Participatory Culture and IP Building : A Study of Mainstream Media Presenter Persona Shaping and Audience Participation

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Abstract: In the context of media convergence, China Media Group (CMG), as a mainstream media, has launched many presenters and journalists with personal characteristics, such as Kang Hui, Zhu Guangquan and Sa Beining and so on, which have attracted many young audiences, and these young audiences have created and disseminated many personas of mainstream media presenters, enhancing the communication effectiveness of mainstream media. In this paper, we study how audiences participate in the creation of presenters' personas under the angle of participatory culture. This study adopts the in-depth interview method and audience survey method, and we find that the more audiences participate in the process of creating and disseminating the personas of mainstream media presenters, the more they like the presenters.

Keywords: participatory culture, IP,Uses and Gratifications Theory

1 Introduction

In recent years, with the development of new media technology and media convergence , media has become an indispensable part of public life. Since the large-scale outbreak of COVID-19 in early 2020, people's offline activities are restricted and people engage in online activities for longer and longer, TV program presenters as the bridge between communicators and receivers, their media survival characteristics are more distinct, and new media ecology - a participatory culture characterized by the interaction between communicators and receivers and extensive audience participation - has also increased the audience's perception of the presenters' image and brought them closer to the audience.

2 Literature Review

2.1 Overview of participatory culture

The term "participatory culture" was first proposed by American communication scientist Henry Jenkins in 1992, which refers to a new form of media culture created by using the Web

2.0 network as a platform, with all Internet users as the main body, actively creating media texts, disseminating media contents and strengthening network interactions through a certain identity. It is a new media culture style of freedom, equality, openness, tolerance and sharing.

In "New Media Literacy: The Turn of Media Literacy Education in the Context of Participatory Culture" published in 2007, Li Degang and He Yu were the first to propose the new media literacy skills that the public should possess in the face of the rapid development of new media technology and the arrival of participatory culture, and how to provide suggestions on how to cultivate good new media literacy for young people in schools, families and society[1]. In "New Media Communication and the Development of Audience Participatory Culture," published in 2011, Cai Qi and Huang YaoYing describe how new media communication has promoted the development of participatory culture, bringing about changes in the mode of communication and the transmission-reception relationship, the development of shared culture, the advancement of social change, and the reconstruction of individual communication and interaction [2] . Wang Jinhan's "From ‘Text Poaching’ to ‘Citizen Participation’: Jenkins' Study of ‘Participatory’ Media Audiences" published in 2016 tells the development of participatory culture since the American scholar Henry Jenkins' "Participatory Culture" is a study of the different forms of participatory culture created by audiences in the process of the participatory culture from the perspective of media changes, from the initial focus on fans' participatory behaviors to the increasing scope of the practice of participatory culture with the continuous innovation of media technology [3] . Zheng Hongmin's "Participatory Culture and the Reinvention of the Masses in the New Media Era" published in 2020 illustrates that participatory culture brings about a reconstruction of the way of action, identity and power logic for the masses, and the status of the masses is reshaped[4] . In "Competence and New Trends: Social Concerns of presenters in Participatory Culture" published in 2021, Gao Guiwu and Qiao Xiuhong analyzed that the audience's concerns about presenters show the development trend of externalization, branding, internationalization and the integration of picking, editing and broadcasting, and made suggestions for the future development of presenters and the broadcasting industry[5].

2.2 Overview of the IP phenomenon of mainstream media presenters

In his 2010 article "From the Chinese translation of IP", Qiu Anman mentions that the term IP (Intellectual Property) was introduced into China in the early 1970s, and the first participants translated it as "intellectual property", and the full meaning of IP should be "intellectual achievement as property"[6].In the article "An Analysis of IP and the Connotation of Personal IP" published by Zhang Di in 2017, it is proposed that personal IP is a definition of the subject from the perspective of the influence of content produced by individuals, which refers to individuals who can produce content products with cross-platform influence and personal representation [7].Wang Honglu's "Study on the IP-based Trend of CCTV Presenters - Taking Zhu Guangquan as an Example," published in 2020, analyzes the success factors of personal IP

shaping of CCTV presenters Zhu Guangquan and the IP trend of mainstream media presenters as a good model for China's traditional media industry [8]. Chen Jiaxi in 2021 published "The trend of IP-oriented presenter shaping under the fan economy - taking CCTV boys as an example", combined with CCTV boys as an example, analyzed that under the perspective of fans, CCTV's IP-oriented creation of presenters has largely contributed to the program's communication effect and IP-oriented presenters are the inevitable choice to comply with the environment of the times [9]. In the article "Exploration and Practice of the IP-based Presenters and Journalists of China Media Group" published in 2022, Luo Linghui compares the specific practice of IP-based strategy of presenters and journalists of CCTV with the development of new media technology and the change in audience demand brought by the media convergence, and explores the path and influence of shaping IP of presenters and journalists, as well as how to empower media brand value [10] .

