

A Case Study of Public Relations on Phoenix TV by Chinese Cultural Trip:

Li Ao's happy return

ETUDE DE CAS DES RELATIONS PUBLIQUES SUR LA TV PHENIX PAR LE VOYAGE CULTUREL CHINOIS :

LE RETOUR HEUREUX DE LI AO

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Abstract: This case study of public relations takes consider of investigation and planning on Li Ao's Chinese cultural trip , analyzes the tracks of journey and evaluates the effects of Public Relations.

Key words: case study, public relations, Li Ao, Chinese cultural trip

Résumé: L'étude de cas des relations publiques met en considération l'investigation et le programmation sur le voyage culturel chinois de Li Ao, analyse l'itinéraire du voyage et évalue les effets des relations publiques.

Mots-Clés: étude de cas, relations publiques, Li Ao, voyage culturel chinois

1. CASE BACKGROUND

After a 400 serial called <Li Ao has words to say>broadcasting on Phoenix TV ,the fans are looking forward to the return of Li Ao .And Liu changle ,the chairman of Phoenix TV's board and the chief executive officer said that many scholars coming to Taiwan are the pivot of Chinese culture ,but most of them ,such as Yu youren Zhang daqian and Ling yutang ,can't return to the root and died in Taiwan with full of pity .so Li Ao should carry out the whole generations wish to return the mainland .At last these words firmed Li Ao's decide of the return.

On September 19th 2005,"the Chinese cultural trip" organized by Phoenix TV started .The famous scholar ---Li Ao began his 11 days trip after along flight from Taibei to Beijing .This vainglory scholar who even said that he would never return the mainland at last return home after a 56 years waiting .

After the whole trip was ended ,although we couldn't know particularly about the works the Phoenix TV planed behind the scenes ,we could also learn something important when we viewed it from the public

relations according to the journey and the speech Li Ao made.

2. CASE ANALYZE

2.1 The Investigation of Public Relations

The Investigation of Public Relations which is an activity that the Public Relations department or investigator make use of both quantitative analysis and qualitative analysis,predict the development of Public Relations and test the result of Public Relations activity .It's the important basis and also a guide of organizing a successful Public Relations activity.

2.1.1 An analysis about Phoenix TV

After the Phoenix TV boardcasting in China ,because of the special thinking of the program ,the viewer rating has increased continuously .After the serial <Li Ao has words to say>boardcasting on Phoenix TV ,Li Ao was popular in Chinese audiences ,especially in college students. In spite of this ,"the Chinese cultural trip "is some kinds the same as "the trip in 2000" which is made by Yu qiuyu .Before this one ,the Phoenix TV has held

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some similar trips such as “trip in Europe” “trip in Africa” “trip of two Poles” and so on .We can certainly consider that there are much experience and some special factors for Phoenix TV .

2.1.2 An analysis about Li Ao

Li Ao has ever claimed that he will never return the mainland ,but what’s the reason that makes him change his mind and finally return home? <finance and economics Times>report that the Phoenix TV makes it in a dinner.The boss of the Phoenix TV Liu changle came to Taiwan to celebrate Li Ao’s birthday. In the party ,he invite Li Ao to have a visit to the mainland ,but Li Ao refused at first and said that he was afraid of traelling on plane ,but when Liu changle spoke of the facts that many scholars coming to Taiwan are the pivot of Chinese culture ,but most of them ,such as Yu youren Zhang daqian and Ling yutang ,can’t return to the root and died in Taiwan with full of pity .so Li Ao should carry out the whole generations wish to return the mainland .Li Ao wanted to change his mind. He asked “if I return ,will the Phoenix TV organize it ” Liu changle promised with no doubt .In fact ,there are many fans in the mainland want to see Li Ao’s return and Li Ao himself also said:”I want to return to feel the Chinese culture and history ” he even wrote some words to make his attitude clear :”Taiwan is a part of China ,so is the mainland ”Besides that ,Li Ao read a lot of history and politic books before his setting off .There are even some chairman Hu jintao’s speech in these books.

2.1.3 An analysis about publics

Before the activity began ,a journalist from <Chinese youth>had made an investigation .He found that most of college students expected Li Ao’s return very much .In fact ,Li Ao’s special point of view his keen words in politics and his persisting belief attract a lot of readers and audiences .On June this year ,a news that Peking University and Qinhua University would invite Li Ao to have a speech was popular on Internet ,many people go on Phoenix.com to ask whether the news is true or not .

According to the analysis above ,we can learn that before the activity begins , Phoenix TV and Li Ao both prepared sufficiently .The trip ,to Phoenix TV ,is a stratagem of publicity to spread its brand .The trip ,to Li Ao ,is a free “return home ”journey .The trip ,to audiences ,is a travel on TV which is much more interesting than travel on map.

