

Upholding Fundamental Principles and Innovating to Promote In-Depth Media Convergence: Postprint

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Abstract

In recent years, alongside the rapid development of mobile internet and digital technologies, new media forces have risen rapidly, and propaganda and ideological work, particularly public opinion guidance, faces brand-new opportunities and challenges. Making full use of the achievements of the information revolution, upholding integrity while fostering innovation, and promoting in-depth development of media convergence is an effective approach to conducting propaganda and ideological work well in the new media era, represents the general trend for enhancing the dissemination capacity, guidance capacity, influence, and credibility of news and public opinion, and is also an inevitable choice for innovation-driven better and faster development of the new media industry, capable of helping to strengthen and expand mainstream public opinion and providing powerful spiritual strength and public opinion support for realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

Full Text

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Upholding Integrity and Innovation to Promote the Deep Development of Media Convergence

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Abstract: In recent years, with the rapid development of mobile internet and digital technologies, new media forces have risen swiftly, presenting both unprecedented opportunities and challenges for ideological and propaganda work, particularly in terms of public opinion guidance. Fully leveraging the achievements of the information revolution, upholding integrity and innovation, and

promoting the deep development of media convergence constitute an effective approach to ideological and propaganda work in the new media era. This represents the general trend for enhancing the dissemination capacity, guiding power, influence, and credibility of news and public opinion, an inevitable choice for driving better and faster development of the new media industry through innovation, and a means to strengthen mainstream public opinion, thereby providing powerful spiritual support and public opinion backing for realizing the Chinese Dream of the great rejuvenation of the Chinese nation.

Keywords: Internet; digital technology; media convergence; deep development; upholding integrity and innovation

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Since the Internet entered the public consciousness, Chinese citizens' understanding of it has evolved through various stages, including the "fourth media," "cultural front," "information hub," and "primary battlefield of public opinion." With the rapid advancement of information and network technologies, new media represented by the Internet has quickly gained popularity and a massive audience, leading to vigorous growth in the new media industry. China has elevated "media convergence" to a national strategic priority. On June 30, 2020, the 14th meeting of the Central Committee for Comprehensively Deepening Reform reviewed and adopted the "Guiding Opinions on Accelerating the Integrated Development of In-Depth Media Convergence." [1] The shift from "promoting" to "accelerating," and from "integrated development of traditional and emerging media" to "in-depth integrated development of media," highlights China's increasing emphasis on the media industry. This strategic initiative provides strong policy support for the deep development of media convergence, will further accelerate the rapid development of the new media industry, and signals that the mainstream media sector has entered a transformative period.

1.1 Consolidating the Ideological and Cultural Front

Under different national systems, the Internet integrates into national development in different ways, presenting varying industry strengths. In China, media convergence has risen to the level of national strategy.[2] Currently, as a new major public opinion arena, the Internet has become a significant force influencing public opinion trends, and neglecting online communication platforms means losing important discourse power. China's online public opinion situation is severe and complex. General Secretary Xi Jinping has repeatedly emphasized that failing to master the Internet means failing to maintain long-

term governance. Promoting the deep development of media convergence helps consolidate the guiding position of Marxism in the ideological domain and further strengthen the ideological and cultural front. It also helps extend the influence of traditional media into cyberspace, using Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era to cultivate souls and unite people' s hearts. Furthermore, it helps prevent erroneous and reactionary ideological trends from confusing public opinion and resist infiltration by Western ideologies, thereby firmly grasping the initiative in guiding public opinion and safeguarding national ideological security.

1.2 Promoting Transformation and Upgrading of the Media Industry

The arrival of the new media era has presented both opportunities and challenges for the media industry' s development. Correctly understanding these opportunities and challenges is fundamental to promoting better and faster development of the media industry and a prerequisite for advancing deep media convergence.[4] The relationship between emerging and traditional media is not one of replacement but of innovation. We should develop emerging media based on traditional media in line with contemporary characteristics, and through the self-revolution of mainstream media communication methods, form an entirely new media landscape featuring full-process, holographic, all-staff, and all-effect characteristics, thereby providing a better public opinion ecology for national development and people' s lives.

