we call the former PGC and the latter UGC. At that time, the Internet technology was not developed, it was still in 2G, there were few online transmission media, little competition, and little user choice. Therefore, it is more advantageous for the information dissemination of traditional media. 1998 is an important node in the development of China's Internet. The birth of QQ makes the number of Internet users continue to rise, and users get more and more information. At the same time, it also brings opportunities to e-commerce, such as QQ show, advertising payment, etc. Service providers also want to seize the business opportunities realized through traffic as media, and also bring opportunities to other new media. Therefore, the media becomes more and more diversified.

In 2003, China's Internet entered the era of Web 2.0. That is to say, Web1.0 of media production content mode has evolved into Web2.0 of user production content mode. Traditional media from the original top-down dominant communication system to the bottom-up reverse communication system.The information dissemination has developed from "one to many" to the coexistence of "one to many" and "many to many". At this time, the media increased the audience's interaction and public opinion in the dissemination of news, which made the audience have more rights to express their opinions, which also shook the status of "the uncrowned king" in the traditional media. At this time, the traditional media under the Internet is becoming more and more popular and popular. Since 2008, with the popularity of smart phones and the arrival of the mobile era, it has also opened a new world for the Internet. Many service providers have developed various smart phone apps through Internet technology, such as Tencent News, NetEase News, etc., which have become the "traffic portal" of mobile terminals. In August 2009, Sina Weibo was officially launched. With the functions of social networking, information sharing, forwarding and interaction, Weibo soon became the first public opinion position in China. At the same time, it is also the largest traffic and user gathering place in this period. The popularity of new media is nothing more than a slap in the head for traditional media. The audience diversion not only greatly reduces the value of information dissemination, but also directly affects the survival of traditional media. In 2012, WeChat launched the WeChat official account and the function of its friends circle, and it has seen blowout development since the media industry. Whether it is media, business or individuals, it can output valuable and timely information through WeChat official account or friends circle. In this situation, everyone can be an editor and reporter. As long as you record the news events around you with your mobile phone and release them at the first time, reading and forwarding them through your friends' circle is like the "Butterfly Effect". Even a small move of a weak mass, through the continuous forwarding and fission of the surrounding crowd, will cause a huge repercussion to the society. This is also the emergence of new media technology to the position of journalists.

With the arrival of 4G in 2013, The economy of online celebrity began to appear. The Live video and the short video is enterring the public's vision. The TikTok were attracted by UGC+PGC users. The short video has entered a hot stage. As a new type of media, the short video makes information dissemination to users more targeted with big data. The short video   rely on the Cloud Computing, artificial intelligence and other technologies.,which shows strong attraction and influence to the public in the Internet era. As of the first half of 2019, the statistics of relevant agencies show that the short video industry is booming with over 820 million users and a year-on-year growth rate of over 32%, which means that 7.2 of the 10 mobile Internet users are using short video products. [1]The short video brings the rapidity, immediacy and mobility to the extreme, which has a huge impact on traditional media.

2.2 Audience Transfer

According to the above analysis, with the development of Internet technology, more and more new media is appearring, which not only brings more and more diversification to the way of communication, but also intensifies the survival situation of traditional media. On July 12, 2018, the China Internet Association officially released< the China Internet development report (2018)>. According to the data in the report, the number of the Internet population in 2017 reached 7.72 million, which increase of 40.74 million compared with 2016. Mobile phone has become the most important Internet device, and 97.5% of people use mobile phone to access the Internet.[2] The data show that more and more netizens are getting information from mobile phone. Nowadays, more and more new media, such as micro-blog, WeChat official account and short video, which has new applications, and app can help users get information more conveniently. The emergence of all kinds of new media intensifies the transfer of audiences to all kinds of information distribution channels, leading to a large number of loss of traditional media audiences. As the traditional media, newspaper and television face the arrival of new media, the audience transfer performance is the most obvious.

2.2.1 Audience Transfer of Newspapers

The newspaper is an important way of communication, especially in ancient times, as a paper culture, newspaper has made outstanding contributions to the progress of human civilization. In 60 BC, Caesar, the Roman statesman, invented the oldest newspaper in the world. He wrote the events of ancient Rome and the country on a white template to inform the citizens. China is the first country in the world to use paper to copy newspapers (appeared in the 1980s) and the first country to use printing methods to copy newspapers (appeared in the 10th century). Newspaper was widely used as a propaganda carrier in Qing Dynasty. In the reform movement of 1898, a group of people with lofty ideals contacted with western thoughts. In order to change the wishes of backward China, they all hoped to change people's backward thoughts through the way of newspapers, and then change the whole country. In fact, newspapers have become the position for various schools of thought to publicize their own ideas.

