

# Study on the Brand Personification Communication of CCTV News

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## ABSTRACT

With the development of the Internet, various new media communication methods have emerged, providing more space and possibilities for building news brands that show national power, represent the country's image and enhance its competitiveness. As the most representative and authoritative mainstream media in China, CCTV News has shown up prominently by using the communication means of brand personification, and has become the benchmark of personification communication of news brand. Based on the analysis of the personification communication motivation of CCTV News, this study analyzes the adaptation measures and presentation effect of the personification communication of CCTV News, and provides reference for other traditional mainstream news media to carry out personification communication.

**Keywords:** CCTV news, Personification communication, Mainstream media.

## 1. INTRODUCTION

Personification communication is a communication activity in which individual communicators carry out information transmission through their own personality characteristics. It endows communication with a "quasi-interpersonal" communication style, gives individuals equal rights of free expression, highlights the diversification of communication subjects, and maximizes the communication effect. In the personification communication process of the brand, the brand will use the personalized way to communicate, so that the audience can feel the brand under the Personification communication.

As a national mainstream media, CCTV News is known as the "ceiling" by virtue of its huge advantages in system and mechanism as well as its strong communication power, guiding power, influence and credibility. "Watching CCTV and Knowing Big Events" has become the general consensus of news users. However, against the background of highly developed network and diversified information, CCTV news inevitably still has the stereotype of "excess height, insufficient caring". The success of personification communication of CCTV news provides CCTV

news with broader space and possibility, and also injects new vitality and vitality into the brand of CCTV news.

## 2. THE BRAND PERSONIFICATION COMMUNICATION MOTIVATION OF CCTV NEWS

### 2.1 Pressure of Mainstream Media Industry

As a national mainstream media, CCTV news brand is the "voice" of the party, government and people. In the era of traditional media, national mainstream news media and provincial and municipal media are the main sources for audiences to obtain news information. Their political attributes determine that the information they report must be absolutely authentic and authoritative. [1] Therefore, the image of CCTV news is positioned as the commanding height of news reporting, and it is one of the main positions of national news communication oriented to the overall interests of the country. Taking core news column "CCTV News" as the example, its programming has a distinctive political orientation, that is, the political value is greater than the value of the news itself,

which is closely related to the nature of "CCTV News" itself as a national public opinion tool.

In the Internet era, with the "decentralization" of news and information sources and the rapid development of information technology, the audience in the traditional mainstream media industry is seriously lost. According to statistics, as of June 2021, there were about 20.3% of Internet users aged 30-39 in China, and up to 83.4% of this age group was using online news applications, followed by users aged 40-49 and 20-29. [2] At the same time, China's online news users continued to grow steadily, with an increase of 2.3% in the first half of 2021 compared with that in December 2020. A large number of audiences have cast off the dependence on mainstream media, which makes the mainstream media industry face an unprecedented test.

## **2.2 Communication Demand in the Internet Era**

The audience in the Internet era has a stronger subjective initiative. They are selective about the information disseminated by mass media institutions and tend to choose content that conforms to their political positions, views and attitudes. With the popularization of mobile Internet, the audience's utilization of media is getting higher and higher, and they have more choices for media brands. Media brand stories, media product quality, emotional needs and so on have become the choice factors of the audience. Since its launch in 1958, CCTV News has established the core values of "being with the people and the motherland, keeping pace with the world, and advancing with the times" and the value functions of "cultural heritage, public opinion guidance, social cohesion, and image building". However, in the context of diversified communication demands in the network era, the "rigid news" model has widened the psychological distance between the mainstream media and the audience. In order to conform to the survival law of the network media era, CCTV News have taken the lead in the supply-side reformation of contents, and used user-friendly personification communication to meet the communication demands of CCTV News that always adhere to the user-centered concept and guide the "core" of socialist core values, thereby enhancing the audience's goodwill and recognition of media brands, increasing the attention and reach of mainstream media brands, [3] and satisfying the audience by increasing their stickiness to the media brand.

