

# Research on the Optimization Path of "Telling Anhui Stories Well" in the New Media Era

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## Abstract

**In the new media era, the dissemination of urban image is mostly carried out on the Internet, and how to use the Internet to shape urban image is particularly important. The media should not only explore how to conduct positive energy reporting, but also explore how to guide negative energy reporting with positive energy. Only by combining the two can they successfully "tell the story of Anhui". Based on this, this article conducts research based on Anhui Province to explore how to tell Anhui stories well and shape the image of Anhui in the new media era.**

## Keywords

**New media, Anhui Story, Optimize the path, Anhui Image.**

## 1. Introduction

"Anhui Story" refers to using Anhui Province as the carrier of regional image, shaping the image of the entire region through the combination of urban image and the image of people from all walks of life. The success of "telling the story of Anhui well" is not only an important component of the strategy of "telling the story of China well", but also an important research direction of news and publicity work in Anhui Province. With the current trend of new media gradually replacing traditional media, how to use new media to "tell the story of Anhui well" in the Internet era has become an urgent issue.<sup>[1]</sup>Therefore, studying how to use new media to enhance the image of Anhui, including how to effectively integrate the image of the city and the image of people from all walks of life, how to conduct positive information reporting, and how to guide the public's positive understanding of Anhui, has important theoretical and practical significance.

## 2. The Problems Faced by "Telling the Story of Anhui Well"

### 2.1. Disadvantages in new media communication and marketing

In the current era of new media, telling a good story in Anhui is inseparable from the use of new media. However, at present, young people are the main users of new media, and they are more inclined to choose relaxed and humorous content such as entertainment and melon eating, while there is a situation of exclusion and resistance to positive energy content such as spreading the image of Anhui. Many people tend to automatically block or ignore positive energy content when they see it, leading to many difficulties in the dissemination of good Anhui stories. The emergence of this problem stems from the characteristics of new media itself. New media is characterized by information explosion, fragmentation, and personalization. People can choose various types of information based on their interests and needs, but it is also easy to ignore or filter out content that does not meet their interests and needs.<sup>[2]</sup>Therefore, in the dissemination process of telling Anhui stories well, it is necessary to guide young people to change their attitudes and perceptions towards positive energy content.

## 2.2. High content similarity

Currently, in the media dissemination of Anhui's image, there are many cases of using Chinese stories for reference, which has led to a high degree of similarity in content and a significant similarity in the general content and methods of dissemination. The entire process can be seen as changing the soup without changing the medicine. Over the long term, people's weariness with these forms and content of communication has gradually increased, and they may feel bored and lose interest in further understanding. In addition, in the process of disseminating the image of Anhui, some provincial media only shoot videos and write copybooks, while prefectural and county level media will forward these content. The basic consistency of this content can also make people feel bored. Therefore, more innovative communication methods and content are needed to attract audience interest.

## 2.3. Single means of communication

At present, social media platforms such as Weibo, WeChat, Tiktok, Kwai, and Xiaohongshu are mainly used to publicize and tell stories of Anhui, which are mainly spread by publishing video or text content. However, there is a lack of innovation in this form of communication. The communication means are relatively simple, mainly in the form of shooting city promotional films or interviews, and lack of innovation in other forms. The problem of a single mode of communication is mainly due to the lack of in-depth analysis of audience characteristics. For different age, occupation, cultural background, and other groups, different communication methods can be targeted, such as audio, graphics, animation, and other forms of publicity, to achieve better communication effects.<sup>[3]</sup> Currently, most of the promotional content is mainly urban promotional films or interviews, lacking formal innovation. New media technologies such as digital technology and virtual reality can be used to innovate publicity forms, such as creating interactive games, to attract the participation and attention of young people. In addition, stories can also be incorporated into artistic forms such as music, painting, and dance to present and convey Anhui's culture in diverse ways.

## 3. Research on the Innovation Path of "Telling the Story of Anhui Well"

### 3.1. Innovative communication methods

With the rapid development of virtual reality technology, traditional communication methods have been unable to meet people's needs for cultural consumption. Application of emerging technologies such as virtual reality, interactive games, and VR experience, It provides new possibilities and development directions for cultural communication. Among them, spreading the story of Anhui through virtual reality, interactive games, VR experience, and other ways to spread the image of Anhui has become an innovative form in the field of cultural communication. This form is characterized by strong interactivity, immersion, and diversity, which can effectively stimulate the interest and participation of young people and improve their understanding of Anhui culture. Technologies such as virtual reality, interactive games, and VR experience can enable users to experience Anhui culture immersively, improving the attractiveness and appeal of cultural transmission. This form can achieve the interactivity of cultural elements, and users can participate in the process of cultural dissemination, deeply understand the history, humanities, traditions, and other aspects behind Anhui culture, and deepen their understanding of culture. This diversity of innovative forms can meet the needs and tastes of different users, providing young people with a richer and more colorful cultural experience. This form is characterized by strong interactivity, immersion, and diversity, which can effectively stimulate the interest and participation of young people and improve their understanding of Anhui culture.<sup>[4]</sup>

