Vol.1 No.5 2020
https://doi.org/10.37420/j.cer.2020.063
Communication & Education Review

Ways to Enhance the Transmission Power of TV Literary Publications

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Abstract: *As a derivative publication of TV programs, literary and art TV books need to rely on the main attraction of TV programs to be published by taking advantage of the situation. Once the program broadcasting plan stops, they will disappear in people's vision. However, today when the country is vigorously promoting the nationwide reading, how to enhance the influence of literary and art TV books and make the high-quality cultural works popular among the public last forever is a problem faced by every press and publishing industry worker. In the face of the increasingly fierce market competition in China's publishing industry, how to improve the influence of high-quality books is also the topic of the healthy development of the publishing industry.*

Key words: *Communication; TV books; National reading*

TV books are published by taking advantage of the situation. In addition to the common features of general books, they also have the unique attributes of TV books. With the continuous advancement of the times, it is more necessary to have Internet thinking to improve the cultural communication power of books, and to upgrade and transform the book products by using the communication efficiency of the Internet, the coverage area of the all media platform and the characteristics of the audience.

As the oldest printing medium, books are mainly transmitted by the symbols recorded on paper. They have fixed and persistent characteristics. Their life cycle is longer than that of TV, and they are easy to carry and keep for a long time, which to a certain extent expands the effect of book communication. According to McLuhan, television is a comprehensive extension of human visual, auditory and tactile abilities. TV broadcasting has a wide range, great influence and high sensory stimulation, which can effectively enhance the influence of information. Therefore, TV and books have their own internal characteristics. As long as the two advantages are combined, it can effectively improve the communication power of TV books.

Using Media Figures to Gather Readers' Attention

"Reader", "Chinese poetry conference" and "see the words as the face" are the representatives of TV literature and art publications in recent years. Such books seem to appeal to people to regain reading and re explore the beauty of literature. In fact, they are using media figures to attract readers to popularize cultural knowledge, build a good reading, reading good books and build a learning society. Dong Qing, Kang Zhen, Pu Cunxin, Liu Chuanzhi, Wu Gang and other hosts and guests all have celebrity "halo" on their heads, which is more attractive and appealing to readers.

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Collect famous works to ensure sales volume

The author's influence on books is straightforward. The author is the guarantee of the quality of the book content and the golden signboard. Becoming a best-selling symbol will not only promote the sales of his own book series, but also promote the sales of the same series of works of the publishing house. Once the author has formed his own system, the social and economic benefits brought by the author are immeasurable, which will affect the image and development of the whole publishing house.

Most of the contents included in the reader are books introduced by people's Literature Publishing House or written by its authors, such as Lin Qingxuan, Bing Xin and Lao She, domestic writers, Tagore, J.K. Rowling and Gorky, foreign writers, etc. The works of Feng Jicai, Haiyan, Jia Pingwa and Shi Tiesheng are sold in a separate line in the people's Literature Publishing House; "Chinese poetry conference" are often overlapped with the poetry series of our company; the letters from Lin Huiyin to Xu Zhimo, Luo Yonghao to Yu Minhong and Zheng Yuanjie to ye yonglie are also included in the book The resonance effect between books.

Use the star aura of the spokesperson to attract the eyes

The spokesperson of "reader" and "China Poetry conference" is Dong Qing, the gold medal host of CCTV, and the spokesperson of "seeing words as face" is Chen Xiaonan, the famous host of Phoenix TV, who can make readers accept their agenda set in the TV book in a more relaxed manner, so as to stimulate readers' desire to buy. As the gold medal host of CCTV, Dong Qing is often concerned, which naturally adds a lot of popularity to her edited books. What's more, she has become the super IP of TV programs and books reader. She has successfully obtained the "first definition right" of cultural programs, making her the representative of "attention economy" and the focus of eyeball effect and star effect.

Build a Good Reputation by Relying on High-quality Content

Although cultural variety TV books are based on programs, they are not limited to programs. No matter how influential TV programs such as "readers", "Chinese poetry conference" and "seeing words like faces" are, their literary content and Book quality must be tested by readers after they become a book. This is also the book's largest and most permanent added value.

Create a high but not cold book style

"High" means high style and readability. For example, the reader records interviews with 70 readers, including 94 texts and 154 live photos. Most of the texts are well-known masterpieces, including poems, essays, novels, letters and other types of texts, which are enough to ensure that the audience of youth groups and above maintain content attraction. For example, Thoreau's Walden lake, Tagore's life is like summer flowers, Gorky's petrel, Lao She's master Zongyue, Lu Xun's a Chang and the book of mountains and seas, etc.