## **2.3 Audience Appeal of News in the Post-epidemic Situation**

The large-scale outbreak of the COVID-19 in 2020 has put forward unprecedented new requirements for the dissemination of mainstream media. In the face of the sudden epidemic, in addition to the "hardcore news" needed, the appeal of news that is user-friendly, multi-perspective and warm is more prominent. In particular, as the young groups who are born in the post-90s and post-00s are gradually becoming the emerging force of news audiences, all major mainstream media have broken their old "circles" with innovative communication models, not only striving to obtain exclusive resources and seize the opportunity to report, but also constantly making innovative explorations and attempts around the audience's media contact and use habits. The user-friendly and diversified personification communication is just in line with the audience's demands in the post epidemic era. On the basis of meeting the audience's needs for fast and accurate access to official news information, it reshapes the image of traditional mainstream media.

## **3. ADAPTATION MEASURES FOR BRAND PERSONIFICATION COMMUNICATION OF CCTV NEWS BRAND**

### **3.1 Adaptation of Personification Communication Channels to Industry Development**

#### **3.1.1 Highlighting the Solemnity Communication Status in the Era of Traditional Media**

The traditional mainstream news program "CCTV News" is an important window for the country to release authoritative information and convey mainstream values at home and abroad, and is also a fixed reserved program for parents at meal time. In the era of traditional media, the national television news program "CCTV News" has incomparable advantages in shaping the serious official image of the country, conveying official authoritative information and communicating mainstream values.

### *3.1.2 Actively Expanding and Driving New Communication in the New Media Era*

With the development and change of the times, the change of audience demand and the limitation of TV program production and broadcasting characteristics, it is increasingly difficult to ensure the freshness and timeliness of traditional news programs. At the same time, the formal and serious broadcasting style of CCTV News is also strongly different from the style popular among the young audience who pursue active and fun. The audience is constantly losing, and the ratings are also declining. In order to meet the industry demand of traditional mainstream news media for authoritative information and meet the more personalized and diversified communication needs of young audience groups growing up with new media, CCTV News has actively explored personification communication forms, launched the "Anchor Talking about the Broadcasting" as a new communication channel, and successfully promoted new communication of mainstream media with its unique user-friendly personification communication characteristics.

### *3.1.3 Strengthening Convergence Media Cooperation in the Era of Fragmented Information*

General Secretary Xi Jinping has positioned the media as four "full" media, namely, whole-process media, holographic media, all-member media and full-effect media, emphasizing the interactivity and relevance of communication targets, and the practicality and diversity of communication functions and effects. [6] The new media platform of CCTV news finds its new position in the transformation and development of the media industry based on this, that is, to achieve "one specialty and more strengths" in the current information environment. In order to meet the needs of the industry, communication and audience, CCTV news brand adheres to the old line of information communication and makes it more professional. At the same time, it also constantly explores and successfully realizes the upgrading and optimization of personification communication function services of mainstream media brands.

## **3.2 Adaptation of Personification Communication Manifestations to Communication Needs**

### *3.2.1 Integrating Social Media to Make Its Communication Form User-Friendly*

In July 2019, CCTV News launched the new media brand "Anchor Talking about the Broadcasting", which is presented on social media with a short and smooth one-minute video every day. With social hotspots close to people's livelihood, warm and vivid anchor comments, and post production that keeps pace with the times, the previous serious forms of communication have become more user-friendly and understandable after integrating the featured social media platform. The 41-year old CCTV News has added its own form of communication, accurately catering to the needs of the audience. According to statistics, from June to October 2019, the audience groups of CCTV News at all ages have increased significantly, especially those aged 15-24, and it has been on hot search for many times. Through personification communication, CCTV News has gained many young audiences and successfully transformed.

### *3.2.2 Using the Form of Vlog to Make Its Communication Content Down to Earth*

In November 2019, Kang Hui, a CCTV anchor, launched "Kang Hui's Vlog" in a personification communication form that combines personal Vlog and current affairs news, abandoning traditional current affairs news broadcasting, and the life-oriented communication content successfully attracted more young audiences. In Vlog, many scenes and details that are difficult to capture in news reports have gradually appeared in front of the camera and audience, including the internal courtyard of CCTV headquarters, Kang Hui's official passports and suitcases, and the faces of workers behind the scenes. Numerous netizens have lamented that "CCTV is so young now". Personification communication brings CCTV anchors to people and makes CCTV news brand down to earth and warm.

