



World Food Prize Youth Forum

Analysis of agricultural products promotion trail based on convergence media

-- Taking TV stations in Shijiazhuang area as an example

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Abstract: At present, many kinds of social media in our country are developing rapidly and the trend of media integration is remarkable. In this context, through the methods of literature reading, interview and case analysis, this paper focuses on the relevant data and cases of Hebei Radio and Television Station and Shijiazhuang Radio and Television Station. The existing problems of traditional media channels and new media channels in the promotion of agricultural products are analyzed, and the promotion trails of "recommendation + designing + showcasing + broadcasting" in traditional media and "anchor training + short video platform construction" in new media are sorted out. Based on the trails analyzed, this paper combines the promotion strategies of the two channels, and proposes the feasible path of "leading by mainstream media + dual-line parallel + practitioner transformation + broadening channels" for agricultural products promotion under the background of convergence media.

Key words: Convergence media; Agricultural products promotion; Trail analysis

I. Research background and current situation

1. Various forms of media are flourishing in China, and new media is developing rapidly.

Under the current trend of rapid development, many forms of media in China are flourishing. According to the China Journalism Development Report of the China Journalists Association, from 2020 to 2021, China's news industry became more and more media and platform-based with all-round growth, while traditional media such as newspapers and radio and television slowed down in scale and continued to strive for deep integration and digital transformation. It can be seen that in today's era, various forms of media in China are in a stage of vigorous development. With the wide popularity of the Internet, new media has developed rapidly in China, and a variety of new media platforms have emerged, covering various aspects of production and life. In the process of rapid development of new media, a large number of outstanding Internet celebrities, bloggers and emerging communication subjects such as "We-Media" and Official Accounts" have emerged, injecting new vitality into the development of media.

2. The development trend of media convergence in China is remarkable, and various media are deeply converged with the promotion of agricultural products under the strategy of rural revitalization.

At present, China's society has officially entered the era of media integration. While traditional media such as newspapers, radio and television play an important role in news communication, the rapid development of the Internet and social media also enables new communication subjects such as personal blogs, WeChat official accounts, and We-Media to play an important role in news communication. Under the background of the era of convergence media, in addition to the traditional picture and text communication, video, audio and other

emerging communication methods are also becoming more and more popular. With the popularization of media communication, the composition of audience groups becomes more diverse, forming a new feature of personalization of audience's needs. With the promotion of the rural revitalization strategy, the sales and promotion of agricultural products have become the road to prosperity for farmers. A variety of media forms have become an important carrier for the promotion of agricultural products, such as TV and other traditional media, on which there are many agricultural products advertising; more and more farmers began to use live broadcasting and other new media to promote special products. For example, Anji County Convergence Media Center studies the marketing strategy of local agricultural products, and summarizes the marketing model of "product + member" and "culture + e-commerce". As the rural revitalization strategy continues to advance in depth, the position of various media is becoming increasingly important.

3. The status of new media is gradually rising, while the role of traditional media is being ignored.

At present, there is diversified development of media, but traditional media such as TV, radio, newspaper and other media still occupy an important position in all kinds of media. As the mainstream media, the traditional media has a high authority in the publicity of agricultural products, but its important role is being ignored. In the background of the rising status of new media, many studies have paid attention to the application of new media in the promotion of agricultural products. Sima Honghao and Tang Yan ^[1] compared the marketing mode of agricultural products under the background of new media with that of traditional marketing such as individual operation and farmers' market, and believed that there were still problems such as low standardization and weak supervision in the promotion of agricultural products through live channels, and proposed measures such as strengthening publicity and improving marketing. Based on the brand operation of agricultural products under new media, Liu Shasha ^[2] concluded through data analysis and other methods that there are still problems of brand duplication and low brand awareness in this aspect, and suggested that brand recognition should be paid attention to and diversified brand promotion methods should be adopted. Wen Junxiong ^[3] started with the new media marketing strategy of agricultural products, summarized its main marketing methods, concluded its characteristics of individualization, diversification and efficiency, and provided strategies to introduce reasonable policies and innovative models in view of its problems such as lack of talents and serious homogenization. Combined with the sales practice of Guangdong pineapple, Fan Jingdong ^[4] proposed that we should break through the three ceilings of resources, creativity and communication, and strengthen the role of short video in the promotion of agricultural products. However, this paper finds that few researches focus on the integration of traditional media and new media in the promotion of agricultural products. Therefore, by combining the promotion trails of the two media channels, this paper proposes feasible trails for the promotion of agricultural products under the background of media integration, which to a certain extent complements the vacancy in this aspect.

