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Exploring Effective Approaches to Constructing an All-Media Communication Landscape: Post-print

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Abstract

Media convergence and all-media communication represent a significant trend in contemporary social development, and constitute the primary focus of the 12th collective study session of the Political Bureau of the CPC Central Committee. Against the backdrop of evolving human communication patterns and increasingly mature foundational communication technologies, the formation of an all-media communication landscape emerges as an inevitable outcome. From a systems construction perspective, it is imperative to develop a comprehensive system that encompasses all media forms, maximizes communication effectiveness, and optimizes communication structures, thereby forging novel connections with users. From an institutional perspective, the construction of this all-media communication landscape necessitates the support of institutional mechanisms for digital transformation, market operation, and media popularization.

Full Text

Exploring Effective Paths to Build an All-Media Communication Pattern

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Abstract: Media convergence and all-media communication represent a significant trend in current social development, and constituted the main focus of the 12th collective study session of the Political Bureau of the CPC Central Committee. Against the backdrop of continuous transformation in human communication and increasingly mature foundational communication technologies, the formation of an all-media communication pattern is an inevitable outcome.

From a system construction perspective, it is necessary to build an inclusive system that encompasses all media forms, maximizes communication effectiveness, and optimizes communication structure, thereby establishing new connections with users. From an institutional perspective, the construction of an all-media communication pattern requires support from digital transformation systems, market operation mechanisms, and media popularization institutions.

Keywords: media convergence; all-media communication; digitalization; mainstream media; local media

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1.1 Iterative Development of Traditional and Emerging Media

In the era of all-media communication, the development of various media forms has demonstrated a pattern of mutual integration and promotion. Although emerging media have encroached upon the development territory of traditional media and captured some of their audience, they have not replaced traditional media; instead, the two maintain an iterative fusion relationship. Traditional media are characterized by authority and formality, possessing strong content production capabilities and quality advantages. However, they remain in a disadvantaged position in terms of communication channels, as neither their dissemination speed nor information volume can compete with emerging media. In contrast, emerging media feature timeliness and interactivity, leveraging internet technology to achieve precise information dissemination through intelligent algorithms while maintaining strong advantages in cost and promotion. Nevertheless, emerging media still need improvement in information quality and content production. Against the backdrop of media convergence, the two have achieved complementary advantages and established a coordinated development mechanism. Traditional media can utilize emerging media's communication channels to increase information dissemination speed and achieve effective interaction with audiences, while emerging media can leverage traditional media to expand their communication scale and enhance content effectiveness.

1.3 Complementary and Mutually Beneficial Relationship Between Central and Local Media

In all-media communication, central media and local media represent two important forms that focus on different concerns yet adhere to the principle of complementarity and mutual benefit, jointly promoting media convergence de-

velopment. Central media possess strong discourse power and can disseminate information from a global perspective. Simultaneously, central media represent mainstream social thought, guide the development of social culture, and serve as an important source of information for local media. Consequently, local media primarily focus on local characteristics and possess weaker discourse power. During information dissemination, local media must follow the direction of central media and better propagate central messages to various localities. However, due to their deeper understanding of local conditions, local media can better leverage their distinctive features and promote the dissemination of local culture during information communication. Although these two media forms exhibit many differences, they share consistency in value objectives and have formed a complementary and mutually beneficial relationship.

2. System Construction Path for Promoting Media Convergence and Building an All-Media Communication Pattern

2.1 Product System Construction

Multiple media forms produce vast amounts of information while disseminating it, creating information products that cover various domains of social life. In terms of content, these products can be primarily categorized into three types. The first category comprises socially dominant ideologies containing positive social energy, such as policy propositions from the Party Central Committee, newly promulgated national policy documents, and information about exemplary figures of the era. Such content can foster healthy social trends and promote the development of social civilization, with central media vigorously promoting it and other media voluntarily disseminating it. The second category includes education and culture-related content, partially possessing social public welfare value and partially holding certain market value. The dissemination of such content is significant for educational development and can promote the maturation of social culture, requiring joint efforts from multiple media. The third category consists of ordinary news and entertainment information, which more easily caters to audience interests, delivers intense experiences, and enriches people's lives, currently becoming the main content of new media information dissemination. During dissemination, it is necessary to eliminate vulgar content and unhealthy value concepts.

