

Viewing the Breakthrough and Advancement of Traditional Journalists from the Integrated Development of Haidian Converged Media: Post-print

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Abstract

With the advancement of communication technologies, the prospects of media convergence have far exceeded initial expectations, particularly as the emergence of online media has directly accelerated the pace of domestic media convergence. The media convergence initiatives at Haidian Converged Media Center have likewise become an inevitable trend in the media industry's evolution. For television journalists from traditional media backgrounds, the question of how to proactively integrate and identify viable pathways forward constitutes an unavoidable practical challenge. Consequently, to successfully transform, achieve integrated development, and enhance both the timeliness and effectiveness of public communication, television journalists must acquire diverse multimedia competencies beyond their foundational professional qualifications, endeavoring to become versatile journalists capable of securing a competitive position in the media landscape.

Full Text

Preamble

Breaking Through and Moving Forward: Traditional Journalists in the Context of Haidian Media Convergence Development

(Haidian District Media Convergence Center, Beijing 100000)

Abstract: With the development of communication technology, the prospects of media convergence have far exceeded popular imagination, particularly as the rise of online media has accelerated the pace of domestic media integration. The media convergence of Haidian District Media Convergence Center has become an inevitable trend in the media industry's development. For traditional

television journalists, how to actively integrate and find a viable path forward is an unavoidable practical challenge. Therefore, to transform, achieve integrated development, and improve the timeliness and effectiveness of propaganda, traditional journalists must master multiple media skills beyond their basic professional competencies, striving to become versatile, all-media journalists. Only in this way can they secure a competitive position.

Keywords: Haidian Converged Media; media convergence; traditional journalists; converged media era; innovative development

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1. The Path to Media Convergence

1.1 Historical Evolution Toward Media Convergence

Haidian District's journalism endeavors have kept pace with the times and continuously innovated. The Haidian District People's Government Broadcasting Station was established in 1956. In September 1993, the district's official newspaper *Haidian News* was launched. Haidian Online news website went live in January 2001. In February 2006, Haidian Newspaper and Haidian District Radio and Television Center merged to form the Haidian District News Center. In April 2014, Haidian Online was upgraded to Haidian Net, integrating newspaper and television editing advantages to pursue all-media, multi-terminal development. In April 2016, the Haidian District Media Convergence Center took over the district government website. Finally, on July 21, 2018, the Haidian District Media Convergence Center was officially inaugurated, marking full convergence of newspaper, television, and online media.

1.2 The All-Media Matrix as a Foundation

The Haidian District Media Convergence Center has established and refined a "newspaper, television, website, mobile app, and social media" all-media matrix, using various visual forms such as graphics, short videos, special features, and H5 to boost news dissemination. Currently, the center's communication matrix includes one television station—the Haidian Digital Channel; one newspaper—*Haidian News*; one website—Haidian Net; one mobile client—"Haidian in Palm"; and other proprietary platforms. Simultaneously, it operates commercial platform accounts on Weibo, WeChat, Douyin, Kuaishou, Baidu, and Zhihu, as well as central and municipal media accounts on Xuexi Qiangguo, People's Daily,

CCTV Video, Xianchangyun, Beijing Hao, and Time Hao. The “Haidian in Palm” client has accumulated 1.84 million downloads, and the total traffic across Haidian’s converged media matrix exceeds 10 million. To promote deep integration, the center has built and launched the Haidian New Media Cloud Service Platform, creating an interconnected technical support system that streamlines the entire workflow from planning, gathering, editing, and distribution to storage and evaluation. This has enhanced the intensification of news production and laid a solid foundation for collaborative operations across all departments.