"Not cold" means that the book content is close to the readers and grounded. For example, Xiao Hong's letters to her younger brother Zhang Xiuke, Liu Cixin's letters to her daughter, and Taotao's letters to her parents in

"seeing the words like a face" all regard these celebrities as ordinary people, telling about family, love and friendship from the perspective of ordinary people, and deconstructing the spiritual core of letter transmission in a narrative way that sees the small as the big. This kind of high but not cold book style can accurately hit the pain point of readers, so that ordinary people can also understand high-quality literary works.

Create excellent quality books

The reader's book collects 94 literary works of famous Chinese and foreign writers, expands the original content in the text, adds biographies and comments of famous writers, makes substitution and version distinction of famous translation, selects 76 letters from the vast number of famous letters to present to readers, and the Chinese poetry conference follows the program content In modern people's reading habits, nearly 500 classic ancient poems are selected by selecting the key words that often appear in poems. Elegant literary works are presented to readers in a popular way, and the works of celebrities are used to close the distance between literature and the public, so as to open the market with excellent contents.
According to Baudrillard, a French postmodernist, the boundary between simulacrum and reality has been broken.

Simulacra is no longer a simulation of a field, a reference object or an entity, it does not need the original or entity, but through the model to produce reality, which Baudrillard called "super reality".

The contemporary society is a simulation society built by the mass media. "The simulacrum and the simulacrum replace the real and the original because of the large-scale type, so the world becomes simulacrum.

AR technology is the concretization of Baudrillard's "simulation super reality" theory. The purpose of this technology is to make the virtual world and the real world interact in the screen. With the improvement of the comprehensive functions of portable intelligent electronic products, the use of AR has become more and more extensive, but it is the first time to embed AR technology in popular books. This technology breaks through the limitations of ordinary TV books. As long as the reader downloads the app "reader" ar client, the reader can order nearly 16 hours of "reader" program video, so as to perfectly combine the auditory and visual senses. The application of AR technology in book marketing will promote readers' reading behavior, publishing industry and industrial form.

Differentiated customization and publishing on demand

Anderson mentioned in the long tail theory that the future of business and culture is not the same as the main part of the traditional demand curve, but the fact that there is no infinite tail in the demand curve. That is, non mainstream, personalized product quality requirements, although the tail of demand, but they accumulated, can also produce the same sales performance as the best-selling products.

For the more critical taste audience, high-quality content is not necessarily equal to good content. The audience will choose books to read according to their own preferences to meet their non mainstream needs. The characteristics of the network stimulate these non mainstream needs and corresponding ways

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of satisfaction to the greatest extent. Therefore, the long tail theory is particularly suitable for the network economy. Network economy should make full use of the advantages given by technology to develop those "long tail". Focus on the value contribution of small demand accumulation.

Therefore, readers, Chinese poetry conference and seeing words like faces should establish content databases classified according to different genres, themes and regions, and properly improve the book pricing to make up for the startup fee. Set different levels of prices, customize the differentiated book content according to the personalized needs of different groups of people, refine the latter three editions of the existing paperback edition, student edition and Collector Edition again, and divide them into small, medium and high editions with different genres, themes and regions. Add famous comments, program records and in-depth interpretation according to the specific needs of buyers Reading and other personalized peripheral services.

Promoting the Book Communication Through Three-dimensional Marketing

Iterative innovation, public praise and experience are the core elements of Internet thinking. In the age of Internet, the shaping of bestsellers presents new features. The strategies of accurate Book positioning, iterative innovation, organic combination of online and offline, and all-round experience based on Internet thinking become the main contents of Book Shaping and operation. If a book wants to form a long-term cultural influence, it can not only satisfy with its quality and function. This requires active and effective book marketing strategies for the market and consumers.

Expand the brand capacity of books horizontally and return to the perspective of readers' communication

A. Build cultural brand through IP operation

The hosts of "readers", "China Poetry conference" and "seeing words as faces" have become the super IP of their programs. However, it is obviously not enough to build IP around hosts and program guests. Once they are disconnected from the program, the popularity gathered by fans will soon fade. We should focus on offline reading activities, new book signing activities, and reading promotion activities to build "readers", "poetry conference" and "seeing words as you see" into synonyms of reading promotion activities, and become a brand, rather than a thin IP system integrating "host program book".

It is also an important way of brand building and an important publishing resource for modern publishing houses to build a team of high-quality authors. When predicting the sale of works, the foreign publishing industry takes the readers' understanding of the author's works as an important reference, of which the content of works accounts for 12%, the consciousness of authors accounts for 36%, and the form of works accounts for 10%.

As a brand, the author of books will not only promote the sales of his own book series, but also promote the sales of the same series of works of the publishing house. At the same time, it will also have a synergistic effect and interact with another group of authors. On the other hand, once the author forms a brand, the social

and economic benefits brought by the author are immeasurable, which will affect the brand image and growth of the whole publishing house.

