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## Postprint: An Analysis of Media Convergence Paths Guided by Omnimedia Thinking

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### Abstract

With the continuous improvement of material living standards, individuals are increasingly prioritizing spiritual-level entertainment and enjoyment. Against this backdrop, China has embarked on inquiries into media convergence. The omnimedia concept constitutes a novel paradigm arising from the trend of media convergence. In contemporary society, while the pace of media convergence continues to accelerate, various issues have concurrently emerged during the integration process. The media industry must further delve into omnimedia philosophy, explore new pathways for media convergence, and thereby create favorable conditions for its development.

### Full Text

## An Analysis of Media Convergence Pathways Guided by All-Media Thinking

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**Abstract:** As material living standards continue to improve, people increasingly prioritize spiritual entertainment and fulfillment. Against this backdrop, China has embarked on an exploration of media convergence. The all-media concept represents a novel framework emerging from the trend of media integration. While the pace of media convergence accelerates in contemporary society, various problems have surfaced during the integration process. The media industry must thoroughly study all-media thinking, explore new pathways for media convergence, and create favorable conditions for integrated media development.

**Keywords:** all-media thinking; media convergence; pathway analysis; integrated development

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Media convergence stands as one of the principal characteristics of all-media development. This approach to media development breaks through temporal and spatial limitations, integrating and innovating various aspects of traditional and emerging media, representing a bold experiment for the media industry in the new era. General Secretary Xi Jinping has proposed the guiding principle of “building all-media and promoting in-depth media convergence development,” which presents a developmental opportunity that all media organizations should seize. By aligning with media convergence and development from an all-media perspective, organizations can address challenges encountered during the integration process, clarify their developmental objectives, and construct all-media forms suited to the new era.

### 1.1 Pathways for Traditional and New Media Integration

The most critical aspect of media convergence is the integration of old and new media. Under the demands of contemporary development, the convergence of traditional and new media has become an inevitable trend. Media development pathways should not rely solely on subjective judgments from management; rather, they must consider the thoughts and requirements of media audiences to a greater extent. In today’s society, media audiences consist primarily of young and dynamic youth. Traditional media must break away from conservative concepts, innovate on their existing foundation, and actively draw upon the advantages of new media development to achieve media convergence. This approach not only enhances the competitiveness of traditional media but also elevates the overall level of media convergence in China.

In terms of global media convergence development, numerous traditional media outlets have already achieved integration with new media. Other media organizations should take these successful cases as models, innovating across multiple dimensions including content dissemination, distribution channels, and communication concepts to strengthen connections with new media and realize the common development of traditional and emerging media. The advancement of science and technology has accelerated the pace of life, while the popularization of internet technology has made fragmented communication the mainstream. Traditional media’s unified dissemination model can no longer satisfy public demand for media and is gradually being replaced by emerging media. New media has made significant innovations in operational models, no longer relying solely on advertising as a revenue source but adopting diversified business approaches.

By providing targeted services based on the characteristics of different audience segments, new media increases user engagement to generate revenue. Under the support of internet technology, media with stronger service capabilities possess greater market competitiveness. Traditional media must therefore integrate new media technologies to adjust their service orientation, enabling audiences to experience the renewed vitality of traditional media.

The emergence and development of new media have significantly impacted traditional media, yet new media development also faces a series of challenges. Some new media outlets have become overly dependent on online platforms, believing that establishing connections with popular social platforms will ensure stable development. Others assume that simply incorporating internet technology constitutes media innovation, while their fundamental concepts remain unchanged. Such media may achieve short-term developmental results, but without clear awareness of their shortcomings and deficiencies, they will ultimately be eliminated in the long run. Traditional and new media should actively integrate their respective advantages to establish all-media platforms with rich content and strong dissemination capabilities, injecting new vitality into traditional media while enhancing the credibility of new media, thereby achieving coordinated integration and common development.

