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Successful Media Convergence Turns Sunset into Sunrise—Qianxinan Daily’ s Media Convergence Makes Party Media More Dynamic (Postprint)

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Abstract

Qianxinan Daily Newspaper Society, based on the foundation of one newspaper and one website, is dedicated to building a “2+N” publicity platform to promote the deep integration of traditional and new media. Media convergence has stimulated new vitality in the development of Party media, activated the vigor of the talent team, disseminated the positive voice of Qianxinan, and propelled the thriving development of the newspaper’ s endeavors.

Full Text

Abstract

Qianxinan Daily Newspaper has built a “2+N” publicity platform based on its newspaper and news website, promoting deep integration between traditional and new media. This convergence has injected new vitality into the development of Party media, activated the dynamism of its talent pool, and amplified the positive voice of Qianxinan, leading to thriving development across the newspaper’ s operations.

Keywords: Qianxinan Daily Newspaper; media convergence; media matrix; stimulating new vitality in Party media development

1. Media Convergence Makes Party Media More Dynamic

President Xi Jinping has repeatedly issued clear directives on accelerating the integrated development of traditional and emerging media, providing guidance for the development of online media. Qianxinan Daily Newspaper prioritizes

political direction, firmly upholds the Party spirit principle, and maintains correct public opinion orientation. Grounded in practical realities and keeping pace with the times, the newspaper has made media convergence a key task in its reform and development. While continuing to publish *Qianxinan Daily*, the newspaper has comprehensively upgraded “China Qianxinan Network” to create a “2+N” publicity platform based on one newspaper and one website, boosting deep integration between traditional and new media. This convergence has stimulated new vitality in Party media development and spread the good voice of Qianxinan, leading to flourishing growth across the newspaper’ s operations.

Following the central government’ s principle that “traditional media should integrate with new media to generate new influential media,” Qianxinan Daily Newspaper has leveraged the complementary strengths of traditional and emerging media for integrated development. The newspaper uses its authority to consolidate existing positions while continuously expanding new territory, with traditional and new media supporting each other and exerting simultaneous influence to maintain a core position in mainstream public opinion. Since 2015, the newspaper has adopted the approach of “achieving big results with small investments,” focusing on “localization, authority, and rapid release.” It established a “desperate assault team” to overcome challenges, laying a solid foundation for media convergence. The newspaper has now formed a comprehensive publicity matrix comprising “two newspapers” (*Qianxinan Daily* and *Guizhou Mobile Newspaper • Qianxinan Edition*), “two terminals” (Palm Qianxinan APP client and Qianxinan Mountain Tourism APP client), “two micro-platforms” (China Qianxinan official Weibo and micro-newspaper), “three WeChat accounts” (China Qianxinan WeChat, Qianxinan Daily WeChat, and Qianxinan Mountain Tourism WeChat), “four websites” (China Qianxinan Network, Qianxinan Mountain Tourism Network, Qianxinan Mountain Tourism English Network, and China Beautiful Countryside • Wanfenglin Summit official website), and “one periodical” (*Today’ s Qianxinan*). In 2016, the newspaper conducted in-depth research to promote integrated development of traditional and emerging media across content, channels, platforms, operations, and management. It organically combined platforms including “two newspapers, two terminals, two micro-platforms, three WeChat accounts, and four websites” to build an ethnic language digital publishing big data center. This integration enables unified operations from frontline interviewing, drafting, and uploading to back-end editing, typesetting, and proofing, and finally to release across the new media matrix platform, breaking temporal and spatial constraints and maximizing news dissemination impact through multi-platform publishing from a single draft. Currently, Qianxinan Daily Newspaper’ s media matrix not only provides text in newspapers and voice online, but also uses online media to push audio and video content, fully occupying Qianxinan’ s news and public opinion high ground while demonstrating the authority, credibility, affinity, and dissemination power of Party media.

