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## Postprint: A Preliminary Analysis of New Paths for Convergence Transformation in the All-Media Era Based on Media Ecosystem Construction

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

An exploration of new pathways for convergence transformation in the all-media era serves as a prerequisite for the virtuous cycle of social information consultation structures. To this end, this paper investigates methodologies for media ecosystem construction and innovative integration by elaborating on relevant theories of media ecosystem development and analyzing the current state of domestic media, examining communication modalities and integration elements, with the aim of demonstrating technological advantages and promoting the prosperity of the domestic cultural industry.

### Full Text

#### Preamble

**Title:** Analyzing New Paths for Convergence Transformation in the All-Media Era Based on Media Ecosystem Construction

**Abstract:** Exploring new paths for convergence transformation in the all-media era represents a prerequisite for the virtuous cycle of social information consultation structures. This paper expounds on theories related to media ecosystem construction, analyzes the current development status of domestic media, and investigates methods for media ecosystem construction and innovative convergence from perspectives such as communication modes and convergence elements, aiming to demonstrate technological advantages and promote the prosperity of domestic cultural industries.

**Keywords:** media ecosystem construction; all-media era; new paths for convergence transformation

**CLC Number:** G206

**Document Code:** A

**Article ID:** 1671-0134(2019)10-016-03  
**DOI:** 10.19483/j.cnki.11-4653/n.2019.10.002  
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## 1. Overview of Media Ecosystem Construction

The media industry refers to a cultural communication and interaction system based on social information transmission. As social information channels gradually diversify, the social media system has achieved renewed development. On one hand, the industry relies on traditional media forms for cultural communication and interaction, characterized by wide dissemination scope and strong service foundation, playing a crucial role in information propagation, particularly in rural areas and regions with relative information blockages. On the other hand, the exploration and renewal of new media industries, represented by digital technologies, have achieved efficient, rapid, and precise social information transmission. The integration of these two communication forms represents the primary development trend in current industry development. To meet the needs of comprehensive and scientific social information communication, strengthening the improvement of issues in traditional media transmission and optimizing the integration structure of digital all-media elements have become the main objectives and trends in media ecosystem construction in the new era.

## 2. Current Development Status of Media Industry in the All-Media Era

The all-media era emerges from the collision between old and new media. According to relevant data, by 2019, the application proportion of new media resources in national media had reached 80%, digital information transmission channel construction accounted for 55%-60%, and the update ratio of information media management work reached 40%-50%. These figures demonstrate the achievements obtained during the development of diversified media resources. However, due to its relatively late start, numerous problems persist alongside macro-level achievements.

### 2.1 Incomplete Integration of Old and New Media

During current media ecosystem construction, imperfect integration of all-media resources constitutes the primary obstacle affecting the development of social information communication systems. On one hand, influenced by regional economic development levels, the development and replacement of new media exert considerable financial pressure on local regions, where demand for new media is not substantial. This relatively static media ecological form fundamentally fails to provide external driving force for connection. On the other hand, technical analysis of old and new information media often exhibits extreme practices of

either complete affirmation or complete negation, leading to deficiencies at the integration level between old and new media forms.

## **2.2 Difficulty Distinguishing Truth from Falsehood in Media Information**

Under the background of media ecosystem construction, the information transmission process faces challenges in distinguishing true from false information. First, much information in social communication channels may be subsequently spliced together through certain technologies or programs. Such false information is ubiquitous in the all-media environment, undoubtedly hindering audience information identification and transmission. Second, during media ecosystem construction, mismatches between timeliness and value exist in various information dissemination and exchange processes, creating a situation where media information becomes mixed and the social value of media information transmission is severely compromised.

## **2.3 Unstandardized Media Asset Management**

While the information communication system in the all-media era continues to develop and undergo sustained exploration, practical development reveals situations of uncoordinated management elements and unscientific management systems. According to relevant data, 80% of domestic all-media technology development processes suffer from absent media resource application management systems, and 90% of all-media resources experience inadequate or inappropriate external supervision. These issues represent current problems in practical exploration within the all-media environment.