These works of literature all propose how presenters should transform and play to their strengths from the perspective of the development of new media and media convergence, but do not analyze the motivation, process and impact on the audience itself from the participatory culture perspective of the audience participation in the persona shaping and communication of presenters. Therefore, this study is somewhat innovative.

3 Research Methodology

This study will attempt to answer the following questions in terms of participatory culture theory.

1. Why do audiences participate in mainstream media host persona-shaping?

2. How does the audience participate in the creation of the persona of mainstream media presenters?

3. How do audiences influence themselves when they participate in persona-shaping and communication activities?

This paper uses the audience survey method and interview method to try to answer the above questions.

3.1 In-depth interview method

This study selected six audiences from the super talk of three mainstream media presenters, Kang Hui, Zhu Guangquan and Sa Beining, who were involved in shaping and spreading the persona of mainstream media presenters from different degrees, three of whom were involved in shaping and spreading the persona of mainstream media presenters, and three of whom were only involved in spreading the persona of mainstream media presenters but not in shaping the persona. A 30-minute in-depth interview was conducted. The interviews began in October 2022 and ended in October 2022. Interviewees were solicited through Weibo and

WeChat for additional research samples.

The interviews were conducted as private text messages on Weibo and voice interviews on WeChat. The results of interviews were compiled into a verbatim transcript with a total of 2659 words. The processing of the interview content was done by myself. Interviewees' basic information: The interviewees were 16-22 years old, and their identities spanned high school students, college students and working fresh graduates, four females and two males.

3.2 Questionnaire method

3.2.1. Hypothesis building

Based on the questions above, the corresponding hypothesis is presented here.

H1: The higher the audience's involvement in the persona-shaping and communication process of mainstream media presenters, the higher the audience liking for the presenter.

H2: Female audiences are more involved in mainstream presenter persona-building and communication behaviors than male audiences.

H3: The more the audience is involved in the persona-building and communication process of mainstream media presenters, the more they pay attention to the programs hosted by the presenters.

To prove the hypothesis, this study used a questionnaire method to sample the total population and create a questionnaire.

3.2.2. Sampling method

This hypothesis corresponds to the research object: the author's two club groups in college, the undergraduate major grade group, the public welfare group of the examination, the microblogging Kang Hui, Zhu Guangquan, Sabine, and Negmati four presenters of the super talk in the recent month active microblogging users.

This survey completed the process of data collection, collation, and analysis on October 10, 2022.

4 Analysis of research results

A total of 209 samples were collected in this questionnaire survey, among which 163 samples were aware of the presenter persona and 83 samples had participated in shaping the presenter persona. From the descriptive analysis, the contact behavior of the respondents to the presenter's persona is not frequent, and more than 70% of the respondents said that the number of presenter's personas they had heard of was less than 5. Among the sample groups who had participated in the shaping of presenter personas, their participation in shaping and spreading

presenter personas also showed a low frequency, with 77.5% of the respondents indicating that they had hardly participated in the shaping and spreading of presenter personas.

4.1 The relationship between the frequency of audience participation in the persona of a mainstream media presenter and their affection for the presenter

From the correlation analysis, the frequency of audience participation in the persona of a presenter and their liking of that presenter showed a significant positive correlation ($r=0.232$, $p=0.038$), which indicates that the stronger the audience participation in the persona of a presenter, the higher the liking of the presenter, and the research hypothesis H1 was supported.

4.2 The relationship between gender and the frequency of audience participation in the persona of mainstream media presenters

From the chi-square test, there was no significant difference between the audiences of different genders ($X^2=0.473$, $p=0.925$), both male and female respondents showed a low frequency in the participation of presenter persona shaping. The research hypothesis H2 was not supported.

4.3 The relationship between the frequency of audience participation in the presenter's persona and the attention to the program of mainstream media presenters

From the correlation analysis, the frequency of audience participation in the presenter's persona shaping did not show a significant correlation with their attention to that presenter's program ($r=0.2137$, $p=0.225$), and research hypothesis H3 was not supported. Of the six interviewees, four interviewees(two each involved in the shaping and communication of the presenter's persona and only in the communication of the presenter's persona) indicated that they do not watch the programs they host or participate in because of the presenter's persona, and three interviewees indicated that the main factor for them to watch the program is "the content of the program". Other than that, the third interviewee said "the type of the program is the reason why I watch it or not", and the fifth interviewee said, "What matters is whether the program has connotation or not, how the program is presented, and so on".

5 Conclusion

5.1 Emotional needs drive the audience to shape and spread the presenter's persona

The Uses and Gratifications Theory emphasizes the audience's motivation and believes that the active use of the media by the audience governs the process of media communication, highlighting the dominant position of the audience in the process of media communication.

As the audience is the active chooser of information, how to meet the needs of the audience has become an important issue for the media. With the development of new media and media convergence, the needs of the audience are increasingly diversified and the competition among media is getting fierce, how to attract the attention of the public is the inevitable requirement for mainstream media to ensure that its communication power, guidance power, influence and credibility are not lost. Understanding the motivation of the audience to shape and spread the persona of the presenter is a door knocker to enhance the communication power and influence of mainstream media.

