The dissemination of TV livelihood programs on Bilibili under the background of new media ——Taking the "Xiaoli Helps" program of Henan TV Station as an example

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Abstract. The rise of new media has brought many challenges to the development of traditional media, and television livelihood programs are also seeking their own path of transformation. Like other programs, many livelihood programs choose to collaborate with high traffic video platforms and gradually explore new forms of development. The entry of livelihood programs has affirmed the important value of the social attributes of news in the new media era. This article explores the dissemination characteristics and problems of television livelihood programs in the context of new media, in order to propose reasonable suggestions and promote the improvement of program production level.

1. Introduction

People's livelihood programs play an undeniable role in solving social conflicts, transmitting legal knowledge, and consolidating public consensus. The livelihood programs established by various television stations have brought the people closer to the media, and the audience can seek help through the form of programs. By leveraging the power of video platforms, television programs have found the dissemination path of news programs in the context of new media, promoting each other with traditional television platforms, innovating forms, and achieving good responses. The emergence of Bilibili is also a clear manifestation of the new media era, which is the convergence of content form towards video, more diverse dissemination subjects, faster dissemination and reception speed, and strengthened interaction between the two parties. The platform has expanded the advantages of online video dissemination through cooperation with mainstream official media, simplifying the use of specific apps for television programs, and providing a fast path for the development of television programs.[1]

"Xiaoli Help" was originally a section of the" Minsheng Reference" program on Henan TV's Minsheng Channel, but later became an important column independently. In November 2019, the "Xiao Li Helps" program entered Station B. At present, the "Xiaoli Helps" program on Bilibili has 198000 followers, 3226 articles, and 5.117 million likes. Obviously, livelihood programs are also popular among audiences in the internet age.

The research on television livelihood programs has a long history. After entering the era of new media, many scholars in China have put forward many opinions based on the characteristics of the new era. Li Xin believes that in the era of new media, many local television programs on people's livelihood news have encountered development bottlenecks, exhibiting "internalization" characteristics, such as homogenization and trivialization of news themes, stylization and superficiality of content production, and simplification and unidirectionality of communication dimensions. He Min explored and analyzed the main forms and development trends of innovation in broadcasting livelihood programs in the context of integrated media era. Sun Huayan's analysis of how livelihood news programs can achieve innovative breakthroughs in the context of media integration. There are also many analyses on the program "Xiao Li Helps". Liu Wenling, Li Yingsa, Yin Hong, and others have proposed innovative improvement strategies for the program in response to the current era of new media. Zheng Xiao from Henan University conducted in-depth discussions on the dissemination of the public welfare image of "Xiaoli Helps". She believes that the program extracts and shapes the public welfare image of the journalist "Xiaoli", establishes a new hosting and communication model, and strengthens and establishes a column recognition system.

2. New Features of Communication

2.1 Duration and update frequency

In order to adapt to the fast-paced characteristics of the video era and innovate forms, TV programs have established programs or columns with shorter duration or adapted to the vertical screen of mobile phones. Unlike previous television programs, self media platform users tend to watch "short and fast" content; The "Xiaoli Helps"
column also chose this format, with the length of articles updated on Bilibili basically ranging from 2 to 5 minutes, which is a strategy commonly adopted by the media in the era of short videos.

In the context of the Internet, the broadcasting of television programs has broken the constraints of time and can be spread across the entire media in a non-linear manner. This way, the audience of the program has been expanded, and the audience has more flexible time to pay attention to news events. The update frequency of "Xiaoli Helps" is 4-6 times a day, and the update time is not fixed.

### 2.2 Title and Cover

In the context of new media, the "headline party" has become a new force in interfering with the effectiveness of news dissemination. On the homepage of Bilibili, "Xiaoli Helps" has added a longer title below each video, which is more about an overview of news events, especially with more question sentences to enhance the visibility of the video.

The production of the cover has strong eye-catching characteristics. The cover text should be chosen from the parties involved or representative images in the event, and should have a strong impact. Choosing to use yellow or red fonts and increasing the font size is also a similar technique to other videos. Telling the audience a certain amount of information on the cover, creating suspense, helps the audience choose to watch the program. Overall, the production of the cover of "Xiaoli Helps" on Bilibili is an innovative method based on long-term experience on similar video media platforms.