### *3.2.3 Launching Long-Volume Micro-Video to Give Its Red Theme New Vitality*

2020 coincides with the 99 years of the founding of the Party. CCTV launched a long

volume of micro-video "My Choice", in which there was the speech of the General Secretary, hand-drawn animated scrolls, and novel background music. Then, people can review the 99-year journey of the CPC. The vivid personification communication makes the "Party Building", a serious and grand red theme, meet the communication needs of young audiences. It uses new media thinking, innovates communication form, endows the red theme with new vitality, successfully breaks the stereotype and embarrassment, and quickly infects young audiences. [4]

### *3.2.4 Shaping the Host IP to Make Its Communication Down to Earth*

Kang Hui, the host of the CCTV News, is a serious and professional spokesman in the audience's impression. However, with the reshaping and transformation of CCTV News, the image of Kang Hui is also fresh and popular after the success of its facial expression package. Sa Bening, the legal host who has presided over "Law Today" in the early days, has stated that "Peking University is OK", and becomes a powerful tool for CCTV to attract fans. Zhu Guangquan becomes popular with his news broadcast of "crosstalk style", forming a contrast between serious news broadcast and humorous jokes. His original jokes also cause a craze on the Internet. [5] At the end of 2020, Wang Bingbing, a reporter of CCTV, successfully attracted a group of young audiences for CCTV News with her sweet image, unique charm and excellent business ability, and soon became the most popular female reporter of CCTV in 2020. On January 9, 2021, the bilibili account of CCTV News released "three in a row"! Wang Bingbing called for you to pay attention to CCTV news. Within a few days, the video broke through 6 million broadcasts, which was highly praised and the number of CCTV news official fans soared. Based on the "online popularity" effect of CCTV hosts who have their own characteristics and meet the needs of new media, the brand image of CCTV News has been successfully reshaped among its young audience, the communication content has been effectively conveyed, and the personification communication needs have been better reflected and met.

## ***3.3 Adaptation of Expression Mode of Personification Communication to Audience Demands***

### *3.3.1 Transforming From Integrating into Social Media to Audience Center*

Communication coexists with young groups. Faced with the demand characteristics of young audiences who follow the trend and are accustomed to using social media to receive short news, CCTV News has settled in major social media gathered by young groups to convey the voice of mainstream media in a young and personalized way, and successfully explored a three-dimensional encircling communication matrix that changes from "communicator center" to "receiver center".

### *3.3.2 Settling in the Sub-cultural Community to Master Youth Discourse*

If mainstream media want to integrate into the young cultural circle, they must first learn to express themselves like young people. At the end of 2019, the official account of CCTV News was the first to enter the Bilibili bullet screen video website based on the "anime culture", to meet the needs of young audience groups for social networking space that is constantly being built vertically. CCTV News has successfully mastered youth discourse, broken through communication barriers and traditional user circles, and met the communication needs of audiences by settling in such subcultural communities and innovating its expression methods through personification communication.

### *3.3.3 Strengthening the Mainstream Voice of Youth in the Form Of H5*

At the end of 2020, the CCTV News produced the "Who Do You Recognize in 2020 Atlas" by integrating hot elements and hot topics throughout the H5 year-end inventory, and launched a small game to light up the atlas. The activity has achieved more than 10 million times of click in total, and the advertising exposure in the movements has exceeded 35 million times. It is a fun picture brushing movements with a full sense of experience. CCTV News excavates the interest points of the communication audience, uses visual and personalized communication to effectively spread the communication content in a short time, and expands more young mainstream voices. While meeting the communication needs of the audience,

it also successfully stimulates its huge potential in the guidance of positive public opinion.