1.3 Opening New Channels for Civic Ideological Construction

In the new media era, obtaining information through the Internet has become the daily behavior of the vast majority of people. With the popularization of smartphones and the arrival of the 5G era, various social apps have emerged in endless streams, and short videos are developing vigorously. People use new media to keep abreast of national policies and information needed for work and life in real time, ushering in a heyday for the media industry. Promoting the deep development of media convergence can open up a new path for civic ideological construction, enabling audiences to better understand the world through new media. On the basis of traditional media, using digital technology to build new communication platforms has become a new goal for media industry development and an inevitable requirement for better disseminating socialist core values and leading all people to unite and forge ahead.

2.1 Failure to Break Through Traditional Thinking Constraints

Even today, with the rapid development of the Internet and the unstoppable momentum of new media, some media outlets still fail to break through the ide-

ological constraints and systemic limitations of traditional media. The Internet has now reintegrated dispersed, independent, and idle information resources into a more closely connected information network. However, some media still operate using traditional media operation models, inherent rules, and conventions, focusing solely on content production and information dissemination. They suffer from slow communication speed and weak interactivity, failing to fully utilize the favorable conditions brought by information technology and network technology development to expand their influence and guiding power. These deficiencies can be improved by accelerating the deep integrated development of media.[5] At the same time, emerging media also need to find their own development paths in line with contemporary characteristics and requirements. Traditional and emerging media should learn from each other, complement each other's strengths, and promote the sustained advancement of media convergence in depth to build an all-media communication pattern and create a comprehensive information platform for social governance in the new era.

2.2 Imperfect Systems and Mechanisms

Currently, China's media convergence communication matrix has been initially established, with many converged media products refreshing people's perspectives. Platform construction, diversified services, and media-network collaboration have all achieved remarkable results. However, the overall advantages of media convergence development have not been fully realized, and more efforts are still needed to "catalyze fusion quality changes and amplify integrated efficiency." It should be noted that the convergence between traditional and emerging media is insufficient, and development still suffers from a lack of true integration, which is related to the imperfect systems and mechanisms for integrated development. Media convergence is not simply about building a website, opening a Weibo account, or creating a WeChat public account, nor is it merely transplanting print media content online. If traditional media entering the new media field lacks dominant products, it cannot truly grasp discourse power in cyberspace. Therefore, we must transform information production and dissemination methods, organically combine high-quality content with modern media, build digital production and processing platforms or proprietary terminals, and use multimedia forms to achieve information dissemination across paper media, websites, PC terminals, mobile terminals, and other media to enhance our communication capacity. We must innovate organizational structures, management systems, team building mechanisms, and assessment and incentive systems to fully mobilize the vitality of various production factors. We must correctly understand the relationship between traditional and emerging media: they are not about replacement but iteration, not about one growing at the expense of the other but about common development, and not about who is stronger but about complementary advantages.[6] Traditional and emerging media should enjoy equal treatment in resource allocation and move toward integrated development.

2.3 Inadequate Implementation of National Policies

Party committees and governments at all levels have provided strong support in terms of policy guarantees for media convergence development. However, some local governments still fail to implement national policies and provide inadequate support for the media industry's development. In addition, some media enterprises are not actively implementing the national strategy for media convergence development, resulting in a slow process of deep media convergence. To promote the deep development of media convergence, party committees and governments at all levels need to assist media enterprises in their jurisdictions by providing better support in terms of talent, funding, technology, and preferential policies. Media enterprises should also pay timely attention to national policies and make adjustments to accelerate the pace of deep media convergence development.

