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Issues and Strategies in the Development of County-Level Converged Media Centers: Post-print

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Abstract

With the rapid development of modern society and the continuous improvement of people's quality of life, the demand for news media programs is increasing annually, which imposes new requirements on county-level converged media centers. Effective measures must be adopted to innovate working methods, which can not only satisfy the needs of the general public for news programs but also attract a larger audience base for their own development. However, the construction of county-level converged media centers still faces numerous problems in practice. Therefore, this paper proposes several effective new ideas to address these issues, hoping to provide reference and guidance for relevant practitioners.

Full Text

Preamble

Title: Discussion on Problems and Approaches in County-level Media Convergence Center Construction

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Abstract: With the rapid development of modern society and improving quality of life, public demand for news media programs has been increasing year by year, placing new demands on county-level media convergence centers. Effective measures must be taken to innovate working methods, which can not only satisfy the broad masses' needs for news programs but also attract larger audiences for sustainable development. Additionally, strengthening media convergence center construction serves to meet socio-economic development needs and play a key role in grassroots public opinion guidance. However, county-level media convergence centers still face many problems in their construction,

including insufficient funding and a shortage of professional technical personnel, which hinder industry development. This paper proposes several effective new approaches to address these issues, aiming to provide references for relevant practitioners.

Keywords: county-level; news media programs; media convergence center; construction problems; approach discussion

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1. The Value of County-level Media Convergence Center Construction

1.1 Meeting Public Opinion Position Requirements

The construction of county-level media convergence centers holds significant importance in meeting the demands of public opinion positions. As modern lifestyles continue to change, the demand for news and television programs has gradually increased. To enhance the comprehensive strength of media convergence centers, greater emphasis must be placed on publicity efforts. Only through robust construction of these centers can a solid foundation be laid for improving subsequent management quality. In recent years, the development speed of county-level media convergence centers has accelerated, and their numbers have grown substantially. However, content is often repetitive and homogeneous, necessitating greater attention to center construction to enhance their appeal and influence among grassroots cadres and masses, thereby achieving the goal of unifying public thought.[?]

1.2 Enhancing Media Influence

Strengthening the construction of county-level media convergence centers also helps enhance media influence. With the accelerated pace of modern social development, competitive pressure between industries has intensified. To elevate overall influence, media convergence centers must be substantially strengthened, with construction efforts aligned to the actual living conditions of the people. This approach enables centers to keep pace with the times and avoid unnecessary problems.[?] Additionally, corresponding measures must be taken to address

content homogenization and innovate news reporting methods, thereby accelerating the construction of county-level media convergence centers, improving public trust, and fostering greater enthusiasm for such news programs.

1.3 Satisfying Mass Lifestyle Needs

As people' s quality of life improves, their demand for spiritual fulfillment has grown, placing new requirements on media convergence centers. Media organizations should elevate their service levels to meet the practical needs of the masses. The value of strengthening county-level media convergence center construction also lies in improving people' s quality of life and helping them access more news content in their leisure time, thereby satisfying their spiritual needs. Simultaneously, staff at many county-level media convergence centers must enhance their professional capabilities and promptly integrate government and social resources. Only in this way can they better improve service quality for the people and create greater development opportunities.

2. Problems in County-level Media Convergence Center Construction

2.1 Insufficient Construction Funding

The construction of county-level media convergence centers suffers from deficiencies, among which insufficient funding directly impacts development. Overall, funding often remains inadequate, which is detrimental to the development of these centers. Financial investment is generally weak, and many media convergence centers are relatively small in scale, resulting in limited self-operating income. This funding shortage constrains their development and makes it difficult to generate greater economic profits.

2.2 Lack of Professional Technical Personnel

Beyond funding shortages, the lack of professional technical personnel also constrains the development of county-level media convergence centers. With modern social development, competition between industries has intensified, and demand for talent has increased year by year. Ensuring adequate professional talent internally is essential to provide technical support for various production operations. However, in practice, the construction of county-level media convergence centers is often hindered by talent shortages. Moreover, the news media industry itself is highly specialized; insufficient personnel capabilities affect overall program editing quality. Some staff have not received professional skills training and lack abilities in image processing, video editing, and other areas, which restricts the development of China' s county-level media convergence centers and makes it difficult for them to establish a foothold in the volatile market competition.