II. Concept Definition

1. Traditional media

The so-called traditional media refers to the media that uses traditional channels such as TV, radio and newspaper to carry out news dissemination, which has the characteristics of long development history, wide audience and high popularity. The main carrier of its communication are images, texts and so on. With the vigorous development of various media, traditional media is still an important force of news communication.

2. New media

New media is a form of communication in which information and services are provided to users through computer networks, wireless communication networks, satellites and other channels, as well as terminals such as computers, mobile phones and digital television sets by means of digital technologies. Different from traditional media, the terminals of new media are mobile and fast. The carrier of its transmission is very wide, in addition to the traditional images and texts, there are different carriers such as video and audio.

3. Convergence media

Convergence media ^[5] refers to a new kind of media that makes full use of media carriers and converges radio, newspaper and other different media that have common ground and are complementary in all aspects. It has the characteristics of wide channels, high information transmission efficiency, graphics and text equipped, and diversification. Combined with the advantages of traditional media and new media, convergence media has shown full potential in today's era.

III. Research methods and data sources

1. Research methods

This paper adopts the method of literature reading, interviewing and case analysis. The author read the materials of Hebei TV Station and Shijiazhuang Radio and Television Station about traditional media and new media, and interviews the relevant responsible personnel of the column "Good Things in Hebei" of Hebei TV Station through the semi-structured interview method. In addition, the author analyzed the promotion path of agricultural products based on the cases of the column and the new media platform of Hebei TV Station.

2. Data sources

The data in this paper are mainly from Hebei TV Station and Shijiazhuang Radio and Television Station. As the mainstream media in Shijiazhuang, these two TV stations have certain influences in Shijiazhuang.

IV. Comparative analysis of traditional media and new media agricultural product promotion trails

1. Traditional media

a). Usage status

The usage status of traditional media is mainly reflected in the elderly group with noon and evening viewing. Statistics show that a person in Shijiazhuang watched 86 minutes of TV in the first quarter of 2024 in average, an increase of 4 minutes compared with the previous quarter and a decrease of 8 minutes compared with the same period last year. As for the viewing audience, people aged 55 and above accounted for more, up to nearly a half. In terms of occupation, the unemployed (including retired) take the major part. According to this, it can be inferred that the main audience of TV is the retired elderly. In terms of viewing time, the audience rating reaches its highest between 19:30 and 21:00, with a small peak between 12:00 and 13:00.

b). Problems existed

In the promotion of agricultural products, there are still some problems in the traditional media, which are mainly reflected in: ① The influence of local radio is weak. In the first quarter of 2024, the market share of central channel and provincial channel accounted for more than 60%, while the two TV stations Shijiazhuang TV and Hebei TV accounted for less than 10%. Due to the macroscopic and regional characteristics of the central channel and the provincial channel respectively, they cannot effectively publicize agricultural products according to the local characteristics of Shijiazhuang city. The small market share of the local TV station leads to the limitation of the local targeted agricultural product publicity. ② The audience is limited. In the first quarter of 2024, the audience is mainly the retired elderly, and the elderly group has the characteristics of low consumption desire. Therefore, the limited TV audience will lead to the limitation of sales of agricultural products to a certain extent. ③ Viewing time is limited. In the first quarter of 2024, TV channels' peak viewership was dominated by limited midday and evening hours. This leads to limitations on the effective time slots for agricultural product promotion, thus weakening the effectiveness of agricultural product promotion. ④ There are few programs to promote agricultural products. It is known that Shijiazhuang Radio and Television Station and Hebei Radio and Television Station currently only have one agricultural products promotion program, which leads to the problem of limited channels for the promotion of agricultural products, leading to the limitation of the TV promotion of agricultural products.

c). Analysis of the promotion trail of Hebei TV's "Good Things in Hebei" program

i). Research methods and conclusions

"Good Things in Hebei" is a TV program launched by Hebei TV Station to promote local specialties in Hebei. This article adopts the interviewing method to conduct the investigation, interviewing the relevant staff of the program "Good Things in Hebei". According to the interviews, Hebei province is a big agricultural

province. Among the various commodities promoted in the program, agricultural products account for more than 60%. In terms of the characteristics of agricultural products themselves, the agricultural products promoted by the TV station are mainly those with obvious regional characteristics (such as Xinle watermelon, Shenzhou peach), or those with new productivity characteristics (such as Yuanshi Jiulukang sprout magnolia industry). In addition, the TV station will give priority to products with high additional attributes and certain popularity and value.

