

“Live e-commerce” Mode of Public Welfare Communication of TV Station under the Background of COVID-19

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Abstract

This study uses literature, observation, and case study methods to investigate the significance and advantages of the "Live broadcast+e-commerce" model for public service communication. The study summarizes the preliminary experience of the "Live broadcast+e-commerce" model in TV public service communication, and makes suggestions on the risks to be avoided in its subsequent development.

The study concludes the following lessons: creating a fully integrated and efficient platform is the foundation for the development of the "Live broadcast+e-commerce" model; catering to the audience is the fundamental guide for setting up the whole process; grasping the quality of products is the key to achieve the purpose of using the "Live broadcast+e-commerce" model. The active introduction of "Traffic" is the magic weapon to achieve the double growth of economic and social benefits; the use of good e-commerce marketing means is a shortcut to improve quality and increase efficiency; the implantation of humanistic emotions and the creation of popular topics can give more vitality to live broadcast; the integration and rational use of resources to support the sustainable development of this model; the continuous introduction of the study also pointed out that the public service mode in TV stations is not only a good way to promote public service, but also a good way to maximize the effect of positive communication.

Keywords: TV stations, public service communication, live e-commerce, media convergence

1. Introduction

In 2020, China ushered in the decisive year of building a moderately prosperous society and tackling poverty, but the sudden COVID-19 has dealt a heavy blow to the economic and social development of China, and the TV media, which has an important social responsibility, discovered the great advantages of the "Live broadcast+e-commerce" model and developed and introduced it. TV stations at all levels across the country have carried out rich and diverse, personalized, and targeted attempts, and finally achieved surprising practical results in helping to resume work and resume production after the epidemic and precise poverty alleviation work. This study has found a new outlet for the reform and development of public service communication in the context of media convergence.

Media owners have political motives as well as profit motives, and they can influence public opinion by withholding information about their political agenda (Simon P. Anderson & John McLaren, 2012). Media behavior can also influence political behavior (Schuck et al., 2015). Competitive pressures at the market level in China contribute to the prevalence of stimulating news (SIERRA et al., 2023).

In the current media system, television content is distributed through a variety of platforms that offer increasing interactivity, which increases the connection of networks and programs to viewers (García-Avilés & Jose, 2012). Television has changed in many ways: digitization, TV on demand, consumption of content linked to additional services, social networks and communities where viewers can participate in content about television, and more (Bachmayer et al., 2015).

The transformation of the media business model is constantly adapting to digitalization and the Internet (Schlesinger et

al., 2015). Advertising plays an important role in achieving business goals. There are relatively few differences in how public services and commercial advertising are handled in the community, but there are still some significant differences (Rogers et al., 2014).

Now using the latest social networks to spread, share, comment, and question stories within minutes, users can collaborate quickly and effectively between platforms on an ad hoc basis (Schlesinger et al., 2015). Social media is a tool for communication and coordination (Theodor Tudoroiu, 2014). The impact of an online platform like Twitter is also far-reaching (Peter, 2016). Indian journalists use online social media platforms more often in their daily work (Bharat Dhiman, 2023).

The convenience of mobile media provides key capabilities for information gathering and dissemination (Goggin et al., 2015). The mobile phones provide a convenient way to connect and become central to the functioning of society (Ling & Rich, 2012). Social media and audiences influence each other (Nel et al., 2012). The widespread use of data may create inequalities in some areas (Hutchins & Brett, 2015). The relationship between transparency and control of webcasting is a divergent phenomenon (Revers & Matthias, 2014).

This study aims to explore the significance of the "Live broadcast+e-commerce" model in the development of public service communication of TV stations, and the advantages and characteristics of the current development. The purpose of this study is to examine the significance of the "Live broadcast+e-commerce" model in the development of TV public service communication and the advantages and characteristics of the current development, to deconstruct the "Live broadcast+e-commerce" model of TV public service communication by using actual cases, to analyze the key points of each link in detail, to smooth out the connection between the links, to analyze the use effect, to refine the highlights of typical cases, to summarize the lessons learned, and to give targeted suggestions on the problems that should be paid attention to in the next stage of development. The study is intended to enrich the research content in the field of public service communication of TV stations and to provide favorable reference and guidance for the subsequent development of related work.

