

Analysis of TV Column Brand Optimization and Innovation Strategy from the Perspective of the Belt and Road Initiative

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Abstract: In the development process of the TV program, the TV station wants to enhance the overall media brand value and core competitiveness. In order to accelerate the realization of the Chinese Dream and promote the smooth implementation of the "Belt and Road" initiative, as a traditional news medium, radio and television still occupy a dominant position in emerging economies and developing countries along the "Belt and Road". Facts have proved that brand columns are more attractive and influential to audiences, and can better adapt to the requirements of media development. How to improve the brand value of TV programs is an important topic for TV media. Therefore, it is of great practical significance to study the brand value of TV programs. In this case, only columns with high quality and strong attraction can stand out. But at present, there are still some problems in TV program operation, such as imperfect program production, unreasonable design, lack of program innovation, vulgar culture and so on. These problems seriously hinder the operation and innovation of TV programs. Through the Belt and Road Initiative, the paper looks forward to the new opportunities for radio and TV in the new era.

1. Introduction

Television media is an important driving force that cannot be ignored in the current society. With the rapid development of new media and new technologies, the environment for brand building of TV programs has also undergone new changes [1]. In the development process of the TV program, the TV station wants to improve the brand value and core competitiveness of the entire media as a whole [2]. The construction of the brand column should pay attention to brand creation and management, not only to effectively avoid homogeneity, but also to enhance the influence of TV media. In order to accelerate the realization of the Chinese Dream and promote the smooth implementation of the Belt and Road initiative, all walks of life are adjusting their development strategies in time to show their talents. As a traditional news medium, radio and television are still dominating in emerging economies and developing countries [3]. Based on the current background, TV programs should be reformed and optimized as soon as possible in order to improve the competitive strength of TV programs, accelerate their own development, and make TV programs win a place in the market [4].

Facts have proved that brand columns are more attractive and influential to audiences, and can better adapt to the requirements of media development. It is of positive significance for changing the chaotic and disorderly development of television media industry in our country, improving the level of television productivity, and promoting the prosperity of the television media industry [5]. The further deepening of the media reform and the opening of the market have spurred the fiercer competition of TV programs in my country. The development and implementation of the Belt and Road Initiative and the operation and management of TV programs are integrated to ensure that the country's cultural dissemination and practice needs to be consistent with each other [6]. How to improve the brand value of TV programs is an important topic that the TV media should pay attention to. Therefore, it is very important to study the brand value of TV programs practical significance. TV channels and TV columns present the situation of "spending cost indiscriminately and becoming attractive". All kinds of channels and columns are different and the huge choice space urges people to change channels frequently [7]. Every station and every column has a few eyes, but it is difficult to build loyalty to a certain radio station or column. In this case, only

columns with high quality and strong attraction can stand out. However, at present, there are still some problems in TV program operation, such as imperfect program production, unreasonable design, lack of program innovation, vulgar culture and so on. These problems seriously hinder the operation and innovation of TV programs [8]. Therefore, the promotion and implementation of the "the Belt and Road Initiative" strategy in the new period has brought new opportunities for the development of radio and television.

2. The Significance of TV Column Branding

2.1. The Practical Significance of TV Column Branding

With the continuous acceleration of the industrialization and marketization of media in our country, the competition among TV programs has become increasingly fierce, and the phenomenon of mixed TV channels and TV programs needs to be resolved urgently [9]. Times has changed, and people's tastes, interests, and aesthetics are undergoing profound changes. TV programs should keep pace with the times and change in the needs of the audience. In general, reference and moderate imitation of overseas excellent programs can meet part of the audience's needs [10]. Under the background of the Belt and Road Initiative, higher requirements are put forward for the quality and content of TV programs. Therefore, it is necessary to innovate the operation and management mode of TV programs to meet the audience's needs of high-quality programs. Figure 1 shows the proportion of program types in the first three quarters of 2020.