ii). Promotion process

The promotion of agricultural products in the program is mainly composed of four parts: "recommendation + designing + showcasing + broadcasting" (shown in Fig. 1). First, the TV station obtains a candidate list of agricultural products to be promoted by accepting recommendations from county or district governments or cooperating with trading companies. Then, the TV station will screen the agricultural products recommended by the government and select the featured representatives to be promoted on stage. Special attention is paid to regional features of the products or new productivity characteristics. Before being presented on stage, the TV station will design customized promotion content, which takes up about one-third of the program and lasts about 20 minutes. It generally carries out customized promotion to the audience through the way of "artistic program + customized promotion". When taking the stage, the agricultural products will appear in the order jointly negotiated by the government and the TV station, which is generally related to the seasons, solar terms or sales, and the corresponding content will be presented to the audience. Viewers can call TV stations if they have questions about the programs or products, or contact new media platforms if they want to buy products.

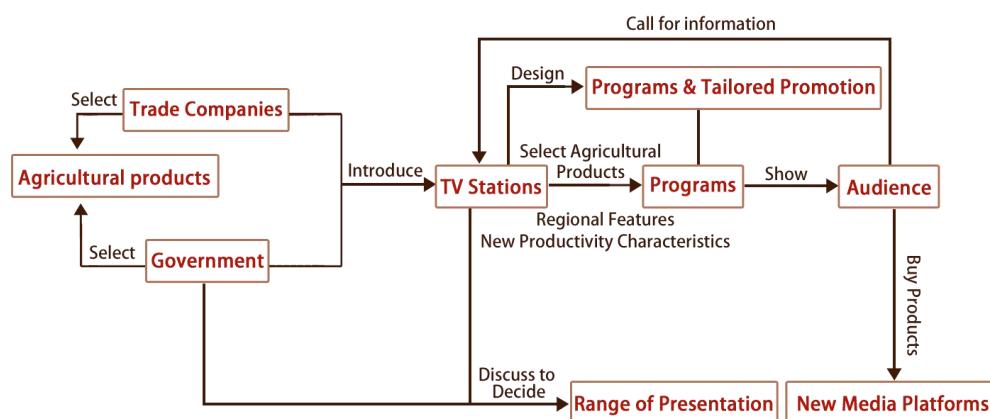


Fig.1 Flow chart of traditional media in agricultural products promotion

2. New media

a). Usage status

The current usage of new media platforms shows the characteristics of young people as the main body,

active in the morning and evening, and little attention paid to agricultural products. As of May 21, 2024, the new media platform "Wireless Shijiazhuang" of Shijiazhuang Radio and Television Station has a total of 1.704 million users, of which 306,300 are active users. As for the user group, the majority are young and middle-aged people aged 25-44, accounting for more than half. But the elderly users account for a relatively small number, and there are no users over 65 years old. For new and old users, old users account for the majority of daily platform users, and new users account for about 10%. For the using time, more users use the new media platform from 8 to 10 o'clock and from 19 to 21 o'clock, and the main purpose is to get news. In terms of topics of concern, users mainly focus on audio-visual entertainment and financial and economic affairs, while they pay less attention to agricultural products.

b). Problems existed

In the promotion of agricultural products, new media still has the following problems: ① The audience coverage is not comprehensive enough. The main audience groups of the new media platform "Wireless Shijiazhuang" are young people aged 25-44 and middle-aged people, while the coverage of other age groups, especially the elderly group, is insufficient. This will cause that the elderly group can not effectively get the news about the promotion of agricultural products through the new media platform, which will cause certain obstacles to the promotion of agricultural products. ② Slow expansion of user groups. In the daily users of the platform, new users account for about 10%, so the growth rate of the user group is slow, and the development of more users takes a longer time, thus limiting the promotion of agricultural products to more people. ③ The promotion of agricultural products is limited. Platform users are mainly concerned about audio and video entertainment and financial and economic topics, while agricultural products related topics are less concerned. This reflects the platform's limited efforts to promote agricultural products and the low popularity of related topics. As a result, the influence of agricultural products on new media platforms is weak, and it is difficult for more people to know them.

