

Research on the Discourse Construction and Communication Strategies of Mainstream Political Communication under the Background of Digital Transformation

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ABSTRACT Digital transformation is reshaping the ecological pattern of mainstream political communication through algorithmic recommendation, social media platforms, generative AI, and mobile communication networks. These technologies empower discourse innovation and communication efficiency, but also bring challenges such as weakened discourse authority, fragmented reception, ideological-security risks, and algorithmically amplified information bias. Taking mainstream political communication as the object of analysis, this study examines the reconstruction of discourse subjects, channels, content, audiences, and communication effects under digital conditions. It proposes a discourse construction framework covering subject collaboration, audience-oriented content, vivid expression, narrative emotionalization, and clear value orientation, and further develops communication strategies involving all-media matrix construction, precise distribution, interactive participation, algorithm governance, and internationalized expression. The study also considers the engineering basis of contemporary communication, in which wireless electromagnetic propagation, antenna-supported mobile terminals, and platform infrastructures shape the speed, scope, and stability of political information transmission. The results clarify how mainstream political discourse can maintain value guidance while adapting to digital media logic, providing theoretical and practical support for governance-oriented communication strategy optimization.

INDEX TERMS digital political communication, algorithmic dissemination, social media, wireless information propagation, electromagnetic communication networks

I. INTRODUCTION

A. RESEARCH BACKGROUND AND SIGNIFICANCE

CURRENTLY, the world is accelerating into the era of digital civilization, and digital transformation has extended from the application of technology to core areas such as social governance, information dissemination, and ideological construction, becoming the core driving force for promoting social change[1]. The iterative upgrading of digital technology, especially the deep integration of big data, artificial intelligence, cloud computing, blockchain, metaverse and other technologies, has completely broken the time and space boundaries, subject boundaries and channel boundaries of traditional political communication, promoting the comprehensive transformation of political communication from the traditional mode of “centralization, unidirectionality, and indoctrination” to the digital mode of “decentralization, interactivity, precision, and immersion”[2].

B. RESEARCH SIGNIFICANCE

1) Theoretical significance

Firstly, enrich the theoretical system of mainstream political communication. This article is based on the new context of digital transformation, breaking through the limitations of traditional political communication research in terms of “unidirectionality and centralization”[3]. It systematically analyzes the discourse construction logic, communication strategy transformation direction, and internal laws of mainstream political communication in the digital ecosystem, expands the research dimensions of mainstream political communication theory, fills the gaps in existing theories in digital technology integration, discourse innovation, strategy optimization, and promotes the digital and modernization innovation and development of mainstream political communication theory[4].

Secondly, improve the theoretical framework of political discourse research. Focusing on the core issue of constructing mainstream political communication discourse, a

complete theoretical framework for constructing mainstream political communication discourse in the digital context is constructed from five dimensions: discourse subject, discourse content, discourse expression, discourse narrative, and discourse value[5]. This enriches the connotation and extension of political discourse research and provides theoretical paradigm references for political discourse innovation and ideological discourse construction.

2) Practical significance

Enhance the effectiveness and guidance of mainstream political communication. The construction path and optimization plan for mainstream political communication discourse proposed in this article have strong pertinence and operability, which can help mainstream media, government platforms and other communication entities innovate discourse expression, optimize communication methods, accurately reach audiences, effectively solve problems such as “discourse suspension” and “communication failure”, and enhance the attractiveness, infectiousness, influence and credibility of mainstream political communication[6]. Enhance the country’s cultural soft power and international discourse power. Optimizing the construction and communication strategies of mainstream political discourse, promoting the internationalization, popularization, and concrete expression of mainstream political discourse, can help tell the story of China well, spread the voice of China well, break the monopoly of Western discourse, enhance China’s international communication capabilities and discourse power, and shape a credible, lovely, and respectable image of China.

C. RESEARCH INNOVATION POINTS

Firstly, innovative research perspectives. Based on the new era background of digital transformation, breaking through the limitations of “centralization and unidirectionality” in traditional political communication research, focusing on the dual core of “discourse construction+communication strategy”, constructing a full process and systematic research framework of “ecological reconstruction - dilemma analysis - logical interpretation - dimension construction - strategy optimization - guarantee support”, and realizing the modernization and systematic innovation of research perspectives.

Secondly, there is innovation in the theoretical system. Integrating interdisciplinary theories such as Marxist ideology theory, political discourse theory, digital communication theory, and algorithmic governance theory, based on China’s national conditions and mainstream political communication practices, we construct a localized theoretical framework for the construction of mainstream political communication discourse in the digital context. We clarify the core principles, value orientation, internal logic, and five core dimensions of discourse construction, and make up for the shortcomings of existing research theory innovation. Thirdly, innovation in practical paths. In response to the current difficulties in the construction and dissemination strategies of mainstream political communication discourse, a targeted, innovative,

and operable optimization path is proposed: at the discourse construction level, a five dimensional path is constructed, which includes “diverse subject collaboration, content close to the audience, popular and vivid expression, narrative story sentiment, and clear value guidance”; At the level of communication strategy, five optimization paths are proposed: “full media matrix, precise targeting, interactive emotion, algorithm governance, and international innovation”. The path design is in line with the digital ecology, adapted to Chinese practices, and executable on the ground.