This study is mainly supported by the theory of "Media convergence" and is conducted in the context of media convergence (David Corkindale et al., 2021). "Medium convergence" and "Media convergence" are two concepts that are often blurred, but they are different. Medium refers to the medium or means required to disseminate information, while media refers to the "Medium+content system", which requires systematic support in terms of content structure and production process at the back end, as well as audience participation, audio-visual communication, and listening. Only by building a content-sharing system based on the mastery of media processing technology can we truly realize the inherent combination of content and access. For this study, the main focus is on the integration of media technologies and services, as well as the collection, distribution, and sharing of content systems.

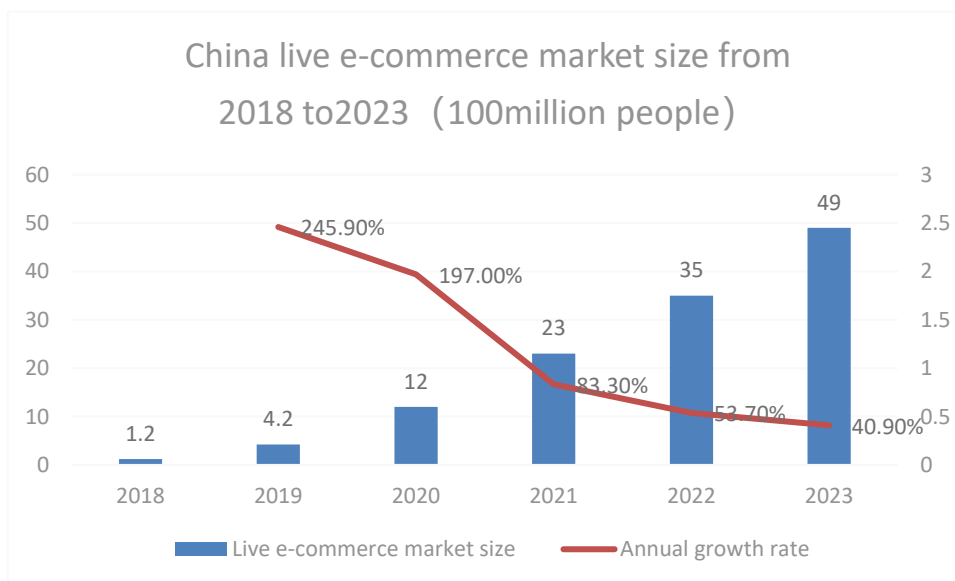


Figure1. China Live e-commerce market from 2018 to 2023 (100million people)

2. Method

The research task of this paper is to compile the existing literature, outline the current situation of public service communication of TV stations; sort out the role of media convergence in the use of "Live broadcast+e-commerce" mode

in public service communication of TV stations; point out the significance and advantages of using "Live broadcast+e-commerce" mode in public service communication of TV stations; sort out the operation chain of "Live broadcast+e-commerce" mode in public service communication of TV stations through specific cases and analyze its effectiveness; summarize the preliminary experience of "Live broadcast+e-commerce" mode in public service communication of TV stations and make suggestions on the risks to be avoided in the subsequent development of this model.

2.1 Literature Method

Keyword searches and content analysis were conducted on official academic websites to gain a comprehensive understanding of the research content related to this thesis and to obtain the required materials. We also studied relevant theoretical monographs, academic journals, and related reports to build the basic theoretical platform of this study with a scientific and rigorous academic attitude.

2.2 Observation Method

We used direct observation and participant observation to observe the public service broadcasting activities carried out by different TV stations through different platforms, and then analyze and summarize them objectively.

2.3 Case Study Method

We will analyze the advantages, links, and effects of the "Live broadcast+e-commerce" model in the public service communication of TV stations, and summarize the common features of different typical cases, as well as the experiences and problems that this model can provide at present.

3. Results

3.1 Content Production -A Collection of Platforms, User-Oriented

3.1.1 From "Additions" to "Integration"

According to the trend of the development of new media field, through the construction of "The central kitchen", we can realize the deep integration of organization and process rather than the mere listing of resources; through the investment of hardware and software, we can integrate and utilize various media mechanisms, optimize and reorganize traditional media talents, establish a new mode of content output and a new review system, and establish a manuscript database. Through hardware and software investment, we will integrate and utilize various media mechanisms, optimize and reorganize traditional media talents, establish a new model of content output and a new review system, and establish a manuscript database to realize the recycling of resources among processing ends and comprehensive processing.

