

# Research on Communication Strategy of Automobile Culture under the Background of Media Convergence -- Taking "Two Races and One Exhibition" of China Automobile Center as an Example

Zhang Lin, Cao Ying, Zhu Qing

China Automotive Information Technology (Tianjin) Co., Ltd., China

## Abstract

Instantly, as an important tool that people can't live without, cars are gaining more attention and attraction in the context of media integration. At the same time, with the continuous development of new media technology, automobile cultural communication, as a new type of cultural communication with automobiles as the main communication content, has also ushered in a huge development opportunity. In the context of media integration, this paper will focus on the analysis of the characteristics, communication bottlenecks and communication strategies of automobile culture communication, taking the "two races and one exhibition" of China automotive information technology as an example. I hope it can provide some suggestions and thoughts for other related research.

## Keywords

Media Integration, Automobile Culture, Communication, Two Competitions and One Exhibition.

### 1. The concept and characteristics of media integration

We can understand media convergence in the eyes of the public as the deep cooperation between two different forms of media in content collection and dissemination. At a deeper level, media convergence can be explained as the integration and evolution of the media industry in terms of communication carriers, media positioning, communication methods, media ownership, organizational structure, etc. This is not only the integration of the production process of communication content, but also the deep integration of information service methods, This is a gradual evolution from higher to lower levels, and a transformation from the top to the general public. With the continuous development of new media technology, media communication methods have also presented various forms of expression. In the current situation where meeting user needs is the main competitive point, providing updated, faster, and more comprehensive information for the vast audience has gradually become an important aspect that cannot be ignored in the cultural communication process.

### 2. The Content and Characteristics of Automobile Culture Communication

The "Two Competitions and One Exhibition" hosted by China Automotive Information Technology Corporation is an important successful case of the current dissemination of automotive culture. It specifically refers to the World Intelligent Driving Challenge, China Production Car Competition, and Anxing China Public Welfare Exhibition.

The World Intelligent Driving Challenge project belongs to the government level attribute and has successfully landed in Tianjin (WIDC) and Shenyang (CIVC), forming a new "4+N" pattern with "competition, exhibition, conference, and experience" as the main focus, reflecting the authority and foresight of China Automotive Information Technology in the field of intelligent

research; Display research depth and achievements; Promote experts in the field of intelligence to provide authoritative, fair, and third-party services for national decision-making, product technology improvement, and social consumption awareness. Its dissemination is mainly focused on comprehensive coverage by central level media, with CCTV as the starting point and central level media collaborating to enhance the height of dissemination. Taking 2021 as an example: CCTV news reports 3 times; On the CCTV News APP, there were 3 live broadcasts of over 180 minutes, with an overall click through rate of over 2 million and in-depth reports of over 1000 times from Xinhua News Agency, People's Daily Online, China News Network, and others; 15 live broadcasts by TV stations with ratings of tens of millions; The first Shenyang Conference received over 13 million clicks through online live streaming, and the search information for online keywords reached over 100 million.

The CCPC China Mass Production Vehicle Performance Competition was officially established in 2015, and is a top-level event for Chinese automotive brands jointly initiated by two major domestic institutions - China Automotive Technology Research Center Co., Ltd. and China Automobile and Motorcycle Sports Federation. The competition of models under state-owned and joint venture brands on the same stage has sparked a wave of discussion among the public. As a local automotive competition in China, CCPC adheres to the mission of promoting Chinese automotive culture, optimizing the performance of automotive products, promoting the healthy development of the Chinese automotive industry, and guiding the public to establish a rational view of automotive consumption. It keeps pace with the times and strives to create a stage for scientifically and comprehensively showcasing the performance characteristics of Chinese mass-produced vehicle models. Nowadays, in addition to the professional stations of the China Mass Production Car Competition, public stations, ice and snow races, new energy endurance races, etc. are gradually being established. Especially, public stations mainly focus on expanding circle interaction, embracing the C-end, focusing on public interaction, and gathering fans of automotive culture.

Anxing China focuses on public welfare promotion, grasps the tone of public welfare communication, makes good use of public welfare platforms and interactive media, attempts cross circle interaction, and gathers positive energy from industries, enterprises, and the public for public welfare. Collaborating with local public security and traffic management departments to jointly build "one city, one course", more than 200 open courses have been conducted; Interact with traffic management new media social platforms (Weibo, WeChat, etc.), disseminate and forward images and texts, and jointly voice for social welfare; Collaborate with excellent traffic police officers from various regions to carry out short video science popularization, shooting science popularization videos such as the use of safety hammers, safety during rough driving, and installation of child seats. Global touchpoints, linked promotion matrix, breaking through the circle of offline promotion: LED screens, elevator screens, lightboxes, etc. inside and outside the mall are strongly exposed, and safety promotion materials are played in a loop; Official account, video account, Tiktok account, microblog, community and other media publicity to expand online communication and attract strong attention; Multiple cross industry joint promotion to create strong momentum for the event; Urban commercial circle - Wanda Plaza, well-known brand merchants, official promotional matrix linkage promotion, triggering participation and discussion.

### **3. The Communication Bottleneck of Automobile Culture**

#### **3.1. Transformation from monologue style popular science promotion to dialogue style communication**

In the context of rapid development of mobile digital media technology and deep integration of media, facing the situation of widespread socialization of media resources and networked dissemination, and recognizing the principle of "content is king", the mode of communication has shifted from monologue style popular science propaganda to dialogue style communication. Currently, with the rise of self media platforms, there are more and more channels for people to express their voices. We have entered an era where "everyone is a journalist and everyone is a commentator". The boundary between "transmission" and "reception" is no longer clear. The popularization of communication power and the pan socialization of communication resources have shifted the power of communication from society, and more and more modern people are obtaining information through social media. As a niche content dissemination, automotive culture should develop more multimedia platforms, open up communication channels with car enthusiasts, establish good communication circles, and gradually radiate to other groups, shifting from monologue style self centered communication to dialogue style interactive communication, from one-way hard indoctrination to participatory and two-way soft indoctrination, achieving the transformation of high context promotion to low context promotion.