The “2+N” all-media convergence has made Party media more dynamic and created broader development prospects for Qianxinan Daily Newspaper. The

newspaper's media convergence development has received full recognition from higher-level functional departments, with its media operation capabilities and standards steadily improving. The newspaper's ranking has been upgraded from Level 2 to Level 1, joining only four other Level 1 newspapers in Guizhou Province: *Guizhou Daily*, *Guiyang Daily*, *Zunyi Daily*, and *Qiandongnan Daily*. The newspaper's exploration and practice have earned praise from numerous newspapers both inside and outside the province. The Guizhou Provincial Press and Publication Bureau has repeatedly commended its practices, and many newspapers from other provinces have visited to exchange ideas and share experiences. Media such as *China Press and Publication News* and *Chinese Journalist* have featured its typical experiences in media convergence development.

2. Media Convergence Spreads the Good Voice of Qianxinan

As a mainstream media outlet, we must seize the initiative in public opinion and strengthen our political responsibility and commitment. In its media convergence development process, Qianxinan Daily Newspaper requires all its platforms to uphold Party newspaper attributes, maintain correct orientation, and prioritize political and social benefits. The newspaper promptly communicates the central government's guidelines, policies, decisions, and voice to the entire society, as well as the voice and decisions of provincial and prefectural Party committees, earning satisfaction from both the prefectural Party committee and government and from readers and netizens.

All staff members of Qianxinan Daily Newspaper go deep to the frontlines to excavate moving stories and write good stories about Qianxinan, with the newspaper's all-media matrix speaking in unison to spread the good voice of Qianxinan. The series of reports on "Studying, Publicizing, and Implementing the Spirit of the 19th CPC National Congress" created strong momentum across the prefecture. The newspaper quickly organized study sessions and conducted key planning, opening columns such as "Five Years of Striving Forward—Welcoming the 19th CPC National Congress" to continuously showcase Qianxinan Prefecture's tremendous achievements over five years through vivid images and text. It also opened columns including "Time of the 19th CPC National Congress," "Thoroughly Studying and Implementing the Spirit of the 19th CPC National Congress," "New Era, New Atmosphere, New Actions—Frontline of Poverty Alleviation," and "Progress of the 19th CPC National Congress Spirit Propaganda," reflecting how cadres and masses of all ethnic groups and all sectors, energized by the spirit of the 19th CPC National Congress, remember the entrustment, forge ahead with gratitude, and strive to promote sustained and healthy economic development to create a new future for a prosperous people and ecologically beautiful, colorful Guizhou.

The newspaper has vigorously engaged in the main battlefield of poverty alleviation, tempering its team on the frontlines. It has carried out publicity work for poverty alleviation in deeply impoverished areas and large-scale thematic inter-

view activities including “Go, Transform, and Improve” and “Double Hundred, Three Simultaneous” on the news front, using fresh practical achievements to reflect major themes and using frontline development changes to reflect social progress, telling good grassroots stories and effectively improving the ability and level of news and public opinion work to serve the overall situation, the masses, and central work. Leading team members take the lead in going deep into deeply impoverished villages, and all editorial staff conduct in-depth 蹲点 reporting in villages, providing strong public opinion support for the decisive battle against deep poverty. The newspaper has also organized activities such as lecture halls for publicity cadres and business salons, where leading team members and heads of editorial departments share their experiences and insights based on their work realities, promoting on-site exchanges and interactions to cultivate skilled journalists. Through “going out and inviting in,” the newspaper invites advanced units to share experiences and sends small teams to developed areas to learn media convergence experience, aligning with the prefectural Party committee and keeping pace with new-era journalism requirements to run all-media well, manage and use self-media well, tell good Qianxinan stories every day, spread the good voice of Qianxinan at all times, truly achieving no forbidden zones in leading orientation and no forbidden areas in shaping customs, becoming news workers trusted by the Party and the people.