3.1.2 Eliminate Monopoly and Share Resources

In addition to local integrated media centers, there is also a development model in which multiple TV stations jointly establish and stay in the cloud platform. For example, the most mature "Radio and Television Cloud" platform is dedicated to providing one-stop all-IP integrated media cloud platform services for national radio and television network media through joint efforts with large enterprises, and provides detailed solutions such as "5G+4K+AI". The platform has the capability and experience of media management center infrastructure, private cloud storage, and other media services, and has reached strategic cooperation agreements with more than 10 enterprises, with more than 1,600 radio and television users covering more than 30 cities. With the help of this platform, the resources of national head TV stations and large enterprises flow to more developing local TV stations, providing a full range of technical support for users whose production and broadcasting capabilities are not yet perfect and mature, including the construction of independent live web rooms, the sharing of IP resources, the construction of news release platforms, etc., truly breaking the regional barriers and monopoly of resources, allowing new technologies to flow equally into all parts of the country. TV stations at all levels.

3.1.3 User Orientation

Focusing on the concept and mission of service, today's TV stations no longer distribute content indiscriminately, but rather, through accurate positioning, fully realize communication effects and strengthen interaction with audiences in the form of all-around and multi-level communication. With the use of big data, TV stations can establish a fine user data model, create a clear user "Portrait", and more easily understand the behavior and psychology of users' attention and consumption, thus improving the quality of content production and realizing a higher level and more targeted content output. This can be reflected in a more reasonable organization of live content and a more accurate grasp of program direction when using the "Live broadcast+e-commerce" model.

3.2 Content Distribution-Port Sinking, Expanding Channels

The most first step is to expand and sink the port of content distribution, completely break the limitations of the TV screen, open wave after wave of new media platform enterprise accounts, build live rooms within the live platform, spread the communication power horizontally, and vertically, establish a new media matrix, and also make the TV station's publicity mode enter a whole new world. By using the big data push mechanism of each platform, all content can precisely reach the target users, and the propaganda effect is geometrically amplified. With the change in audience habits, TV station "Spokespersons" hosts and anchors, who are part of the content output, have also sunk into the Internet, creating sparks with new things and hot topics on the Internet, such as recording VLOGs, ShakeTV videos, etc., to create a new world of content. Jitterbug short videos, etc., to create a personal image that is approachable and grounded, which indirectly accelerates the market sinking of the TV stations they belong to.

3.3 Organization Mechanism-Self-Built Website, Shopping Mall, MCN Company

While network penetration can bring good ratings, the most effective method is actually for TV stations to create their website platforms. Globally, almost all TV stations in developed countries and regions have set up their online platforms, and several major TV stations in China have followed suit by establishing their own independent community-based online platforms, using mobile, PC, and APP media to realize video viewing, graphic browsing, and interactive social integration, presenting users with accurate and personalized graphics, video, live streaming, and advertising, greatly expanding the scope of content delivery. This has greatly expanded the scale of TV stations' operation and strengthened viewers' stickiness to these stations. CCTV and Hunan TV were the first to try this out, building two independent e-commerce platforms, CCTV Mall and Mango Shop, respectively, and placing entrances on their official websites and APPs to attract traffic. Some smaller local TV stations have chosen to build regional community group buying platforms to achieve autonomous control over e-commerce.

MCN is a multi-channel Internet service provider, which mainly includes "Content production", "Netflix resource operation", "Self-research and incubation", and "IP industry layout". The core of MCN mainly includes content production and operation, and has various forms, such as marketing, online marketing, e-commerce, and copyright. The core of MCN is to improve the attractiveness of content to consumers and enhance the competitiveness and operation ability of enterprises. In a word, content brings traffic, traffic brings sales, and ultimately profitable growth. The key to its operation is twofold: first, to choose a high traffic platform to cooperate with; second, to make the content more professional, while TV stations can likewise go deeper into these two angles, creating their MCN chain, selecting hosts to transform themselves into anchors with goods, creating personalized IPs, and strengthening their own content matrix.