c). Analysis of new media promotion trail of Hebei TV Station

Through literature reading, this paper collected and sorted out the strategies of Hebei TV Station in the construction and promotion of new media platform. The construction and promotion of the new media platform of Hebei TV Station is mainly carried out in the way of "anchor training + short video platform construction" (shown in Fig. 2). The TV station focuses on the development of one or two short video platforms, and makes use of its own influence to expand the scope of influence of short video platforms and enhance the popularity of agricultural products. The TV station promotes the transformation of hosts, trains new anchors, and expands the promotion team of agricultural products. TV stations have cooperated with e-commerce platforms to improve supply chains and open up channels for promoting agricultural products.

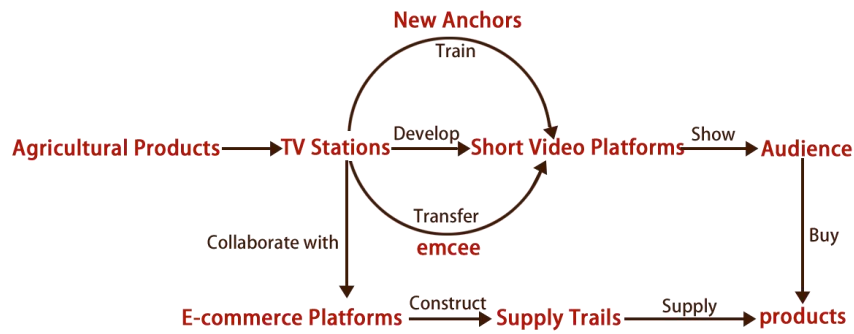


Fig. 2 Flow chart of new media agricultural products promotion

V. The advantages and strategies of convergence media promotion

Both traditional media and new media have their own advantages and disadvantages. As for traditional media, its advantage lies in the authority of mainstream media, while its disadvantage lies in the limited audience. For new media, its advantage is that it can attract more young people's attention, but it is insufficient in the coverage of the elderly group. However, convergence media can organically combine the two kinds of media, develop their respective strengths and avoid their shortcomings.

1. The characteristics and advantages of convergence media

Integrating traditional media and new media, convergence media has the following advantages in terms of resources, content, publicity and revenue: ① Full mobilization of resources. By coordinating and integrating all kinds of resources of traditional media and new media, convergence media plays a more powerful role. It can fully mobilize all kinds of resources and has the advantage of maximizing resource benefits as much as possible. ② Deep integration of content. The convergence media establishes a deep connection of the content of various media through compatibility, so that it can adapt the communication content to a variety of communication methods, so that it has the advantages of wide communication channels and wide range of communication. ③ Multiple interactive publicity. Convergence media propagandizes each other through the online and offline interaction between different media to achieve the optimal and maximum effect, with the advantage of wide coverage and excellent effect. ④ Common and inclusive interests. By emphasizing the convergence of interests among different media, convergence media promotes the sharing of results, promotes the maximization of interests, and explores multiple sources of interests, which has the advantages of high profitability and market competitiveness. [6]

2. Analysis of agricultural products promotion trails by convergence media

By combing the promotion trails of traditional media and new media, this paper analyzes the product source, product construction and supply chain improvement, and draws a feasible trail for promoting agricultural products under the background of convergence media, which is "leading by mainstream media +

dual-line parallel + practitioner transformation + broadening channels" (shown in Fig. 3). In terms of product sources, the government and commercial companies select agricultural products with high promotion value from regional characteristic agricultural products to promote to TV stations. In terms of platform construction, local influential TV stations build new media platforms, focusing on the development of one or two short video platforms, and promote the transformation of hosts into anchors and train new anchors. In terms of supply chain improvement, TV stations cooperate with e-commerce companies to open up product supply channels and ensure the smooth supply of products to buyers.

After obtaining the agricultural products recommended by the government and commercial companies, the TV station will select the agricultural products according to their own characteristics, focusing on the products with distinct regional characteristics or new productivity characteristics. Secondly, the TV station will choose the right platform to promote the agricultural products according to the audience, or promote on the two platforms simultaneously. TV stations and the government jointly discuss the order of appearance of products in programs, and design unique customized promotional content for different products to present to the audience. After viewers watch relevant programs, live broadcasts or videos, audience can purchase these products by contacting the e-commerce platforms which cooperated with the TV stations.

