

Research on Differentiated Communication of Media Convergence News: Postprint

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Abstract

As the Internet continues to develop, media convergence has become an inevitable direction for future development. The differentiated dissemination of converged news must not only enhance the influence of news within public opinion through improvements in news production models, news content services, and personalized customization, but also requires the application of big data analytical methods and promotion based on differences in new media platforms. Media convergence news communication constitutes a top priority for China's self-promotion and guidance amidst complex international public opinion landscapes in the future, and represents the most important strategic objective for China's press and publishing industry.

Full Text

Research on Differentiated Dissemination of Media Convergence News

Abstract: With the continuous development of the Internet, media convergence has become an inevitable direction for future development. Differentiated dissemination in media convergence news requires not only enhancing the influence of journalism in public opinion through innovations in news production models, content services, and personalized customization, but also leveraging big data analytics and adapting to the distinct characteristics of new media platforms.

Media convergence news dissemination represents a top priority for China's self-promotion and guidance under complex international public opinion circumstances, constituting the most important strategic objective for the nation's press and publishing industry.

Keywords: media convergence; differentiated dissemination; research

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As new media continues to develop in China, the concept of “media integration” has gradually been replaced by “media convergence.” While media integration emphasized the merging of communication channels and the integration of various media forms into unified, multi-functional platforms through new communication technologies, media convergence focuses on the integration of content industries and information consumption. This evolution enables centralized processing and gives rise to uniquely personalized and more precise media dissemination, representing the inevitable path for future new media development. In contemporary Chinese society, media convergence has enabled people to rapidly access information through various applications, fulfilling diverse needs ranging from daily leisure and social activities to professional work. Built upon the foundation of the Internet, media convergence represents a crucial stage in the advancement of traditional media sectors. Its core encompasses the integration of all components—including operators, news producers, information dissemination channels, and users—facilitating expanded development models across different media organizations, departments, regions, and even nations.

However, since Internet development remains grounded in and cannot replace physical society, the core of media convergence must still rely on real-world social spaces as its platform for expansion. Therefore, we must emphasize the enhancement of interactive communication capabilities within physical social spaces and uphold the principle of differentiation in information dissemination. Difference signifies originality, innovation, and unique characteristics—essential qualities for future platforms dependent on the Internet. From the perspective of current international public opinion trends, media convergence development can be broadly categorized into four aspects.

First, focusing on establishing new types of media groups that emphasize the integration of communication channels for media technology information, funding sources and utilization, and innovative production of diverse content. This approach enables China to assume a leading role in future complex international public opinion arenas and enhances its discourse power in global communications. As such new media groups, beyond ensuring normal operations, it is crucial to demonstrate absolute advantages in content differentiation innovation and dissemination rather than exhibiting convergence across all segments like traditional media.

Second, strengthening attention toward operational models within the media industry and sector, enhancing self-positioning and promotion on Internet-based media platforms to attract audience attention. By leveraging Internet data pro-

cessing technologies, media organizations can deliver personalized and targeted content while integrating physical and online media to achieve optimal development benefits. This integrated promotion model distributes profits across various circulation segments, accelerates dissemination speed, and subtly transforms conventional consumption patterns.

Third, emphasizing emerging media, particularly self-media, by advocating interactive approaches distinct from traditional media in communication methods, content review, and information reception. From the perspective of public expression, new media better satisfies consumers' personalized customization needs. Simultaneously, new media strengthens interpersonal interaction—information publishers on these platforms gain attention more easily, and information spreads more rapidly. Analysis reveals that while the public demonstrates relatively low attention to political news on new media, they show higher interest in daily life and entertainment gossip, creating an entertainment-oriented atmosphere that avoids political discourse.

Fourth, focusing on traditional media, especially official media, by encouraging them to adopt emerging information dissemination methods to create new communication platforms that integrate traditional media with mobile applications. This represents an inevitable trend for improving traditional paper-based channels, expanding dissemination scope and speed, and thereby enhancing the influence of traditional media in modern society.

Nevertheless, media convergence does not entail merging all media indiscriminately. Rather, it guides media transformation and development within the new media environment by providing direction and objectives. In other words, post-convergence media should not be completely unified but must maintain certain differentiations as prerequisites and foundational conditions for integrated development. Therefore, differentiated dissemination in media convergence news refers not merely to differences in communication channels or positioning and functional choices, but to innovations in news content production and dissemination channel integration. It represents innovation in media information originality and value, rooted in information sources and their unique characteristics, with innovation remaining at the core.

1. The Significance of Differentiated Dissemination in Media Convergence News

In the modern media industry, media convergence has evolved from a sectoral development issue into a matter of national strategic importance, encompassing not only the transformation of media practitioners' career trajectories but also the future direction of the entire media industry, shifts in national public opinion, and even China' s media image and discursive soft power in the international arena. As China' s global influence continues to grow, online platforms have become primary battlegrounds for public opinion competition. Following the rapid development period of both old and new media, personalized cus-

tomization for individuals will become an essential prerequisite for future media resource production.

