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## On Communication Strategies in the Media Convergence Environment: A Case Study of Changshu Daily's Application of All-Media Technology to Enhance Communication Effects (Postprint)

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### Abstract

Addressing the development trend of media convergence necessitates a profound analysis of the transformations in the media environment engendered by such integration, the comprehensive utilization of emerging media and technologies, the construction of an all-media publicity matrix, and the generation of a robust, comprehensive, and three-dimensional public opinion communication effect. This study seeks to explore, through an examination of publicity cases from relevant activities of Changshu Daily and the Regional New Media Branch of the China Association of Press Technology Workers, how media organizations can more effectively propel the development of media convergence and augment their influence on public opinion.

### Full Text

#### Preamble

**Title:** A Brief Discussion on Communication Strategies in the Media Convergence Environment: A Case Study of Changshu Daily's Application of All-Media Technology to Enhance Communication Effects

**Abstract:** Addressing the development trend of media convergence requires a profound analysis of the environmental changes brought about by this integration, the full utilization of new media and technologies, and the construction of an all-media publicity matrix to generate powerful, comprehensive, and three-dimensional public opinion effects. This article examines publicity cases from Changshu Daily and related activities of the Regional New Media Branch of the China Association of News Technical Workers to explore how media orga-

nizations can better promote media convergence development and enhance the influence of public opinion.

**Keywords:** media convergence; new media; new technology; coping strategies

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## 2. Communication Cases in the Media Convergence Environment

With the rapid development of the internet and new media technologies, public dependence on media has increasingly shifted from passive reception to active selection, transforming audiences from mere information recipients into participants in the communication process. This “à la carte” communication characteristic has become more pronounced, requiring traditional media to continuously strengthen self-revolution, strive to win audiences through breakthroughs in new media technologies, and constantly enhance their communication power and influence.

### 1.1 Diversification of News Content

In the era of media convergence, audience demands for content diversification have become more prominent. Especially when facing important events and major news stories, audiences require more information channels and desire to learn more from multiple perspectives, including timeliness, content depth, and extended coverage. This requires media convergence development to be built upon satisfying at least three levels of reading needs: first, timely information, meaning rapid information release; second, comprehensive content, providing in-depth news from multiple angles; and third, extended reading, offering background stories and links to understand the full context of events.

### 1.2 Diversity of Communication Technologies

Media convergence demands higher standards for the presentation of news content, particularly in the context of emerging technologies. News products must possess advanced technical capabilities to adapt to the changing all-media environment and meet the growing reading demands of audiences. The diversity of communication technologies is primarily manifested in the full utilization of various new media technologies, with live streaming, H5 products, and animated

GIFs as typical representatives. Currently, these have further extended to VR, AR, aerial photography, and multiple other technologies.

### 1.3 Interactivity of Content Services

New technologies provide news products with more interactive service functions, such as commenting, QR code scanning, and linking. These features expand the secondary communication effect of news and generate broader dissemination impact. From the perspectives of expanding audience groups and enhancing communication effects, new technologies have built stronger platforms for media-audience interaction, which helps increase media user stickiness. To explore more paths for media convergence development, Changshu Daily has actively carried out all-media publicity in recent years through multiple carriers including print media, news websites, and WeChat official accounts. By fully applying new technologies such as cloud live streaming and aerial photography, and presenting content through “text + images + short videos + animated GIFs + QR codes,” the newspaper has enhanced interactivity in the communication process and achieved favorable communication results.

#### 2.1 Case Analysis: All-Media News Campaign

Changshu Daily has actively utilized all-media product presentation forms. In 2018, under the leadership of the Municipal Party Committee’s Propaganda Department and in collaboration with the Municipal Radio and Television Station, the newspaper launched the “From the Path of Bixi to the City of Running” all-media news campaign commemorating the 40th anniversary of reform and opening up, publishing eight major all-media reports. Through multiple media channels including radio, television, newspapers, and new media, the campaign employed various forms such as text, video, and images to conduct publicity and reporting, creating widespread dissemination across the city and achieving excellent publicity results.

At the campaign launch, organizers fully utilized new media technologies to conduct a live streaming event. The live broadcast page featured a promotional video showcasing the campaign background, reviewed the tremendous changes in Changshu over 40 years through text and images, and collected on-site materials including transformation images of Jiangxiang Village in Zhitang Town and pictures and texts shared by the village party secretary about the path of reform and innovation development. These materials demonstrated the village’s evolution from having only one television set to becoming a prosperous Jiangxiang. The event also showcased development achievements from township enterprises to modern industrial enterprises through the lens of old and new photos. The live event attracted more than 6,000 online viewers.

Throughout the all-media news campaign, the diverse presentation forms of various media added brilliant touches to the event. Both newspapers and television dedicated front-page important sections and prime time slots to the all-media

reports. Mainstream media WeChat official accounts such as “Changshu Viewpoint” published continuous reports. The stark contrast between old photos from the early reform period and contemporary development photos, along with oral accounts from interviewees, made the entire series of reports vivid and engaging, offering strong news value that received widespread audience recognition.

## 2.2 Case Analysis: Aerial Photography Technology Application

New media technologies have become an urgently needed presentation form for contemporary audiences. Changshu Daily has continuously strengthened exploration and application of new technologies, achieving favorable communication results by using aerial photography, underwater photography, and other new technologies embedded in short video formats within converged media products.