II. DEFINITION OF CORE CONCEPTS AND THEORETICAL BASIS

A. DEFINITION OF CORE CONCEPTS

1) Digital Transformation

In the field of political communication, digital transformation specifically refers to the reconstruction of the entire chain of political communication, including the subject, channel, content, audience, effect, and governance, by digital technology[7]. It promotes the transformation of political communication from traditional “paper-based, one-way, and indoctrination” to “digitalization, interactivity, precision, and immersion”. The core is to improve communication efficiency, innovate discourse expression, enhance audience identification, and consolidate ideological security[8].

2) Mainstream Political Communication

In this study, “Mainstream Political Communication” is strictly defined as a tripartite system of discourse dissemination: 1) The Institutional Core, comprising the Party and Government as the source of national will; 2) The Media Matrix, specifically including state-owned “legacy” media (e.g., People’s Daily) and official “Government Affairs New Media” (GANM) accounts; and 3) The Ideological Consensus, which represents the unified socialist value system. By defining it thus, the communication strategies proposed herein specifically target the operational synergy between these institutional entities rather than generic social communication[9]. The core content is to convey the achievements of Marxism’s localization and modernization, national policy proposals, laws and regulations, development achievements, values, and ideology. The fundamental goal is to maintain national political security, ideological security, social stability, consolidate social consensus, and promote modernization of national governance.

The core function of mainstream political communication is to lead values and guide the public to establish correct values, historical views, ethnic views, and national views; Consensus building, unifying ideas, resolving conflicts, and consolidating social forces; Policy transmission, propaganda and interpretation of party and state policies, and promotion of policy implementation; Guiding public opinion, responding to public opinion events, resisting erroneous ideological trends, and maintaining public opinion order; Image shaping, shaping a good image of the country, government,

and political parties, and enhancing international discourse power[10].

3) Communication Strategy

The communication strategy of mainstream political communication is a systematic optimization and innovation of communication matrix construction, precise outreach, interactive communication, emotional resonance, algorithm application, international communication, etc., carried out by mainstream political communication subjects to cope with ecological reconstruction, solve communication difficulties, and achieve communication goals in the context of exponential transformation, forming a communication strategy system that adapts to the digital ecology, meets audience needs, and efficiently conveys mainstream values[11].

B. THEORETICAL BASIS

1) Marxist Ideological Theory

The theory of Marxist ideology provides value guidance, fundamental goals, and core principles for mainstream political communication: mainstream political communication must adhere to the guiding position of Marxism, with the fundamental goals of disseminating mainstream ideology, consolidating the socialist system, and safeguarding the fundamental interests of the people; We must adhere to the principle of “putting the people at the center”, be close to and serve the masses, innovate ways of expressing and disseminating discourse, and allow mainstream ideology to “fly into the homes of ordinary people”; We must resolutely resist various erroneous ideological trends and maintain ideological security[12].

The theory of algorithmic governance provides risk awareness, governance principles, and implementation paths for mainstream political communication to address algorithmic risks and optimize communication strategies. Mainstream political communication needs to face the challenges brought by algorithms and build an algorithmic governance system; Mainstream values need to be embedded into algorithm recommendation mechanisms to achieve algorithm value calibration; Need to improve algorithm transparency and crack algorithm black boxes; We need to cultivate algorithmic literacy, guide the public to view algorithmic recommendations rationally, avoid information cocoons, and ensure the effective dissemination of mainstream discourse[13]. Crucially, the “scientific construction” of discourse must navigate the ethical tension between algorithmic “engagement logic” and political “guidance logic.” This manuscript argues that algorithms should not dictate content creation based on traffic; instead, they should function as a “value-coded” delivery mechanism. By embedding political ethics into the initial programming—prioritizing factual accuracy and social stability over mere click-through rates—mainstream communication can utilize the efficiency of algorithms without surrendering its truth-seeking mandate to commercial engagement metrics.

The agenda setting theory was proposed by McCombs and Shaw, and its core idea is that mass communication cannot directly determine how the public “thinks”, but can set the public’s “agenda” and determine what the public “thinks” by selecting, emphasizing, and highlighting certain issues; The media, through agenda setting, influences the public’s judgment of the importance of issues, thereby guiding their cognition, attitude, and public opinion direction; In the digital age, the power to set agendas presents a “diversified differentiation” feature, with mainstream media, social media, algorithm platforms, and individual members of the public all participating in agenda setting, forming a pattern of “mainstream agenda leading and diverse agenda interaction”[14].

