

Utilizing New Media to Create a Synergistic Communication Platform to Support Shanwei's Rural High-quality Development —— Guangdong Shanwei , for Instance

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Abstract: The iteration of information technology and the development of new media have brought new opportunities for the development of the countryside. Shanwei, as an old revolutionary area, is in a critical period of rural revitalization and faces a series of challenges. We make full use of new media platforms to promote Shanwei through multi-channels such as "official media" + "self-media", such as filming short videos of rural culture, tourism promotion or introduction of food, folk customs and other related videos to increase the popularity and exposure of Shanwei. By deeply exploring the value of rural local culture, building a multi-platform synergistic communication matrix, forming a multi-channel, cross-media communication path, and at the same time, strengthening the two-way drive of local and foreign talents, empowering the revitalization of Shanwei's countryside, and promoting the in-depth integration of culture and tourism and industrial development.

Keywords: New media communication; Rural revitalization; Media integration

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With the rapid development of science and technology, media convergence has been pushed forward, new media have been rapidly introduced, and the integrated media communication of traditional news media has become the norm. From the Internet to the mobile Internet, the "two micro one end" of the major media is generally built, and the communication matrix has been formed. While the means of communication of new media continue to mature, they also show the characteristics of diversified, personalized and popularized communication. In terms of cultural tourism and rural revitalization communication, many aspects and new media communication has a natural proximity, vivid, image of culture and art, cultural tourism and other aspects of the content through the rapid dissemination of the new media can quickly amplify the communication effect, improve the dissemination effect, so we must take advantage of the "short, flat, fast" short videos and other new media promotional means. Therefore, it is necessary to make use of "short, flat and fast" short videos and other new media propaganda means to help revitalize the countryside.

Media communication is an important driving force for the development of culture and tourism. Under the new situation of culture and tourism integration, and in the era of media integration where media communication has become a major trend, how to follow the trend of culture and tourism news communication and innovative development is getting more and more attention from the communication media and culture and tourism system. Shanwei, as one of the old revolutionary areas, has very rich four-color resources of "red, blue, green and ancient", but the development of Shanwei countryside is facing unprecedented challenges, especially in the context of media convergence, the emergence of new media communication platforms has become a double-edged sword.

Shanwei should make full use of the new media platform, through the integration of "official media" + "self-media", to realize the voice of the common, the activities of the common promotion, to create a communication matrix, to realize the depth of information and resource sharing, to tell the story of Shanwei, and to jointly display a good image of Shanwei. This paper takes Shanwei area as an example, discusses Shanwei Radio and Television Station, Shanwei Daily Newspaper and other Platform to realize the integrated communication of integrated media through the construction of newspaper, network, terminal and micro-media platform as an example, and analyzes how to do a good job in Shanwei in the context of the era of integrated media in the dissemination of culture and tourism news, and help the revitalization of the countryside.

1. Strengthening the awareness of integrated media and responding to the needs of the all-media communication environment

Under the all-media environment, traditional media are facing unprecedented challenges, and their original one-way communication and closed production mode have been basically broken in the process of development. Large radio and television groups and newspaper groups are actively integrating with the new media and accelerating towards the development of media convergence, and therefore many regions have set up "new media centers" or "integrated media centers" or even "new media alliances". Therefore, many regions have set up "new media center" or "integrated media center", or even "new media alliance". This series of initiatives in the "decentralization" and "everything is media" of the new media era, highlighting the need for media integration. At present, the timeliness and richness of the party media information advantage gradually weakened, relying only on current affairs news information report is difficult to stand out from the information ocean. At the same time, the development of all-media, electronic media involved in the integration of traditional media provides opportunities for development, the use of all-media platform, to achieve a variety of communication forms of integration, greatly enriching the traditional media news dissemination forms and means of communication. In order to further help rural development and solve the imbalance between urban and rural areas, under the new media communication context of "content is king", Shanwei Radio and Television Station and Shanwei Daily have been exploring the establishment of an all-media production and dissemination mechanism that is resource-intensive, synergistic and efficient, which includes, in addition to the Shanwei cell phone station, the video numbers of mainstream media, Shanwei Daily's New Media Center, Shanwei Broadcasting Station, Shanwei Daily, and Shanwei Newspaper's New Media Center. In addition to Shanwei mobile station, there are video numbers of each mainstream media, new media center of Shanwei Daily and new media center of Shanwei Radio and Television Station, all of which are constantly striving to produce high-quality integrated media content to serve the audience and rural revitalization.

