

## Converged Media for Overseas Communication: Advantages, Problems, and Improvement Strategies (Postprint)

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### Abstract

Since socialism with Chinese characteristics has entered a new era, China's influence on countries worldwide has never been as comprehensive and far-reaching as it is now, and the attention that countries around the world pay to China has never been as extensive and focused as it is today. Faced with a complex international environment and international competition, if China wishes to sustainably gain discourse power and remain in an invincible position, it must not only attach importance to economy, technology, and national defense, but also pay attention to the compatibility between communication power and national power. If international communication power is regarded as a tool, then this tool serves a bridging function: on the one hand, it can enhance understanding of China among countries worldwide; on the other hand, it can promote China's advancement onto the international stage. Based on this, this paper takes the era of integrated media as its research background, aims to enhance China's international communication power as its research objective, and analyzes the communication advantages, communication problems, and communication strategies of integrated media centered on overseas communication, hoping that the following content can provide beneficial theoretical references for relevant practitioners.

### Full Text

#### Preamble

**Exploring the Advantages, Problems, and Improvement Strategies of Converged Media for Overseas Communication**  
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**Abstract:** As socialism with Chinese characteristics enters a new era, China's influence on the world has never been so comprehensive and long-lasting, while

global attention on China has never been so extensive and focused. Facing a complex international environment and competition, China must not only prioritize economic, technological, and defense capabilities but also align its communication capacity with its national strength to secure lasting discourse power and an invincible position. If international communication capacity serves as a tool, this tool functions as a bridge—enhancing global understanding of China on one hand while facilitating China’s international engagement on the other. Against this backdrop, this paper examines the converged media era as its research context and improving China’s international communication capacity as its objective. It analyzes the communication advantages, problems, and countermeasures of converged media in overseas communication, aiming to provide valuable theoretical references for practitioners.

**Keywords:** Converged Media; Overseas Communication; International Communication Capacity; National Culture; Leader Reporting

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In the new era of media convergence, media development and communication capacity enhancement are influenced by multiple factors including channels, technology, communication power, and external environments. At the macro level, the essential difference between traditional media, new media, and converged media lies in their communication forms, yet communication content remains the key to all media dissemination. Beyond military and news content, the audience’s focus significantly impacts communication effectiveness. Overseas communication differs fundamentally from domestic communication, as audiences vary markedly in language, concerns, and preferences. Therefore, clarifying the advantages of converged media for overseas communication and proposing improvement strategies based on audience needs are critical for enhancing China’s overseas communication capacity, while identifying existing problems ensures the targeted nature of these solutions.

## 1.1 Connotation of Converged Media

“Converged media” refers to the integrated development of media, primarily encompassing traditional and new media forms. He Dongping posits that converged media emerges through the interaction of different media to form competitive new media that better satisfy audience demands [1]. Although Chinese academia has not reached a unified definition of converged media, existing research largely converges on its connotation. By reviewing current scholarship and excluding considerations of content and audience, this paper proposes that converged media is a product of modern society, supported by information and

digital technologies in the information age, carried by the internet and major on-line platforms, and centered on integrating diverse media and content. In terms of content, it achieves scientific rigor and enhances competitiveness by integrating, filtering, and disseminating valuable information. Regarding media channels, it strengthens communication capacity through the fusion of traditional and new media, thereby expanding reach, improving audience satisfaction, and further advancing communication effectiveness and scientific quality.

### **1.2.1 Immediacy**

Immediacy refers to communication efficiency—content can be uploaded to user terminals within the shortest time possible. Traditional newspaper media requires multiple stages including field interviews, writing, layout, and printing, whereas converged media can disseminate content instantly using smart mobile devices. During emergencies, information holders can directly release real-time situations through images or videos to ensure information security, while audiences can access information anytime and anywhere in the networked environment.

### **1.2.2 Interactivity**

After information release in converged media, the audience may range from a single individual to thousands. Communication activities based on audience preferences or dissemination needs constitute audience-driven communication, while selective forwarding by audiences according to their interests becomes interpersonal communication. Furthermore, converged media enables interaction among audiences through comments and likes, and allows audiences to interact directly with authors and media organizations.