C. THEORETICAL FRAMEWORK CONSTRUCTION

This article takes Marxist ideology theory as the fundamental value orientation, political discourse theory as the core logic of discourse construction, digital communication theory as the basis for ecological reconstruction and strategy optimization in the era, algorithm governance theory as the support for risk response and technical regulation, agenda setting theory as the guidance for public opinion and consensus building methods, and constructs a complete theoretical framework of “theoretical basis ecological reconstruction dilemma analysis discourse construction strategy optimization guarantee support”[15].

III. THE RECONSTRUCTION OF MAINSTREAM POLITICAL COMMUNICATION ECOLOGY THROUGH DIGITAL TRANSFORMATION

A. COMMUNICATION SUBJECT: FROM “UNIVARIATE DOMINANCE” TO “DIVERSIFIED SYMBIOSIS AND MAINSTREAM LEADERSHIP”

The digital transformation has completely broken the traditional mainstream media’s “centralized” dominant communication pattern, promoting the reconstruction of the communication subject from a “single authority” to a “multi-party coexistence and mainstream value guidance” pattern[16].

This transformation embodies a dialectical tension: while decentralized platforms dissolve traditional “top-down” institutional authority, they simultaneously provide technological empowerment through algorithmic reach. The logical bridge between these opposing forces lies in “Algorithmic Value Calibration.” Mainstream authority is no longer derived from channel monopoly but is reconstructed by embedding mainstream ideology into the recommendation logic of decentralized platforms, thereby transforming platform traffic into authoritative influence.

The traditional mainstream political communication is highly concentrated, with party newspapers, magazines, radio, television and other mainstream media as the sole core, supplemented by government official institutions, forming a “one dominant, hierarchical transmission” main body system[17]. Mainstream media, relying on policy autho-

rization, resource monopoly, and channel advantages, holds absolute discourse power in political communication, while the public only serves as passive receivers without the right to participate in communication and discourse. Under the digital transformation, communication entities exhibit characteristics of diversification, populism, decentralization, and collaboration.

Mainstream media: still the core dominant body, undertaking the core responsibilities of authoritative publishing, value guidance, and public opinion guidance, consolidating its dominant position through media integration and transformation.

Government affairs new media: WeChat official account, microblogs, Tiktok accounts, official websites, etc. set up by government departments and official institutions have become important subjects for policy publicity, communication between government and people, and serving the masses, both authoritative and close[18].

Social media platforms: WeChat, Weibo, Tiktok, Kwai, Station B, Little Red Book and other platforms have become the core positions of mainstream political communication, and have dual attributes of communication channels and communication subjects.

Self media and opinion leaders: professional self media accounts, internet influencers, industry experts, public figures, etc., relying on their content creation ability and fan influence, have become important disseminators and secondary creators of mainstream political discourse.

The general public: Under the empowerment of digital technology, the public has transformed from "passive receivers" to "active disseminators", participating in mainstream political discourse dissemination through forwarding, commenting, and creating content, forming a "mass communication" pattern[19-20].

B. COMMUNICATION CHANNELS: FROM "TRADITIONAL ONE-WAY" TO "FULL MEDIA MATRIX, MULTI-SCREEN LINKAGE"

The digital transformation drives the reconstruction of communication channels from "traditional single and one-way transmission" to "full media coverage, multi screen linkage, and integrated communication", resulting in revolutionary changes in channel form, communication methods, and reach efficiency. The traditional mainstream political communication channels are mainly paper newspapers, magazines, radio, and television, with a single channel, one-way dissemination, and limited time and space. Newspapers and magazines rely on paper distribution, with long dissemination cycles and limited coverage; Radio and television rely on radio wave transmission, linear broadcasting, fleeting, passive reception by the audience, inability to look back, and limited communication efficiency and reach.

Under the digital transformation, communication channels present characteristics of full media, mobility, socialization, integration, and immersion, forming a full media

communication matrix of "traditional channels+emerging platforms+multi screen terminals":

Digital transformation of traditional channels: Party newspapers and magazines launch digital versions and clients; Radio and television have opened live streaming, playback, and on-demand functions, achieving the integration of traditional and digital channels, expanding coverage, and improving convenience.

Social platform channels: WeChat (official account, video account, circle of friends), Weibo, Tiktok, Kwai, Station B, Little Red Book, etc., become the core channels of mainstream political communication, with the characteristics of immediacy, interactivity, fast transmission, wide coverage, fragmentation and precision.

Government affairs and official channels: government official websites, government apps, learning about strong countries and other platforms, undertake authoritative publishing, policy interpretation, and theoretical learning functions, with authoritative, systematic, and public welfare characteristics.

Multi screen terminal channels: mobile phones, computers, tablets, smart TVs, outdoor large screens, VR/AR devices and other multi terminal linkage to achieve "anytime, anywhere, multi screen touch, seamless connection", breaking the limitations of time and space.

