

Exploring New Ideas, New Measures, and New Forces for Media Convergence Development: Postprint of the 2nd China Industry and Economic Media Convergence Development Summit Forum Held in Beijing

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Abstract

In his opening remarks, Yao Jun, President of the China Industry-Economic Media Association, referenced General Secretary Xi Jinping's report to the 19th Party Congress, which calls for greater emphasis on innovating communication methods and enhancing the reach, guidance, influence, and credibility of news and public opinion.

Full Text

Preamble

Exploring New Ideas, Measures, and Forces for Media Convergence Development—The Second China Industry-Economic Media Convergence Development Summit Forum Held in Beijing

Reported by Chen Xuguan

On December 23, 2017, the Second China Industry-Economic Media Convergence Development Summit Forum was held in Beijing. Organized by the China Industry-Economic Media Association and hosted by *Media Tea Talk*, the forum convened experts from broadcasting, television, newspaper, and media companies under the theme “New Ideas, New Measures, New Forces” to discuss pressing issues in the media sector and explore future avenues for media convergence.

In his opening remarks, Yao Jun, President of the China Industry-Economic Media Association, referenced General Secretary Xi Jinping's report to the 19th Party Congress, which calls for greater emphasis on innovating communication

methods and enhancing the reach, guidance, influence, and credibility of news and public opinion.

Zhai Huisheng, former Party Secretary and Executive Vice Chairman of the China Journalists Association, stated in his address that we have entered a new era of media convergence. He posed the integration challenge as a contemporary question, emphasizing that the development of both traditional and new media ultimately depends on cultural confidence, which itself rests on our commitment to cultural values.

Zhang Baixin, Secretary of the Secretariat of the China Journalists Association, proposed three recommendations for advancing media convergence. First, media organizations should leverage the inherent strengths of traditional media to strengthen content creation, as robust editorial teams and premium content resources constitute the foundation of mainstream media convergence. Second, they must enhance technical support systems to drive transformation and upgrading, elevating technological development to the same level of importance as content creation and harnessing new technologies to lead and advance media convergence. Third, they should skillfully balance addition and subtraction in the convergence process by strengthening internet thinking and upholding the principle that traditional and new media should complement each other's strengths in integrated development. This requires a scientific, rigorous approach and dialectical thinking—while embracing “Internet Plus,” organizations must also learn to subtract by discarding outdated operational mindsets and development models, transforming both intellectual and work inertia to establish integrated organizational structures, communication systems, and management institutions.

During the conference, Liu Canguo, Executive Secretary-General of the China Industry-Economic Media Association, released the *2017 China Industry-Economic Media Convergence Development Practice Report*, announced the recipients of the 2017 Top 10 China Industry-Economic Media New Media Operations awards, and initiated the establishment of the “China Industry-Economic Media Copyright Protection Alliance.”

Liu Canguo explained that to address the challenges of copyright protection and management for alliance members, the alliance would partner with leading domestic copyright protection companies to provide free or low-cost technical support using blockchain, intelligent monitoring, big data, and other advanced technologies, thereby creating a convenient and efficient copyright trading platform.

The 2017 summit served as a timely gathering for the China Industry-Economic Media Association to thoroughly study and implement the spirit of the 19th Party Congress, adopt new measures, and explore new forces. Liu Canguo noted that the new era demands new momentum and even greater achievements, and that in 2018, the Association would operate under the 12-character guideline of “strengthening the association through Party building, serving the

new association, and governing the association according to law.”

In the main forum, media representatives, business leaders, and enterprise delegates from across the country delivered insightful presentations on how mainstream media can strengthen their discourse power in the new era, strategies for breaking through under new circumstances, approaches to advancing deep media convergence, and methods for strengthening copyright protection in mainstream media.

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

Source: ChinaXiv — Machine translation. Verify with original.