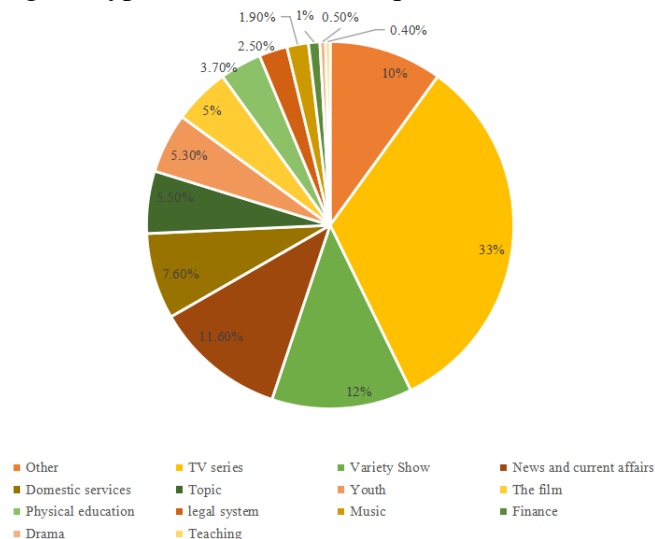


Figure 1 Proportion of program types in the first three quarters of 2020

At the same time, it can reduce the risk of mining new products and developing new markets, so as to reduce the cost of programs, which can be used as a shortcut. The core value concept is the soul of the brand. It is the interpretation of brand connotation and the fundamental basis of brand existence. Adhering to the core value concept of column brand is the key to the development of TV column in the chaotic media industry. The inevitable requirement of heading is also the inevitable requirement of forming high-quality columns with strong appeal and signboard effect. Only by producing more brand columns with real high quality and strong competitiveness can we better adapt to the requirements of the new situation of media development and promote the continuous improvement of China's TV productivity and the continuous prosperity of the TV media industry.

2.2. The Social Value of TV Column Branding

The brand of TV column has positive social significance. However, at present, the TV program operation can not fully meet the needs of the public for culture and TV programs, which leads to the obsolescence of program production and the loss of the number of viewers in TV stations. This method has some limitations, the main reason is that the positioning and demand of the audience

has more uncertainty and blindness, which makes TV programs difficult to meet the needs of the audience. In the brand construction of TV column, the promotion and development strategy of column brand should conform to the market orientation of the column, so as to make it better adapt to the development needs of the new situation. The research on the key success factors of entertainment and TV series programs summarized six comprehensive factors, but according to different types of programs, the specific analysis of the indicators will be different. Figure 2 is an analysis of key success factors of TV programs.

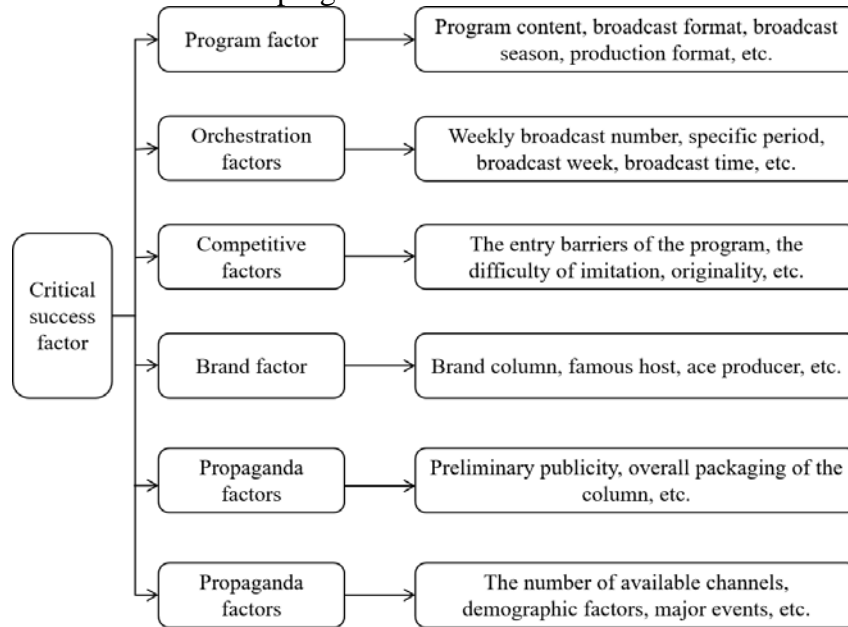


Figure 2 Analysis of key success factors of TV programs

In the past, we are familiar with advertising for enterprises and their products. With the media's attention to their own brand construction, TV stations and columns have strengthened the construction and publicity of their own brand image recognition system. This kind of behavior that does not spread ideology and idea through violent competition is peaceful among countries. Fair exchanges and cooperation have achieved a real win-win situation. Seizing the historical opportunity and seeking the way of national rejuvenation should become the responsibility of every radio and television journalist and audience.