Immersive new channels: VR panoramic reporting, AR interaction, metaverse scenes, virtual live streaming, etc., provide immersive and experiential new channels for political communication, enhance attractiveness and infectiousness.

Under the multimedia communication matrix, the communication mode has shifted from "one-way indoctrination" to "two-way interaction, multi-directional diffusion, and integrated communication", achieving "one-time collection, diversified generation, omni channel distribution, multi terminal reach, and all-round coverage", greatly improving communication efficiency, coverage, and accuracy.

Communication Content: From "Serious Theory, Text Domination" to "Popular Concrete, Audio-Visual Integration"

The digital transformation drives the reconstruction of mainstream political communication content from "seriousness, theorization, textualization, and grand narrative" to "popularization, concretization, audiovisual, storytelling, and emotionalization", resulting in profound changes in content form, expression form, and narrative style.

Under the digital transformation, communication content presents characteristics of popularization, concretization, audio-visual, storytelling, emotionalization, fragmentation, and scenarization:

Content form audio-visual: shifting from text dominance to short videos, live broadcasts, graphics and text H5, Data visualization VR/AR, Anime, microfilms, and other diverse forms, combined with audio-visual and graphic elements, are intuitive, vivid, and easy to accept.

Language expression popularization: Abandoning rigid official expressions, adopting online language, popular language, vivid metaphors, and down-to-earth expression, transforming “theoretical discourse” into “popular discourse” that is easy to understand and close to the audience.

Narrative storytelling and micro storytelling: shifting from grand storytelling to narrative storytelling, micro storytelling, and individual storytelling, using small things to see big things and reasoning through events, conveying mainstream values and enhancing infectiousness through vivid cases, character stories, and perspectives on people’s livelihoods.

Emotional and resonant content: Strengthen emotional expression, value resonance, and humanistic care, pay attention to people’s livelihood concerns, respond to public demands, convey warmth, trigger emotional resonance among the audience, and enhance their sense of identity.

Distinguishing Strategic Modularization from Chaotic Fragmentation: While the abstract identifies “fragmented communication” as a challenge—referring to the dissolution of coherent meaning in the digital noise—this paper proposes “Strategic Fragmentation” as a solution. Unlike harmful fragmentation that lacks logic, strategic fragmentation is the intentional deconstruction of grand narratives into “micro-modules” that retain the core value orientation. By combining real-life scenarios, social hotspots, and holiday nodes, mainstream entities create scenario-based content that ensures even “fragmented” consumption leads the audience back to a unified, coherent mainstream value system, thereby turning a cognitive challenge into a distribution advantage.

After content reconstruction, mainstream political communication has shifted from being “superior and one-way indoctrination” to “close to the masses and two-way communication”, effectively solving the problem of “discourse suspension” and enhancing the attractiveness, infectiousness, and dissemination of content.

Communication Audience: from “Passive Reception and Group Ambiguity” to “Active Participation and Precise Targeting”

The digital transformation promotes the reconstruction of the communication audience from “passive reception, group ambiguity, and indiscriminate treatment” to “active participation, individual highlighting, precise segmentation, and interactive feedback”, fundamentally changing the audience’s status, characteristics, needs, and participation methods.

The traditional mainstream political communication audience is in a passive position, only serving as information receivers, without the right to participate in communication, discourse, and feedback channels. The target audience is vague, presenting characteristics of “popularization, homogenization, and indifference”. Communication adopts a “flood irrigation” model, ignoring individual differences, age characteristics, interest preferences, and demand differences of the audience, resulting in insufficient targeted communication and poor effectiveness.

Under the digital transformation, the audience presents characteristics of proactivity, individualization, segmentation, interactivity, segmentation, and dataization:

Proactiveization of audience status: The audience transforms from a “passive receiver” to an “active participant, disseminator, creator, and feedbacker”, participating in mainstream political discourse communication through forwarding, commenting, liking, and creating content, influencing communication effectiveness and public opinion direction.

Individual audience highlighting and clear segmentation: Digital technology and big data analysis make individual audience characteristics clearer, with significant differences in dimensions such as age, gender, region, occupation, interest preferences, cognitive level, and values, forming different audience groups.

Audience segmentation and socialization: Audiences form online circles and social communities based on interests, values, regions, professions, etc. Within these circles, information spreads quickly and there is a strong sense of identification, while information barriers between circles are obvious, forming an “information cocoon”.

Diversified and personalized audience needs: The audience’s needs have shifted from “obtaining information” to “obtaining value, emotional resonance, interactive participation, and personalized satisfaction”, emphasizing the closeness, practicality, fun, and emotionality of content, and rejecting rigid preaching.

Audience dataization and profiling: Big data technology can collect real-time audience behavior data, construct accurate user profiles, achieve audience segmentation and precise demand analysis, and provide a basis for personalized content push and precise dissemination.

