

Research on the External Communication Strategy of Mainstream Media in the New Media Environment

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Abstract: With the advancement of science and technology, various new media continue to appear and gradually gain popularity and application, which has brought a huge impact to traditional media. Social media has created a brand new international communication platform. The use and control of social media are directly related to the international communication ability and the shaping of the country's image. Media integration is an important means to expand and strengthen mainstream public opinion, and it is also a key link to strengthen the construction of external communication capabilities and optimize the strategic layout of external communication. At present, China's media industry is experiencing the third integration development, which is also highly consistent with the third wave of global communication pattern. How to focus on the deep integration of media, speed up the construction of an integrated and integrated all media communication pattern, and contribute Chinese wisdom in coordinating the order of world media and balancing the global communication pattern. This paper mainly analyzes the communication strategies of TV media to mainstream values in the new media era, hoping to provide some help for promoting the sustainable development of TV media.

1. Introduction

With the increasing enrichment of media and the deepening of media integration process, the development trend of multi integrated media is becoming more and more obvious. International communication presents the characteristics of mobility, socialization and visualization [1]. Since ancient times, all Chinese dynasties have attached great importance to external communication. Whether Zhang Qian's mission to the western regions or Zheng He's seven voyages to the west, they have spared no effort to travel across the oceans, mountains and rivers, spread China's long-standing ancient civilization and traditional culture to all parts of the world, and promoted the mutual exchange between Chinese culture and world culture They have made historic contributions to mutual integration and common prosperity [2]. Social media has created a new international communication platform. The ability to use and control social media is directly related to the international communication ability and the shaping of national image. The planning and promotion of the integrated development of media at the national level is a strategic measure to consolidate the propaganda ideological and cultural position and strengthen the mainstream ideological public opinion. It is also an important path to strengthen the construction of external communication capabilities, enhance international discourse power, and expand international influence [3]. To put it simply, the media industry is a branch of the cultural industry. After joining the World Trade Organization, the protection clause of "infant industries" can be invoked, but the protection period shall not exceed 5 years [4]. The new mainstream media's external communication strives to maximize the effect of communication. It should optimize the strategic layout of external communication, pay attention to the innovation of external communication mode, integrate the media's communication concept, report form, distribution channel and other links to optimize information content and new media. Tools, create new concepts, new categories, and new expressions that integrate both Chinese and foreign, and strive to build a diversified and integrated media communication ecological environment, in order to spread Chinese ideas based on cyberspace [5].

With the vigorous development of media technology, the current public opinion environment has

undergone considerable changes, and the role of new media has become more and more significant [6]. From the perspective of diachronic and media development history, the initial form of China's external communication is mainly material communication and physical communication. With the development of society and the progress of science and technology, news media began to appear in human society. According to the view of Canadian communication scientist McLuhan, "media is the extension of human body", as the medium and carrier of information communication, Media has replaced the original material and human itself to a certain extent [7]. At present, in the process of external communication of Chinese voice, the new mainstream media has strong communication power, influence and credibility. Through media integration, process reengineering, resource optimization and diversified distribution are realized. The external communication ability of mainstream media is improving and its influence is expanding [8]. In view of this situation, the mainstream TV media make use of the power of new media to position itself as the main platform for China's mainstream media's external communication, and play a leading role in promoting the construction of international communication capacity in the new era.

2. External Communication Connotation of New Mainstream Media Based on Diversified Integration

2.1 Connotation of New Mainstream Media

The so-called new mainstream media is relative to the traditional mainstream media. The new mainstream media is the product of the integration of new media and mainstream media. Its "new" mainly refers to new means of communication, new forms of communication, and new content of communication. [9]. However, in recent years, various TV stations have seen that they have increased their ratings and are vying to record variety shows. Variety shows are blooming all over the place, and even many variety shows of the same type have appeared, which has led to the appearance of aesthetic fatigue and "pan-entertainment" in the audience. tendency. The information and cultural dissemination before the new media basically relied on the medium to be carried out in a fixed manner at the same time and in the same space, and the target audience was strictly limited in the time and space for receiving information [10]. The information and cultural communication before the new media is basically carried out by means of the media at the same time and in the same space, and the target audience is strictly limited in the time and space of receiving information. From the historical context of information dissemination, media integration is the general trend of the development of the media industry. Emerging media are booming in the field of international communication and have become a new position for public opinion guidance. Globally, emerging media based on the Internet and mobile Internet have an increasing influence in international communication, and have become an important position to guide international public opinion and shape the national image. At the same time, the new mainstream media takes the integrated development of media as the core to disseminate mainstream values. Its main responsibility is to face the core social issues, respond to social concerns, form social consensus and promote social development. It has strong communication power, influence and guidance.