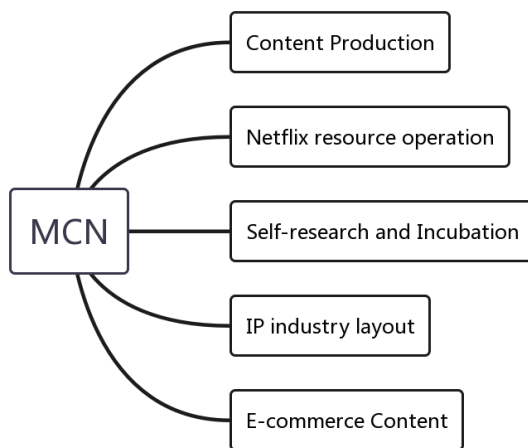


Figure 2. Types covered by MCN

MCN, a subsidiary of Hunan Broadcasting Station, is fully connected to the market and has set up a comprehensive operation mechanism. The platform has incubated a series of IP matrices composed of popular bloggers' accounts, relying on the station's strong content gene and combining with market-oriented means, it has laid out a broad content track and successfully turned "Happy Shopping" hosts MCN, a subsidiary of Jinan Radio and Television Station, has cooperated with nearly 100 radio and TV media and large media platforms across China, and has launched "Direct supply from the origin", "Guangdian's strict selection", and "Helping workers and farmers". MCN has cooperated with nearly 100 national radio and TV media and large all-media platforms to carry out many activities such as "Direct supply from the origin", "Broadcasting's selection", "Helping workers and farmers", etc. It has also carried out a "Cloud sweeping" live broadcasts with the largest commercial enterprises in Shandong Province, achieving sales of over 500,000rmb. In line with this

development trend, TV stations can transform from content integration channels to life service platforms. Based on local characteristics and personalized lifestyle services, local TV stations can take advantage of their original content production, hosts, channel coverage, and mass base, and reorganize and reengineer their operating organizations and mechanisms according to MCN standards, to provide adequate services for local life, linking and integrating all aspects of regional networks and developing into multimedia service providers. This is the core competitiveness of local TV stations to establish their own MCN, and of course, it can be the starting point to enhancing local public service.