In the context of new media, in addition to bringing "headline party", it also unconsciously promotes the rampant "cover party". Xiaoli Helps intentionally arrange specific images as the cover of the video, with the important purpose of gaining user viewing. This is also a prominent manifestation of mainstream media's adaptation to self media platforms.

### 2.3 Topic selection

The topic selection of livelihood programs is based on the livelihood of the people. For modern society, the existence of disputes is the norm in social development, and exploring ways to resolve disputes has become a major theme of society. Because of this, social disputes have always become the most popular news topic that can attract public attention, attracting attention and even enthusiasm from all media. Social disputes often involve complex and sensitive interest relationships, and may even be "public affairs" or "major events" that involve the interests of the people and the country. The media truly reflects in the dissemination of social disputes that "the correct direction of public opinion is the blessing of the party and the people; the wrong direction of public opinion is the curse of the party and the people." It can be said that the ultimate goal of television media reporting on social disputes is not just to spread social disputes, Instead, it should promote the resolution of social disputes. [2]

### 2.4 Improved program interactivity

The "Xiaoli Helps" column has chosen to settle on Bilibili, which is a platform promoted under the banner of bullet screen interaction. Bullet screen is an important function of the platform. Through sharing bullet screens, the audience can discuss and evaluate the progress of the video, which is different from traditional comment areas. The addition of barrage makes the stationed "Xiaoli Helps" more vivid, allowing the audience to discuss and study news events during the exchange of barrage, and discover and handle problems that arise during the event.

The "Xiaoli Helps" account itself actively participates in the comment section, which is also an important manifestation of its news's interactivity. There is a discussion in the comment section of the program, requesting a report on the subsequent progress of the event. Under the pressure of public opinion from the audience, "Xiaoli Helps" actively responded to some users, demonstrating the media's attitude and displaying a good official media image.

### 3 Problems Occurred

#### 3.1 Insufficient completeness of content communication

In order to gain more viewing volume, many video media choose to segment their content. The inability of the audience to fully understand the development of news events within the appropriate time frame has become an important question whether it has produced results.

The "Anyang Wang Xingang" incident is a negative impact on the integrity of the news. "Xiao Li's help" is limited by other social factors and cannot have a promoting effect on the progress of the event in a faster time. In other words, such help is a failure. Subsequently, "Xiaoli Helps" also launched a live broadcast in a timely manner, presenting the subsequent development of the event to the audience. The drawback of this is that the live broadcast did not receive attention, and many viewers did not notice any new developments in the event. The reasons for this result are: firstly, the audience's insufficient grasp of information updates, not calmly and rationally waiting for the results, but instead gathering more and more, becoming a force that "threatens" the media; On the other hand, it shows that the media has not done enough work in news dissemination, and the mechanism of updating and pushing on Bilibili has not been used on such accounts. The relevant written reports have not been updated, which is also a factor that has caused criticism.

#### 3.2 Lack of professional quality for journalists

Helping journalists is the key to influencing the development of news events. Unlike other news programs, journalists in livelihood programs often act as participants, not objectively reporting a news event, but participating in it, using their own media authority to mediate conflicts.

Due to personal reasons, such as the lack of laws and regulations, personal emotions, and idealism, journalists have engaged in some unreasonable behaviors, such as
pulling the line or taking the wrong side of the event in the program. This has helped to spread the video and caused strong reactions from the audience. The barrage and comments on Bilibili will discuss unreasonable journalist behavior, which is also an important challenge for "Xiaoli helps" adapt to new media platforms. All the content of the program is under the supervision of the audience, adding difficulty to the production of the program. At the same time, this immediate feedback from the audience has to some extent promoted the improvement of journalists' skills and the quality of the program.