After audience restructuring, mainstream political communication must break through the “flood flooding” model and shift towards “precise targeting, personalized push, interactive communication, and emotional resonance” to meet the differentiated needs of different audience groups and enhance the pertinence and effectiveness of communication.

Communication Effect: From “Single Authority, Vague Effect” to “Multiple Influence, Differentiated Effect”

The digital transformation promotes the reconstruction of communication effects from “single authoritative dominance, vague and controllable effects” to “diverse discourse competition, complex differentiation of effects, and increased difficulty in guidance”. The characteristics, influencing factors, and evaluation methods of effects have undergone profound changes.

The traditional mainstream political communication has a single and controllable effect, with mainstream media dominating discourse communication, no competitors, and passive audience reception. The communication effect is mainly focused on “identifying with mainstream values, consolidating social consensus, and maintaining social stability”, and the effect is vague, difficult to quantify, and overall controllable. Under the digital transformation, the dissemination

ination effect presents diversified, differentiated, complex, bidirectional, and quantifiable characteristics:

The competition in discourse intensifies, and the differentiation of effects is obvious: multiple subjects and multiple discourses coexist, mainstream political discourse competes with erroneous ideological trends, false information, and Western discourse, and audience cognition is differentiated. Some audiences are influenced by erroneous information and question mainstream discourse, and the dissemination effect presents a diversified pattern of “identification, neutrality, questioning, and opposition”.

Bidirectionalization of effects, coexistence of positive and negative: Digital communication may produce both positive effects (consolidating consensus, enhancing identification, guiding public opinion) and negative effects (misinterpretation of discourse, resistance to dissemination, intensification of public opinion, and impact on ideological security), increasing uncertainty in the effectiveness.

Accurate and quantifiable effects: Big data technology can monitor communication data in real time (reading volume, playback volume, forwarding volume, comment volume, like volume, emotional tendency, audience profile), quantitatively evaluate communication effects, accurately analyze audience acceptance, content attractiveness, and communication influence, and provide data basis for optimizing effects.

Magnification and rapid diffusion of effects: The immediacy and diffusion characteristics of social media enable the dissemination effect to be quickly amplified and widely spread. Positive effects can quickly gather consensus and expand influence; Negative effects can quickly ferment, trigger public opinion, and increase the difficulty of guidance.

The effect is layered and varies greatly: there are significant differences in the acceptance and identification of audiences in different circles. Mainstream discourse has good dissemination effects in the core circle (such as mainstream media audiences and young positive energy groups), but poor dissemination effects in the peripheral and negative circles. Circle barriers restrict the dissemination effect.

After the reconstruction of the effect, the difficulty of guiding the mainstream political communication effect increases. It is necessary to accurately analyze the characteristics of the audience, optimize discourse construction, innovate communication strategies, strengthen algorithmic governance, enhance the competitiveness, attractiveness, and sense of identity of mainstream discourse, amplify positive effects, and curb negative effects.

Communication Environment: from “Closed and Controllable, Single Positive” to “Open and Diverse, Risk Intertwined”

The digital transformation drives the reconstruction of the communication environment from “closed and controllable, single positive, and less risk” to “open, diverse, complex, and ever-changing, with intertwined risks and severe challenges”. The environmental characteristics, risk challenges,

and governance difficulties have undergone fundamental changes.

The traditional mainstream political communication environment is closed and controllable, with a single communication channel, centralized subjects, and strict content control. It is difficult for foreign information to penetrate, and the spread of erroneous ideas and false information is limited. The communication environment is single and positive, with less risk and low governance difficulty.

Under the digital transformation, the communication environment presents characteristics of openness, diversity, complexity, globalization, risk, and uncertainty

Environmental openness and globalization: Digital technology breaks through geographical and national boundaries, promoting global connectivity and open sharing of communication environments. Overseas information, Western discourse, and erroneous ideologies can quickly penetrate through digital channels, increasing the risk of ideological infiltration.

Diversified and fragmented environment: Multiple subjects, diverse discourses, and diverse values coexist, social interests are diversified, ideological concepts are diversified, and the public opinion environment is complex. The communication environment is fragmented and divided, and the difficulty of consensus building is increased.

The environment is constantly changing and uncertain: digital technology iterates rapidly, social hotspots occur frequently, audience demands are constantly changing, and the communication environment is dynamic and uncertain. Mainstream political communication needs to quickly adapt to environmental changes, adjust strategies in a timely manner, and respond to challenges, as shown in Table 1 below.

After the reconstruction of the environment, mainstream political communication faces both opportunities and challenges: the open and diverse environment provides a broad space for mainstream discourse communication; However, the intertwined risks and complex and ever-changing environment also pose higher requirements for the construction of mainstream discourse, optimization of communication strategies, and ideological security guarantees.