### *3.3.4 Amplifying the Voice of Mainstream Media Through New Media*

On January 26, 2020, CCTV Video and CCTV News jointly launched a slow live broadcast of the whole process of the construction of Huoshen Mountain and Leishen Mountain hospitals. Hundreds of millions of netizens could pay attention to the progress of hospital construction in real time and collectively become "cloud overseers". In just 10 days, the number of people watching real-time images of hospital construction has exceeded 100 million. During the epidemic, CCTV News constructed a positive public opinion field at the first scene at the first time, presented the event itself in the original personalized communication form, met the audience's needs for information and curiosity, pacified the audience's emotions silently but effectively, and fully amplified the guiding role of CCTV News as the national mainstream media.

### *3.3.5 Using Live Broadcast Platform to Gather People's Voices*

On April 6, 2020, the CCTV news brand launched a microblogging activity of "Shopping for Hubei". Zhu Guangquan, a CCTV comedian, joined hands with Li Jiaqi, the top hot of Taobao, to bring goods for the public service live broadcast. During the event, more than 400 million people read microblog topics of the same name, watched more than 100 million commercial broadcasts, liked more than 160 million times, and brought more than 40 million yuan of goods in a single live broadcast. The CCTV news brand and Taobao have joined forces to effectively use personification communication to convey the most practical care for the audience and meet the most fundamental life security needs of the audience.

## **4. PRESENTATION EFFECT OF BRAND PERSONIFICATION COMMUNICATION OF CCTV NEWS**

### *4.1 Flexible Development of Communication Channels to Promote the Development of the Media Industry*

With the profound changes in science and technology, the communication terminals are

becoming more intelligent, and the news media industry, which focuses on information dissemination, has also undergone changes. Live broadcasting has become a "weapon" for mainstream media to grasp the dominant power of public opinion. As the leader of the mainstream media, the new media platform of CCTV news brand closely focuses on the concept of "live broadcast" and "slow broadcast" of the news scene, and has successively planned to launch a number of large-scale anti-epidemic live broadcasts. The CCTV news brand has broken through the traditional mainstream media reporting forms that are limited by time, space and other factors, effectively realized the visualization of unexpected news with humanized personification communication methods, fully played the characteristics of the flexibility and influence of personification communication, and better adapted to and driven the development needs and trends of China's mainstream media industry. [7]

### *4.2 Shaping People-Friendly Personification Performance and Effectively Transmitting Communication Needs*

Compared with the serious and solemn traditional broadcast form of CCTV News, the video form of Anchor Talking Broadcast is novel, and the CCTV anchor IP image is distinctive. The video often uses interactive topics as the opening remarks, as if it is "chatting with the audience". The full intimacy quickly narrows the distance between the communication audience and the communication subject. In 2020, CCTV News launched a long volume of micro-video "My Choice" in the form of hand-drawn animation, which uses new media thinking and innovative forms of communication to display the 99-year history of the founding of the Party, endow the red theme with new vitality and quickly infect young audiences. On the basis of following the news facts, the CCTV news brand uses the mixed communication mode of "facts+emotions" to add its personality and express the official position and attitude. The CCTV news brand is sought after by its hardcore professional strength. The user-friendly personality created by personification communication is deeply rooted in the hearts of the people, which not only effectively meets its communication needs, but also makes it an interactive communication platform with the communication audience.

### **4.3 Focusing on Social Hot Spots and Meeting the Demands of the Audience**

The program "Anchor Talking About Broadcasting" launched by the CCTV news brand focuses on the people's livelihood and current affairs. With the help of a variety of personification communication expressions, it makes in-depth interpretation and interpretation, complies with the fragmented browsing characteristics of the communication audience, and is put on various new media platforms gathered by the audience groups such as CCTV news client, Weibo, WeChat, etc., to efficiently integrate social resources and meet the needs of the communication audience. Therefore, the transformation to "receiver center" will be successfully realized. In the face of young audiences, the CCTV news brand has broken through the traditional way of reporting current political news, and successfully mastered the voice of young people by settling in the sub-cultural community and actively learning, and using personification communication. CCTV anchors on social media use the "high-end, magnificent and classy" broadcasting voice to speak the most down-to-earth vernacular, inspiring the audience that has lost. The CCTV news brand has broken through the communication barriers and traditional user circles by using infectious personification communication means, and successfully met the communication needs of the audience.