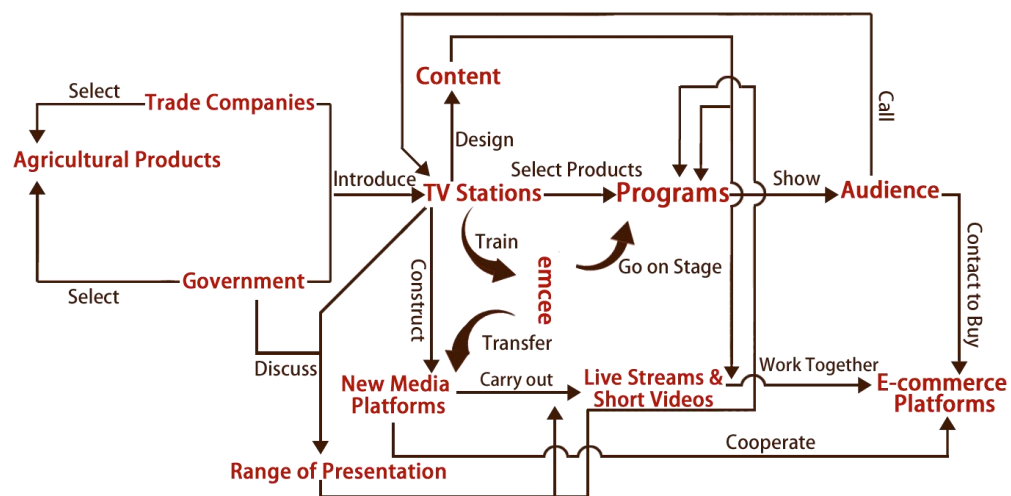


Fig. 3 Flow chart of agricultural products promotion trail of convergence media

The dissemination of agricultural products through convergence media can give full play to the audience and dissemination advantages of different media. The feasible marketing strategies are as follows: ① mainstream media taking the lead. The TV stations can expand the new media platform on the basis of the traditional media of the TV station itself, and use its influence as the mainstream media to cultivate several accounts that have a certain influence on the new media platform. ② Dual-line promotion of traditional media and new media. After obtaining the candidate list of the agricultural products to be promoted, the promotion

platform can be selected according to the characteristics of the agricultural products themselves and the audience, and the unique program content can be designed according to the characteristics of the platform; Or the same product can be designed to adapt to the promotion content of different platforms.③ Promoting the transformation of practitioners in the traditional media industry. The TV station can choose the right one among its hosts to train them to become promoters of new media platforms, so that the accumulated influence of the hosts can be used to enhance their visibility on new media platforms. ④ Expanding sales channels. TV stations can arrange multiple purchase channels for the same product, such as e-commerce platforms, hotline ordering, etc., so that different buying groups can easily buy the products they need.

VI. Conclusion and Discussion

This paper analyzes the data and cases of Hebei TV Station and Shijiazhuang Radio and TV Station. As for the traditional media, this paper analyzes its use status and concludes that it has the characteristics of the elderly group's centralized viewing at noon and night, summarizes its problems of weak influence of local TV stations and few programs to promote agricultural products, and sorts out the promotion path of "recommendation + design + stage + broadcast" of traditional media according to the case of "Good Things in Hebei" program of Hebei TV Station. As for new media, this paper analyzes its usage status and concludes that it has the characteristics of young people using it in the morning and evening, summarizes its problems of slow user expansion with elderly audiences, and summarizes the development model of "anchor training + short video platform construction" according to the case of Hebei TV new Media. To sum up, this paper makes an integrated study of the two media promotion paths, and puts forward feasible paths for the promotion of agricultural products under the background of media integration, namely, the mainstream media takes the lead, the dual-line promotion of the two media, the transformation of traditional media practitioners, and the expansion of sales channels.

The data and cases studied in this paper are mainly from Hebei TV Station and Shijiazhuang Radio and Television Station, which are mainstream media in Shijiazhuang and have certain authority and influence in this area. The Shijiazhuang area studied in this paper is representative to some extent in other regions, so the research conclusions of this paper also have certain reference significance in other regions. However, due to the limited data sources and the strong regional characteristics of agricultural product promotion, the analysis and sorting carried out in this paper are not comprehensive, leading to certain limitations in the scope of use.

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