## **1.2 Horizontal and Vertical Integration Pathways for Media at Various Levels**

The construction of an all-media system also requires accelerating the integration of local and central media to establish a comprehensive media network and achieve highly unified media construction. The closer the connection between local and central media, the more effectively the Party and state's guidance can reach the people, while also enabling the populace to feel the care of the Party and state, thereby enhancing national pride and cohesion.

Taking the Yunnan Daily Press Group where the author works as an example, I was stationed in Manban Third Team, Menghai County, Xishuangbanna Dai Autonomous Prefecture—a poverty-stricken village inhabited by the Lahu ethnic group that had attracted national leaders' attention due to extreme poverty. In January 2016, Wang Yang, member of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, conducted in-depth household research in Manban Third Team, engaging in intimate conversations with impoverished villagers. Since that year, the State Council Leading Group Office of Poverty Alleviation has listened to annual reports on the poverty alleviation progress in Manban Third Team, while principal leaders of the Yunnan Provincial Party Committee and Provincial Government have conducted regular supervision of targeted poverty alleviation efforts. With assistance from Party committees and governments at all levels, Manban Third Team successfully eliminated poverty in 2017.

In 2020, after Liu Yongfu, Director of the State Council Leading Group Office of

Poverty Alleviation, conducted field research in Manban Third Team and submitted his report, Wang Yang, Chairman of the 13th National Committee of the Chinese People's Political Consultative Conference, and leaders of the Yunnan Provincial Party Committee issued instructions. The Publicity Department of Yunnan Provincial Party Committee immediately decided that Yunnan Daily Press Group's multimedia platforms, together with Yunnan Radio and Television Station, would conduct comprehensive three-dimensional reporting on the poverty alleviation achievements in Manban Third Team through an entirely new multimedia convergence approach.

As the head of the branch office, I served as the chief creator and planner of the reporting team. After a week of intensive interviews across multimedia platforms, we ultimately launched a reporting format that took traditional media such as Yunnan Daily and Yunnan Radio and Television Station as the leading force, while synchronously releasing content across multiple new media platforms including the Yunnan Daily client, Yunnan Net, Kaiping News, Yunnan Release, Yunnan Colorful Cloud, Weibo, and Toutiao accounts, with diverse presentation forms and multiple media outlets. This achieved comprehensive and three-dimensional coverage, earning recognition from the Publicity Department leaders who were conducting research in Yunnan at the time.

In May 2021, Yunnan Daily Press Group decided to conduct another all-media interview and reporting campaign on the effective connection between poverty alleviation achievements and rural revitalization in Xishuangbanna Dai Autonomous Prefecture. This time, the Xishuangbanna branch office led a reporting team composed of eight journalists selected from various media platforms at headquarters, together with journalists from local Xishuangbanna Daily, Xishuangbanna Radio and Television Station, and county-level converged media outlets across the prefecture. Through division of labor and collaboration, they conducted a deeper-level vertical converged media interview and reporting campaign. The coverage was broader in scope, involved more media platforms, and featured richer presentation forms, achieving optimal publicity effects through one interview with multiple presentations and comprehensive coverage, which received unanimous praise from local leaders and all sectors of society.

Therefore, local media must strengthen vertical connections with central media during local news production, leveraging the authority of central media to enhance their own credibility among the masses. On the other hand, horizontal integration among local media is also necessary to strengthen convergence effects and further accelerate the construction of China's all-media system.

### **1.3 Integration Pathways for Mainstream Media and Media Platforms**

Influenced by technological development, information dissemination in China is no longer limited to traditional channels such as books, television, and radio. The diversification of channels for audiences to access information has improved information circulation efficiency while presenting new challenges for the devel-

opment and operation of mainstream media. Traditional mainstream media has focused on content, enabling audiences to appreciate the richness and diversity of Chinese culture. However, analyzing its developmental trajectory reveals numerous limitations in both content acquisition pathways and dissemination channels. In the new era, the degree of alignment between media dissemination channels and audience lifestyles determines public recognition of media. Traditional media, constrained by time, space, and channels, has gradually revealed inefficiencies in information dissemination and waste of media resources.