With the development of the Internet, the audience of newspapers is becoming smaller and smaller. This trend is inevitable. With the transfer of the audience, the circulation of newspapers has declined significantly, and the advertising volume has also declined precipitously. According to the monitoring data of century Chinese on newspaper retail terminals in 70 cities across the country, in 2015, the total retail sales of all kinds of newspapers across the country decreased by 46.5% compared with 2014, with the largest decline in urban newspapers. In 2015, the retail distribution dropped by 50.8%, ranking first among all newspapers, with financial newspapers down by 7.3% and life newspapers down by 10.8%. According to media reports, in 2015 alone, more than 80% of newsagent owners said that the profit of retail newspapers and magazines was low, which was accompanied by a sharp decline in sales of drinks, top up cards and so on. In the past, the size of newspapers was astounding, and the once heavy ones were getting thinner. Not only is the content shallow, but also the reduction of advertising space, and advertising revenue is one of the largest revenue sources of paper media. According to surging news reports, on December 29, 2017, more than a dozen media were suspended. There are many paper media also said in the near future that they will reduce the publishing cycle to cope with the cold winter of paper media. For example, the Beijing Morning Post, which was famous and popular among the people, was also facing disappearance. The Jiangxi information daily was changed to publish on the fourth of every week. The Hubei Jingmen evening post was changed to publish on the first to the fifth of every week. Even the newspaper with more than ten years, or even more than 20 years of history, it known as "the first" and "the only",which was also facing closure, such as the first morning post in New China Heilongjiang morning post, the only mapping industry newspaper, China survey report, will be bid farewell one by one.

With the development of mobile Internet and the popularization of smart phones, people's reading habits are gradually changing. This is also the impact of Internet and other media on

newspapers will be irreversible. Moreover, compared with other media advertising, newspaper has the disadvantages of poor printing effect, poor quality of advertising pictures, low rate of advertising attention, poor ability to select objects, short effective time and so on. With the popularity of the Internet, the reading habits of Internet users are also changing. The effect of paper advertising is not obvious, so we have to turn to television.

2.2.2 Audience Transfer of TV Communication

Since the 1960s, the domestic TV programs have been officially launched, the traditional TV media has attracted a large number of audiences in the long-term development process, especially the middle-aged and elderly people's loyalty to the traditional TV media is very high.According to CSM media research data, as early as 2014, the main audience of TV in China has been inclined to the middle-aged and the elderly. The proportion of viewers aged 35 and above has reached 54.1%. The trend of aging of TV audience has become more and more obvious. As of June 2017, the proportion of Chinese netizens aged 10-29 was as high as 49.1%, and video websites almost penetrated the younger generation.

The TV under the traditional media is an important mass media. The audience's audio-visual senses extend from TV. TV media has become an important window for people to recognize and communicate with the outside world. On the one hand, it can obtain information, on the other hand, it is a very important means of entertainment. In this process, traditional TV media have a great influence on people's life and work. However, the good times are not long, all of which are accompanied by new media represented by online video.

With the coming of the physical age, great changes have taken place. In the era of new media, people can interact with each other, especially young people prefer new media. According to a survey conducted by American online, about 37% of Internet users have reduced their TV viewing time in the current era of rapid popularization of Internet and new media technology and equipment. In the era of new media, people's individual needs and satisfaction are emphasized, and the audience's materialization and diversification bring severe challenges to the survival and development of traditional TV media on the one hand, and on the other hand, olive branch is thrown away from the Internet and new media, so that the audience of traditional TV media is seriously divided and divided, and even become a minority with different needs and characteristics. According to statistics, in the first half of 2017, from 17:40 to 23:00, all satellite channels had a different degree of decline in the power on rate, which shows that to a large extent, the performance of satellite TV's two episodes of TV series was not as good as last year, the enthusiasm for attention was not very high, and a lot of young viewers were diverted to the Internet to watch. During the golden time of the evening, the audience aged 15-34 dropped by 17%. These people may also watch "the name of the people" and "Ode To Joy", but it may be seen from the Internet platform. The development of new media on the Internet has created new channels of communication and reshaped the way of watching TV imperceptibly. From sitting in front of the screen, to watching TV and brushing micro blog, more and more people are used to freely moving between large and small screens, expressing their views and participating in interaction. The influence of the audience is spreading along the "media chain", innovating all aspects from program production to industrial development.