2. Give full play to the advantages of new media, establish and improve the new media promotion system

In order to give full play to the advantages of integrated media, it is necessary to scientifically build an all-media matrix synergistic platform, innovate communication channels and modes, and realize a new communication pattern in which the traditional media and the new media are complementary, mutually integrated and interactive. As far as traditional media is concerned, it is important to give full play to the advantages of electronic media such as net and terminal, and fully utilize multiple means of communication, so that its communication power and communication efficiency can be greatly improved. Especially in rural tourism under the background of culture and tourism integration, its "eating, living, traveling, touring, shopping, entertainment" each link of the experiential, scenario, interactive characteristics of the obvious, electronic media, video display form of communication is often more advantageous, but also more in line with the visual aesthetic needs of the audience in the era of short videos and reading habits.

In October 2023, all the major media in Shanwei opened "Guang" knot "Shan" edge, "Running to Hailufeng--" and other special promotional activities to celebrate the opening of Guang-Shan High-speed Railway. "On that particular day, Shanwei's major media outlets launched special promotional activities to celebrate the opening of the Guangzhou-Shanwei High-speed Railway, and many new media bloggers filmed videos on the first day of the opening of the high-speed railway, which gained a lot of traffic on new media platforms, and attracted a large number of tourists to embark on the journey of the Guangzhou-Shanwei High-speed Railway to experience Shanwei's natural scenery and humanistic customs in depth. The new media bloggers of WeChat public number, such as Shanwei Travel Photo, also opened Shanwei weekend tour promotion topics, such as "My Weekend Advocacy, Ten Themes to Play Shanwei Weekend", which greatly enhanced the popularity and reputation of Shanwei. With the convenience of transportation and unique cultural and tourism resources, Shanwei has once again become one of the most important choices for the people in Guangdong, Hong Kong and Macao Bay Area to go out and travel after the epidemic, and has successfully appeared on the hot

list of new media platforms such as Xiaohongshu and TikTok etc. In December 2023, the third Shanwei Chenzhou Oyster Culture Festival, which is named "China's Oyster Hometown, Oyster Love", is going to be held in Chenzhou, Hongcao Town of Shanwei City. Chenzhou, Hongcao Town, Shanwei, with the coming of New Year's Day Holiday and the opening of Guangzhou-Shantou and Shanwei-Shantou High-speed Railway, it will be a hot spot for tourists to catch the sea and eat oysters in Chenzhou by high-speed railway. The promotion of the new media platform also allows more tourists to further understand Shanwei, coupled with the geographical advantage of Shanwei, a beautiful pearl adjacent to the Guangdong, Hong Kong and Macao Bay Area, has successfully broken the original old impression, ushering in a large number of enthusiastic tourists, rural tourism in Shanwei has also become the focus of tourists coming to Shanwei.

3. With the power of emerging media, enhance the brand and quality construction

General Secretary Xi Jinping pointed out that "we should study and grasp the laws of modern news dissemination and the development of emerging media, strengthen Internet thinking and the concept of integrated development, promote the effective integration of various media resources and production factors, and promote the sharing and integration of information content, technology applications, platforms and terminals, and human resources." At present, intelligent interconnection, integration and sharing has become a significant feature of media integration and development in the new era. Sharing, as the starting and ending point of development, indicates the value orientation of development, grasps the scientific law of development, and conforms to the development trend of the times. In the field of news and public opinion, shared development means comprehensive sharing of data, content, resources and even users, breaking the framework of "small family" and moving towards the integration of "big family". In this regard, media integration development should establish the concept of "one chess", break the boundaries of people, money, materials, content and technology, and turn "your home" and "my home" into "everyone". Mainstream media should strengthen the sense of sharing, from the content construction, information communication, organization and management, team building, to achieve the traditional media and emerging media resource sharing, complementary advantages, one development. Only by establishing the concept of sharing and leveraging the power of emerging media can we expand our communication influence and achieve mutually beneficial cooperation.

As traditional media, television stations and daily newspapers need to fully recognize the changes brought about by the Internet era and the era of media pluralism. A variety of emerging media continue to push out new, communication form changes are also rapidly changing, to actively embrace the Internet technology revolution, but also based on the network of emerging media is based on the understanding of the powerful communication efficacy of Shanwei region in the construction of the newspaper, the network, the end of the micro-media communication matrix on the basis of the successive establishment of cooperation with TikTok, the South +, Learning Power and other platforms for the new media communication channels, many of the manuscripts published by the new media platforms after the publication of many articles by the new media platforms, the number of readings, clicks and reprints have risen sharply. The era of the Internet wave surging, traditional media editorial staff should also pay more attention to the network, good at borrowing power from the network communication, so that the traditional media's road of innovation and development of integrated media communication become wider and wider. Through the media fusion propaganda, jointly tell a good story of Shanwei countryside which will contribute to Shanwei economic and social development.

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