

# Construction of County-Level Converged Media Centers for All-Media Collaborative Production: Postprint

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## Abstract

This paper expounds on the concepts of all-media and converged media, analyzes the necessity of constructing county-level converged media centers with all-media collaborative production from two perspectives: the problems existing in county-level media development and the compensatory effects of new media advantages on county-level media, examines the significant role that converged media center construction plays in county-level media development after its establishment, and finally summarizes recommendations for the construction of county-level converged media centers with all-media collaborative production.

## Full Text

### 1.1.2 Characteristics of All-Media

All-media represents the maximal integration of information flow methods currently available to humanity, demonstrating comprehensive inclusiveness and synthesis both in terms of communication carriers and the various technical support platforms upon which content relies. Although the term contains the word “all,” it does not exclude any single form of traditional media. While all-media primarily integrates and utilizes diverse media manifestations, it equally values the development and application of individual traditional media forms, regarding these singular forms as essential components of the “all” in “all-media.” Furthermore, all-media embodies not merely simple connections between several media types, but rather comprehensive fusion at every level. In other words, all-media integration involves comprehensive interaction between online media and traditional media, and even communication channels, as well as comprehensive complementarity among various online media. In summary, all-media is the most complete media conglomerate to date in terms of coverage, technical means, media carriers, and audience reach. Finally, although all-media presents itself

as large-scale and comprehensive in the media market, it can simultaneously deliver ultra-segmented services when targeting individual audience members.

### 1.1.1 The Meaning of All-Media

The concept of all-media has not been formally established in academic circles; rather, its emergence and application have occurred primarily within the media industry. As science and technology continue to advance, various media forms have continuously emerged, achieving deeper integration at the levels of content, channels, and functions. When media development reached a certain stage, its scope of coverage became so extensive that it could no longer be encompassed by the concept of “media” alone, leading to the emergence and widespread adoption of the all-media concept within the industry. Although lacking a formal conceptual definition, we can nevertheless interpret its meaning comprehensively and specifically. All-media refers to an ultimate mode of media information dissemination that synthesizes specific media information through multiple expressive means—including text, sound, images, animation, and web pages—and presents it through different media forms such as radio, television, publishing, newspapers, and websites. By integrating the advantages of various media dissemination methods, it forms a new type of communicable information, which is then distributed through converged networks including broadcasting, telecommunications, and the internet. This enables users to receive information on multiple terminals including televisions, computers, and mobile phones, truly realizing a communication model where anyone can obtain any desired information at any time, any place, and through any terminal. In other words, whenever and wherever one wishes to view disseminated media information, they can select any information reception terminal to access content in any form—be it text, images, audio, or video—and achieve satisfactory presentation effects.

## 1.2 Converged Media

“Converged media” is also a novel concept in the media industry. Literally meaning the integration of media, it represents a new media form that, based on the full utilization of media carriers, merges the advantages of different media types (such as radio, television, and newspapers) through comprehensive integration of human resources, content, and publicity to achieve a new media expression characterized by “resource convergence, content compatibility, publicity mutualism, and benefit coalescence.” To truly understand this innovative concept, one must first view it as an ideology—one that takes development as both premise and ultimate goal, and employs the strengths of all media as its means. This approach maximizes the advantages of both traditional and new media, transforming single-media competitiveness into multi-media joint competitiveness, thereby significantly enhancing communication efficiency and effectiveness while delivering greater information dissemination value. Converged media should not be regarded as a single, independent physical media carrier, but rather as an operational model that integrates and mutually utilizes the strengths of radio,

television, and the internet to comprehensively elevate functionality, methods, and value. The construction of all-media collaborative production county-level converged media centers represents an inevitable trend of the times and will help propel county-level media toward new media morphologies, enabling them to find a viable path for survival and development.

## 2.1 Problems in County Media Development

County television stations face several developmental challenges. First, their development thinking and models have become rigid, lacking vitality. For an extended period, China's traditional news media operated under a relatively monopolistic model, fostering rigid developmental thinking and patterns that not only hinder county media growth but further diminish the vitality of county stations. This model has also led to entrenched work styles among staff, resulting in low efficiency and poor motivation. Second, county media content remains relatively monotonous and requires enrichment and optimization. As the smallest tier in China's television station hierarchy, county stations face significant scale limitations compared to provincial satellite channels or CCTV, restricting their broadcast range to local prefecture-level cities and preventing audience expansion. Their content is also noticeably less rich and attractive than higher-level stations. Furthermore, some county stations must broadcast excessive advertising for survival, compressing program airtime and potentially alienating viewers, creating a vicious cycle. Third, county stations, county newspapers, and WeChat official accounts all suffer from narrow reach and scope. Currently, the integrated development of China's television media and new media has fostered a new television industry system that not only affects resource allocation within the system but also helps dissolve industrial boundaries, create complete industrial chains, and develop diversified revenue streams. Correspondingly, the old television industry system suffers from problems such as absent market entities, backward business models, and singular profit methods, which directly constrain the "point and surface" development of traditional news media. County stations clearly belong to this old system, thus facing constrained development space. Fourth, weak interactivity impedes development, as program formats lack richness and fail to engage viewers and readers, resulting in low participation, viewing interest, and attention, with communication feedback often remaining incomplete. In addition to television stations, county newspapers face equally severe challenges, including low single-issue circulation, unoriginal content that fails to attract readers, serious audience attrition, and difficulty fulfilling their role as mass media in social development and public opinion guidance.