<The review and Prospect of China's advertising market 2016-2017> released by CTR media intelligence in April 2017 reveals the changes in the current domestic advertising market pattern: the status of traditional media is still the same, but the market share is diverted by other media. According to the advertising monitoring data released by CTR, the amount of TV advertising in China in 2016 was 553.8 billion yuan, a decrease of 21 billion yuan or 3.7% compared with 2015. Compared with 2015, in 2016, the amount of TV advertising decreased by 1.75 billion yuan per month on average. In 2016, Internet advertising increased by 18.5% year on year. The total amount of TV advertising dropped and the situation was depressed. The holding of TV advertising brands is insufficient. Since the peak in the first quarter of 2013, the number of brands above designated size has decreased year by year.

According to the data released by the Internet Information Center, by the end of 2016, the number of domestic Internet users has exceeded 731 million, the Internet coverage has exceeded 50%, and the number of mobile Internet users has reached 6.95 million, accounting for more than 95%. The rapid development of the Internet and mobile Internet has directly promoted the outbreak of network video and mobile video. The audience of TV media is oriented to new media. The new media led by network video and mobile video is gradually replacing the traditional media to become the media form with the highest utilization rate.

3. The Reason Why Traditional Media Choose Short Video

With the development of the Internet, traditional media has to be forced to transform because of the impact of media technology and the transfer of audience. According to the 44th statistical report on the development of China's Internet issued by China Internet Network Information Center (CNNIC), by June 2019, <the number of mobile Internet users and online video users in China> had reached 847 million and 759 million respectively, of which 648 million were short video users, accounting for 75.8% of the total. At the same time, China's Internet news users reached 686 million, accounting for 80.3% of the total Internet users; mobile Internet news users reached 660 million, accounting for 78.0% of the mobile Internet users.[3] The data shows that the public is more and more inclined to obtain news through mobile terminals, and mobile short video media has become an important platform for the public to obtain, share and disseminate information. Tiktok bamboo shoots after a spring rain, the short video of mobile phones has been occupying the mobile end application market. Kwai, Tiktok and other short head video APP continue to take the lead in the industry. Tencent's micro vision and pear video also continue to exert force. These short videos are popular with the public because of their time, fragmentation and low threshold. Therefore, CCTV news, people's daily, Guangming Daily and other mainstream media are also following the trend, entering the field of short video one after another, with the help of platform advantages, combined with their own characteristics, to make information more effectively spread.

Short video communication is the product of the development of Internet. Why can short video undertake the mission of traditional media to spread information? Which compared with traditional newspapers and TV, what are the advantages of the short video communication?

3.1 Short Video Matrix Layout, Fission Propagation

The emergence of short video has completely changed the traditional media's transmission mode of text, picture and long video output. More and more mainstream media are also aware of their own lack of communication. In 2018, mainstream media such as "people's Daily", "Guangming Daily" and "news broadcast", which has entered the short video platform. Short video platform has become the main channel for mainstream media to produce news. However, how to make the produced news more convenient for users to obtain and accept? Mainstream media is very important in building matrix communication strategy. For example, the tiktok people's daily started with the establishment of the account matrix. Besides the people's daily account, there are a series of communication accounts such as "people's daily press", "people's daily international", "people's daily digital Fujian", "people's daily digital Anhui" and so on. Through the way of horizontal matrix communication, in addition to mutual drainage, it is also conducive to be reproduced and shared by users, to maximize news transmission by fission. And these are all traditional media can not achieve.

Of course, in addition to the horizontal matrix communication, major mainstream media also have vertical layout in other short video platforms. Kwai and tiktok, for example, has an official account in the fast track, pear videos and other platforms besides the sound of the buffeting. Tiktok has received 2 billion 820 million points in February 3, 2020, and 69 million 311 thousand fans have been leading the mainstream media accounts since September 2018. Meanwhile, the 1188 tiktok videos of the people's daily account account for 24 million 977 thousand, and the number of overseas accounts accounts for 491 thousand. Through the way of horizontal matrix communication, according to the preferences of different platform users, the age of positioning production, more

targeted. Tiktok Kwai has been focusing on the short wave of the new generation music creativity since September 2016, attracting a large number of users aged 18 to 24 years. So the users of the chattering group are younger than others, while the users of the fast 25 to 30 years old account for more than the tremble. Kwai's location is a video recording platform that records and shares life with short video. Its location is more extensive.Therefore,the people should choose the APP when the mainstream media choose to use the background of the audience to improve the communication effect.