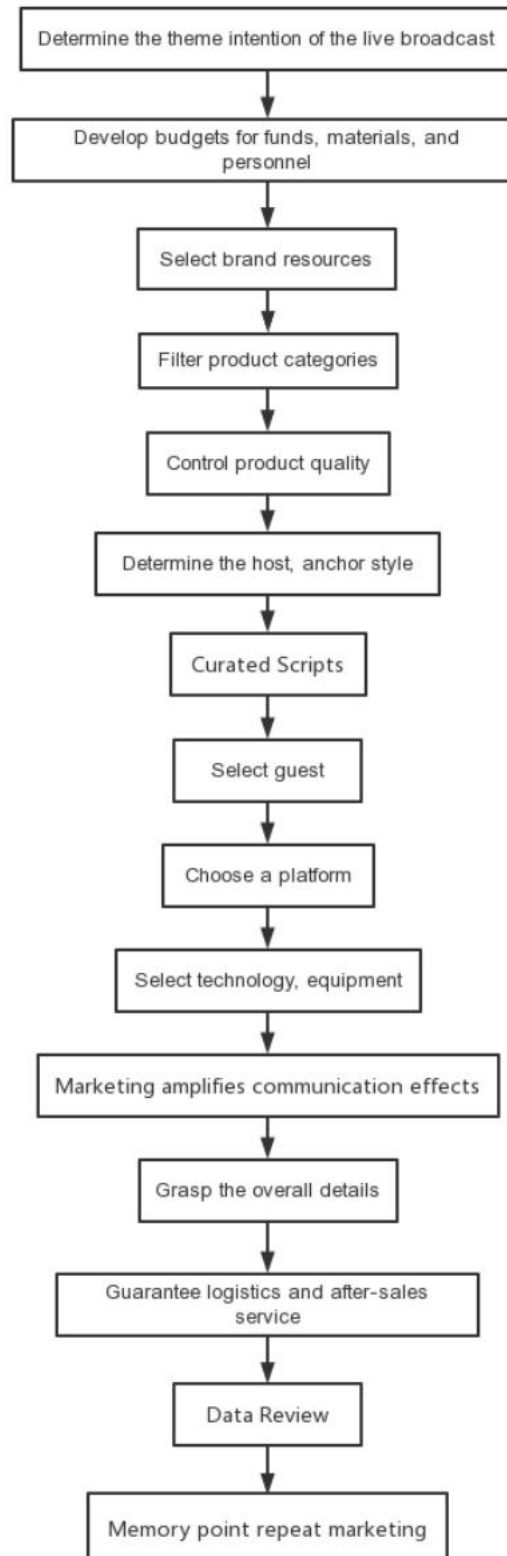


Figure 3. Flow chart of "Live broadcast+e-commerce" mode of public welfare communication on TV

4. Discussion

A summary of TV stations' experience in using the "Live broadcast+e-commerce" model for public service communication.

4.1 *Building a Platform Is the Foundation*

The platform is like a command base, a ten thousand feet high building from which to rise, television stations for live e-commerce to achieve success, first of all, we must fundamentally build a convergence platform in line with market demand, in line with the development trend (Li yubing, 2017). In addition, the service targets of TV public welfare live broadcast with goods often do not have independent e-commerce operation ability and need TV stations to help solve the problems of goods on the shelves, sales, and after-sales. For TV stations, the main purpose of public service communication is to promote rather than sell, so they need to make good use of various live broadcast and e-commerce platforms, and make good use of self-built platforms, including clients, small programs, H5 interactive pages, and other integrated media means, as well as self-built e-commerce platforms, to realize sales and promotion facilitation and autonomy. Only by making good use of the content distribution platform and self-built integrated media platform, e-commerce platform, and self-built e-commerce group, creating a solid platform foundation and running a good online and offline double closed-loop, the overall chain of TV stations applying the "Live broadcast+e-commerce" model can be more smooth and flexible and controllable, truly realizing the initiative to grasp independently without Restricted.

4.2 *Catering to the Audience Is the Guide*

The root of media activities is to attract the attention of the audience and meet their needs. The realization of the communication effect of the new era of television media, the individualized community characteristics of every segment and the individualized psychological needs of each single consumer, requires the combination of different communication forms and communication platforms to re-gather the scattered attention. It is necessary to create high-quality, rich, and diversified content, but also to stimulate the audience's endogenous enthusiasm, so that the mainstream values are more acceptable to the new generation in the way of communication, and to achieve a win-win situation of communication effect, user value and social value (Ding hui, 2019).

The introduction of big data technology, the introduction of popular people and things on the Internet, and the introduction of third-party platforms are all attempts made by TV media for audience orientation, as is the "Live broadcast+e-commerce" model. As a module of the TV station's communication system, TV public service communication should also adhere to audience orientation, select content from the audience's perspective, do public service in a way that is most acceptable to the audience, and only communicate that is recognized and welcomed by the audience is effective.

4.3 *The Output Content Is the Core*

The essence of "Live broadcast+e-commerce" is "Content+Industry". In the context of media integration, the production of content has increased by leaps and bounds, and high-quality and novel content has become the winning formula for competition among media (Long Xiaonong & Chen Linxi, 2021). In this regard, we can actively draw inspiration from TV public welfare programs and public welfare advertisements, and learn from the experience of professional e-commerce live goods. In addition to doing sufficient background work and injecting real feelings, TV stations have the traditional advantages to tell good stories in live broadcasts, but they also need to make full use of their rich resources.

Achieve accurate positioning of audiences through big data technology, integrated media platform, and collection cloud platform, expand the professionalism and commercial space of content, open up the original audience circle, improve the quality of content by relying on the huge resource system, and promote it in the vertical and professional direction. The company will promote its development in the direction of verticalization and specialization, and use its status as a TV station to achieve monopoly control over the content, to seize the opportunity in the content battle and achieve the purpose of improving the flow cashing ability.