Guizhou is the main battlefield for national poverty alleviation. As an ethnic autonomous prefecture in a remote area, Qianxinan Prefecture suffers from deep poverty and a large impoverished population, representing the hardest of the hard and the most difficult of the difficult in winning the battle against deep poverty in Guizhou Province. All staff members of Qianxinan Daily Newspaper go deep to the frontlines of poverty alleviation to excavate moving stories, write good Qianxinan stories, and spread the good voice of Qianxinan, producing a batch of works that spread positive energy. The newspaper has opened columns including “Poverty Alleviation Battlefield Tour,” “Poverty Alleviation Heroes,” “Poverty Alleviation Stories,” “Decisive Battle Against Deep Poverty,” and “New Era, New Atmosphere, New Actions—Frontline of Poverty Alleviation,” beating the drum and shouting for poverty alleviation.

To meet the needs of convergence development and external publicity, manuscripts independently collected, edited, and released by *Qianxinan Daily*, *China Qianxinan Network*, and the China Qianxinan WeChat official account have been republished by Xinhua Net, People’s Daily Online, China News Service, and Colorful Guizhou Network. The newspaper’s new media and print media interact, quickly processing and extending coverage of relevant topics to create a good superposition effect. *China Qianxinan Network* has also leveraged its advantages to open the “T m on the Scene” column, organizing editorial staff to conduct graphic (video) live broadcasts and comprehensive coverage of major events such as the International Mountain Tourism and Outdoor Sports Conference, the China Beautiful Countryside • Wanfenglin Summit, the “China Entrepreneurship Role Models • Entering Qianxinan” event, the 10th anniversary of Xingyi Airport’s operation and its renaming

to Xingyi Wanfenglin Airport press conference, Huada Gene' s seven projects landing in Qianxinan, the "Danish Cultural Season" entering Qianxinan, the Wanfenglin International Walking Stick Hiking Competition, and Qianxinan Prefecture' s commemoration of the 70th anniversary of the victory in the War of Resistance Against Japanese Aggression, achieving excellent communication effects.

The newspaper fully utilizes its media matrix to achieve combined communication. It refines content production and publicity forms for traditional and new media, combining micro-communication with in-depth reporting. It uses new media to broaden the newspaper' s communication channels and expand the publicity influence of traditional media on new media platforms, while using traditional media to deepen the content of new media reports and effectively respond to public concerns. The newspaper timely carries out micro-planning and micro-live broadcast activities on new media platforms to produce short, concise, fresh, and fast information with strong appeal, focusing on social hot spots, with the newspaper following up with in-depth interviews and reports. This enables traditional and new media to complement each other, with newspaper readership and website click rates multiplying, powerfully and effectively spreading the good voice of Qianxinan.

3. Media Convergence Activates Talent Team Vitality

Media convergence development has effectively activated talent team building. Qianxinan Daily Newspaper has thoroughly studied and implemented General Secretary Xi Jinping' s important speech on November 7, consciously enhanced the "four consciousnesses,"and practiced the "four orientations and four actions." It has made great efforts to improve political positioning, innovate thematic planning, and temper its journalist team, undertaking the mission and responsibility of news and public opinion work and striving to create a new situation in news and public opinion work.

The path of media convergence development is the necessary route for Party media to rejuvenate. Qianxinan Daily Newspaper has gradually built a well-structured, high-quality, and dynamic all-media talent team with Internet thinking, adaptable to new communication formats, trustworthy, and usable. The newspaper continues to strengthen research on media convergence, learn from advanced units' experiences, and continuously explore and innovate based on actual conditions to broaden the convergence path.

Currently, Qianxinan Daily Newspaper is thoroughly studying and implementing the spirit of the 19th CPC National Congress, guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, firmly establishing new-era consciousness, remembering the entrustment, forging ahead with gratitude, running media well, writing good works, telling good Qianxinan stories, and forging ahead bravely to win the decisive battle against poverty and achieve synchronized moderate prosperity.

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(Author’ s Unit: Qianxinan Daily Newspaper)

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

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