

# Exploring the Transformation of Mainstream Media in the Context of Fusion Media and Pan-Entertainment - Take CCTV's "Young Summer" Program as an Example

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## Abstract:

The arrival of the mobile Internet era has formed a new communication context, media platforms tend to converge, the spread of pan-entertainment culture has deconstructed serious media and lost viewers, traditional mainstream media have not adapted to the new communication situation in the context of fusion and pan-entertainment. This paper takes CCTV's new media program "young Summer" as an example to analyze the dilemma encountered by mainstream media, explore how mainstream media can complete media transformation in the context of the new era, and the social significance of the program as a successful example.

## Keywords:

Mainstream Media, Media Transformation, Fusion Media, Pan-Entertainment

## 1. Introduction

In the context of integrated media and pan-entertainment era, mainstream media have made efforts to change and try to adapt to the new media environment and explore innovative ways of media transformation. In the new media environment, the mainstream media should continuously improve its communication power, leadership, influence and credibility. [1] As a representative of the mainstream media, CCTV has been actively trying to break away from the inherent media path and create IP programs with new media characteristics, which has achieved good results. CCTV launched a new cultural variety show "Young summer", which has achieved remarkable results since its broadcast. The relevant topics of the show have been searched 41 times on the Internet, and the topic has been read more than 3 billion times. It has realized the effective publicity of the CCTV brand and is an excellent example of the transformation of mainstream media. Taking the "Young summer" as an example, this paper analyzes the innovative path exploration of the media transformation of mainstream media under the background of integrated media and

pan-entertainment, and jointly discusses feasible strategies for the transformation of mainstream media.

## **2. Analysis of the Current Situation Facing Mainstream Media**

### ***2.1. Forming a New Communication Context in the Mobile Internet Era***

With the innovation of science and technology, the communication mode of mass media is also undergoing continuous conversion as the progress and application of tech are unceasing changing the form and ecology of mass communication. As a part of media communication, mainstream media also need to go through constant changes and explore new forms and outlets. Measuring traditional media by standards and regulations of traditional media to measure the melting media, thus considering melting media as only a This way of thinking is not conducive to the development of integrated media. [2] As users habit are reshaped by fragmentation of transmission method , people tend to read all kinds of information through the network as a result of the era that complete information is broken down by the classification of the various segments, which means information is now smaller in size and more diffuse in content. With the arrival of the 5G era, human communication mode is gradually shifting from text to video, and audiences are gradually shifting from reading graphic information to watching video. The reception method of receivers has changed from the traditional passive mode to the active acquisition, which has gradually transformed former communicator center to the receiver center. When Bob Garfield outlined his Chaos Scenario in 2005, he argued that the existing media model was collapsing and that the consumer was gaining more control in the media marketplace. [3] Mainstream media, no longer adapt to the new needs of the audience, urgently need to explore a new communication paradigm, and actively transform their production mode to the field of short video, so as to seize the communication channels of new media.

### ***2.2. Loss of Serious Media Audience in the Context of Pan-Entertainment***

The change of communication media and the innovation of communication methods have shaped the information reception mode and preference needs of audiences in the new era. From text to pictures to short videos, audiences' reading style tends to be more and more visual and entertaining, and pan-entertainment thinking has become the entertainment symptom of the Internet era. The focus of public attention is inclined to entertaining contents, which causes a great loss of serious media's audience. Neil Postman, in his book *Entertainment to Death*, points out the impact of media technology on the human way of thinking: "Here, all public discourse appears in an increasingly entertaining way and becomes a spiritual culture. Our politics, religion, journalism, sports, education, and business have willingly become subservient to entertainment, without complaint or even sound, and the result is that we have become a species that is dying of entertainment." [4] The idea of pan-entertainment is not just a theoretical concept as our politics, economy, and culture are constantly being deconstructed in this environment.

### ***2.3. The Communication Channels of Mainstream Media in the Era of Integration Media are Scarce***

In the era of integrated media, all media tend to combine with each other. With the Internet as the carrier, these old and new media with both identity and difference are

fully integrated, and shared in human resources, financial and material resources, publicity and distribution channels, so as to cooperate with each other to realize the goal that turn the original single competitiveness into the common competitiveness of multimedia. The news is now produced once and deployed in various formats for different publication channels, which is widely known as cross-media publishing. Thus, media companies can cover more audience needs and offer channels that complement each other. [5] In such an environment, mainstream media cannot meet the needs of the new era only by relying on the traditional media channels for the reason that single communication channel now cannot play its maximum role and show its competitive advantage. Therefore, mainstream media are also seeking ways to break the bottleneck through developing new media channels to resonate with the traditional, which enables form a communication matrix in the way of new media and traditional media, so as to achieve better communication effects and break the shackles. Hu Zhanfan, former president of CCTV, once mentioned on his paper that we should strive for real integration from the aspects of concept, management, institutional structure, content, approaches, technique, platforms, etc. [6] In this context, CCTV has also entered the network era, expanding from THE TV terminal to the mobile terminal. The traditional single TV terminal has been unable to meet the needs of the audience in the era of integrated media.