2. The Inevitable Trend of Media Convergence at Haidian District Media Convergence Center

2.1 The Integration of Traditional and New Media Inevitably Produces “Converged News”

As traditional television media at Haidian District Media Convergence Center, *Haidian News* broadcasts every evening at 7:40 on Haidian Channel 802, while *Haidian News* newspaper is also published on a weekly schedule. Traditional media has certain limitations in time and space, but its advantage lies in leveraging its strengths with powerful human and material resources. New media offers large information volumes, rich content, fast dissemination and updates, low costs, strong interactivity, and convenient search capabilities. The two can complement each other, utilizing each other’s platforms to better disseminate news. At Haidian District Media Convergence Center, the convergence of television, newspaper, and new media has also fostered the emergence of all-media journalists. Previously, traditional television journalists only needed to conduct interviews and post-production editing when covering stories in the field. Today, journalists receiving assignments must not only understand television workflows but also be familiar with the submission modes and processes for newspapers and new media platforms, delivering manuscripts according to each platform’s requirements. This enables one journalist to provide content for multiple platforms—a shift that also applies to newspaper and new media journalists. This transformation means journalists produce diverse news products for multiple media platforms, giving rise to converged news. As Larry Pryor, professor at the USC Annenberg School for Communication, states: “Converged news occurs in newsrooms where journalism professionals work together to produce diverse news products for multiple media platforms and serve the public with interactive content.” The emergence of converged news simultaneously cultivates all-media journalists capable of producing such content.

2.2 Embracing New Media: Traditional Journalists Take the Lead in Learning

On the path to convergence, traditional media journalists’ first step is to keep pace with the broader trend, prioritizing the learning and mastery of new media.

During its development from 2016 to 2020, Haidian District Media Convergence Center successively opened accounts on commercial platforms such as Weibo, WeChat, Douyin, and Kuaishou, as well as on central and municipal media platforms like Xuexi Qiangguo, People's Daily, and CCTV Video. The center not only recruited outstanding new media talent but also facilitated the gradual transformation of traditional television journalists, enabling them to work part-time while familiarizing themselves with new media platform workflows. Leveraging the strengths of traditional television journalists, the center deployed them to new media short-video platforms. Previously, television journalists' workflow involved pre-interviewing, filming, and post-production. Today, during interviews, striking, timely, interesting, and relevant short videos are quickly shot, edited, and published as prequels to news stories, satisfying audiences' need for immediate information. Newspaper journalists similarly write and publish articles online within the first moments of gathering news. In 2019 alone, Haidian District Media Convergence Center's new media accounts "Haidian Shake" and its Douyin channel ranked first and second among Beijing government-affiliated Douyin accounts, with cumulative view counts of 1.43 billion and 1.17 billion, respectively. New media journalists and traditional journalists complement and learn from each other, paving the way for the emergence of all-media journalists at the center.

2.3 The All-Media Platform at Haidian District Media Convergence Center Fosters All-Media Journalists

Currently, Haidian District Media Convergence Center has broken down barriers between original platforms, establishing a workflow suitable for newspapers, television, and online new media that encompasses planning, gathering, editing, distribution, storage, and evaluation. This has created a modern communication pattern of "integrated planning, one-time collection, multiple products, and multi-media dissemination," giving rise to all-media journalists. The center advances media convergence through reform, cultivating a group of journalists proficient in new media, newspapers, and television through mutual learning and support among television, newspaper, and new media journalists. The pilot "Paired Transformation" journalist team focuses on breaking through planning, interviewing, and production processes, eliminating departmental boundaries among reporting teams and cultivating frontline journalists' capacity for all-platform production. Journalists are transforming from single-platform specialists to "versatile" and "multi-skilled" professionals, breaking through traditional boundaries of professional knowledge and technical skills to deliver text, images, audio, video, and other news products from a single interview to meet audiences' personalized and diversified needs. While adapting to the all-media era, they become all-media journalists with comprehensive capabilities.

3. Skills and Qualities All-Media Journalists Should Possess

3.1 Core Qualities

3.1.1 Firm Political Literacy As producers of media content, journalists must first uphold the authenticity of news, adhere to journalistic ethics, and take responsibility for their reporting—this is the most fundamental quality for all-media journalists.

3.1.2 Broad Knowledge Literacy As the saying goes, journalists must be multi-skilled, particularly those covering specialized columns. Every interview is an opportunity to engage with and deeply learn about a new field. To comprehensively understand reporting content, journalists must spend sufficient time learning about the field, even becoming semi-experts. For all-media journalists, the most basic requirement is to comprehensively master foundational knowledge of journalism and communication, understanding the characteristics and communication patterns of different media forms. Strong writing skills are foundational, while knowledge of other disciplines provides expansion—all of which help journalists grasp key information from both holistic and partial perspectives. The broader a journalist’s knowledge base, the more nuanced and authentic their news reporting becomes.