3. The inevitability of TV program operation and management innovation under the background of "One Belt One Road"

3.1. Requirements of leading public opinion

In the initial stage of TV program production, the key content is how to choose TV programs. At present, the development and progress of TV programs can coincide with the social fashion. A good column brand should make the audience get great aesthetic pleasure in senses and psychology, and show the good features of society. TV programs play an entertaining role in promoting people to establish a positive outlook on life and world. During the production, the cultural features and folk traditions of the destination are vividly displayed in front of the audience by means of modern video, audio and image processing. News media such as radio and television has been integrated into the people of countries along the "the belt and road initiative" in daily life. At the same time, through the "Belt and Road" route, many cultural films and media works from countries along the route will also meet with Chinese audience. Only high-quality column brands can attract more advertisers. As far as advertisers are concerned, the purpose of publicity and promotion can be achieved by relying on the large-scale fixed audience group of the brand column. Therefore, the "Belt and Road" is another way to mutual economic development. Bit by bit in the construction, the deep friendship formed by the two parties through cooperation is shown to the audience through the lens of the Belt

and Road Initiative.

3.2. Meet the audience's requirements for high quality programs

The main purpose of TV programs is to meet people's needs for culture and entertainment. In this kind of programs, culture evolves and spreads faster, and its influence is far-reaching. It is not only culture, but also civilization that spreads in the program spreading, and the life and soul of the communicator and receiver are continuously extended and enriched in the process. Under the background of the Belt and Road, higher requirements are put forward for the quality and content of TV programs. In the operation of programs, all TV stations need active respond to the development trend of the One Belt One Road and seek reconciliation between the administration and the market. The separation of production and broadcasting is currently a situation that has taken shape. So we must adapt to this situation and try and innovate our own operating model. The ratings are summarized as three interacting organisms: viewer-program-broadcast. The three-dimensional analysis of the viewership effect proposed is the basis of the viewership prediction model of this thesis. In the figure, E represents the viewing effect of the program, A refers to the audience, B refers to the broadcast, and P refers to the program. Each program, broadcast and audience parameter correspond to a viewing effect. Figure 3 shows the three-dimensional analysis model of TV ratings.

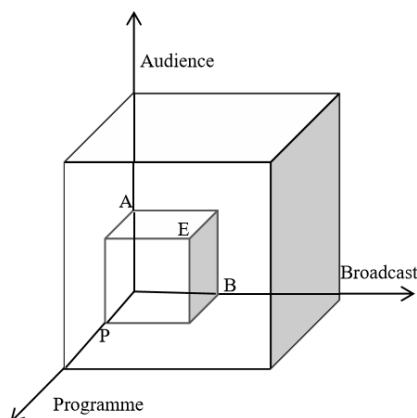


Figure 3 Three-dimensional analysis model of TV viewing effect

In strengthening effective marketing and promoting brand column construction, we are all familiar with the fact that enterprises advertise their products in the media. In recent years, after the media attached importance to its own brand building, various stations, channels and columns have their own promotional videos. Radio and television and other news media are indispensable for the development of cultural year, art festival and film festival. It may be necessary to strengthen its international presence in the countries along the route, and begin to expand on a larger scale. As TV stations continue to expand their coverage areas, while TV programs are innovating, they need to clarify their own development ideas, and then scientifically set their own positioning, then in the fierce market competition. TV programs will quickly stand out and get better development.

4. Conclusions

In short, the Belt and Road Initiative requires TV programs to be actively innovating in operation. The brand of TV program marks a special cultural taste and humanistic pursuit. Brand has become the core resource of TV media competition. Under the background of industrialization and market competition, if the major radio stations and columns want to stand out in the fierce market competition, they must strengthen the brand construction. To promote the market layout, increase the integration, innovation and sharing of program resources and media technology, and enhance the media and national discourse power are just the beginning of development. Greater opportunities should be found and applied in the mass communication environment. The way to build the brand of TV programs is to adhere to the core values of the brand, keep the content and form of TV programs to meet the needs of the development of the times, and constantly strengthen

the construction and publicity of brand image recognition system. The brand value of TV programs is only to adhere to the core value concept of brand programs, keep the content and form of TV programs advancing with the times, and combine the external identification and internal quality of TV programs. Constantly enhancing the adaptability and competitiveness of the brand can enhance the brand value of TV programs and make TV programs win the core competitiveness in the fierce market competition.

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