2.2 Public Relations Planning

Public Relations Planning is an activity that before the incident happen ,people thought about it carefully and prepared sufficiently ,then they acted as soon as something had happened to make things develop in the route they expected .Public Relations planning is also a process of planning best scheme that we should plan and operate to the whole process of the activity strategically

and analyze the circumstance practically

2.2.1 Which identity will Li Ao be in this trip .

Before Li Ao ,Lian zhan and Song chuyu have already visit the mainland ,but Li Ao’s identity is more complex. He’s not only a historian ,but also a writer who claimed that he had written more than 15 million words ,and he’s a politician and a program host on Phoenix TV. Towards the sponsor and Li Ao ,an identity of a scholar is perfectly fit. On one hand ,he is really an excellent scholar , on the other hand, this identity can bring him many convenient. In fact ,when Li Ao was at the Peking University the Peking University emphasized again and again that the Peking University received Mr Li as an important scholar and the purpose of the activity in campus was also taking academical exchanges .A director revealed that Li Ao’s identity differed from Lian zhan and Song chuyu ,we would never emphasize the politician but only care about his scholar’s identity. According to these , Phoenix TV and Li Ao are thoughtful about this aspect and posit them very accurate.

2.2.2 How to choose medium

No doubt that Phoenix TV will publicize the activity greatly .But in the mainland ,only one medium is obviously not enough. In fact ,oversea and Chinese mediums are both concerned with this activity. Many influential mediums appointed special correspondents to report every movement of this activity. The report raised the popularity of the trip at the time of satisfying public’s desire of knowing what happened .

2.2.3 How to choose the time and the place to go

The trip’s route:

Taipei Hong Kong Beijing Shanghai Hong Kong Taipei.

Beijing has very special meaning to Li Ao ,because it means an unforgettable childhood and an unrealized dream for several decades. Li Ao’s family have ever lived in Beijing for a period of time and he himself studied in Beijing .But these are not the main reason he come here ,the two lectures in Peking University and in Qinhua University seem much more important .Li Ao also has ever lived in Jigui primary school then “Unfortunately” Fudan University was holding school 100 anniversary activities when Li Ao came to Shanghai.Li Ao thought a lot about where he would go and he wanted his Chinese cultural trip be a consective whole ,and be a full stop ,not a comma. When he was in Beijing, he told correspondents that his lecture in Fudan University was the continuation of the lecture in Peking University and Qinhua University

There is his time schedule:

19th dark arrive in Beijing

20th morning visit Beijing palace museum

21st morning have a lecture in Peking University
22nd have program on TV a meeting with old classmates
23rd have a lecture in Qinhua University
24th cheating on Internet
25th fly to Shanghai
26th morning have a lecture in Fudan University
27th afternoon a conference with correspondent
28th go to Hong Kong have another conference in Haiyi hotel
30th return Taibei

2.3 Practice of Public Relations

Practice of Public Relations is a process of spreading information and the implement of target and project of the plan

2.3.1 Early Publicity

Lately , <Southern Person Weekly> make an cover article for Li Ao .Wan jingbo have a long talk with Li Ao .We don't know whether it is an coincidence ,but this article makes an foreshadowing to Li Ao's Chinese cultural trip .On 8th September ,Phoenix TV announced this news to mediums. On 12th September ,Phoenix TV convened a correspondents conference about the Chinese cultural trip in Taibei ,Beijing and Hong Kong .Every medium paid extreme concern to this conference and hope to know more details about the trip. There's no doubt that the conference is full of value for news ,but the main purpose of it is to attract the concern of publics and mediums. At last ,the conference got a perfect result.

2.3.2 Follow the tracks of journey

On 19th September 2005, Li Ao began his Chinese cultural trip from Beijing .There are nearly twenty guards next to him when he has just left the plane .No matter where he go ,there are always some guards next to him.

Morning on 20th Li Ao visited the Beijing Palace Museum. When Li Ao was on the Tian an gate ,he was invited to write something on the message book .He wrote:" Xiu Qi Yu Gong" .He explained that "Xiu" means happy and "Qi" means sad ,this words has two meanings ,"Gong" also indicates Communist Party.

On 21st Li Ao came to Peking University to have a lecture. He has a strong connection with this University because his father and his two sisters all graduated from this University. Then to fit the identity of him and to express the respect to him the University arranged Li Ao to read the ancient books in Peking University library which is the biggest one in Asia. Besides that ,Li Ao also would have a lecture in office auditorium where

Clinton and Putin had ever given lectures.

In the meanwhile,Li Ao went to a hospital to visit a 15 years old cancer sick child whose name is Wu ziyou .He became a fans of Li Ao after read Li Ao's books. Few months ago he wrote to Li Ao and told his story ,so Li Ao decided to visit him.

When Li Ao came to his former elementary school, pupils present their pictures and calligraphy to Li Ao as the gifts and Li Ao presents his work <Temple Fayuan of Beijing>to his elementary school ."What's your feeling when you return the school?" a journalist asked . Then he answered : "I'm talking with the former me ."

At 3:50 pm, Li Ao ended his visit to elementary school and called on his former teacher Lu rongkun . Although teacher Lu can't speak because of Parkinson's disease ,she was still happy when she saw her former student. It was raining heavily ,when Li Ao would leave ,he found that a foot of the teacher wasn't on the pedal, he returned and told her daughter ,and then he waved to them and left.