### **3. Innovation Path of Transformation**

#### ***3.1. Transformation of Communication Channels***

##### ***3.1.1. Creating an Independent New Media Platform***

The program “Young Summer” was officially broadcast on the new media platform “CCTV Video”, which was a successful attempt of mainstream media to establish an independent new media platform. It created an independent video platform of mainstream media, produced and broadcast supporting programs, and created an exclusive vertical content system to form a perfect virtuous cycle. CCTV is a comprehensive audio-visual new media flagship platform launched by China Central Radio and Television, as well as China’s first national-level 5G new media platform. It covers short video, long video and mobile live broadcasting in forms and comprehensively covers various user needs. Changed and the content on the logic structure of the traditional TV channels, columns, focusing on general information, generalized style, the three major categories of knowledge, with account system for content aggregation logic, accumulate over a long period of time at the reception center link all kinds of high-quality resources and various social creative force head, achieve high quality resources integration, with the attitude of open and jointly create the new media platform of the desk. If independent production companies are an important trend in the future development of the television industry, media convergence has contributed to the independent operation of such production. [7]

In the era of mobile Internet, mobile social platforms are rapidly developing, information sources are gradually diversifying, and audiences are increasingly focusing their attention on new media platforms. Mainstream TV media is declining, and the circulation and ratings of mainstream media are declining year after year, while mobile new media platforms are favored by the public, attracting many users by virtue of their diversified content modes, fragmented dissemination and convenient viewing methods. During the epidemic, CCTV launched the “24 hours of the

epidemic” feature, focusing on the public’s concerns and taking the lead in opening a 5G slow live broadcast of the entire construction process of Leishenshan Hospital. It also gave birth to the annual buzzword “cloud supervisor”. CCTV has created remarkable achievements since its launch, which is the positive innovation of CCTV as a mainstream media in the face of the new development environment, and an innovative move made in the new communication context of the Internet era. CCTV breaking through the traditional technical limitations, changing the single setting, and successfully developing from traditional media platforms to new media platforms.

### ***3.1.2. Entering Popular Short Video Platforms***

In addition to establishing independent new media platforms, mainstream media also enter popular short video platforms to spread their own high-quality content by virtue of their platform advantages. The program “Summer of Young Young” is not only broadcast on CCTV, but also edited into various short videos and made into a collection to be played on various popular short video websites, such as TikTok, Weibo and Bilibili website. The program was warmly received by viewers on various short video platforms, with 910 million videos played under the topic “Young Young’s Summer” on TikTok. Under the collection of STATION B, the maximum playback volume of a single video screen reaches 5.39 million; The topic “Young Summer” was read 840 million times on Weibo. Until the end of the performance, the related topics of the program have won 41 hot search lists of the whole network, with the total reading volume of the topic exceeding 3 billion, and the short videos have been played for more than 700 million times, achieving good income.

Short video is a kind of short, concise and frequently pushed video content that is mainly played on new media platforms and suitable for viewing on mobile terminals by means of network and intelligent terminals. The concept of short video is not limited to “reduced version of long video” and “terminal migration of video, but also has low production threshold, strong social attributes, fragmentation and other communication characteristics. [8] It can convey information more quickly and vividly, reflecting all aspects of social life from multiple angles. As of December 2020, the number of short video users in China was 873 million, accounting for 88.3% of the total Internet users. Under the influence of the short video trend, a large number of short video apps have sprung up like mushrooms. Short video to become the most popular transmission channels, with the help of a short video for the mainstream media as information communication carrier, propaganda and public opinion guidance, improve the credibility of the contents have become a regular operations, the mainstream media are actively building independent short video platform, also actively to each big short video platform, borrow platform advantages to raise their transmission power and influence. Although the mainstream media in the positive construction of the new media platform, to accelerate the process of media convergence, but compared with the domestic Internet giant, the mainstream media, especially the local mainstream media on the platform of talent, capital, innovation and so on, there is still a big gap in such aspects as expanding the audience and the propagation force still need to use other hot short video platform to achieve its own development. The mainstream media should seize the current development trend of the platform, intensive, instead of the traditional single content production and distribution pattern, outside the actively to build their own media platform, should also be deeply integrated with other kinds of media platform, reshape precision, scene

spread media development new idea, with the help of other platforms to expand its influence and credibility, public opinion guide.