3.1.3 Solid Technical Skills Traditional media journalists often focus on their areas of expertise, such as television, writing, photography, or videography, developing high levels of professionalism. Against the backdrop of media convergence and integrated development, all journalists must transform into comprehensive, all-media professionals, possessing all-media literacy. While mastering diverse skills, they must develop a new understanding of “specialization plus multiple capabilities”—that is, being “multi-skilled” on the basis of “one specialization”—to stand out in the media convergence era. Traditional journalists’ greatest advantages lie in interviewing, video post-production, and editing, while television videographers excel at shooting and understand multiple filming techniques. In the development of Haidian District Media Convergence Center’s integration reforms, online live streaming emerged as a new business focus in 2020. In this context, traditional television journalists, who already understand filming and editing, must learn to master new media live streaming techniques, including push streaming, live operations, and fan interaction. At the end of broadcasts, they must also understand the publishing processes of various new media platforms to simultaneously expand influence across multiple platforms. On April 21, 2020, the center launched the “Fighting the Pandemic Together, Gathering Talent in the Cloud” 2020 Zhongguancun Science City Top 100 Leading Enterprise Recruitment Special Event, launching 12 video live broadcasts in less than a month with cumulative viewership exceeding 45 million. The live streaming team consisted entirely of all-media journalists who understood post-production technology, could shoot, interview, host, and edit.

3.1.4 The Importance of Teamwork All-media journalists are versatile talents, but objectively speaking, they represent a relatively comprehensive talent pool. True media convergence relies on tacit team cooperation, as an individual's energy, time, and cognition are limited. Truly all-capable journalists are rare, so under these circumstances, the creativity stimulated by teamwork becomes immeasurable. At the 2021 Haidian Two Sessions, journalists from Haidian District Media Convergence Center debuted as all-media journalists, maximizing the roles of both specialization and teamwork to successfully achieve a major training exercise. Due to pandemic restrictions, early venue access was prohibited, yet the Two Sessions involved numerous topics, tight schedules, and heavy tasks. The center adapted to local conditions, using the venue to build a 24-hour reporting platform and selecting elite staff to form a 52-person reporting team for on-site coverage, achieving integrated production, multiple generation methods, and diversified distribution for all-media reporting, resulting in three-dimensional, efficient, and optimal dissemination. Each individual represented a highly qualified professional team, and through everyone's united cooperation, *Haidian News* newspaper and television program opened special columns; the Haidian District People's Government website, Haidian Net, and "Haidian in Palm" mobile client launched a large-scale online special feature on the "2021 Haidian Two Sessions" with eight major categories including authoritative releases and report interpretations, publishing 183 original news products including graphics, illustrated explanations, videos, and interviews. This "convergence" training exercise at the Two Sessions accelerated the advancement of deep media integration.

3.2 Basic Skills All-Media Journalists Must Master

Beyond the basic political literacy and news propaganda discipline that traditional media journalists should possess, all-media journalists must master multiple fundamental skills. Journalists should integrate gathering, writing, photography, filming, and editing while possessing network and computer technology. Only journalists who can adapt to multiple media reporting forms can meet the demands of the media convergence era.

3.2.1 Integrated Gathering and Post-Production Capabilities For traditional television journalists, interviewing is the most fundamental skill, but they must also understand filming techniques. When covering stories in the field, journalists must clearly communicate their needs—what shots, what scenes—to videographers based on interview requirements and their grasp of the event. Only with smooth pre-production communication and well-shot footage that aligns with the reporting theme can content be effectively conveyed to audiences during post-production. Therefore, television journalists must master not only pre-interview research, on-site interviewing coordination, and visual composition but also post-production editing, including adding subtitles, music, and sound effects.

3.2.2 Excellent Oral Communication Skills For traditional television journalists, oral communication skills are crucial, as most interviews require communication to complete, whether pre-production or post-production. Only when journalists communicate effectively can news details, stories, and later presentations become clearer and more complete. Many television journalists now provide on-site reporting to explain news events, where fluent speech and clear thinking are vital for audiences to quickly understand the situation. Therefore, all-media journalists must strengthen their comprehensive qualities.

3.2.3 Strong Writing Skills While newspaper and new media platform journalists require deep writing skills, strong writing is also an essential capability for all-media journalists.

3.2.4 Proficiency in Various Network Software In the current media convergence environment, all-media journalists must not only master traditional media post-production software such as Premiere, Sobey, and After Effects but also be proficient in various website editing and production skills, including WeChat public accounts and new media short-video editing. Additionally, all-media journalists should master at least one foreign language and even driving skills—these abilities can all serve as guarantees for smooth progress on the path of media convergence development.

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

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