In fact, there are actually two IP addresses for cultural variety TV books. The first one is the program image spokesperson, such as Dong Qing, who holds the title of "CCTV gold medal hostess". After several years of hosting experience, Dong Qing has accumulated a huge popularity with its own traffic aura. The second IP is the book's own brand. "Reader" was originally a variety show of CCTV. Later, people's Literature Publishing House published it as a TV book series synchronized with TV programs. In the first month of listing, it broke through 600000 book sales.

The IP operation of reader is comprehensive and efficient. Online, the official micro blog and official blog of the reader constantly create topics to attract traffic; offline, there are reading activities in libraries, schools and bookstores all over the country. For example, in the "reader" theme reading activity organized by Hubei Xinhua Bookstore, there is also a recommendation link in this activity. For example, if the theme of "face to face" is matched, participants will share the contents of Fu Lei's family book in the reader. In addition, the event also organized a special recitation meeting to recite the famous works of famous experts. In the form of reading club, readers not only pay attention to the books themselves, but also pay attention to the huge brand influence of "readers".

The "k song Pavilion" imitating the street, the "reader" also launched a "reading Pavilion", which created a good environment for reading lovers to enjoy reading. In Zhejiang literature and Art Publishing House, the press also held a two-month reading contest with the help of the readers, which achieved low-cost and high-efficiency marketing and communication effects. After the official start of the competition, more than 90 bookstores in Zhejiang Province have set up independent stands, and offered a unified discount of 7.5% for online bookstores and physical bookstores. In the bus and subway, Hangzhou mobile channel has produced two versions of the "reader" promo, which is broadcast all day long. This increased the reader's awareness and made the reading contest a hot topic. Since the beginning of the activity, the sales volume of physical bookstores has been greatly improved. Some bookstores have sold out of Lao She prose twice, which has achieved gratifying economic benefits.

In addition, the influence of "readers" has also been extended from online to offline, forming a pattern of interpersonal communication. Especially after the reading booth entered its top university, offline reading is popular all over the country. The kiosk has successfully established a perfect connection between books, TV, readers and reading activities of the whole people.

B. Develop overseas market with common cultural symbols

"The reader" also brings the successful experience of China to overseas countries and spreads Chinese culture through Confucius Institutes and local media. In reddit's light novel bar, popular serials are often occupied by fantasy novels from China, so we can take high-quality fantasy novels as a breakthrough for Chinese modern literature to enter the world. For example, we can compare and appreciate Harry Potter and dragon family, a Chinese novel known as Oriental Harry Potter, to make literature a bridge of cultural communication between the East and the West.

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The kiosk has also landed in many countries in Europe and America, with a population of more than 13 million overseas. At the 70th Frankfurt Book Fair, the reader signed cooperation agreements with publishing houses in six countries, including Russia, Germany, India, etc., to spread the reader in eight languages to the world. To speed up the pace of China's high-quality literature going out is also conducive to telling Chinese stories to the world and enhancing the influence and discourse power of Chinese culture.

However, for the Chinese poetry conference and see the word as the face, Chinese is a high-dimensional language, the meaning of Chinese characters can not be understood by foreigners, and the translated poems and Chinese characters can not produce the same communication effect as Chinese, which is more likely to cause communication gap. Therefore, this kind of works with strong Chinese marks and Chinese cultural symbols want to "go out" More exploration is needed.

Continue brand popularity vertically, and go online and offline together

The publication of cultural variety books has promoted the implementation of the national reading strategy and the construction of a learning society, which has a great social impact and promotes the learning atmosphere of the whole society. It has also built a perfect link between the brand, the media, the audience, the Party Central Committee and the State Council, which are strongly advocated to enhance the national cultural self-confidence and promote the national reading. However, once the popularity of books fades, it will seriously affect the dissemination value of books. Therefore, it is necessary to maintain the product popularity from two online and offline channels to extend the dissemination of TV books.

A. Integrate cultural and educational resources and establish an official activity platform

The greatest value of "reader", "Chinese poetry conference" and "seeing words as faces" lies in social value. It deconstructs the classical literature works with grass-roots narration and spreads cultural common sense to the public. If the cultural variety books such as "reader" are to be sold frequently, it is necessary to develop official websites or apps for senior high school students, and integrate them into a cultural and educational resource platform with ancient and modern classic literature as the core content. We can also take the program videos of reader, China Poetry conference and seeing words like face as the shopping guide, link to the online book city of major publishing houses, and drive the sales growth of readers and other books. In addition, we can also use this platform to promote offline activities of readers, invite different guests, carry out long-term cooperation with private bookstores and schools around the world, and use online traffic to drive offline sales.