2.4 Practitioners' Competencies Need Improvement

Media workers are the main body of media work, and their comprehensive competency is an important guarantee for whether information dissemination can achieve good responses, determining to a certain extent the market success of their media enterprises. However, the political literacy and professional capabilities of some media workers have certain gaps with the requirements of deep media convergence and need further improvement. In terms of political literacy, media practitioners must adhere to the principle of party control over the media and politicians running publications, newspapers, and websites, ensuring the correct political orientation and truthfulness, fairness, and rigor of published information, and striving to be communicators with ideas, warmth, height, and depth.[7] In terms of professional capabilities, they should keep pace with the times, use various channels and platforms to master the latest information technologies, especially continuously innovative new media technologies, ensure that hardware capabilities meet the needs of the times, and forge solid professional capabilities to lay a solid foundation for promoting the deep development of media convergence.

3. Path Analysis for Promoting Deep Development of Media Convergence

3.1 Upholding Correct Public Opinion Orientation and Strengthening Internet Thinking

First, we must uphold correct public opinion orientation. Upholding correct public opinion orientation ensures that media convergence development always proceeds along the correct direction and track. Technological progress accompanies the entire process of media convergence development, but media cannot dilute value orientation with technology orientation. We must strengthen value guidance, guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, based on inheriting excellent traditional Chinese culture, and

vigorously cultivate and promote socialist core values. Only by always adhering to the correct political direction, political stance, and political viewpoint, and firmly grasping the correct public opinion orientation, can we do well in ideological guidance and create a safe public opinion environment in the process of deep media convergence development, and better gather social consensus and serve the overall development situation. This requires media practitioners to apply correct public opinion orientation throughout all stages of information collection, manuscript writing, and editing and publishing, strictly control political, orientation, and content standards, and fulfill their responsibilities.

Second, we must strengthen mainstream public opinion. Mainstream media should give full play to their role as the main force, tilting better talent, more advanced technology, better content, and more funding toward internet positions and mobile terminals, and optimizing resource allocation to occupy cyberspace. By orderly promoting deep media convergence development, we can better fulfill the mission of holding high the banner, gathering public support, cultivating new generations, promoting culture, and presenting a good image.

Finally, we must strengthen internet thinking. Today' s communication structure is more rational, forms are more diverse, and content is more novel, demonstrating greater innovation overall. We must accurately grasp the new goals and requirements of media convergence, correctly understand the opportunities and challenges brought by the new media era for media industry development. Both media practitioners and leading cadres at all levels should actively adapt to the requirements of information development, further strengthen internet thinking, comprehensively grasp the direction and trends of media convergence development, scientifically understand the characteristics and laws of internet communication, and create conditions by all means to turn this greatest variable of the internet into the greatest increment for career development.

3.2 Continuously Improving Systems and Mechanisms to Stimulate Endogenous Motivation for Convergence Development

Promoting deep media convergence development requires grasping both convergence and management to ensure the correct direction and path for media convergence. Deep media convergence development is not only a technical issue but also a systemic issue that requires continuous improvement of systems and mechanisms.

First, we must improve media operation and management mechanisms. Media command centers should break through mechanism barriers and better perform their functions, achieving reasonable coordination in editing, filming, editing, and post-production, and regularly pushing information through platforms to ensure the timeliness of information dissemination. Management should do well in macro-control of media convergence, accurately grasp higher-level spirit and market demand, and reasonably plan topics and priorities. Additionally, they should pay attention to error correction and take timely measures to adjust

when deviations occur in specific executors' work.

Second, we must improve team building mechanisms. On the one hand, we must improve practitioners' political cultivation. For the media industry, ideological and political construction is key. Media work content is highly political, and practitioners must continuously improve their political literacy, adhere to political theory learning, maintain keen political sense and discrimination, strictly observe political discipline, sing the main melody, and promote positive energy, resolutely resisting various erroneous ideological trends and statements, and undertake their political and social responsibilities. They must never disregard professional ethics and bottom lines just to attract eyeballs and increase traffic. On the other hand, we must improve professional capabilities. Media practitioners should focus on honing solid professional capabilities, fully understanding, grasping, and following the communication laws of the new era, boldly innovating content and forms, timely mastering various new technologies needed for all-media communication, transforming work styles, going to the grassroots, being "close to reality, close to life, and close to the masses," and continuously strengthening the "four capabilities" construction to produce high-quality media works that audiences like, better adapting to the requirements of media deep convergence development under the background of informatization and digitalization.