On 25th , Li Ao arrived in Shanghai .At the former Jigui primary school ,he received his registered card which contained his school number "5989". At last he said that he didn't prepare gift but he said : "I have carried myself to here ,so I'm the gift."

On 26th , after having a lecture in Fudan University, Li Ao can't help remember his childhood while he went on oriental pearl tower to see the city's night scene.

On 27th , A correspondent asked:" when will you visit mainland again at a conference hold in Shanghai .And Li Ao said he was 70 and the next one should be the spirit coming back. The tough Li Ao displayed his sentimental part in a connotative way.

On 28th , Hong Kong mediums asked that when you returned ,whether there would be criticise or not and how could you face . Li Ao made a vivid metaphor : "the cat return ,the mice should be quiet."

On 30th , Li Ao arrived in Taibei, and ended the trip completely.

3. EVALUATION OF PUBLIC RELATIONS

Evaluation of Public Relations is an evaluation of Public Relations results. It will summarize the good results we made in Public Relations activity, and it can help us to know where the deficiency is .At last , it provide basis to continue our activity. The Evaluation of Public Relations which can promote our comprehension to the activity result is the last stage of this Public Relations work process. It's not a simple summary after the activity we can carry out the target smoothly according to an efficient evaluation.

3.1 Li Ao's evaluation

Li Ao's made an warm heart evaluation at the end of this trip. He said : "A Scottish musician Barry said that God gave us memory ,so there are roses on December .But I gave myself memory ,Beijing and Shanghai gave me memory ,so spring is still there on September.

Li Ao said that he never took dreams ,he only took eyes to see the progress of our country.

It's not only a "cultural trip" to Li Ao ,it's also a "return trip" with full of warm ."our roots are in China" Li Ao said.Perhaps the impression of the trip will make him remember the spring on September forever.

3.2 The chairman of Phoenix TV's board ,chief executive officer Liu changle's evaluation.

As the boss of sponsor, Liu changle said that the warm echo and the huge concern the trip had led to had exceeded the expectation of the sponsor. Liu changle also spoke of the three significance of this trip. When he answered the questions at the conference holding in ICC.

The first .This is a "cultural return trip" Li Ao's cultural home is in Beijing and also a part in Shanghai. The politics represents the position problem. The economy represents the benefits problem. Only culture represents sincerity .Both Li Ao's actions and the concern of the mainland's mediums give expression to the self-identity of Chinese culture. This means that both Taiwan and mainland share the same cultural basis and humanity tradition.

The Second. Li Ao showed extreme patriotism emotion and the deep worry about the country and people. Li Ao expressed his praise, his expectation and his worry in his words which brought a lot to think and led to huge echo.

The Third. The government and the audiences have enough toleration to Li Ao's words and actions. "After Li Ao's lecture ended in Peking University, I discovered by chance that there is no telephone seeking me .Li Ao himself didn't annoy by the pressure either." Liu changle said .These appear that the society is open-mindedness and enlightened.

3.3 Society Evaluation

Phoenix TV identified this activity as a cultural trip which effiently influenced the public's cultural mind and set up an good image in public .In the meanwhile ,making the theme to be culture also raised the status of the activity.

At the same time ,newspapers and TV programs carried on a big publicity to this trip .This doubtless

expanded the influence of this affairs.

And a month later ,a book called <happily return---Li Ao's Chinese cultural trip> was published . The writer and the photographer of this book are the members of working group of the trip. The infinite business opportunities reflected the success of the Public Relations activity.

3.4 Government Evaluation

From the speech made by Li weiyi on 28th September ,we can easily know the toleration of government. The government will think about the suggestion Li Ao said in his lecture.

4. CASE EVALUATION

Our idea and thought were blended in the whole article. Now ,we only add a small conclusion.

1st. about the start of this activity

Does Li Ao come? Why ? Can he ? What identity? When? and where would he go ? these questions solved in the part of investigation and plan according to the analysis before ,the principal part think and prepare from many points of view .Such as Li Ao's reading and Phoenix TV's making route of the trip. In fact ,every step Li Ao made is meaningful to the whole nation

2nd. about the practice of this activity

Although there is only a scholar visit in mainland , Li Ao also received a warm welcome and the same reception as Lian zhan and Song chuyu ,what's the reason? We think the meaning of Lian Song's trip mainly lies in political strategic height. But Li Ao is more popular in public. The goal of them are the same , that why the government's reception is the same to them.

3rd. the significance of this activity

Li Ao's trip named as "Chinese cultural trip" have some special meanings:first, that's a pilgrimage to cultural root ,and then it elucidate that Taiwan's culture is an influent of the mainland.

At last ,we want to make an analysis about the mediums.

There's a medium in a special part in this activity, that's Phoenix TV. It's not only a medium but also the sponsor of the activity. We find that putting the medium and the sponsor into one will make the disseminative results best. This is exactly because we saved time, but the more important thing is medium will never misunderstand the sponsor's intention ,and the sponsor will know the public's mind quickly and adjust the plan as soon as they receive the feedback from medium. So Phoenix TV could keep these efficient and clear states

in the whole activity. We believe that this is the most important reason that the activity could be successful.

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