Against this backdrop, mainstream media should explore channel integration, establishing cooperative relationships with media platforms emerging in the new era to expand the scope of information sources, improve information collection efficiency, and ensure timely and effective dissemination of media information. Digital information platforms represent an effective means for cooperation between mainstream media and media platforms. By disseminating self-produced media resources through new media platforms, mainstream media can ensure the richness of content while effectively improving information dissemination efficiency and promoting common development. In contemporary society, social media applications such as WeChat, QQ, and Weibo are increasingly widespread. Mainstream media must fully recognize the impact of these applications on media development, establishing official WeChat accounts or Weibo accounts through cooperative exchanges to reduce the cost of resource dissemination, expand the scope of publicity, and enhance audience recognition of mainstream media.

Moreover, this platform-based dissemination approach can increase interaction frequency between audiences and mainstream media. Media organizations release resource information through social platforms, while audiences express their opinions through likes, votes, and comments, thereby increasing audience participation in media publicity and fully leveraging the positive role of media convergence in the development of the media industry, while also providing impetus for the construction of an all-media system.

## **2. Integration of Media and People Under All-Media Thinking**

### **2.1 Pathways for Converged Media to Meet Audience Needs**

A crucial point that all media industries must recognize is that the service object of the media industry is the audience. Only by adhering to a “people-oriented” philosophy in media publicity and operation can media organizations secure their position in the developmental tide and avoid being replaced by constantly emerging new media. Against the backdrop of the big data era, media audiences have gradually adapted to a faster pace of life, and media information publicity has shifted from passive reception to active demand. If converged media continues to follow traditional “reception” models for resource information dissemination, it may experience severe audience loss.

Likes, comments, and shares have become keywords in information dissemination, through which audience perceptions and recognition of media information can be judged. In response to this phenomenon, converged media should actively employ big data technology to collect and organize user behavior information, infer user focus areas through data analysis, and develop new dissemination content based on these focal points to improve the service orientation of converged media and better provide information services for audiences. Data collection can begin with information users encounter daily, such as internet browsing priorities, items of interest on shopping applications, and browsing histories on Weibo and news platforms. After collation and analysis, relevant content can be provided to users, allowing them to experience the humanized services of converged media.

Taking Bilibili as an example, after users watch content, the app judges user preferences based on relevant information to recommend similar content. Moreover, the app has achieved information sharing between television and mobile devices, with users' television viewing histories synchronized to the mobile app via their accounts, enabling them to continue watching unfinished content anytime and anywhere. Various media organizations can use this as a reference, utilizing data to establish user information models and launching customized services based on the characteristics of different user models, thereby improving media service efficiency, promoting the effective development of converged media, and expanding application channels for big data technology.

## 2.2 Pathways for Converged Media to Guide Popular Culture

The media industry possesses distinct industry characteristics as part of popular culture, closely connected to people's production and daily lives. Additionally, converged media sometimes serves as a tool for public opinion dissemination, constituting an indispensable component in the construction of popular culture. Analyzing the current state of media development and operation in China, new media enterprises have much shorter growth cycles than traditional media, while user selection of media is easily influenced by external factors. For instance, a user may have no initial interest in a particular platform, but when peers or people around them are using or discussing it, they will begin using it out of conformity. Media publicity operates on the same principle.

Thus, for converged media to achieve development, it must first change from a passive selection state to actively locking in service targets and completing audience selection. The development of internet and multimedia technologies has reduced the difficulty of audience selection for media, enabling converged media to rapidly and accurately target audiences, simplifying the audience selection process, accelerating the realization of converged media's vision for guiding popular culture construction. Against the backdrop of media convergence, various media have created multi-interaction models that strengthen connections between audiences and media, allowing audiences to fully experience the closeness of converged media to people's lives, thereby laying a solid mass foundation

for converged media development.