High-speed railway station construction has long been a key concern for Changshu citizens. Regarding the new progress that “the excavation volume exceeds 600,000 cubic meters, perhaps the largest underground project in Changshu’s history,” the newspaper’s new media platform “Changshu Viewpoint” promptly produced a new media product titled “ ‘Amazing’ This Might Be Changshu’s Largest Hole! Shaped Like the Character ‘Ancient’ ...” Based on comprehensive integration of text introduction, on-site photos, and perspectives from social media friends, the product emphasized the use of aerial photography technology to enhance news visualization. The 28-second aerial video better presented the high-speed railway station construction site, fully displaying to readers the comprehensive framework of the “ancient” character-shaped construction site after earthwork excavation. The visuals were powerfully shocking and effectively enhanced news readability.

## 2.3 Case Analysis: Underwater Photography Technology Application

Underwater photography technology is another important technology attracting media attention. This April, the Regional New Media Branch of the China Association of News Technical Workers built a platform and collaborated with Changshu Daily to organize a grand “Red Journey” aerial and underwater photography live demonstration event. More than 80 representatives including presidents, editors-in-chief, journalists, and editors from over 50 district and county media organizations, along with 10 new media technology companies, participated in the event.

The “Red Journey” live demonstration site held observation activities showcasing cutting-edge industry technologies including the water robot “Little Dolphin” and drone “Little Giant Egg.” Media workers experienced on-site demonstrations of dual-perspective shooting above and below water using new technology products, familiarizing themselves with new media technical functions such as underwater 4K photography, above-water photography, intelligent fishing, water rescue, terrain mapping, and aerial shooting, thereby extending their news technology horizons.

During this live demonstration event, Changshu Daily promptly carried out all-media reporting, not only covering the event's achievements but also presenting new developments in new media technologies, generating positive responses among district and county media nationwide. The newspaper's WeChat official account "Changshu Viewpoint" published reports such as "Eye-Opening! 'Dolphin' and 'Giant Egg' Soar in Sky and Dive in Water, Media Workers Praise This Experience as Worthwhile," with specially produced short videos of the underwater photography live demonstration embedded for enhanced visual effects. The front page of *Changshu Daily* and Changshu News Network simultaneously published the report " 'Dolphin' and 'Giant Egg' Soar in Sky and Dive in Water, Capturing Eyes—Media Workers Experience Cutting-Edge Industry Technology Firsthand," showcasing the distinctive features of new media technologies through images and text.

### 3. Three Approaches to Enhancing Media Influence

Analysis of all-media communication cases reveals that applying new media technologies has become an inevitable trend that will exert greater influence in the media communication process. Based on case studies of Changshu Daily and related activities of the Regional New Media Branch of the China Association of News Technical Workers, three approaches deserve attention for media organizations seeking to enhance their influence.

#### 3.1 Content Innovation as the Foundation

In the media convergence environment, content quality must be increasingly emphasized. Currently, diverse and complex information makes it difficult for audiences to capture effective information, sometimes causing them to be misled by sensationalist content. This requires news media to play the role of mainstream public opinion guidance and maximize communication impact. Analysis of several well-performing cases from Changshu Daily shows that content quality was first properly addressed, demonstrating not only news timeliness but also providing more in-depth content and extended reading in all-media publicity. Therefore, elevating news content quality must first attract high-level media attention.

#### 3.2 Technical Means as the Support

During this period of rapid all-media technology development, the level of new media technology application influences all-media communication power and influence to a certain extent. How to fully utilize technical means to serve the all-media communication process has become increasingly important. Based on case analysis of Changshu Daily, it is not difficult to find the "finishing touch" effect of all-media technology. Whether it is the intuitive shock of high-speed railway station aerial photography or the significant response from media workers brought by underwater photography, such technological innovations must

attract more attention. An important link in the media convergence process must be a major integration of news communication methods—a combination of traditional communication techniques and new technology communication methods. Only when media workers master emerging technologies such as aerial and underwater photography and integrate them into daily news product production can news reports gain more audience favor.

### 3.3 Timely and Effective Three-Dimensional Communication as a Key Approach

News products produced through all-media technology must maximize dissemination scope through an all-media matrix and maximize communication effects through three-dimensional communication—this is an inevitable requirement for news communication in the media convergence environment. For important events, major news stories, and other reports that readers care about, first, instant information must be rapidly disseminated through new media to seize the first communication channel. Second, more in-depth content must be presented through platforms like newspapers for audiences requiring deep reading. Simultaneously, QR codes and other forms must be distributed to provide links and interaction for images and video content, enabling readers to visually see, hear, and read the entire event process, scene, and results. This allows audiences to more comprehensively select and understand news, lets news “ferment” at a deeper level, and produces a communication effect where  $1+1>2$ .

In summary, news communication in the media convergence environment increasingly tests media timeliness, content quality, and the application level of new media technologies. To achieve better communication, media must be based on the latest development characteristics of all-media, fully learn and apply new technical means, conduct comprehensive reporting through text, images, and video, continuously expand communication coverage, promote in-depth media convergence development, and strengthen mainstream public opinion.

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