## **2.4 Unclear Development Trends for Media Resources**

Unclear all-media development trends lead to chaotic internal element coordination within the information transmission structure and even unreasonable condition arrangements. First, unclear development trends result in hierarchical deficiencies in all-media information communication channels and inappropriate connections among various links in media resource allocation. Second, the lack of clear paths for all-media information transmission causes guidance issues in media structure development, with all-media industry planning lacking prioritization.

## **2.5 Limited Capability Development of Media Professionals**

The digital transformation of media technology has not only generated new requirements for social information transmission systems but also established new capability and proficiency standards for media communication personnel. Traditional single-layer information communication and interaction methods naturally cannot meet actual social development needs. Consequently, issues such as

lack of innovation and inadequate professional practice among media communication personnel have gradually emerged, negatively impacting the development of industrial information structures.

### **3. New Paths for Convergence Transformation in the All-Media Era**

To address existing problems in current information transmission, this paper proposes new paths for convergence transformation in the all-media era based on media ecosystem construction.

#### **3.1 Improving Old-New Media Integration**

Media ecosystem construction represents the multi-dimensional development of social media industries. To meet the needs of interactive communication and systematic transmission of diverse media resources in the new era, social media industry development should emphasize the completeness of old-new industry integration links. During industrial information structure planning and independent exploration, it is essential to strengthen technical characteristics of media ecosystem construction in the all-media era and regional needs for information communication, adopting multi-dimensional industrial structure adjustment and autonomous factor analysis to achieve optimal connection of development conditions while remedying deficiencies.

In practice, one region conducted media technology condition adjustment and analysis during resource development and exploration under the media ecosystem construction concept. First, during new media exploration, independent regional media information communication channel construction and group-based media resource interaction forms were implemented based on specific local information transmission structures. Independent new media technology updates and replacements refer to establishing separate regional new media transmission networks in areas with local media resource application rates  $\geq 80\%$ , while group-based media structures refer to several surrounding regions sharing one network structure in areas with application ratios  $< 80\%$ . Second, during regional media ecosystem construction, technicians must rationally analyze the advantages and disadvantages of traditional information transmission technologies and new media resources. For instance, preserving the wide dissemination scope characteristic of traditional media while using virtual digital transmission technology to regulate signal wave instability issues in traditional media represents scientific analysis during media ecosystem construction.

#### **3.2 Distinguishing Media Communication Content**

Scientific and rational planning of development paths in the all-media era, with objective and rational thinking to distinguish communication content, constitutes a dominant aspect of promoting development. More specifically, in distinguishing information authenticity in the all-media environment, clarity in

information transmission positioning should be combined with actual social conditions. One region evaluated and analyzed transformation elements for all-media development under the background of media ecosystem construction by strengthening media information content management. The practical essentials can be summarized as follows: (1) During economic industry exploration in the media environment, media disseminators should conduct authenticity judgments on all-media environment information through the six basic elements of news: time, place, person, cause, process, and result. If analyzed information content raises doubts, it should be immediately removed to avoid negative interference from erroneous information on social development. (2) The all-media era has broken through the isolation problem of single information transmission channels. To avoid unscientific multiple information processing, proper rearrangement and regulation of multiple elements in information interaction are required. For example, judging the timeliness and value of information dissemination within the ecosystem through video, text, audio, and other forms of news information transmission. (3) All-media era information communication forms should provide correct guidance for the public in the direction of news content transmission, based on facts and standardized multi-dimensional communication and dissemination of social information resources.