3.3 Broad entertainment oriented programs

When people's livelihood programs are combined with new media, they are inevitably tainted with the bad habits of the internet, and pan entertainment has become the most obvious feature. The media also intends to increase the viewership of programs through news events, adding many human dominated factors to the news by adding plot performances or being narrated by the parties involved. For example, the "1818 Golden Eye" program is also a helpful livelihood news, but in its dissemination, there have been successive appearances of "Xiao Wu" who became popular due to his eyebrows and "Xiao Zhang" who became popular due to his handsome appearance, which has impacted the news attributes of the program itself and instead become a source of entertainment for the audience. After submitting such a news program, it will have adverse effects on the parties involved. The audience is addicted to discussing the parties involved in the program and neglects the original intention of the livelihood program, resulting in a decrease in the seriousness of the overall program, which is not conducive to the long-term development of the livelihood program.

At the beginning of the "Xiaoli Helps" news, there will be a section where the journalist Xiaoli raises questions or the parties seek help from Xiaoli. This kind of opening lacks authenticity, and most of the parties cannot easily express themselves in front of such camera language, which adds a bit of falsehood to the news. The entertainment received by the audience also stems from the effectiveness of the program performance. This kind of title setting has also become a unique way for programs to deceive viewers into watching.

4. Solution Path

4.1 Optimizing Content Selection

Through comparative investigation, it was found that the simplification of previous communication models and methods has to some extent limited the depth of development of livelihood news columns. Simple news displays and comments, lacking interaction with the audience, are very lacking in disseminating mainstream values and other aspects. In the context of the new media era, through the integration and use of various new media technologies and livelihood news columns, and changing the way audiences receive information, information is collected through networked information platforms to enhance the authenticity and comprehensiveness of information.[3]

The selection of articles for "Xiaoli Helps" on new media platforms requires systematic classification, and attention should be paid to continuous attention and in-depth reporting of hot topics during placement. The Internet era has made information dissemination easier and also led to a surge in information. A large number of hot news topics have exploded and been replaced by another hot topic. The current situation of hot news makes it difficult for audiences to form a memory point for the brand.

4.2 Improving Program Packaging

The integration of people's livelihood news with emerging media has increased the ability to adapt to the development needs of the times. By combining the advantages of new and old communication, it can attract potential audience groups that have never been noticed before, broaden the audience range, and achieve the goal of enhancing publicity and increasing viewership. People's livelihood news needs to develop towards industrialization and branding. [4]

In the context of the era of financial media, in addition to certain requirements for the professional foundation of those engaged in broadcasting people's livelihood programs, we also need to have a deep understanding of the Internet, WeChat, Weibo, Tiktok and other new media communication methods, fully grasp the characteristics and advantages of these new media, so as to further expand the scope of information collection and improve the authenticity and integrity of the information collected. [5]

4.3 Improving Journalist Literacy

The quality of the journalist team is the key to the success of livelihood programs. Journalists who shoot and appear on camera should prepare well before the interview, and have sufficient communication with the interviewee to avoid related conflicts from expanding. Proficient application of basic moral and legal knowledge is equally important. There are many complaints on the internet about "Xiaoli helps" not being professional enough, but many of these contradictions should have been avoided. Although journalists on livelihood programs do not need to have the same level of proficiency as those reporting serious news, mastering basic information about livelihood is the most crucial.

5. Conclusion

With the continuous progress of new media technology, the advantages of traditional media have gradually declined. In this context, it is necessary to find suitable development paths for people's livelihood programs. In the future, the proportion of new media in the field of news communication will become increasingly high. In the new era, our mainstream media is also seeking to develop towards integration. As a local program, TV livelihood programs have a basic goal, which is to cooperate with video
platforms and drive the progress and innovation of TV programs through new media forms. The livelihood program "Xiaoli Helps" is an important epitome of Chinese television media. TV programs that dare to go deep into the grassroots and truly understand the people's emotions have more prominent advantages compared to self media in the new media era. In the context of the widespread use of self media, the news information provided is muddy, making it difficult for the audience to discover effective content from the vast amount of information, and even being misled by information from unknown sources on self media, which has serious consequences for the entire society. The addition of official media can effectively solve the problem of authenticity of online information, and the entry of livelihood programs such as "Xiaoli Helps" has also added fresh activity to the new media environment. But currently, these livelihood programs are simply moving television programs onto the internet, without fully connecting the two media platforms. In other words, the lack of such operational mechanisms is also an unavoidable issue for further development in the future.

Reference