4.4 *Good Quality Control Is the Key*

For a successful live broadcast, offline links such as pre-selection, post-shipment, and after-sales service are crucial, but this is precisely where the TV station's shortcomings lie. TV station public welfare communication in the field of e-commerce live exploration, product selection should be careful, not only to ensure the quality, but also to consider the suitability, to promote the realization of help as the first starting point, highlighting public service and local services, do not remember to prematurely and blindly pursue profits, to highlight the mainstream media's sense of social responsibility, but also to help promote regional culture, if the product, service, etc. slightly. It is also easier to get consumers' tolerance and understanding if there is a slight defect in products and services. TV stations, especially local city stations, are rooted in the local area, know local enterprises and products relatively well, and have established long-term and good cooperative relationships with most of them. This is the best way to select products in the initial stage of exploration.

4.5 Introducing "Traffic" Is the Growth Pole

In the current era of the "Star economy", the use of celebrity resources is crucial to the introduction of traffic, a successful "flow" of stars or topics to join, and the effect can even surpass the traffic from third-party platforms. The combination of hosts, news anchors, celebrities and weblebrities is in line with the current media ecology, and with the use of mature weblebrity catalytic projects, results can be seen in a short period time, and additional dividends from celebrities and weblebrities can be obtained at the same time. The chemical reaction between traditional professional hosts, traffic stars, and live weblebrities make the influx of traffic geometrically magnified, generating sustainable topic output and thus sustainable benefits. The theme of public welfare is more conducive to a win-win situation for both the TV station and the "Traffic", thus realizing a virtuous cycle.

4.6 The Use Of Good e-commerce Marketing Means Is the Focus

For the preparation of live content, in addition to playing the "Flow" effect, we should consider building an experiential scene in the introduction of products, fully combining the advantages of live TV and live e-commerce, paying special attention to the real-time interactive communication with the audience, in the process of joint participation, transforming the watching audience into purchasing users. For publicity, in addition to the preliminary use of the TV station is good at all-media channel publicity, warm-up means, and offline promotion activities, in the process of live broadcast, but also make full use of a variety of live broadcast, e-commerce platform marketing tools, such as promotional placement, limited-time offers, membership reservations, red envelope distribution, online lottery, etc., which will have a good additive effect on attracting the flow of live broadcast process (Xu Yangbaihe, 2022).

4.7 Implanting Humanities and Creating Topics Are the Vitality

For public welfare communication, the implantation of humanities and emotions is the greatest vitality, which also determines the marketing theme of a public welfare e-commerce live broadcast. In the process of helping fight against epidemics and precisely alleviating poverty, the TV station grasps the theme of humanistic care and regional culture and promotes the purchase while truly showing the goodness and beauty of human nature and vividly displaying the local customs and culture, which is close to the main purpose of public welfare to the maximum extent and fulfills its responsibility. It has depth, weight, and subsequent vitality. Considering the follow-up vitality, we must also pay attention to the importance of topic creation, live in the process of unexpected events that people avoid, but some good "Accident" is the charm of life, in addition, the script set before the life, the introduction of the topic characters and events, are aimed at giving a live to the special nature through the topic, to extend. In addition, the script setting before the live broadcast, the introduction of topic characters and events are all aimed at giving alive broadcast a special character through topics, prolonging the subsequent influence and vitality of a live broadcast, maximizing the income effect of a live broadcast, generating two or even three rounds of marketing, and continuously deepening the impression of the audience (Wang Yubo & Danting Pan, 2022).

4.8 Integration Of Resources Is the Supporting Force

The live broadcast of TV stations is essentially a "Secondary sale" of media, relying on the powerful communication, guidance, influence, and credibility of TV stations themselves, based on which they have a huge audience group and the possibility of converting the audience into consumers. Therefore, in terms of basic users and traffic, TV stations can have traditional TV viewers and traffic collections of various media platforms, as well as various policy resources, commodity resources, cultural resources, technical resources, channel and program brand IP resources, as well as hosts, artists and talent resources, etc (Wang Yue, 2021). Through reasonable resource integration, they can exert greater energy and effectively stimulate the corresponding seed users. By deepening the resources in different vertical fields, the value-added space of the whole platform can be enhanced.