## 2.2 How New Media Advantages Can Compensate for County Media Deficiencies

As society progresses, people's quality-of-life expectations have risen, along with their demands for traditional media such as television and newspapers—demands that county media struggle to meet. The emergence and popularization of new

media will inevitably play a positive role in changing this situation through their unique advantages. Media convergence represents the inevitable trend in media industry development, and newspapers, radio, television, and emerging self-media should learn from each other's strengths and leverage development, representing the necessary choice for advancing the media industry. Although new media has a relatively short history, its inherent characteristics can compensate for county media shortcomings and provide momentum for transformation: First, new media offers extremely rapid dissemination. In today's society, information technology advancement has enriched information acquisition channels and heightened demands for timeliness. New media's speed advantage addresses this need, as contemporary news values time above all, requiring minute-by-minute reporting—something traditional media struggle to achieve but new media can accomplish. Second, new media boasts exceptionally wide dissemination range. Internet and information communication technologies have long transcended temporal and geographical limitations, enabling new media to spread infinitely and meet the needs of diverse regional populations within very short timeframes. Third, new media possesses vast information capacity. The internet can carry massive amounts of information, and its enormous storage capacity provides a broad platform for county stations' survival and development. Fourth, new media demonstrates strong interactivity, typically featuring comment functions that allow free expression and provide timely feedback to media professionals.

### **3.1 Providing New Media, New Thinking, and New Models**

The establishment of converged media centers injects abundant vitality into county station development, and the converged media development model will drive transformation in county station work patterns. As an emerging phenomenon, converged media development itself requires traditional media practitioners to transform their thinking and work modes, adopting new working methods to embrace this developmental model.

### **3.2 Expanding County Media Audience Scale and Scope**

The establishment of converged media centers enables county media to integrate internet advantages, expand development scale, liberate audience groups from geographical constraints, and diversify communication channels.

### **3.3 Strengthening Interactivity and Optimizing Development Paths**

Traditional media has generally neglected audience interaction. With the establishment of converged media centers, county stations can leverage new media advantages to integrate online and offline resources, strengthen communication and interaction with audiences, and improve customer satisfaction.

### **3.4 Enabling More Comprehensive and Stereoscopic Presentation of County Media Information**

Currently, many Chinese television media outlets have launched their own mobile clients to enable audiences to receive television information anytime and anywhere. The construction and application of converged media centers will accelerate the integration of county-level traditional media and new media, forming comprehensive and stereoscopic dissemination that maximizes television media influence.

### **4.1 Transforming Thinking and Strengthening Top-Level Design**

New media is called “new” not only because of its novel models but also because of its innovative developmental thinking. To promote new media development and the integration of old and new media, we must not cling to traditional media development thinking but actively transform concepts, using new developmental thinking to guide and advance new media development and promote integration with county-level traditional media. Simultaneously, we must strengthen top-level design to facilitate the construction of county-level converged media centers. This involves enhancing coordination and cooperation between converged media center supervisory departments and finance, banking, education, science and technology, land, and taxation departments; increasing public financial investment in converged media centers; introducing practical supporting policy systems; implementing major converged media center projects with broad influence and demonstrative effects at the central government level; and building a rationally laid out, hierarchically clear, functionally complete, and mutually complementary public service platform system to comprehensively create a favorable environment for the leapfrog development of converged media centers.

### **4.2 Establishing a Comprehensive Modern Media Communication System**

Converged media requires integrating advantages across various media types and seeking balance among numerous resources. By integrating county-level media resources—including newspapers, television, radio, websites, Weibo, and WeChat official accounts—we can establish a modern media communication system with rich content, diverse carriers, and extensive coverage. Effective integration of all county-level media resources not only enables efficient resource utilization but also resolves the previous state of county media operating in isolation. The integrated county-level converged media center will simultaneously possess broadcast television news release platforms, local feature program production capabilities, and new media publicity matrices, enabling it to target both county residents and conduct publicity through the internet, mobile multimedia terminals, and social media platforms.

### 4.3 Facilitating Media Integration and Promoting Convergence Among Various Media

The key to converged media development lies in the integration of various media types, with the prerequisite being the orderly integration of human, financial, and material resources. Media integration should proceed gradually; it cannot be accomplished through enthusiasm alone. Without active planning and preparation, not only may integration goals remain unfulfilled, but normal news operations may also be severely affected. For instance, newspaper and radio-television media employ completely different techniques for presenting the same news event. How should the resulting new media choose? The true manifestation of converged media will select neither pure newspaper format nor pure radio-television format, nor will it simply compare and choose between them. Instead, it requires timely communication, drawing on each other's highlights, merging the two into one, conducting secondary interviews and editing, and launching as quickly as possible to create an information presentation more suitable for new media promotion.

### 4.4 Continuously Cultivating and Developing Media Professional Talent

The complexity of media work presents new challenges for talent development in converged media centers. Only professional media workers can make effective decisions in the face of complex media tasks and facilitate converged media center development. County-level converged media centers should focus more on attracting and developing talent. They must strengthen incentive mechanism construction, introducing humanistic management concepts into overall business management to motivate, cultivate, and respect people, stimulating staff enthusiasm from an employee-centered perspective. They should actively identify talented individuals with special abilities and place them in suitable positions to enhance job satisfaction and belonging, thereby increasing overall work efficiency. Simultaneously, attention must be paid to technical training for relevant personnel, improving their comprehensive qualities through various training forms to meet converged media technology requirements.

## Conclusion

The construction of county-level converged media centers represents the call of the Party and the state, holding positive significance for county-level traditional media development by compensating for deficiencies and resolving existing problems. To build all-media collaborative production county-level converged media centers, we must establish correct development and construction thinking, accelerate integration among various media through strengthened media resource integration under the guidance of comprehensive converged regulations and systems, establish modern media communication systems, and construct more county-level converged media centers.

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