### **1.2.3 Media Convergence**

In media communication, text, images, audio-video, and digital symbols are all important carriers. Converged media integrates these diverse carriers according to different audience needs. The most common convergence modes include intra-industry convergence, cross-media convergence, and terminal convergence. Intra-industry convergence refers to integration within the same media sector—such as television with television or film with film. Cross-media convergence encompasses full media integration across newspapers, television, film, and the internet. Terminal convergence involves consolidating the same or different content on a single platform for centralized management [2].

### **1.2.4 Massiveness**

The integration of telecommunications, Unicom, mobile networks, and broadcasting television networks has paved the way for the in-depth development of converged media. This integration provides converged media with enormous information storage and dissemination capacity. Moreover, information in the

digital age features easy replication, retrieval, and storage, while the convenience of internet search highlights the vastness of available information.

### 1.2.5 Shareability

As a core advantage of converged media, information technology enhances shareability. Geographically, this means information sharing across the nation and worldwide. The “global village” of the information age enables simultaneous sharing of the same information as well as asynchronous access. Information does not diminish through sharing; rather, it generates new ideas and information, effectively unleashing audiences’ potential for both disseminating and creating value.

### 1.3.1 Three-Dimensional Dissemination of Knowledge Content

Traditional media primarily disseminates through newspapers, magazines, and television, whereas converged media offers far richer and more diverse methods. Its interactive and shareable features provide greater convenience for overseas audiences, while its massiveness better satisfies their needs. Through 图文并茂 (graphic and text-rich) and multi-format content, overseas audiences can gain deeper understanding of Chinese culture, thereby accurately enhancing China’s international image.

### 1.3.2 Near-Zero Communication Costs

Constrained by production models, traditional media cannot guarantee product sales or communication effectiveness, and audiences must pay purchase costs. In the converged media era, information acquisition is essentially free for audiences. In the networked environment, dissemination requires no fees from either media or audiences—only a stable network connection enables online communication and interaction. Even when audiences re-disseminate information, they incur no costs.

## 2.1 Compatibility Issues Between Traditional and New Media

In the new era, the convergence of traditional and new media has become inevitable. Practices such as the integration of CCTV with its online platform demonstrate converged media’s advantages. Converged media should integrate technology, products, channels, and structure. Technologically, it must adopt suitable technologies, continuously applying new developments to overseas communication to meet demands and improve effectiveness [3]. At the product level, overseas communication requires innovation to both satisfy and lead audience interests, employing modern forms and diverse content to meet varied needs. Channel-wise, overseas communication faces competition. Media development has evolved from single content to multi-channel content, demanding higher

compatibility between traditional and new media while transforming audience reading habits from search-based to push-based models. For converged media, channel integration is key to maintaining brand influence and enhancing overseas communication capacity. Structurally, internal organizational convergence and inter-media fusion remain problematic. While traditional and new media can accept information sharing, disputes persist over content, channels, and formats.

## 2.2 Self-Organization Issues

Self-organization emerges from collaborative interaction among individuals in a chain. Theoretically, converged media should accelerate such collaboration and thus play a positive role. However, in practice, it has not accelerated individual coordination. In special circumstances, each entity in the self-organization chain maintains its own position, and individual 自觉性 (consciousness) in overseas communication work affects whether self-organization can operate smoothly. The self-organization problem in overseas communication ultimately concerns media entities' conscious cooperation, collaborative effectiveness, and autonomy. When integrated media operate without centralized control, expected communication goals cannot be achieved.

## 2.3 Content Dissemination Mechanism Issues

Key problems in content dissemination mechanisms include excessive jargon and readability issues. While professional terminology reflects the standardization of Chinese academic research and should characterize overseas content, readability demonstrates the authority of China's converged media in international communication. Unlike domestic communication, overseas dissemination requires translation according to different languages to provide convenient services, improve audience satisfaction, and ensure genuine acceptance. However, balancing professional terminology with readability is crucial, as jargon-heavy content hinders comprehension among general audiences. This mechanism issue poses a major challenge to optimizing overseas communication effectiveness.

## 2.4 Feedback Mechanism Issues

In the converged media era, audiences occupy an active position with greater discourse power. In overseas communication feedback, internet-enabled audiences can freely discuss content and anonymously share opinions with communicators. Compared to traditional media, feedback volume is massive and carries both positive and negative effects. When negative effects outweigh positive ones, originally constructive content may backfire. Managing feedback volume represents a thorny problem for overseas communication.