4.9 New Technology Is an Effect Amplifier

In the critical period of media integration, we need to actively introduce new technologies to innovate media communication and audience management mode, such as setting up an "Intelligent big screen+Mobile small screen" communication matrix, so that the hosts can go out of the recording studio and be live at any time and anywhere, and no longer be restricted by the space of the traditional TV studio. These new technologies can not only help TV stations build a more high-quality, rich, and diversified content system, but also add freshness to the audience, stimulate the audience's enthusiasm to participate in communication, and convey mainstream values in a way that is more acceptable to the new generation, thus realizing the multi-win situation of communication value, social value, and user value. This will achieve a multi-win situation of communication value, social value, and user value.

4.10 Risks To Be Avoided in Subsequent Development and Targeted Suggestions

The public welfare "Live broadcast+e-commerce" model is still not separated from the essence of live e-commerce. Then the e-commerce live industry inherent in the industry, the content of frivolous, false and exaggerated propaganda,

poor quality of goods, after-sales imperfection, platform supervision chaos The problems such as false and exaggerated propaganda, poor quality of goods, imperfect after-sales service and confusing platform supervision cannot be ignored.

As an officially supported live broadcast activity, the TV media must take effective precautions against the risks that may occur. The public welfare e-commerce live broadcast, as an officially supported activity, must effectively prevent the possible risks, maintain the image of authority, protect the rights and interests of consumers, provide a better shopping experience for users, and provide better public service for society. Provide better public service for the society.

5. Suggestions

China's TV stations bear the basic social responsibility of serving the people, and the live e-commerce platform carries out public welfare direct broadcasting with goods in line with the original intention of TV stations, so the two can have further integration. The "Live broadcast+e-commerce" TV public welfare communication is the embodiment of TV stations upgrading the means of serving the masses, which not only shows the positioning of mainstream media itself, but also enhances the influence of mainstream media, shows the transformation of mainstream media services, and reflects the development idea of China's mainstream media transformation.

The "Live broadcast+e-commerce" model discussed in this study is a combination of TV stations and live e-commerce platforms, based on the innovative development of TV stations' public welfare communication and the growing maturity of live e-commerce. Based on the strong trust backing of TV stations, solid traffic base, rich content resources, and the comprehensive supply chain, marketing chain, operation management, logistics, and after-sales system support of e-commerce platforms, the new attempt of TV stations to disseminate public welfare in the field of e-commerce is supported, and a win-win situation is achieved for both sides. The success of this model at present is due to both timing and necessity. Compared to the previous short-lived success of this model in the field of public service communication, the success today can be said to be the development of our TV media's ability to seize this opportunity. The "Live broadcast+e-commerce" model is flexible, applicable to many scenarios, and has a low threshold for start-up, which applies to all levels of TV stations in China (Shang Yongmin & Zeng Gang, 2017).

To make the development of public service communication using the "Live broadcast+e-commerce" model go further, be healthier and more sustainable, it also depends on TV media people to make more in-depth research on platforms, products, contents, channels, anchors, attraction and operation, find the right differentiated positioning, give full play to their advantages, deepen the dialogue and integration with the Internet, and adhere to the introduction of new technologies. In addition, we should insist on the introduction of new technologies, and do a good job in strategic planning, social responsibility, market rules, risk avoidance, and other higher-level planning and thinking, to realize the coordination of all links and levels, to establish a more autonomous, more scientific and systematic mechanism system to better serve China's public service communication in the future.

6. Conclusions

This article summarizes the necessary elements and highlights the current development of this model, which can be summarized as follows: the basis for the development of the "Live broadcast+e-commerce" model is to create a fully integrated and efficient platform; the fundamental orientation of the whole process is to cater to the audience; the key to achieving the purpose of the use is to control the quality of the product; and the key to achieving the purpose of use is to control the quality of the product. The key to achieving the purpose of the use is to grasp the quality of the product; the magic formula to achieve the economic and social benefits is to actively introduce "Traffic"; the use of good e-commerce marketing is a shortcut to improve quality and increase efficiency; the implantation of humanistic emotions and the creation of popular topics can give more vitality to the live broadcast; the integration and rational use of resources can support the sustainable development of the model; and the continuous introduction of new technologies will help positive development. The introduction of new technologies will help maximize the effect of positive communication. However, the limitation of this paper is that the study on "Live broadcast+e-commerce" selects cases and techniques from recent years, which may become inapplicable as the society evolves.

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