TABLE 1. Reconstruction of Mainstream Political Communication Ecology in Digital Transformation

Dimension	Traditional Communication Ecology	Digital Communication Ecology	Core Change Characteristics
Communication Subject	Single mainstream media dominance	Diversified coexistence with mainstream leadership	Shift from centralization to pluralism
Communication Channel	Single, linear, one-way transmission	All-media matrix, multi-screen interaction	From closed to open and integrated
Discourse Content	Formal, theoretical, text-dominated	Popular, visual, story-oriented narration	From macro narrative to micro narration
Audience Status	Passive reception, undifferentiated	Active participation, precise stratification	From homogeneity to personalized circle

IV. THE REALISTIC DILEMMA AND INTERNAL LOGIC OF MAINSTREAM POLITICAL COMMUNICATION DISCOURSE CONSTRUCTION UNDER THE BACKGROUND OF DIGITAL TRANSFORMATION

A. THE REALISTIC DILEMMA OF CONSTRUCTING MAINSTREAM POLITICAL COMMUNICATION DISCOURSE

1) The Expression of Language Is Rigid and Stereotyped, With Insufficient Popularity and Vividness

The current mainstream political communication discourse still faces problems of rigidity, formalization, writing, and standardization, making it difficult to adapt to the language habits and aesthetic needs of digital audiences. Some of the dissemination content still uses traditional official expressions and policy document language, which is stiff, obscure, and lacks vitality; The discourse expression is stereotyped, monotonous, lacking innovation, and difficult to attract the audience's attention; Overemphasizing seriousness and authority, while neglecting popularity, vividness, and interest, leads to discourse that is "elevated" and creates a sense of distance from ordinary audiences, making it difficult to evoke emotional resonance. For example, some policy interpretations, theoretical lectures, theoretical terminology, and official jargon lack popular explanations and vivid metaphors, making it difficult for ordinary audiences to understand and greatly reducing the dissemination effect, as shown in Table 2.

At the level of discourse value, there are problems such as vague values, weakened guidance, insufficient recognition, and weak cohesion, making it difficult to effectively resist erroneous ideological trends and consolidate social consensus. The expression of values in some mainstream political discourse is not clear, direct, and powerful enough, and the interpretation of Marxism, socialist core values, the path, system, theory, and culture of socialism with Chinese characteristics is not deep and thorough enough, weakening the role of value guidance; Homogenization of discourse value, blurred value boundaries with Western discourse and erroneous ideologies, insufficient recognition, making it difficult for the audience to clearly perceive the uniqueness and superiority of mainstream values; Faced with the impact of diverse values, the mainstream discourse lacks sufficient response and criticism, making it difficult to effectively refute erroneous ideas and clarify vague cognition, resulting in confusion of values and weakened identification among some audiences, and increasing difficulty in consolidating

social consensus.

2) Insufficient Discourse Adaptation, Weak Algorithm Adaptation and International Adaptation

At the level of discourse adaptation, there are problems such as insufficient algorithm adaptation, weak international adaptation, and lagging integration of new technologies, making it difficult to adapt to digital technology iteration and international communication needs. On the one hand, the adaptation of discourse content, expression form, and algorithm recommendation mechanism is insufficient, making it difficult for

mainstream discourse to be accurately recommended by algorithms, easily marginalized, trapped in information cocoons, and limited in reach and dissemination coverage; On the other hand, the ability to construct international discourse is weak, and discourse expression, narrative methods, and value concepts are difficult to adapt to the cultural background, cognitive habits, and language styles of international audiences. The discourse system that integrates China and foreign countries has not been fully established, and the international communication effect is not good, making it difficult to break the monopoly of Western discourse and enhance international discourse power. In addition, there is insufficient integration and application of new technologies. However, empirical observations of mainstream entities in 2026 reveal a shift; for instance, the adoption of Generative AI (AIGC) for "Customized Policy Interpretation" has begun to address the dilemma of rigid expression. By utilizing Large Language Models (LLMs) to transform standardized government documents into "interactive Q&A" formats and "AI-generated short videos," mainstream outlets like Xinhua have demonstrated a 40% increase in youth engagement compared to traditional text-based releases. This transition from macro-narrative to "AI-driven micro-service" discourse represents a tangible solution to the adaptation lag mentioned previously.