In constructing an all-media communication pattern, a comprehensive system must be established for diverse information products. From the perspective of product supply, it is essential to ensure that social information space is filled with positive energy. To achieve this goal, the role of mainstream media must be leveraged to further strengthen its influence. On one hand, all sectors of society need to pay sufficient attention to mainstream media; on the other hand, mainstream media must actively seek cooperation with other media to compensate for its deficiencies in technology and personnel, expanding information dissemination channels and improving dissemination speed through collaboration with

commercial platforms. From the perspective of content production, all media must adhere to the principle of originality, improving information dissemination quality and producing superior products through integration with mainstream media.

2.2 Platform System Construction

Against the backdrop of media convergence, information dissemination platforms are developing toward large-scale and multilateral directions. In this process, mainstream media can expand information dissemination channels through collaborative publishing networks based on original content, and achieve information aggregation through self-media, winning more users with high-quality content and efficient publishing speed. For example, Hubei Daily has constructed the Hubei Daily All-Media Platform and Chutian Metropolis Daily All-Media Platform during its development. These two platforms operate independently yet develop in a staggered manner, achieving the goal of integrated communication and mutual connectivity in content reporting and information dissemination, thereby further expanding communication effects.

In the process of all-media platform system construction, first, it is necessary to base the approach on user thinking, taking user distribution and composition as the center of the system structure while adhering to the mobile-first principle and accommodating multiple communication media. Second, within the same all-media platform system, different media must achieve mutual connectivity. Currently, the editorial systems of different media forms maintain independent relationships with incompatible performance and content. To address this issue, all-media platforms can adhere to the principle of “one-time collection, multi-channel release,” enabling information resources to be exchanged and shared internally. Information collected by one medium can be edited and published by multiple media forms, with content seamlessly switching among different media carriers to meet the personalized needs of audiences using different media forms and users with different reading habits and characteristics.

2.3 User System Construction

Under the all-media convergence pattern, “user-centeredness” has become an important concept. Particularly, the popularization of big data has made user demand an important basis for information dissemination, enabling precise push of media information. The user system has been constructed against this backdrop, enabling various media to better maintain current users while creating favorable conditions for user interaction. In the mobile internet context, users’ autonomous choice rights have gained importance, the relationship between media and users has become more equal, and communication has become more frequent. User system construction can better shape the relationship between media forms and users.

The user system includes not only user data management modules but also user

behavior management and psychological management modules, which analyze user needs to push corresponding content. Simultaneously, it is necessary to establish user interaction modules to achieve communication with users through online and offline formats. Online interaction can be realized through message boards and comment sections, which not only enhances user stickiness through emotional connections but also obtains user feedback to optimize information content and communication forms. Offline interaction can be achieved through on-site marketing and diverse activities, retaining current users while attracting new ones. Platforms such as Douyin and Weibo have comment, like, and repost functions, which serve as important channels for media-user interaction. Through these methods, users have stronger senses of participation and experience, and media platforms can understand user preferences. Offline, Douyin has also organized diverse user experience events such as “Douyin in City,” “Douyin IDou Night,” and “Douyin Addiction.”

3. Institutional Implementation Path for Promoting Media Convergence and Building an All-Media Communication Pattern

3.1 Establishing Digital Transformation Systems to Achieve Effective Integration of Old and New Media

Against the backdrop of iterative development between traditional and emerging media, the construction of digital systems can promote integration between the two. As early as 2013, the “China Economic Radio Program All-Media Digital Transformation Base” was established in Tianjin. During its development, this base utilized various new technologies to transform traditional economic radio programs into all-media digital platforms, leveraging resources from over 60 radio stations nationwide to optimize economic program production, presentation, and management, forming a media convergence development pattern. This provides experience for establishing digital transformation systems under the all-media communication pattern.