### 3.3 Standardizing Media Management Systems

Standardizing media management systems represents an essential factor that must be clarified in the development process of new paths for convergence transformation in the all-media era under media ecosystem construction. First, all-media information transmission development reflects multi-channel, multi-perspective analysis, but this does not mean all media can disseminate information arbitrarily. Rather, it must guarantee transmission authenticity as the primary standard for constructing healthy media interaction channels. Second, the all-media information transmission process should establish standardized institutional norms in all links including information collection, production, and dissemination to ensure development meets both general laws of industrial market economy and audience information exchange needs, representing the most representative industrial rule in social information resource communication. Furthermore, standardized convergence transformation under media ecosystem construction requires phased development standards to achieve coordinated progress between social morality and emotional standards. These three aspects must be considered simultaneously in rational industrial factor analysis to create a media transmission structure that connects with society.

**3.3.1 Standardized System Analysis** One region focused on exploring integrated new paths for transformation and development in the all-media era under the background of traditional ecosystem construction. The investigation strategies mainly included: (1) During social media industry development, local cultural management departments comprehensively implemented mutual supervision and management strategies for social news transmission consultation

based on the basic conditions of multi-level news information transmission. This management approach requires social information transmission enterprises to assume responsibility for their disseminated information content, with media companies bearing responsibility once transmission problems occur. Simultaneously, social media can supervise peer media information and strengthen supervision of surrounding ecological cultural transmission systems. (2) Cultural media enterprises must strictly follow national cultural media management requirements for ecological consultation supervision and management, strictly controlling information reception, processing, and transmission to resolutely resist illegal and untrue information dissemination. (3) Convergence transformation in the all-media era based on media ecosystem construction must consistently adhere to new thinking that coordinates economic and social benefits, focusing on grasping social audience feelings from the foundation of news information interaction and communication, then evaluating and adjusting issues from network media and traditional media perspectives to provide more solid and reliable development foundations for industrial development.

### 3.4 Clarifying Media Resource Development Trends

Exploring new paths for convergence transformation in the all-media era under media ecosystem construction represents a manifestation of rationally analyzing and comprehensively arranging social information platforms under comprehensive social development conditions. To address inadequate path exploration in current media development environments, media industry development also requires analysis and discussion of media convergence goals and planning trends.

In one region's media ecosystem construction process, the search for integrated path exploration channels primarily proceeded from an industrial structure development perspective. Relevant management departments fully conducted development and positioning of information transmission media channels during ecosystem construction and analysis: (1) During media ecosystem construction, information media transmission departments conducted detailed statistics on current news information development trends and news transmission methods, initiating integrated planning of information resource audit methods. (2) After all information management work arrangements were in place, each stage's information transmission development height was set according to annual and quarterly plans, with corresponding industrial development goals practiced and adjusted. (3) Starting from overall enterprise objectives, management elements were reasonably matched and regulated, with uncoordinated management conditions promptly analyzed, gradually forming a transition from single factors such as traditional media resources, technology, and markets toward multiple factors. This represents the planned adjustment method obtained through practical work.

### 3.5 Enhancing Media Professionals' Capabilities

Seeking transformation exploration paths for information communication channels under media ecosystem construction should also proceed from the perspective of enhancing media personnel capabilities. First, improving media professionals' cultural literacy enables media information transmission with new, multi-perspective information resources, avoiding unidirectional interactive transmission trends in industrial development. Second, practitioners within the media ecosystem require strong information sensitivity and identification capabilities to accurately grasp news information media trends during social information consultation transmission, providing popular media content for the public.

For example, one cultural transmission enterprise primarily adopted diversified information communication channels during social information transmission, implementing industrial development condition exploration and analysis. In addition to professional course training to enhance themselves, these media professionals summarized relevant experience from daily work to continuously promote personal capability improvement. This represents the integrated transformation new path in the all-media era based on media ecosystem construction, where information exchange and social development systems interact with each other.

## Conclusion

Analyzing new paths for convergence transformation in the all-media era based on media ecosystem construction represents theoretical induction of updated social cultural transmission forms. This paper proposes that through improving old-new media integration, distinguishing media communication content, standardizing media management systems, clarifying media resource development trends, and enhancing new media professionals' capabilities, we can strive to achieve new development trends in the all-media era.

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