In today' s information-driven society, an increasing number of citizens and social forces focus on the value attributes within news dissemination processes. This trend transforms journalistic value and knowledge into scarcer resources. Traditional news institutions and disseminators, as subjects of news creation and distribution, employed conventional methods to deliver news messages to audiences. Analysis of this transmission model reveals that current primary news recipients often assumed passive roles in information reception. However, with continuous societal development and technological advancement, audiences have become more proactive in seeking news content. Most news consumers no longer satisfy themselves with indiscriminate reception but increasingly pursue personalized, differentiated news acquisition models. Consequently, future media convergence will emphasize more creative and differentiated forms of content dissemination while maintaining journalistic objectivity.

Media convergence has accelerated the arrival of an information consumption era centered on news production, dismantling traditional independent channel operation models and incorporating modern technologies such as digital simulation and data-intensive imaging. These technological aids not only enable digital dissemination and comprehensive visual, auditory, and tactile presentation effects but also effectively broaden communication medium formats. Therefore, with technological support, we can effectively predict future information dissemination patterns. In forthcoming development models, technologically integrated communication forms will significantly impact cultural concepts, mass culture, and other new cultural constructs. Furthermore, as news support has become a strategic resource in China, effectively exploring integration pathways between traditional and emerging media amid ongoing social informatization requires efficient utilization of new network technologies and innovations in traditional media communication methods. This enables traditional media to disseminate content through more novel and technologically sophisticated approaches, effectively securing the communication high ground in the new era.

2. Causes of Differentiated Dissemination in Media Convergence News

In recent years, media convergence news development has primarily followed four directions: first, the transformation from paper-based journalism to Internet-platform information dissemination; second, the emergence of new mobile application clients; third, the development of new media websites on computers; and fourth, the push of relevant news within social media applications. From the perspective of news carriers, there are four major categories: text news, audio news, and image news (though these categories intersect and relate in actual dissemination processes, they maintain distinct characteristics). Media convergence can effectively enhance the utilization efficiency of news resources, maximizing their value. The primary function of differentiated dissemination in

media convergence news lies in developing and utilizing news media resources as driving forces for national internationalization.

3. Strategies for Differentiated Dissemination in Media Convergence News

In the context of contemporary changes, achieving differentiated dissemination in media convergence news requires not only non-homogeneous communication methods but also effective platform utilization.

First, the most critical aspect of differentiated news dissemination is self-customized content production. Against a technological backdrop, big data analytics enables effective acquisition of audience needs, while cloud computing facilitates rapid information processing. This allows media producers to efficiently infer audiences' genuine news requirements and preferred differentiated formats, helping them conduct more targeted news gathering and differentiated dissemination.

Second, the shift from merely publishing media content to providing comprehensive media news content services. Social news media in daily life is often perceived as a serious information platform, but traditional media could only recognize its own important position in news transmission without effectively understanding its communication impact—largely due to platform-specific differences. However, media convergence platforms for news distribution, unlike traditional ones, feature interactivity and immediacy while emphasizing personalized service functions. Converged media content increasingly focuses on satisfying public needs by making content more engaging, enhancing narrative forms, and enriching people's spiritual lives, thereby restoring depth to media news content.

Third, employing big data analytics for personalized content push and customized delivery to meet diverse customer needs. After big data analysis, media can more purposefully push relevant content to customers. As users increasingly emphasize personalized needs, big data analytics satisfies these requirements while ensuring innovation. The integration of big data analytics accelerates the intelligence and automation of content pushing. In summary, converged media can expedite the customization process for personalized content, enabling users to understand, comment on, and forward news of interest while avoiding excessive irrelevant information.

Fourth, differentiated dissemination of ordinary news types through media convergence platforms. As national strategic platforms, media convergence platforms should leverage their advanced communication methods, multi-channel integration, and precision customization capabilities to better deliver mainstream national voices. Although many traditional media have transformed toward new media, their content volume on new platforms remains far smaller than physical media, making genuine changes to Internet-based information difficult.

Therefore, in this era emphasizing personalized user needs, news must better integrate into users' daily lives while providing quality services.

From a national strategic perspective, differentiated dissemination in media convergence news aligns with global media communication technology trends, representing a breakthrough in China's media news dissemination system and methodology, and serving as a crucial direction for developing the nation's press and publishing industry. For media organizations themselves, differentiated dissemination transforms the previous solitary model of news production and publication, enhancing economic benefits. Operationally, it employs big data analytics to effectively explore the connotations of news, enabling personalized and purposeful content pushing while preventing users from receiving useless or uninteresting information. Differentiated dissemination in media convergence news represents the future direction of China's media news communication.

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

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