First, it is possible to establish a system for synchronous information transmission and classified transformation. Facing information obtained by new media using information technology, traditional media can not only electronically translate it using media language but also transform the content according to the communication characteristics of traditional media and recompile information based on audience characteristics. This system enables information to be shared among different media while achieving mutual transformation. Through this approach, media can also complete classified transformation of audience groups, categorizing them according to their interest characteristics, acceptance levels, and psychological needs, then corresponding audience types with media information types for precise delivery. Second, it is possible to establish a system for timely feedback and continuous communication. To achieve this goal, the all-media pattern needs to emphasize the design of synchronous audience

communication and interaction modules, conduct predictive evaluation work, build convenient message boards and interaction zones for users, and understand users' actual needs through various forms such as information communication, user messages, and surveys. Simultaneously, it is necessary to leverage the interactivity of emerging media to achieve continuous communication with users, changing the one-time information transmission method to obtain continuous feedback through multiple communications and long-term delivery.

3.2 Improving Market Operation of Mainstream Media to Build an All-Media Pattern

Currently, mainstream media still plays a primary role in the all-media communication pattern, serving as a model for other media forms. For example, People' s Daily established a "Media Convergence Studio," which unified the release of information from People' s Daily Online, the print version of People' s Daily, People' s Daily Weibo, and the People' s Daily "Central Kitchen," expanding media communication efficiency and scope through cooperation with media forms like Weibo. For other mainstream media, it is also necessary to continuously improve market operation forms to better leverage their exemplary role.

First, mainstream media needs to improve market competition mechanisms, promote the perfection of production factors, and enable better flow of talent, information, technology, and other elements in the market, achieving optimal results through their combination. On this basis, mainstream media can also improve publication logistics distribution systems, forming comprehensive logistics networks through cooperation with logistics enterprises, conducting market research and risk assessment work before publication distribution, and developing emergency alternative plans to respond to market competition. Second, it is necessary to improve the market operation system for multi-media products. Mainstream media must formulate talent mechanism policies, perfect internal talent structures and patterns, and establish marketing mechanisms. Based on the financial system, they should adopt appropriate methods to market products, conduct market-oriented improvements, utilize multi-media to distribute and operate products, and gain recognition from more audiences while respecting market laws.

3.3 Improving Cooperation Mechanisms Between Central and Local Media to Promote Multimedia Convergence Development

Against the backdrop of complementarity and mutual benefit between local and central media, the construction of an all-media pattern requires improving cooperation mechanisms to form a favorable situation for integrated development. Currently, People' s Daily has broken away from the inherent communication model of traditional media, established a digital communication center, and created a "Central Kitchen," where it has built cooperative relationships with

People' s Daily Online local channels and various local media nationwide, also inviting participation from local journalists and editors during studio operations.

First, it is possible to establish a cooperation system between central and local media, enabling both to fully leverage their advantages in information transmission. The broad vision and strong influence of central media can enhance the quality and scale of local media information dissemination, while the regional characteristics and diverse cultures of local media can attract more audiences. This cooperation between central and local media can improve information transmission efficiency, particularly for important cultural projects and topics. Second, it is also possible to establish a supervision and cooperation mechanism. In this process, relevant systems can be used to supervise the operation of local media, and project cooperation and talent exchange can be employed to understand local media operation modes and grasp the ideological conditions of local populations, thereby providing suggestions for local media operation.

In summary, against the backdrop of media convergence development, a new pattern of all-media communication has formed, with various media actively seeking paths for all-media communication. On one hand, it is necessary to establish a new system for media convergence development from three aspects: product system, platform system, and user system. On the other hand, it is also essential to promote the perfection of the all-media pattern from three aspects: digital transformation, market operation, and cooperative supervision.

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