Third, we must improve assessment and incentive mechanisms. Media enterprises can implement socialized service mechanisms in performance assessment and other aspects. Assessment and incentives should not only look at numbers such as the number of publications and page views but should also consider multiple aspects such as public feedback and social influence. Practitioners can combine their professional knowledge to propose specific reform plans for implementing the deep development strategy of media convergence based on analysis and research of the media industry status quo, such as further subdividing editing, filming, post-production, and layout work, and taking a specialized and refined path for talent cultivation. We should strengthen policy incentives, formulate assessment and reward and punishment systems from the levels of product models and communication effects, better mobilize the enthusiasm of media workers, improve hardware facilities, purchase drones and post-production equipment, and further improve work efficiency and media product quality.

3.3 Reshaping Concepts to Achieve Integrated Development

Achieving integrated development is an important link and development direction for promoting deep media convergence development. Some traditional media have a superficial understanding of integrated structures, believing that integration mainly involves process integration. In fact, integration also includes system integration, content integration, and management model integration, not just seamless connection of various links. This requires the media industry to transform concepts, reshape ideas, and innovate in personnel structure, management systems, and work systems to implement institutional division standards

and platform integration systems. Mainstream media should break down departmental barriers, strengthen internal collaboration, further optimize communication processes, build all-media communication platforms, effectively integrate various media resources and production factors, and promote the integration and interconnection of content, technology, terminals, and management. At the same time, they should cross industry barriers, break down media divisions, promote collaborative development among media at all levels from both vertical and horizontal dimensions, and advance media deep convergence development within integration. Regulatory authorities should implement unified standards and integrated management for traditional and emerging media, allowing all-media communication to operate within the legal framework and scope.

3.4 5G Empowerment to Promote Technological Innovation

The main reason why traditional media is gradually losing ground in market competition is largely its lack of support from new technologies, its inability to utilize new technologies for timely transformation, and its failure to keep pace with development. In view of this, traditional media should vigorously carry out technological innovation, explore the application of artificial intelligence in news collection, production, distribution, reception, and feedback, and use mainstream value orientation to guide “algorithms.” They should research and analyze audience interests, pay attention to video communication elements and social interaction forms, and be good at using big data for market research, using new media technology for post-processing of works, opening new communication channels through digital technology, expanding publicity coverage, and continuously enhancing the influence and guiding power of news and public opinion.

The arrival of the 5G era has made people’s lives increasingly networked and intelligent. The high efficiency, strong bandwidth, and low latency characteristics of 5G networks have brought human society into an “Internet of Everything” state, providing powerful technical support for achieving media convergence. Promoting deep media convergence development cannot be separated from the assistance of 5G technology. Empowered by 5G technology, media forms dominated by short videos, interactive media, and live streaming have occupied a large market share. Media workers should seize the new media opportunity, transform the communication forms of mainstream media, optimize the forms and technologies of short videos, improve short video production levels, and launch more H5 works, VR immersive reports, micro-video reports, and AI-synthesized anchors, bringing audiences brand-new experiences with advanced communication technology.[8] It is worth noting that while media deep convergence emphasizes technological innovation, it cannot shake the fundamental principle of “content is king.” General Secretary Xi Jinping pointed out: “Content is always fundamental. Integrated development must adhere to content as king, using content advantages to win development advantages.” Although the all-media era features information explosion, high-quality content remains

scarce. Doing well in content construction is the foundation for media survival and development. This requires media to always focus on content quality construction while innovating communication forms, improve media practitioners' competency, optimize and reconstruct process platforms, target user needs, enhance the precision of content supply, produce more high-quality content with ideas, personality, characteristics, warmth, and sentiment, enhance the dissemination capacity, guiding power, influence, and credibility of news and public opinion, and better meet the spiritual and cultural life needs of the people.

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