Since "national reading" set off the upsurge of national reading, physical bookstores have become loyal supporters of offline reading activities. Bookstores all over the country have launched various unique activities such as "readers", "poetry conference" and "seeing words as you face". These activities are very popular among readers and become a unique landscape for the whole people to read.

The promotion of book brands such as readers, China Poetry conference and seeing words like face is based on bookstores and relies on the following four principles: first, bookstores should provide a special venue for reading activities so that they can hold activities at a fixed time and place; second, they should let reading experts take the lead. To train and rehearse amateur readers to improve the quality of activities; third, to master the current hot spots. To attract readers, we must organize more special activities to cater to the current

hot spots or news figures; fourthly, we should make full use of the space of bookstores, excavate and cultivate student groups, folk poets and general readers to read aloud to promote, and constantly inject fresh blood.

We should be good at planning reading activities, skillfully integrate the book content promoted by bookstores, and use readers' reading to promote the sales volume of physical bookstores. Just like the "reader" activity launched by Xinhua Bookstore and a variety of warm-up activities, the book is cleverly promoted by readers' reading activities. So as to promote sales.

B. Enhance online communication and reception, and enhance community viscosity

Bakhtin put forward in his dialogue theory that isolated individuals can't exist, only in the interaction with others, listen to the audience's voice carefully, can we reach a consensus on the basis of equality. Therefore, both sides should actively interact. For readers and other books, it is necessary to renew social media, especially to link specific festivals with literary symbols, and constantly create topics, so that the traffic can drive book sales through the six degree separation theory.

In addition, every user in the social network is a communication node, and can become the spokesperson or opinion leader of the reader, the Chinese poetry conference, and the face to face. Making use of the influence of big Internet users to spread the topic fission can also effectively drive the audience's attention. We can also open an official account on Zhihu and other knowledge sharing platforms to answer questions related to culture and attract fans to take photos and punch in; we can build personalized virtual images on UGC content production platforms such as station B to integrate the popular "stem" in the network into the content; we can make a short video of a word or a poem in the Chinese poetry conference, and we can make a certain word as a face in the words The Chinese characters tiktok is made into short videos. The reader can also extract the golden sentence into short video. The short video platform, such as Kwai, fast hand, app, pear video and so on, will cut the tidbits of the background of the reader group into short videos, and establish a relatively new matrix of the new media to enhance the interaction frequency.

When the reader was not on sale, the people's Daily published two comments, praising the publication of the reader for meeting the public's desire to return to peace and responding to people's inner desire in an impetuous society. Guangming.com also published an article saying that the reader represents the new trend of TV books. The central media actively warms up the reader, which also drives readers' expectation index soaring.

In the month of the release of the new book reader, the official wechat of the humane society released 11 related tweets, with a reading volume of more than 10000. Among the 38575 wechat articles related to the reader, over 300 articles have read more than 100000 + articles. "Official account", "CCTV news", "Xinhua News Agency", "people's Daily" and other official WeChat public numbers also issued. On Sina Weibo, the number of tweets forwarded by Guanwei @ CCTV news and @ CCTV readers has exceeded 10000. And with the reading volume of 1.41 billion and 120 million, the two hot topics of "CCTV reader" and "listening reader" ranked first in the hot topic list, contributing a total of 3.218 million reading volume. Related microblogs have also won nearly 10000 praise, reaching a high point in topic communication scope and public opinion recognition.

Meanwhile, the official microblog @ China News Network and @ People's daily also made efforts to ignite the enthusiasm in an all-round way; @ Sina entertainment, @ Phoenix TV and @ China broadcast host network and other authoritative media; as well as @ Legal Evening News and @ financial news and other professional media also followed up in an all-round way, breaking the cultural boundary of the reader's communication range, spreading to various fields such as economy and society, resulting in a "viral" communication trend State.

Online marketing means break through the geographical boundaries, expand the scope of publicity; shorten the distance between the media and readers, find the "lost other half", and greatly save the cost of publicity. In this way, the "two micro ends" together with Douban, fenghuang.com, Sohu and other media have become the media support group of the humane society, carrying out all-weather, large-scale, online and offline three-dimensional publicity of the reader.

Conclusion

Cultural industry is an important support of national economy and a concentrated embodiment of comprehensive national strength. It is an important way to prosper socialist culture and meet the spiritual and cultural needs of the people under the condition of market economy. Since the eighteen Party Congress, the Party Central Committee with Comrade Xi Jinping as the core has promoted the nationwide reading to a new height. It is an important task for China's cultural industry to build a learning society and improve the national cultural quality by using national reading. Only in the horizontal expansion of the book brand capacity, the vertical continuation of the brand heat, to quality content as the king, readers as the center. Only in this way can we improve the communication power of books and make the cultural influence of books last forever.

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