### 3.2. Improve content quality

Currently, there are widespread problems with the mode of story dissemination in Anhui. Most provincial media are responsible for dissemination, while prefectural and county level media only simply forward. The disadvantage of this communication model lies in its neglect of the quality and originality of content, and the lack of innovation and competition among media, making it difficult to ensure the eligibility and diversity of content. Therefore, for Anhui story communication, attention should be paid to the quality and originality of content. Each media should strive to create unique content to ensure that the content disseminated has a certain depth and breadth, and can attract the attention and interest of the audience.<sup>[5]</sup>In this process, various media should maintain competition and innovate with each other to promote the quality and diversity of story dissemination. In addition, in order to ensure the quality of story dissemination, it is also necessary to establish relevant norms and standards to ensure the accuracy, objectivity, and legitimacy of the content. Only through these measures can the quality and sustainability of Anhui story dissemination be ensured.

### 3.3. Focus on media integration

In the current era of integration of new and old media, the communication work of telling Anhui stories well needs to focus on media integration. Traditional media and new media have unique advantages and characteristics in the process of dissemination. Therefore, when disseminating Anhui stories, we should give full play to the advantages of the two, and through media integration, make communication more comprehensive, in-depth, and diverse. Firstly, the advantage of traditional media lies in its broad audience base and stable readership. Especially for the elderly, they are more accustomed to obtaining information through traditional paper media. Therefore, when disseminating Anhui stories, traditional media can help the elderly better understand the history, culture, and development and changes of Anhui. Traditional media can also provide in-depth reports that systematically and comprehensively introduce and interpret Anhui stories. Secondly, the advantages of new media lie in its fast speed, diverse forms, and strong interactivity. Especially for young people, they are more inclined to obtain information through new media, such as Weibo, WeChat, Tiktok, etc. Therefore, when disseminating the Anhui story, new media can report it in various forms, such as short videos, pictures, animation, etc., which can present a more vivid and vivid aspect of the Anhui story. In addition, new media is highly interactive and can interact with the audience through comments, likes, and other ways to further enhance the effectiveness of communication. Finally, the integration of traditional media and new media can give play to their advantages and make communication more diversified. Traditional media can carry out content dissemination through new media platforms, such as publishing articles, illustrated reports, and even live streaming on platforms such as Weibo and WeChat, to attract more young audiences. New media can learn from the strengths of traditional media and conduct more in-depth and systematic reporting, such as special reports and series reports. Therefore, in the dissemination process of telling the story of Anhui well, the integration of traditional media and new media is very necessary. By making full use of the advantages of the two, the Anhui story can be spread more comprehensively, deeply, and diversified, thereby better promoting the inheritance and development of Anhui culture.

## 4. Summary

At present, there are problems in Anhui story dissemination, such as a single mode of dissemination and serious homogenization of content, leading to a decline in dissemination. In order to solve these problems, it is necessary to improve the quality of communication content and innovate communication methods. With the advantages of technology and new media, it is necessary to create attractive and participatory communication forms targeted at the target

audience, thereby improving the city image and promoting the sustainable development of story communication. In view of the quality of dissemination content, it is necessary to strengthen the excavation and collation of Anhui stories, deeply explore historical culture and local characteristics, and present Anhui's local customs, historical humanities, and natural landscapes from multiple perspectives and dimensions, so as to provide depth, breadth, and diversity of content. In addition, relevant standards and norms need to be established to ensure the accuracy and objectivity of the content. For communication methods, we need to take advantage of the advantages of technology and new media, innovate communication methods, and develop interactive and participatory communication platforms and forms, such as WeChat official account, short video, live broadcast, etc. In the communication process, it is necessary to pay attention to the needs and interests of the target audience, and improve the communication effect and influence. In short, improving the quality and innovative communication methods of story communication in Anhui is crucial for shaping the city image and promoting the sustainable development of story communication. It is necessary for all relevant departments and media to work together to strengthen communication and exchange, and jointly promote the improvement and development of Anhui story communication.

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