#### **3.2. Breaking Communication Routines and Generating New Vitality**

The form of communication plays a direct and important role in achieving the final communication effect. Influenced by the inherent communication mode, the dissemination form of the "two competitions and one exhibition" culture is relatively single. This mainly manifests in using media platforms to promote to the public in the form of videos, text, or images, but the impact of this communication model on most audiences may only remain at the cognitive level, lacking feedback on the dissemination of automotive culture. At the same time, repetitive dissemination is prone to occur on the same project. Although the repetitive dissemination of homogeneous content can play a role in emphasizing to a certain extent, allowing the audience to reach consensus, it is still not enough. Repetitive dissemination beyond the acceptable range can easily cause the audience's aversion, bring visual and auditory aesthetic fatigue, and waste the audience's time and energy. The "Two Competitions and One Exhibition" event, which has been held for many years, also urgently needs innovative content and forms in terms of communication.

### **4. Communication Strategies for Automobile Culture**

#### **4.1. Innovate communication forms and expand communication channels**

Constantly innovate the communication platform, and establish a communication platform in combination with mobile Internet media, such as a social platform for aggregating and sharing car culture. Its core is to bring people's beliefs together. By establishing a social group for automotive culture, professionals and enthusiasts can be connected through the platform and work together to move forward. People in social media groups can share their stories and insights through text, images, videos, and other forms. This way, members of the group can not only communicate with each other, but also share stories with more people, better spreading automotive culture. At the same time, constantly innovating the ways of spreading automotive culture, finding "differences" and "innovative points", emphasizing the user experience effect, breaking through inherent cognition, and improving autonomy and initiative.

## 4.2. Empowering B-end while embracing C-end

Taking CCPC as an example, embracing C-end users, expanding the circle of competitions, and reaching public users. In the public website, a new communication mode is used to bring the interaction with public users closer, expand the coverage of the audience, organically combine the competition with user needs, promote public participation in online and offline interactions, and produce promotional materials such as graphics, text, and short videos, so that consumers and the promotion of the competition can form an interconnected and collaborative creation. The use of private domain traffic continues to strengthen, starting from traditional sports event communication from 2015 to 2020, joining public websites in 2021 to increase user participation, leveraging media power to attract user communication. During the 2022 sports event, we will fully leverage community communication resources and advantages, mobilize car enthusiasts, car companies, media, public relations companies, and cover vertical audiences such as cross-border internet celebrities, car fans, and other types of travel, photography, and aesthetics to participate in various aspects of the event communication, Utilize private traffic channels such as work groups and social media circles to share materials such as posters, images, and short videos, to increase the popularity of the private domain and maximize the dissemination effect.

## 4.3. Connecting the "Live+" Mode Link

According to the current trend of Tiktok platform, there are still opportunities for automobile category; By combining with oneself, it is easy to establish connections with vehicle production and sales companies, as well as parts companies, and has absolute advantages in industry resources; There are mature offline platforms for safety and sports events, and online and offline linkage is achieved; By attracting traffic through low unit price products and combining practical cases, data testing, or horizontal comparison video shooting, we can establish a professional and authoritative image, gradually cultivate user mentality, and form a unique fan group. At the same time, it can reverse flow traffic for offline projects such as Anhang, creating a business model that combines online and offline. Gradually establish one's own brand, collaborate with innovative businesses within the organization, integrate other businesses within the organization, and collaborate with automotive aftermarket related product brands, including a direct sales model of online sales and offline experience for modified products, explore training related online courses, and promote and sell online through live streaming sales, all of which can be explored as new business models.

Low entry threshold, seeking new business opportunities, in line with the medium and long-term business development plan of the automotive culture media company; Expand business boundaries, establish new online business carriers, increase business output ports, and try to offset the impact of some of the epidemic on offline activities; Building an online brand for cultural media, expanding online word-of-mouth, and gradually forming private traffic for automotive cultural media is conducive to establishing a new brand image and reflecting the company's social responsibility. Develop new business growth channels that align with new development trends and the main business types of China Automotive Information Technology.

## 4.4. Continuously improving people's recognition of automotive culture

Continuously enhancing people's recognition of automotive culture, enhancing the authority of China Automotive Information Technology Co., Ltd. in the dissemination of automotive culture, enhancing the audience's trust in China Automotive Information Technology Co., Ltd., and the trust in "two competitions and one exhibition", while promoting mutually beneficial progress over time. We, as well as our cooperating enterprises, media outlets, and relevant institutions, should focus on achieving the brand image of "two competitions and one exhibition" and people's recognition of automotive culture. With the help of mobile Internet platform and in

combination with the automobile development culture in history, some traditional elements of the automobile culture brand can be brought back to people's attention, and the emotional memory of specific people on automobile culture can be established, which can arouse resonance. At the same time, we must constantly innovate and integrate into the new development connotations of automotive culture, catering to the trend of electrification, intelligence, networking, and sharing in the automotive industry. Based on this, it is necessary to continuously analyze and study the brand effect and its own value of automotive culture, such as the economic benefits it brings, the supporting industries of local economy, etc., and establish a branding approach that is in line with the economic development characteristics of the region.

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