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Postprint: County-Level Media Convergence Development Under Internet Thinking

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Abstract

As scientific and technological information continues to advance, the Internet has achieved rapid development. With the emergence of new media, county-level media have been significantly impacted; therefore, they must identify more suitable development paths to adapt to continuous societal changes. This article first introduces the characteristics of county-level media, analyzes the influence of Internet thinking on county-level media, and finally proposes integration and development strategies for county-level media under the framework of Internet thinking. It is hoped that through the exposition and analysis of relevant content in this article, the practical outcomes of related research can be further enhanced, providing greater impetus for the actual construction of county-level media in China.

Full Text

Abstract

As information technology continues to advance and the Internet develops rapidly, the emergence of new media has profoundly impacted county-level media, compelling them to identify more suitable development paths that adapt to ongoing societal changes. This paper first introduces the characteristics of county-level media, analyzes the influence of Internet thinking on these media outlets, and finally proposes strategies for the convergence development of county-level media under the guidance of Internet thinking. Through the elaboration and analysis of relevant content, this study aims to further enhance practical research outcomes and provide greater impetus for the actual development of county-level media in China.

Keywords: Internet thinking; county-level media; convergence development; implementation strategies

Introduction

With the continuous development of Internet technology in China, the convergence and integration of new media with county-level media has become a key trend in the industry. To further enhance the effectiveness of ideological and cultural development in China, relevant planning efforts must be made from the perspective of county-level media, establishing Internet thinking and accelerating the progress of new media. Through methods of technological innovation, county-level media can achieve greater advancement. In China's current development landscape, the application of various advanced technologies has enabled significant progress for new media. Internet development has greatly facilitated data exchange and other functions, making the convergence development of county-level media crucial for their future growth.

1. Characteristics of County-level Media

County-level media exhibit multiple characteristics in their practical development. In the current environment, achieving integration with new media requires long-term strengthening of developmental efforts. Analysis of the actual situation of county-level media reveals several key characteristics: First, they possess relatively high authority. County-level media generally maintain official affiliations, and the information they release is more accurate, earning higher audience trust and thus stronger authority. Second, they demonstrate geographic specificity in information dissemination. Information is closely aligned with local communities, and audiences have relatively limited alternative sources, resulting in very high attention levels.

2. Necessity of New Media Convergence under Internet Thinking

Fundamentally, Internet thinking serves as a guiding principle for enterprise and media development, revealing new possibilities. The innovative methods and concepts of media convergence have led to the proliferation of new media. In this context, the integration of new media has become an inevitable trend. The necessity manifests in three aspects: First, county-level media have lost popularity; without convergence development, they risk being eliminated through market competition. Only through new media integration can they better adapt to Internet trends. Second, various media forms do not inherently exclude each other; their primary goal is to provide valuable information to the public. New media convergence can advance information dissemination and significantly influence the media industry's development. Third, under Internet thinking, social structures and relationships are undergoing transformation. The prosperity of self-media indicates that every citizen can become part of the media landscape, with the Internet platform functioning as a vast information network that provides effective support for new media convergence. Therefore, new media integration has become an inevitable trend of the times.

3.1 Advantages of New Media under Internet Thinking

The advantages of new media under Internet thinking are evident across multiple dimensions: First, new media features large information capacity and strong openness. The emergence and rapid development of new media are built upon Internet technology advancements. Leveraging sophisticated Internet technologies enables new media to absorb and accommodate substantial amounts of news information while expanding the breadth of information dissemination. Second, new media offers diverse formats and interactive features. It largely breaks the stable, one-way transmission limitations of county-level media, providing audiences with opportunities to interact and communicate with media outlets, transforming them from passive information recipients into active disseminators. Third, transmission pathways are more extensive. Unlike county-level media that rely on television, newspapers, and similar channels, new media emphasizes electronic devices for information delivery, greatly accelerating transmission speed. Currently, media resources are abundant, and county-level media have undergone long-term development, accumulating talent over time. Experienced interview and editing personnel ensure high-quality news content, and through prolonged accumulation, they can guarantee both quality and format diversification.