2.3 Insufficient Attention to Media Convergence Construction

Survey data shows that during the construction of county-level media convergence centers, many managers do not pay adequate attention to media convergence construction, which restricts industry development. Coupled with insufficient resource integration efforts, the effectiveness of media convergence center construction is significantly compromised. Furthermore, relevant government departments lack unified management of media convergence centers, resulting in relatively numerous problems during construction. Effective measures are not taken to address deficiencies, causing problems to accumulate. This not only reduces news program quality but also lowers information sharing efficiency.

2.4 Obvious Content Homogenization

County-level media convergence centers often face homogenization problems—simply put, most edited content is similar. This makes it difficult to attract public attention and enhance platform influence. Content optimization is a crucial aspect of media convergence center construction that requires attention at all levels.[?] However, many managers fail to recognize the importance of content innovation and continue to copy materials from other industry peers, resulting in low news program ratings due to lack of originality. Some staff also fail to collect materials based on actual conditions, and existing materials do not reflect the real lives of the masses, making it difficult to resonate with audiences. Additionally, modern audiences are often interested in novel and engaging news content, but news content edited by media convergence center staff lacks interest and appeal, and insufficient interaction with the masses affects their own news dissemination effectiveness.

2.5 Single Information Dissemination Channel

With the substantial improvement of scientific and information technology, people have increasingly diverse ways of obtaining information. Therefore, to promote the smooth development of county-level media convergence centers, information dissemination channels must be innovated. However, survey data shows that many media centers do not prioritize information technology construction, resulting in relatively single information dissemination channels that fail to meet the masses' demand for news content. Any industry development requires new thinking, but many media convergence center staff lack innovation capabilities and fail to grasp actual public needs, affecting construction progress. Additionally, media convergence centers have not introduced service functions such as local e-commerce or online education, which lowers their service levels and quality and prevents them from providing higher-quality media convergence services to the people.

3. Solutions and Recommendations

3.1 Increasing Financial Support for Media Convergence Construction

To meet the specific requirements of the new era, the construction of county-level media convergence centers must leverage the functional role of government departments, which is crucial for industry development. First, government departments should increase financial support for media convergence construction to provide adequate funding for industry development while enhancing internal personnel awareness of the importance of strengthening media convergence center construction. This provides assistance for overall construction efforts. Current market operations must also be thoroughly analyzed to resolve existing problems in media convergence construction. Survey data indicates that county-level media convergence center construction requires certain financial support, with most funding coming from county-level fiscal support. Naturally, some funding also comes from self-operating income, but due to the relatively small scale of some media convergence centers, self-operating income is limited and cannot meet actual economic activity development needs. Second, media convergence centers themselves must actively explore new management models, which is particularly important in the current era of rapid information technology development.[?] For example, unified management of new media platforms can be implemented, and personnel at all levels can be guided to fulfill their functional roles. This dual approach of fiscal support and platform management can not only solve funding shortages but also promote smooth construction of media convergence centers, thereby enhancing local media dissemination capacity and guidance capabilities for sustainable development.

3.2 Strengthening Professional Technical Talent Cultivation

For county-level media convergence center construction to proceed smoothly, strengthening the cultivation of technical talent is essential. No industry can develop without professional talent support; talent shortages make it difficult to achieve ideal economic benefits. First, county-level media convergence centers must focus on cultivating internal talent through regular technical training to continuously improve their capabilities. Information technology-supported systems should also be established to further meet various management needs. Staff professional ethics must be strengthened, as only high-quality skilled talent can meet media convergence construction requirements. Simultaneously, managers should establish scientific talent management mechanisms internally, providing promotion opportunities for outstanding performers and criticism for underperformers. This maximizes the effectiveness of talent management mechanisms and ensures smooth construction of county-level media convergence centers. Second, deficiencies in systems must be promptly optimized and adjusted to truly solve the problem of professional talent shortages. As excellent staff members, individuals must also strive to improve themselves, possessing information processing capabilities in image processing, video editing, data visualization, and

other areas. This provides technical support for media convergence center development and ensures healthy development of all work. Additionally, media convergence centers must introduce substantial talent to actively participate in construction.