On the other hand, converged media can utilize the categorization of different information content on platforms to create personalized cultural circles for audiences. Taking Weibo as an example, the platform uses “super topics” and “tags” to categorize platform information, enabling users to find desired information by searching keywords and reducing time consumed in information queries. Moreover, “super topics” and “tags” help form unique circles, further strengthening connections between media and audiences and accelerating the construction of an all-media system.

To guide popular culture, converged media must follow three principles: First, the principle of guidance. When using new media platforms for information publicity, converged media should build public frameworks that align with popular aesthetics and demands based on popular culture, while ensuring efficient and rigorous publicity processes to guarantee that relevant information truly reaches audience groups. Second, the principle of interoperability. Cooperation and exchange represent the necessary path for media development under the all-media framework. Media leaders must cultivate resource-sharing awareness, strengthen information sharing and exchange with other media, and ensure high compatibility between their own culture and popular aesthetics to more efficiently integrate into the popular cultural framework. Third, the principle of critical discernment. Converged media should fully recognize its cultural orientation role, strengthen its ability to distinguish between essential and dross culture during development and integration, and utilize its public opinion influence to promote essential culture and build a positive-energy society while eliminating and criticizing dross culture to prevent its emergence and dissemination, creating a healthy, scientific, and positive-energy environment for popular culture.

### **2.3 Pathways for Converged Media to Cultivate New Talent**

Given the significant differences between traditional and new media, their respective emphases on cultivating media personnel in terms of technology and thinking also differ. Under the all-media perspective, traditional and emerging media have achieved integration. To effectively play the positive role of converged media in social culture, media managers must innovate cultivation methods for media staff, promoting comprehensive development of media technology while also fostering staff cooperation awareness.

Taking traditional print media as an example, editorial staff must first establish firm political positions to ensure no political errors in edited content. Second, they must ensure content accessibility, avoiding obscure language or terminology to improve reader acceptance. Furthermore, editorial staff must ensure timeliness and accuracy when editing print media, capturing current reader focus areas to enhance article readability. This requires print media to intensify cultivation of editorial staff’s comprehensive qualities, thereby improving over-

all media operation quality and contributing to the perfection of the all-media system.

On the other hand, media enterprises must devote greater attention to constructing high-quality talent teams. Excellent media works require not only technical support but also the efficiency and integrity of the staff team, which are key determinants of media work quality. Research indicates that existing media works in China often require the joint efforts of high-quality teams, with each member's technical and ideological level closely related to the final publicity reputation and application effect. Based on this, media managers must further understand the "barrel principle," comprehensively building work teams to prevent situations where one aspect is highly specialized while another is severely deficient, effectively avoiding the "short-board effect" and creating new talent teams with high political and ideological levels, proficient operational skills, strong professional qualities, and the courage to innovate with the times.

### 3. Integration of Media and Technology Under All-Media Thinking

All-media construction also includes holographic media construction, which requires converged media to actively integrate with continuously innovative new science and technology in the context of the times. In today's society, Internet of Things and cloud computing technologies are developing rapidly, while artificial intelligence technology has also achieved unprecedented progress through continuous research, diversifying channels for audiences to access information. Generally speaking, holographic media presents media information to audiences through more methods, with daily videos and images representing forms of holographic media. To improve all-media development effectiveness, relevant media must conduct research in this area, promoting transformation efficiency between media information to provide audiences with different information experiences and substantially elevate all-media development levels.

Media organizations should strengthen connections between media and media, media and people, and media and technology, promoting integration between old and new media, central and local media, and mainstream media and media platforms. Simultaneously, they should improve the humanization level of converged media services, strengthen comprehensive quality cultivation of staff, comprehensively implement General Secretary Xi Jinping's guidance and requirements on all-media construction, and provide conditions for achieving the great rejuvenation of the Chinese nation.

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*Note: Figure translations are in progress. See original paper for figures.*

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