3.2 Disadvantages of New Media under Internet Thinking

As Internet thinking continues to evolve, new media has gradually become the primary channel for people to receive and transmit information, receiving enthusiastic welcome from most users. However, new media development still exhibits certain defects. For instance, new media has not developed unified characteristics and lacks innovative concepts in its development. Despite diverse information transmission methods and pathways, news content itself often continues to employ the characteristics of county-level media, potentially leading to gradual audience attrition over time. Additionally, compared with county-level media, new media lacks certain authority and credibility in information transmission, with online rumors and negative information being commonplace, which adversely influences audience perceptions.

Simultaneously, county-level media face their own challenges during development. The pace of technological innovation and development is relatively slow, with upgrades and maintenance seriously lagging, resulting in diminished competitiveness. Furthermore, when county-level media integrate with new media, they often lack complete establishment, unable to provide robust guarantees for high-quality media production. Another significant issue is insufficient understanding of Internet thinking. As information technology continues to develop, the Internet plays a crucial role in new media development, necessitating better integration of Internet technology with county-level media to enhance new media capabilities and reduce the gap between county-level and new media. However, county-level media often fail to effectively apply Internet thinking, slowing new media development efforts.

4. Convergence Development Strategies under Internet Thinking

4.1 Service-Oriented Approach Targeting the Public

County-level media traditionally provide comprehensive, blanket coverage to audiences with limited media choices. However, under Internet thinking, public demands show diversified trends, and people have increasingly numerous channels for obtaining information, allowing them to select media forms according to their interests and preferences. In this context, new media convergence must consider public needs, understanding the different demands of various groups through multiple channels, and developing targeted strategies with serving the public as the goal. New media can establish novel Internet thinking and disseminate information to the public through diverse Internet-based methods. For example, for website or app users, interface color schemes can be improved with emphasis on interaction and user experience. For Weibo and WeChat users, image quality can be enhanced and language made more attractive. For video users, bullet comment features can be added to facilitate communication and sharing. These represent specific implementation measures explored during the convergence process.

4.2 Strengthening Innovation and Enhancing Omnimedia Capacity

As society continues to develop and life accelerates, people's entertainment time is increasingly reduced, making it difficult to devote substantial time to news consumption. Under these circumstances, to achieve better convergence results, it is necessary to reduce physical transmission barriers and leverage people's fragmented time. Information and news transmission should not be limited to television content or newspapers but must employ more scientific and efficient methods to strengthen developmental effectiveness. Information should be transmitted through new media and presented through multiple methods, enabling users to access news from various perspectives and ensuring their actual requirements are met.

Under Internet thinking, enhancing omnimedia capacity is essential for new media convergence development. New media must integrate multiple media forms to meet public development requirements, giving rise to numerous new media products. This demands that media personnel possess the ability to apply new technologies, moving beyond simple text and image editing and layout to become versatile media professionals. For example, media staff should cultivate new media thinking and learn Internet technologies and applications. Technically, they should master Photoshop image processing, HTML5 technology integration, and digital media arts to create novel and rich news interfaces. They must also learn short video production, Weibo management, and WeChat public platform layout and operation. Only by mastering these various technologies can effective new media convergence and development be achieved.

4.3 Establishing Convergence Management Methods and Improving Management Systems

Regarding current county-level media convergence effectiveness, deep content integration has not yet been achieved, necessitating continuous strengthening of convergence management. First, implementation content must be adjusted to enhance the establishment of Internet thinking, meeting economic development objectives based on county-level media foundations, and processing information according to platform realities to plan more suitable user content. Second, reorganization is required, as differences exist between county-level and new media establishment. These differences must be distinguished, and actual development capabilities strengthened through convergence concepts.

From the perspective of new media development, establishing a sound new media management system represents an effective pathway for new media convergence development under Internet thinking. For the media industry, possessing a complete and robust management system requires starting with the establishment of comprehensive media industry management institutions. Sound management systems and institutions can largely compensate for deficiencies in new media development, laying a solid foundation and providing strong institutional guarantees for new media convergence under Internet thinking. For example, relevant units should formulate comprehensive norms and standards based on new media development characteristics, establish incentive policies for effective county-level and new media integration, and create a fair external environment for healthy competition and common development between both media forms by relaxing media industry access systems.