3.3 Enhancing Industry Awareness of Media Convergence Construction

With modern social development, competition between industries has intensified. To establish a foothold in this competitive market, industry awareness of media convergence construction must be enhanced. First, grassroots construction involves numerous content areas, requiring greater publicity efforts to lay a solid foundation for subsequent management work. Simultaneously, we must listen to the voices of the masses and humbly accept their opinions to understand our own deficiencies and develop feasible solutions, providing continuous data support for county-level media convergence center construction.[?] Second, leaders at all levels must change their thinking and actions, actively participating in county-level media convergence center construction. They should adopt long-term perspectives and develop strategic overall planning schemes, strengthening performance management to comprehensively improve work quality and standards. Simultaneously, internal personnel must be scientifically allocated and utilized to maximize their value, with continuous optimization and adjustment of construction standards and financial support to lay a good foundation for county-level media convergence center development.

3.4 Innovating Models and Implementing Personalized Promotion

The deepening of market system reform has impacted county-level media convergence center development. Strengthening their construction holds important value, as it can not only satisfy people's living needs but also enhance media influence and strengthen public opinion guidance. Previously, prominent content homogenization problems severely restricted media convergence center development. To solve these problems, models must be innovated and personalized operational methods implemented to lay a solid foundation for subsequent management. First, county-level media convergence centers should change their previous single, backward working models and adopt diversified management approaches, fully considering funding, technology, talent, and other conditions to ensure system integrity and improve management quality. Meanwhile, county-level media convergence centers can adopt self-operated models to compensate for previous model deficiencies, actively exploring "news + service" or "news + government affairs" models to strengthen the relationship between media convergence centers and audiences. Second, traditional and new media must be managed uniformly to achieve real-time data sharing and, most importantly, maximize the value of new management models to promote smooth construction of county-level media convergence centers. Finally, media convergence centers can adopt co-organized models to facilitate technical talent sharing. Naturally,

corresponding operational mechanisms must be improved based on actual conditions. This not only meets the specific requirements of the new era but also enhances the comprehensive service level and quality of media convergence centers, maximizing convenience for the masses in handling affairs. Additionally, media convergence centers must adhere to innovative development principles, strengthen interactive communication between departmental personnel, and improve overall team work quality and efficiency through multi-interaction and flexible combination.

3.5 Enriching Services to Acquire More Audiences

As modern lifestyles continue to change, demand for news program content is becoming increasingly high. To further satisfy people's actual living needs, county-level media convergence centers must enrich their service content to gain more audiences. Previously, single communication channels made it difficult to attract broad public attention. To fundamentally solve this problem, service functions must be enriched. First, media convergence centers should transform their work thinking, strengthen functional design in services, and consider problems from the perspective of the masses to ensure news products are relevant to people's actual lives. Naturally, design must also incorporate economic and social development conditions to truly win public trust.[?] Second, media convergence centers can incorporate government service functions, which not only broadens their own development channels but also attracts more audiences and facilitates public affairs handling. Finally, media convergence centers must optimize internal services to solve as many practical life problems for the masses as possible. This is also a way to acquire more audiences and represents an important aspect of county-level media convergence center construction. Only in this way can centers keep pace with the times and achieve higher social benefits.

In summary, the accelerated pace of socio-economic development has brought challenges to China's county-level media convergence centers. To stand out in the competitive market system, funding for media convergence construction must be increased, professional technical talent cultivation strengthened, and industry awareness of media convergence construction enhanced. These measures are crucial for the development of various economic activities. Additionally, operational models must be innovated and personalized services actively promoted. This can not only acquire more audiences but also effectively deliver media convergence to grassroots masses, thereby satisfying their spiritual needs and improving the overall image of media convergence centers.

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