In this study, we found through in-depth interviews that the presenter's character, professional ability and attitude, hosting style and the presenter's performance out of the circle were the main motives for audiences to shape or spread the presenter's persona, and one interviewee said, "There are some qualities of Mr. Kanghui that I want to have but do not have. This motivates me to like Mr. Kanghui more", thus increasing the frequency of shaping and spreading the presenter's persona, which also confirms a significant positive correlation between the frequency of audience participation in shaping the presenter's persona and their predilection for the presenter.

5.2 Audience participation in the process of persona shaping and dissemination of the presenter

Take CCTV presenter Zhu Guangquan as an example, in recent years he has been broadcasting news, often with classic statements, such as urging people to wear long johns, saying "the lowest temperature in 18 provinces and cities will hit a new low in the second half of this year, many places may feel overnight into autumn, but also to remind you to pay attention to keep warm and defend cold, this reminder whether because of the cold at the mercy, the falling temperature, mom and dad's instructions, your love's urging or how painful the realization comes from deep inside of you, maybe you are watching "FOCUS ON", no need to look around, care regardless of source, never forget to wear long johns." The winter cold is also described as "the place beyond the bed is far away, and the place beyond the reach of the hand is the other country. To go to the toilet is to be sent to a distant frontier." The humorous, rhyming and memorable sentences immediately attracted a large number of viewers, and were also affectionately known by audiences as "rhyming maniacs" and "CCTV punsters" because most of their oral news content rhymed and was catchy. The number of readers on Weibo about the topic of "CCTV punster anchor Zhu Guangquan is here again" is 5.189 million, and these personas have finally been recognized by CCTV and Zhu Guangquan himself.

Through the questionnaire survey, we learned that audiences mainly learned about the persona of mainstream media presenters through the three major categories network platforms of Weibo (66.27%), Bilibili (62.05%), TV (53.01%), and the three major video playing platforms of Tencent, iQIYI and Youku (50%), while audiences mainly learned about the persona of mainstream media presenters through the two major platforms of Weibo (79.01%) and Bilibili

(62.96%). Posting or liking pop-ups consisting of presenter persona content (77.78%), and liking and commenting under video posts related to presenter persona content (72.84%) are the most common ways for audiences to participate in mainstream media presenter persona shaping and communication on social media platforms.The vast majority of teenagers are willing to watch the relevant programs hosted and participated by the presenters after learning about the persona of mainstream media presenters, and the presenter persona shaping under participatory culture helps increase the communication effectiveness of mainstream media and brings positive influence to teenagers.

5.3 Mainstream media presenters become the reference group of the audience

Based on the analysis of the in-depth interview content, we found that in the process of audience participation in shaping and spreading the presenter persona in mainstream media, the behavioral expressions of the presenters have certain guiding power for young audiences. When the audiences involved in shaping and spreading the presenter's persona join the presenter's super-topic and form a community, the group effect will gradually appear. During the interview, when I asked the interviewees what the difference was after joining their favorite presenters' super-topic and before joining the super topic, two interviewees who liked Zhu Guangquan said they would pay attention to whether the presenters spoke in rhyme, one interviewee said, "I also want to talk to people in a rhyming and humorous way," and "I have started to try to use rhymes when I communicate with my friends", one interviewee said, "I want to be an anchorman like Mr. Zhu Guangquan, who can use simple and humorous words to make the public remember news information easily and deeply. Another interviewee said, "I want to study journalism in the future." and "I want to share the persona of a mainstream media presenter with my friends, so that we can feel the charm and aura of a presenter together. I think sharing is not to increase flow, but to entertain, have fun together, learn and appreciate the real new media from China, and become more clear about my goals." This interviewee will increase the relationship with her friends because they have a favorite character together, and also increase the attention to the presenters because of the group effect.

According to the questionnaire survey, 62.66% of the respondents believe that the audience's participation in spreading mainstream media presenters' personas is similar to the behavior of film and TV stars' fans in spreading film and TV stars' personas. They selected “more similar, very alike and identical” in the survey. When I entered the super topic of three mainstream media presenters, I found that in addition to shaping and spreading the presenter's persona on social media, a small number of people also order souvenirs of their favorite presenters, such as fans or pillows with the presenter's head image, seals with the presenter's name, and other behaviors. The author believes that the audience's action of shaping and spreading the persona of the presenters in mainstream media is gradually developing towards the Fan groups.

6 Reflection

The IP building of mainstream media presenters in the media convergence environment has enhanced the attention of the majority of young audiences to the mainstream media, enhancing the power of communication, guidance and influence of mainstream media, presenters in the context of participatory culture, can more clearly and even know the audience's feedback and preferences for information, but at the same time, The host should also be alert to the occurrence of undesirable situations such as not being too busy catering to the audience and focusing on entertainment rather than content when disseminating information. They should grasp the degree between professionalism and entertainment when delivering information to the public, continuously improve their professionalism and sense of social responsibility, show their characteristics moderately, and contribute to the benign development of China's media industry.

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