The mainstream media creates matrix communication accounts by settling in the short video platform and using matrix communication mode, such as the continuous extension of "people's Daily" local accounts from CCTV to provincial level, which makes the communication effect more significant and targeted. Traditional media can't do it.

3.2 Short Video Transmission Has More "Network Sense"

As a tool of mass communication, short video is not only the propaganda position of mainstream media, but also an important source of production information for mass users. According to the 44th <statistical report on the development of China's Internet issued by China Internet Network> Information Center (CNNIC), by June 2019, the number of mobile Internet users and online video users in China had reached 847 million and 759 million respectively, of which 648 million were short video users, accounting for 75.8% of the total.[4]The short video has such a large number of users. In order to cater to the public and narrow the distance between the mainstream media and users, the short video also puts down the serious face and high-low attitude before, and uses a more intimate way of discourse to close the distance with netizens, so as to make the content get better communication effect. For example, news anchor Kang Hui, Ouyang Xiadan and so on,who has also entered the short video to broadcast the current news events in the form of Vlog. This kind of Vlog broadcasting form has completely changed the serious communication form of the mainstream media in the past, made the anchor closer to the Internet users, made the news communication more life oriented, and made the Internet users feel more friendly and full of network sense, which is quite different from the way that the anchor used to broadcast the news through the TV with a solemn face.

At the same time, in terms of short video production, the mainstream media will also use some of the most popular online songs to set off the theme to be expressed, which is more popular and grounded.The works released by people's daily in the vedio,which will use some tiktok songs, such as "the rest of life", "the youngsters", "the most beautiful anticipation", "the one million possibility", and so on, which sounds more closer to the netizens.

Short video as a many to many transmission, its interaction is also very obvious. The mainstream media has completely changed the previous single transmission mode. At the same time, in order to increase the interaction with users, the mainstream media makes great articles on the copywriting and guides the interaction behavior of users, which seems to have a more sense of network. For example, in the vedio "people's Daily", tiktok often appears, "do you want to praise them?" "Cheer up" or comment and praise users in the form of questions. The short video platform gives full play to the public's right to free public opinion on your social news events.

3.3 More Diversified Short Video Content Expression

The emergence of short video has changed the previous single content communication, such as the newspaper's single "picture + text" communication form, with a relatively rigid mode. As the main media's communication channel, TV content production is also relatively modular, regular and single. However, the emergence of short videos has made the content production more diversified, such as tiktok short video as a mass communication tool, with "recording a better life" as the purpose. Tiktok delicacy is China's UGC. Users share the good news events in the form of Vlog, and advocate the spread of positive social energy, such as Li Ziqi, who is mainly a voice fan. She mainly records the beautiful moments in her life by sharing the delicacy of life, and publicizes China's cuisine culture, while exporting traditional Chinese folk culture. The style of each issue is also different, bringing different visual feelings to the audience. In order to get closer to the

audience, the mainstream media has changed the previous top-down transmission mode, using the form of two-way interaction to let the public participate in the news time, so as to better drive the public opinion. At the same time, in order to cater to the audience, the mainstream media, while accepting the news, is also spreading in a form of education and entertainment, not a single sermon. For example, the official voice of tiktok in the people's daily. For the outbreak, a group of comics Allegory: "the whole family sit around to eat reunion dinner" two very warm and enjoyable pictures. Let the people look at the epidemic in a different way. In this video comment, many people also make fun of each other, "I want to go to work!" "I'm glad to fly if I delay the start of school!" And so on. It not only relieves the tense atmosphere at present, but also appears particularly vivid in the form of communication, which makes users more receptive. Another example is the people's Daily's comment on the mascot bingdundun of the "Beijing Winter Olympic Games", which, in the form of animation and with the cute voice of children, has attracted a lot of comments: my little heart needs to be completely melted, sprouted and so on, and at the same time, it has won a praise of 407000. Obviously, compared with traditional media, the expression of mainstream media in short video is more diversified and vivid.

4. Conclusion

It can be seen that the short video as a new communication tool has more communication styles than traditional newspapers and TV. According to the user's usage habits and the maximization of user-friendly information, the mainstream media is constantly changing the communication strategy, so that the mainstream media communication form makes users more grounded and diversified. Looking at the short video platforms of all mainstream media, they are making use of the advantages of the huge short video flow pool to produce content that meets the public taste according to the characteristics of short video "short, flat and fast". Therefore, the mainstream media should combine the advantages of new media to achieve media integration,which learn from each other's strengths and make the information dissemination effect of the mainstream media bigger, so as to show the successful transformation of the mainstream media.

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