4.4 Cultivating Technical Talent and Strengthening Technology-Media Integration

In the development process of county-level media, emphasis must be placed on cultivating technical talent. Under current evident Internet development trends, how to better utilize Internet technology represents an important issue requiring exploration by traditional media. Therefore, county-level media should cultivate professional technical talent to facilitate smooth transformation and advance new media development. Second, new media convergence cannot proceed without media professionals, making talent cultivation a necessary pathway for new media convergence development. Under Internet thinking, media professionals face enormous challenges. For long-term new media industry development, fresh talent must be introduced, and comprehensive professionals suitable for new media development requirements and omnimedia interview and editing must be selected or cultivated. For example, new media technical talent can be hired with competitive salaries, or existing talent can be trained to develop various media application technical skills, Internet thinking, and innovative ideas, strengthening capabilities in collection, editing, integration, and other new media convergence and transmission skills.

Beyond cultivating professional technical talent, strengthening the integration of advanced technology with county-level media is essential. In the current media industry, county-level media cannot rely solely on traditional methods but should enhance the application of new technologies. Only through the introduction of advanced talent and coordination among various departments can county-level media development be better promoted.

4.5 Emphasizing Capital Operation and Flexibly Applying Internet Technology Methods

To achieve mutual integration between county-level and new media, joint support and effort from media industries and administrative departments are required. The central task of new media convergence development under Internet thinking is to emphasize capital operation and continuously improve capital operation methods to seek innovation in convergence development content. Capital operation can largely create opportunities for county-level and new media integration, reorganizing and rationally allocating integrated media industry resources to maximize their effectiveness and promote long-term, stable new media development under Internet thinking. Additionally, emphasizing capital operation and understanding its critical importance for new media convergence development can prevent the pursuit of short-term profits from affecting overall industry development, enabling close associations among major industries and promoting common progress between county-level and new media.

In the information age, continuous socioeconomic development and scientific and technological updates have led to the widespread application of advanced Internet technology across various fields. The subsequent emergence of new media has posed significant challenges and threats to county-level media development. Compared with county-level media, new media possesses multiple advantages but inevitably exhibits certain shortcomings and problems. Given this situation, to better achieve new media convergence development under Internet thinking, Internet technology methods must be flexibly applied in the integration process, breaking the rigid institutional constraints of county-level media and increasing advanced technology application to maximize the competitiveness of new media convergence development. Applying advanced Internet technology to the media convergence process requires strong talent as a fulcrum, necessitating further intensified professional talent cultivation. Through full new media collaboration, stable media industry development can be ensured.

4.6 Establishing Media Convergence Concepts and Strengthening Content Integration

Important conferences in China have proposed enhancing integration between traditional and new media under the influence of Internet thinking, improving media information creation effectiveness through more advanced transmission technologies to ensure Chinese citizens' information requirements are met. However, the actual media convergence process is affected by various factors. Before

new media emerged, county-level media held foundational positions in the industry. After new media appeared, people's access to information expanded significantly, substantially impacting county-level media and forcing them to develop through conceptual innovation. First, county-level media development methods must be improved to enhance development momentum, building not only upon existing resources but also strengthening weak areas to gain greater advantages under new media impact. Second, original concepts must be changed through the convergence development of traditional and new media to further enhance competitiveness, abandoning outdated methods for new creation strategies that prioritize users and plan more market-focused content.

Strengthening content integration between traditional and new media can enhance their interconnection. A more authoritative convergence platform must be created to better facilitate division of labor between old and new media, increase news content innovation, strictly manage content dissemination, and enable county-level media to guide public opinion. A primary advantage of new media technology lies in its fast and extensive transmission capabilities. The integration of both can more firmly stabilize social needs and represents an important pathway for problem resolution.

Furthermore, magazines can achieve transformation by implementing county-level media transition, integrating with Internet technology to strengthen content dissemination and obtain phased results. Through continuous development efforts, magazines have achieved significant success in media transformation. Currently, magazines have integrated across QQ, WeChat, Weibo, and other platforms, forming a new media transmission system that has attracted widespread attention from media platforms. Data serves as crucial evidence of magazine transformation. In 2014, the magazine's total annual readership reached 35 million, increasing to 100 million in 2015, 400 million in 2016, and over 1 billion in 2017. By the end of 2018, the magazine's readership had exceeded 8 million users, covering almost all age groups.

Conclusion

Under Internet thinking, the convergence development of county-level media is critically important, playing a key role in accelerating the comprehensive development of the media industry and injecting new momentum into its growth. In practice, comprehensive consideration of various pathways and multiple perspectives is required based on enhanced understanding of new media characteristics. Only through this approach can problems facing county-level media be maximally resolved, effective new media integration be achieved, and the stable development of the media industry be promoted.

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

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