### 3.1 Promoting Integration of Traditional and New Media

Converged media remains in development, with autonomous consciousness preventing true integration and resulting in imperfect mechanisms. The media industry bears social responsibility, and media convergence is both a key pathway to fulfilling this duty and an inevitable trend in the information age. Therefore, promoting integration holds practical significance for strengthening overseas communication effectiveness.

#### 3.1.1 Content Integration

Traditional media's long history has led to rigid content templates, though its "meticulously crafted" products are high-quality. In integration, new media sometimes releases traditional content without considering timing, causing traditional media to face the survival problem of "news becoming old news" [4]. Therefore, new media should consider traditional media's domestic environment and release content overseas only after traditional media publication.

#### 3.1.2 Personnel Integration

Traditional and new media differ in characteristics, methods, and channels, placing higher demands on personnel. Media workers must not only master new media tools but also understand traditional media's features and orientation. Meanwhile, traditional media staff should transform their mindset, adapt to converged media methods, and proactively learn new applications to improve media literacy and drive integration.

#### 3.1.3 Implementing Self-Organizing Management Systems

Autonomous management of each media entity is key to achieving self-organization. In overseas communication, media organizations should foster flexible, combinable, and collaborative organizational climates where teams and individuals share the common goal of enhancing overseas communication capacity and strengthening China's international communication power. Management should focus on transitioning self-organization from disorder to order and dynamically optimizing management systems.

#### 3.1.4 Channel Integration

As analyzed above, converged media offers diverse channels whose advantages should be fully leveraged in overseas communication. For example, in Chinese film overseas dissemination, media should cooperate with foreign partners from a commercial perspective to broaden channels and successfully enter overseas markets, thereby enhancing Chinese cinema's international communication capacity.

### 3.2.1 Professional Talent Cultivation

Under converged media, overseas communication of Chinese national culture must prioritize professional talent development. As active practitioners, these talents should understand linguistic and cultural differences between China and overseas regions, possess foreign language proficiency, and accumulate practical experience. It is recommended that diplomatic departments, the National Radio and Television Administration, and relevant propaganda departments establish regular talent cultivation mechanisms for national culture external communication, 定向培养 (cultivating directionally) according to communication patterns.

### 3.2.2 Content Selection for Chinese National Culture

The content of national culture communication largely determines how overseas audiences perceive China, giving China initiative in content selection. While converged media primarily disseminates through video and audio, content creators should consider national moral ideals and values, shift away from excessive Westernization, and promote culturally distinctive content rather than overly catering to overseas preferences. The ultimate goal should be leading overseas audience tastes, promoting excellent traditional Chinese culture internationally through converged media as the carrier.

### 3.2.3 Improving Overseas Communication Feedback Systems

The feedback system for overseas communication effectiveness serves as a crucial reference for optimizing national culture dissemination. Based on feedback data, converged media institutions can establish clearer directions, improve targeting and effectiveness, and continuously enhance communication capacity. Additionally, external communication departments should leverage converged media advantages to internationalize Chinese national culture, packaging it for global audiences while balancing national character with

### 3.2.4 Marketization of National Culture Overseas Communication

Marketization directly impacts the “going global” of national culture. Currently, overseas culture promotion centers have not formed at scale, and export-oriented cultural enterprises remain rare. Therefore, overseas communication of national culture should also emphasize domestic cultural enterprise marketization and channel expansion.

### 3.3.1 Key Message Points

The converged media era provides channel support for overseas communication of leader reporting. However, from a content perspective, identifying key message points is central to improving China’s international image and facilitating overseas audience comprehension. Terms such as “socialism with Chinese characteristics entering a new era,” “rural revitalization strategy,” “Belt and

Road,” “staying true to our original aspiration,” and “Chinese Dream” can serve as core content. Grasping these keywords strengthens China’s leadership image and elevates international media attention.

### 3.3.2 Constructing an External Discourse System

Overseas communication requires a tight discourse system that demonstrates China’s successful governance while avoiding politically sensitive topics and military secrets. Converged media can be applied to leader reporting through micro-videos. By accumulating experience, converged media workers can develop and dynamically optimize an external discourse system to enhance overseas communication capacity for leader reporting.

In summary, this paper has analyzed the connotation and characteristics of converged media and proposed improvement strategies for overseas communication, specifically examining leader reporting and Chinese national culture communication to enhance different content types’ international influence. Given the vast scope of overseas communication content, further research is needed to improve China’s international communication capacity in the converged media era.

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

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