2.2 The Development Trend of Diversification

Multi integration is the future development trend of the external communication of the new mainstream media. With the development of the modern communication system, the mainstream media should keep to innovation and win the core competitiveness. It is difficult to rely on their own media strength. In the fierce media competition, we should take into account the needs of diversified audiences and deeply integrate content creation, communication means and communication resources. After the cold war, there are also two camps in the global media: developed countries and developing countries. The challenge of the diversity of the current discourse order comes not only from the political pattern, but also from the new media. China has a long history. In the long history of 5000 years, it has accumulated rich cultural wealth. It is the responsibility of TV media to inherit social heritage and effectively spread its spiritual wealth.

Traditional media are generally distributed in a single form of text. From a perceptual perspective, the information that any text transmits to the audience can only be one-sided, lacking reference, mutual proof, three-dimensionality and richness. With the increasingly fierce competition of international mainstream media on social media platforms, how to make good use of this platform for external communication has become an important issue. In the face of this trend, external communication must strengthen the construction of all media, attach importance to mobile communication, leverage on social media with a wide range of international influences, and provide news content and cultural products suitable for international communication in a diverse and rich form of expression. Media integration and external communication are like trees and branches. The growth of a tree is an important prerequisite for lush foliage and fruitfulness.

3. Construction of External Communication Mode of New Mainstream Media

3.1 Optimize Top-Level Design

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Pluralistic integration gives new development opportunities to mainstream media. The construction of new mainstream media should grasp the historical opportunities of the new era, reconstruct from the top-level design, emphasize the importance of pluralistic integration in external communication, and strengthen the development of pluralistic integration. In China, the development of new media platform of mainstream TV media is in the primary stage, and its external communication is the initial stage. For decades, the influence of mainstream TV media has made it have special advantages in developing new media, which has laid a good foundation in the field of external communication. In the new media era, the emergence and popularization of mobile intelligent devices have brought great changes to people's daily work and life. What the new media era needs is cross media and cross platform communication. The central kitchen news gathering and editing center has become the standard and the only choice for the transformation and integration development of traditional media under the background of media integration. All communication should be effective communication, and the ultimate communication effect must be pursued. Ineffective communication can only be called ineffective or inefficient communication. Familiar with the concept of external communication, have a good English language foundation, have a skilled acquisition and editing business ability, be good at social media content planning, have strong command reporting and coordination skills, have a high level of data analysis capabilities, and have a strong sense of law. Wait. Starting with private capital, the government media, multinational media, and private media have joined together, making China's media landscape more and more complicated from the perspective of industrial capital and market. The Internet industry, especially emerging communication technologies, has been combined with private capital. , Which promotes the deep integration from the technical level, and then the profound process of the linkage of industrial integration, and then the pattern change.

3.2 Integrate Media Resources

In the communication ecological environment of big media, big integration, and big communication, the new mainstream media should also actively sort out and integrate external communication resources, promote more equal, diversified, and in-depth dialogue between China and foreign countries, and enhance the effectiveness of China's external communication. We must use integration as an opportunity to reengineer the planning, acquisition, editing, and distribution processes. The new mainstream media should be diversified and integrated in external communication. Communication concepts, ideas and layouts should be guided by system thinking, and digitalization should be used to do a good job in content production, dissemination, and management. External communication is a big public opinion field that reflects China in an all-round way. It must have both historical and cultural expressions and modern construction narration; it has both positive reports and panoramic descriptions, as well as problematic analysis and countermeasures. Television media should fully understand and master the current public opinion

environment, and have a clear understanding of where they are and what environment they are in. When choosing program content, TV media should pay attention to communication means and modes. On this basis, it should also fully consider the communication effect, that is, whether it meets the requirements of social coordination and unity, and whether it is conducive to maintaining social stability and the interests of all levels. In communication practice, we are more skillful and sophisticated in using traditional media to spread the national image than using new media means. We are used to doing things based on experience. In the face of the new world pattern and new media formats that have developed and changed, new communication methods, new means and new technologies are relatively missing, and innovation awareness and innovation ability are relatively weak and congenital deficiencies. Try multiple forms. Innovation in content and form is also a direction for the mainstream media to report on overseas social networks.

4. Conclusions

As China's international influence continues to expand, external communication has become increasingly important, and the new mainstream media shoulders an important communication mission. Facing the impact of new media, television media, as the mainstream media, should assume the responsibility of disseminating mainstream values and adopt effective strategies. As the best means and platform for negotiated communication, the promotion of new media is an indispensable resource-based and effective action strategy for spreading the country's image to the outside world. In the strategic layout of external communication, it is necessary to further use media integration as a starting point to promote innovation in the fields of concept, content, form, methods and means of external communication, make good use of the new platform of cyberspace, and accelerate the construction of an all-media communication pattern. Television media can take this opportunity to update from equipment to systems to make it more vigorous in taking advantage of the advantages of new media. In the process of external communication of national image, whether communicators or target audiences, whether image exporting countries or image importing countries, we should use the platform of new media for communication and exchange, turn the Internet, the largest variable, into the largest increment of external communication capacity-building, and form a voice suitable for China's comprehensive national strength in international public opinion.

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