## **5. REFERENCE SIGNIFICANCE FOR THE PERSONIFICATION COMMUNICATION OF OTHER MAINSTREAM MEDIA**

CCTV News brand stands at the highest position of mainstream media in China, always takes the overall national interests as guidance, and sticks to the main position of national news dissemination. CCTV News has made outstanding achievements in brand personification communication. Compared with the bold exploration of CCTV news brand, some local mainstream media are still exploring cautiously. The successful demonstration of the brand personification communication of CCTV news is worth learning from other local mainstream media in China. Taking the development process of brand personification communication of CCTV news as an example, targeted and practical development suggestions are put forward for personification communication of other local mainstream media.

### **5.1 Excavating Media Personification Communication Characteristics According to Industry Needs**

Authoritative government affairs news is the main position of mainstream media. In the face of social emergencies, traditional mainstream media is often the important source of commercial media, and also the most trusted information acquisition channel for the audience. During the epidemic, the audience is eager for fast, authoritative and accurate information and will focus on the exclusive resources of mainstream media. In addition to the release of authoritative data and information, reports on major events such as the World Expo and the Olympic Games, news about the people's livelihood can be a friendly, reliable and trustworthy image for the mainstream media. When conducting personification communication, the mainstream media can first master the real needs of the audience. According to the needs of the audience, it is suggested to excavate the personification communication characteristics of the mainstream media and form the audience's sense of identity with the mainstream media itself, so as to increase the audience's sticky demand for the mainstream media.

### **5.2 Specific Measures for Personification Communication According to Communication Needs**

The news broadcast by mainstream media means that the news itself needs to use personification communication measures to appropriately extend the communication content, effectively attract audience groups, transmit authoritative information, and convey mainstream ideas. In addition, by shaping the expression of populist personality, the specific content of communication can be adapted to different forms of personal communication, which can not only narrow the distance between current political news and young audiences, but also meet the needs of audiences for obtaining authoritative news information. Finally, mainstream media brands can achieve effective personification communication results.

### **5.3 Forming Audience Resonance and Creating a Full-Chain Personification Communication**

If the mainstream media wants to catch the audience, it must switch to the voice of the

audience, interact with it and form a long-term emotional resonance. Mainstream media brands can create personification communication products according to their own brand characteristics, constantly break through their own limitations in the traditional media industry, and use the communication characteristics and forms of personification communication to disseminate mainstream information in a personalized manner. In addition, mainstream media can actively mobilize various favorable factors in personification communication, capture and establish the possible emotional resonance of audience groups in specific events, effectively increase the sense of community and participation of audience groups, and create a full-chain personification communication path. [8]

## 6. CONCLUSION

The mainstream media represented by CCTV news brand constantly explore in the process of industry development. By expanding communication channels and enriching discourse content and expression forms, they promote the combination of quality news content and personification communication forms, constantly strengthen the communication and dialogue with the audience, and gradually explore the transformation strategy of personification communication. The CCTV news brand must actively mobilize favorable factors, get rid of the limitations of the news media industry, capture the needs of the audience, open up a personification communication path, successfully shape the whole chain of personification communication, effectively deliver authoritative information, convey mainstream ideas, and reflect its sense of responsibility and professionalism, which is of reference value and practical significance for the personification communication and development of other mainstream media. In the face of the transformation needs of the mainstream media industry in the Internet era, only by accelerating the transformation of the mainstream media brand communication strategy can we maintain our due position in terms of political determination, stick to the position of mainstream public opinion, and master the dominant power of public opinion. Mainstream media still need to sum up experience and lessons when making strategic transformation with personification communication, in order to provide ideas and experience reference for the transformation of peer media.

## AUTHORS' CONTRIBUTION

Lu Wang revised the paper, and Yichun Wu wrote and proofread part of the study.

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