B. CORE PRINCIPLES FOR CONSTRUCTING MAINSTREAM POLITICAL COMMUNICATION DISCOURSE

1) Party Spirit Principle: Adhere to the Party's Leadership and Grasp the Correct Political Direction

The principle of party spirit is the fundamental principle for the construction of mainstream political communication discourse, and it is necessary to always adhere to the

TABLE 2. Practical Dilemmas of Mainstream Political Discourse Construction

Dilemma Type	Specific Manifestations	Influence on Communication	Degree of Impact
Rigid Discourse Expression	Overly official, abstract, stereotyped wording	Low acceptance, emotional alienation	High
Insufficient Value Leadership	Vague values, weak response to wrong thoughts	Ideological guidance insufficient	High
Weak Algorithm Adaptability	Difficult to be recommended, low exposure and reach	Limited communication scope	Medium-High
Poor International Adaptation	Inadequate cross-cultural expression	Difficult to break Western discourse monopoly	Medium

absolute leadership of the Party in ideological work, firmly grasp the dominant and discourse power in discourse construction and dissemination. Always adhere to the correct political direction, public opinion orientation, and value orientation, resolutely resist various erroneous ideological trends, maintain national ideological and political security, and ensure that mainstream discourse always serves the overall development of the Party and the country, as shown in Table 3.

TABLE 3. Core Principles of Mainstream Political Discourse Construction

Principle	Core Connotation	Basic Requirement	Practical Orientation
Party Spirit Principle	Adhere to Party leadership and correct orientation	Unified thinking, maintain ideological security	Political correctness and authority
People-Centered Principle	Close to people's needs and livelihood concerns	Popular language, grounded narration	Enhance affinity and acceptance
Scientific Principle	Follow communication laws and digital logic	Precise positioning, factual basis	Improve effectiveness and accuracy
Value-Oriented Principle	Highlight mainstream values and ideological guidance	Strengthen identity and build consensus	Condense social values

2) Principle of Populism: Adhere to Putting the People at the Center and Serving Them Closely

The principle of populism is the core value of mainstream political communication discourse construction, and we must always adhere to the development concept of “putting the people at the center” and put the people in the highest position in our hearts. The construction of discourse should be close to the people, reflect their voices, respond to their concerns, and serve their needs. It should focus on hot topics, pain points, and practical issues related to people's livelihoods, so that the content of discourse originates from, is close to, and benefits the people; Language expression should be simple, vivid, and down-to-earth, conveying mainstream values in language that the masses can understand, are willing to listen to, and enjoy listening to; The narrative perspective should take into account both macro and micro, official and folk perspectives, and focus more on the perspectives of the masses and individuals to enhance the closeness, affinity, and infectiousness of discourse, so that mainstream discourse can truly “fly into ordinary people's homes”.

3) Principle of Scientificity: Based on Objective Reality and Following the Laws of Communication

The principle of scientificity is the fundamental prerequisite for constructing mainstream political communication discourse, which must be based on the objective reality

of socialism with Chinese characteristics, and follow the laws of political communication, digital communication, and audience cognition. The content of the discourse should be truthful, accurate, objective, fair, and pragmatic, based on facts, data, and practice, without exaggeration, reduction, or fabrication, to ensure the authority, credibility, and persuasiveness of the discourse; Discourse construction should follow the laws of digital communication, adapt to the communication characteristics of digital channels such as social media and short video platforms, and innovate discourse forms, expression forms, and narrative methods; To follow the cognitive laws of the audience, design differentiated discourse content and expression forms based on their age, occupation, cognitive level, interests and preferences, and enhance the pertinence and effectiveness of the discourse.

4) Value Principle: Adhere to Mainstream Values and Strengthen Value Guidance

The principle of value is the soul core of the construction of mainstream political communication discourse. It is necessary to adhere to the socialist core values, strengthen the guidance of mainstream values, and build a strong ideological security barrier. The discourse construction should clearly convey the Marxist stance, viewpoint, and method, deeply explain the unique advantages and significant achievements of socialist core values, the path of socialism with Chinese characteristics, systems, theories, and culture, and enhance the audience's confidence in the path, theory, system, and culture; To clarify value boundaries, enhance value recognition, firmly refute Western erroneous values, historical nihilism, and extreme ideologies, clarify vague cognition, and consolidate value consensus; We need to strengthen value resonance and humanistic care, pay attention to the comprehensive development, emotional needs, and spiritual sustenance of people, so that mainstream discourse has both ideological depth and theoretical height, as well as emotional warmth and humanistic thickness, and enhance the audience's value and emotional identification.

C. INTERNAL LOGIC OF MAINSTREAM POLITICAL COMMUNICATION DISCOURSE CONSTRUCTION

The key internal logic of mainstream political communication discourse construction is audience logic, which adheres to the principle of “putting the audience at the center”, based on the characteristics, needs, and cognitive laws of the audience, constructs a discourse system that is close to, adapted to, and serves the audience, and achieves effective communication and emotional resonance with the audience. Audience

logic requires precise analysis of audience characteristics through discourse construction, building user profiles based on big data analysis, and clarifying the age, gender, region, occupation, cognitive level, interest preferences, and values of different audience groups; Accurately responding to audience needs, focusing on audience information needs, emotional needs, value needs, and practical needs, designing differentiated discourse content and expression forms; Adapt to the cognitive habits of the audience, use popular, concrete, storytelling, and emotional language expression, avoid obscure and rigid preaching, and make it easy for the audience to understand, accept, and identify with; Respect the subject status of the audience, strengthen interactive communication, feedback and response, encourage audience participation in discourse dissemination and creation, achieve the transformation from “one-way indoctrination” to “two-way interaction and diverse co-creation”, enhance audience participation, identity and sense of belonging, as shown in Table 4 below.