### **3.2. Programme Innovation**

#### **3.2.1. Content Innovation: Linking Both Traditional and Modern Symbols**

Traditional media have a significant shortcoming in the form of content production, that is, the content form is stagnant, not adapted to the needs of the audience in the Internet era, the production of content lack of network sense does not meet the new communication context of the majority of the audience, especially as the main force of viewing the preferences of young users. As one of the representatives of mainstream media, China Central Radio and Television has abundant and high-quality variety programs for big screens, but as the audiovisual scene shifts from big screens to small screens, it has become a new task to create programs with new media characteristics such as interactivity, participation and youthfulness, to innovate the discourse system and expressions, and to tell good stories. In order to win young users and open up new positions for variety arts communication, CCTV has launched its first self-produced large-scale network variety show “Young Summer”, which conceptually taps into the core of young people’s love for traditional culture, pinpoints the balance between modern and traditional, and creates a colorful and refreshing audiovisual feast with national style elements combined with various art forms.

The program links tradition and modernity, making extensive use of traditional cultural elements combined with modern choreography technology to bring audiovisual experiences of great beauty to the audience. For example, in the program “Under Moon”, Zhuang Xiaoying and others brought everyone to know the ancient Chinese traditional musical instruments shakuhachi, guqin and Chinese drums, and promoted the knowledge of Chinese folk music in a vivid and lively form. The program “Young Summer” seized the most concerned hot spots in the current cultural and entertainment era, and realized the program to effectively come out of the circle with content innovation by taking the traditional cultural content as the core.

#### **3.2.2. Format Innovation: Guest’ Transformation in Character Setting; Program Personification**

The innovation in the form of Young Summer program is realized through the change of guests and personalization of the program. This show on the guests choose different conventional culture variety entertainment star invited artists or 10-year, but assembled CCTV host of each generation through the way of talent play crossover broken ring, set conversion inherent to the host, create a serious capable of the host image is different from the TV screen, break the inherent public stereotypes, Be aware of their role beyond being a host. Ni Ping performed a cross-industry talk show, Kang Hui presented a sketch performance, Zhuang Xiaoying and other hosts’ instrumental ensemble amazed the audience. As guests of the CCTV host on one side of the TV show only a professional, but in the new media showed their more surface, the contrast of the image a huge upset feeling, show guests through form innovation change the original fixed single people, audiences in novelty, received high attention, implement effective ones.

The program “Central Young Summer” is based on the user’s point of view to meet the group psychology of audience expecting interaction in the mobile Internet era, and

to meet the user's interactive experience and social needs through the new media platform. This requires content products to meet not only the public's basic instrumental demands" but also "emotional demands". [10] Before the official start of the program in the new media platform released the pilot film, and later released the behind-the-scenes footage, the audience through the message comments and send the form of pop-ups to get a deep sense of communication and participation. At the same time, the program also opened a special interactive lottery and online voting function, through real-time interaction with the audience to increase the viscosity of the user and the program, which can enhance the audience's sense of participation and psychological identity and thus establish an immersive and participatory cultural atmosphere in which the audience and the program are closely integrated. This also means that the media will gain a group of loyal users with high viscosity and enthusiasm for participation.

#### 4. Conclusions

The program "Young Summer" represents a pioneering exploration of mainstream media in the field of new media and entertainment, which not only plays a role as an example for the transformation of mainstream media at all levels, but also brings positive social significance. The current trend of pan-entertainment in society lacks rational and healthy content in cultural and entertainment field, and the program has fought head-on against pan-entertainment content products in a way that is not differentiated but homogenized, highlighting the positive cultural state and ethos. In the context of integrated media and pan-entertainment, mainstream media at all levels are trying to explore new development paths, but only a minority of them have really succeeded in the transformation. As an exploration of the transformation of mainstream media in the new communication context, "Young Summer" has achieved good results in the concept, production, application of channel platforms and control of audience psychology, which can be regarded as an excellent example of mainstream media transformation and provide demonstration effects for other mainstream media.

#### Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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