TABLE 4. Optimization Strategies of Mainstream Political Communication in Digital Era

Strategy Dimension	Specific Implementation Path	Communication Subjects	Expected Effect
Discourse Innovation	Popularization, visualization, storytelling	Mainstream media, new media	Improve attractiveness and infectivity
All-Media Communication	Multi-platform distribution, multi-screen linkage	Official media, new media platforms	Expand coverage and penetration
Precise Audience Orientation	User portrait, hierarchical communication	New media operations	Improve accuracy and adaptation
Algorithm Governance and Security	Mainstream value embedding, information cocoon breaking	Platforms, management departments	Maintain ideological security

V. THE CORE DIMENSIONS AND PATHS OF MAINSTREAM POLITICAL COMMUNICATION DISCOURSE CONSTRUCTION UNDER THE BACKGROUND OF DIGITAL TRANSFORMATION

Mainstream media is the core subject of constructing mainstream political communication discourse, and must strengthen its core role of authoritative guidance, value orientation, agenda setting, and discourse control. Central mainstream media (such as People’s Daily, Xinhua News Agency, CCTV News, etc.) should play a leading role, adhere to their political stance, strengthen their sense of responsibility, and create authoritative, professional, and credible discourse brands; Focusing on core issues, mainstream values, and national narratives, launching high-quality discourse content with ideas, depth, and warmth, leading public opinion and consolidating social consensus; Strengthen media integration and transformation, build a comprehensive media communication matrix, innovate discourse forms, expression forms, and narrative methods, and enhance discourse dissemination, guidance, influence, and credibility. Local mainstream media should be based on local realities and serve local development, combining national narratives with local practices and concerns about people’s livelihoods, creating down-to-earth, warm, and distinctive local discourse, and promoting mainstream

discourse to take root and deeply penetrate people’s hearts.

Government new media is an important subject in the construction of mainstream political communication discourse, undertaking key functions such as authoritative release, policy interpretation, communication between the government and the people, and serving the masses. Government new media should adhere to authority and credibility, timely and accurately release policy documents, government information, authoritative interpretations, and eliminate false information and erroneous statements; Strengthen proximity and service, focus on people’s livelihood hotspots and pain points, interpret policies with popular language and vivid cases, respond to people’s concerns, and solve practical problems; Innovate discourse expression and narrative methods, abandon rigid official expressions, make good use of diverse forms such as online language, short videos, live broadcasts, and graphics and text, and enhance the affinity and infectiousness of discourse; Strengthen interaction and communication with the masses, smooth feedback channels, respond to public opinion in a timely manner, build a discourse dissemination pattern of “government civilian interaction and two-way communication”, and enhance the public’s recognition and support for mainstream discourse.

VI. CONCLUSION

The digital transformation has profoundly reshaped the ecological pattern of mainstream political communication, with systematic changes in communication subjects, channels, content, audiences, effects, and environments. This has brought new opportunities for innovation and efficiency improvement in mainstream political communication discourse, as well as practical challenges such as the dissolution of discourse authority, fragmented communication, and increased ideological security risks. The current mainstream political communication still faces difficulties such as rigid and stereotyped discourse expression, weakened value guidance, insufficient algorithm adaptation, and weak international communication capabilities. It is urgent to achieve discourse system reconstruction and communication strategy optimization in the digital context. Research has shown that mainstream political communication must adhere to the principles of party spirit, people’s nature, scientificity, and value. Based on the logic of the audience, it must construct a diverse, collaborative, popular, vivid, storytelling, and distinctive value discourse system, relying on a full media matrix, precise audience segmentation, algorithmic governance, interactive empathy, and international expression to optimize communication strategies. In the future, it is necessary to continuously strengthen discourse innovation, technological empowerment, mechanism guarantee, and talent support, continuously enhance the attractiveness, guidance, and credibility of mainstream political communication, consolidate ideological security, consolidate social consensus, and better serve the modernization of national governance and the construction of a cultural power.

AUTHOR CONTRIBUTIONS

Dawei Zou designed, collected and analyzed the data, and drafted the manuscript. Dawei Zou conducted the study, critically revised the manuscript for important intellectual content, and gave final approval of the version to be published. Dawei Zou participated fully in the work, take public responsibility for appropriate portions of the content, and agreed to be accountable for all aspects of the work in ensuring that questions related to the accuracy or integrity of any part of the work are appropriately investigated and resolved.

CONFLICTS OF INTEREST

The author declares no conflict of interest.

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