

Communication Effects and Dissemination Pathways of Convergent Journalism in Media Convergence Environments (Post-Print)

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Abstract

With the continuous development of science and technology, office technologies across various industries have undergone significant changes, and channels for people to access information have continuously increased. Especially in the era of popularized internet technology, traditional media forms such as television, radio, and newspapers have evolved into the convergent news communication model under today's media convergence environment. In this context, convergent news has emerged driven by factors such as technological conditions, economic development, audience demand, and industrial policy, integrating different types of media structures and enhancing media's information dissemination capacity. Grounded in practical realities, this paper first analyzes the current development status of media convergence, examines the driving factors and four effects of convergent news derived in this environment, and finally proposes practical and feasible recommendations for communication strategies of convergent news in the media convergence environment.

Full Text

Abstract

With the continuous development of science and technology, information acquisition channels have multiplied across all sectors, particularly in the era of internet technology proliferation. Traditional media forms such as television, radio, and newspapers have evolved into convergent news communication models within today's media convergence environment. Driven by technological conditions, economic development, audience demands, and industrial policies, this context has given rise to "convergent news," which integrates different media structures and enhances information dissemination capabilities. Grounded in contemporary realities, this paper first analyzes the current state of media

convergence development, examines the driving factors behind convergent news and its four communication effects, and finally proposes practical strategies for convergent news communication within media convergence environments.

Keywords: media convergence; convergent news; communication effects; communication strategies

Introduction

In 2017, research on media convergence in China developed toward more systematic and in-depth directions. For example, scholar Wang Fei from Renmin University of China established her own theoretical framework on media convergence and published the landmark work *Great Media Convergence*.

The arrival of the digital information age has raised audience expectations for information acquisition, leading to the emergence of various new media forms. Traditional media led by newspapers and broadcasting are merging with internet-based media, forming deep cooperation in technology and terminal services. This context has given birth to the concept of “convergent news,” which profoundly influences the field of journalism. Through integration and creative processing, convergent news enriches news formats and provides audiences with diverse information choices. Therefore, studying the communication effects and strategies of convergent news within media convergence environments holds significant importance.

2. Four Communication Effects of Convergent News

2.1 Long Tail Effect

From a market demand perspective, research surveys indicate that television, magazines, and newspapers dominate the news industry’s primary market, while users of newer platforms such as mobile applications, forums, and websites constitute a minority, forming the “long tail” region of the news market. These niche media, distributed at the tail end of the mainstream market, remain underdeveloped. However, as news gathering and editing content expands, organic integration between these two media forms can generate substantial economic benefits and enhance news communication formats.

2.2 Superposition Effect

The superposition effect expands news communication scope and coverage by integrating diverse media technologies with commonly used market platforms, generating tremendous influence. For instance, when earthquakes struck Jizhaigou in Sichuan Province, apart from local television and newspaper coverage, various emerging media platforms—including Weibo, forums, WeChat, and live streaming—simultaneously reported on the disaster. This allowed overseas Chinese and other concerned individuals to follow rescue efforts closely, increasing the social impact of these media and motivating caring individuals from all

sectors to join volunteer rescue teams, working alongside local residents, armed police, and soldiers to aid disaster victims. This superposition effect in convergent news communication significantly amplifies information dissemination impact.

2.3 Window Effect

During internet development, various media platforms have leveraged their inherent advantages and news sensitivity to become important “windows” for information dissemination, continuously expanding their social influence and news coverage to highlight their journalistic value. A recent example is the case of Chinese student Zhang Yingying’s disappearance in the United States, which was reported across major media platforms. Using the internet as a communication “window,” audiences received timely updates throughout the entire process—from the incident to the suspect’s capture. Police departments also utilized this advantage to call for information from the public, attracting greater attention to the case and facilitating its swift resolution.

2.4 Ripple Effect

The ripple effect occurs when convergent news triggers the simultaneous dissemination of related or similar information, thereby expanding communication scope, enlarging audiences, and amplifying influence. For example, reports such as “Elementary School Student Tips Streamer Thousands of Yuan Using Parents’ Phone” and “Elementary School Student Plays *Honor of Kings* for a Day Without Eating or Drinking” quickly dominated media headlines. These initial reports were followed by numerous similar stories about students tipping streamers or teenagers playing *Honor of Kings* continuously for over 40 hours in internet cafes, thereby strengthening the overall influence of convergent news.

3. Pathways for Convergent News Communication in Media Convergence Environments

3.1 Transforming from Single to Diverse Content

Traditional media content often lacks variety. To achieve effective convergent news communication, media organizations must leverage internet technology to overcome past monotony, utilize keen news awareness to gather more resources, and disseminate valuable, meaningful social reports anytime and anywhere to expand audiences. Editorial staff must coordinate with news publishers to rapidly collect and analyze convergent news resources, avoid repetitive reporting of identical content, promptly update databases, and supplement with the latest news.

3.2 Emphasizing Hierarchical Development and Production

Traditional news communication follows a one-time development and production model, whereas contemporary society requires deep mining of convergent news’

potential and complete information through hierarchical development and production. According to the broader media convergence environment, continuous deepening reform of convergent news is necessary. For example, regarding the current bike-sharing phenomenon, internet media continuously provide feedback on user experiences, strengthen interaction with netizens, and report on account security measures. When companies introduce new service models, online media quickly follow these developments, maintaining a stable audience for such convergent news, satisfying public demands, and enhancing news timeliness and quality.

3.3 Integrating Advantages of Different Media

In media convergence environments, integration between old and new media represents an inevitable trend. Only by absorbing the authority and professionalism of traditional media can emerging media develop in healthier directions, preserving core news information while leveraging internet technology's advantages of rapid dissemination and wide influence to access more news resources. This effectively guides convergent news development, provides audiences with fresh sensory experiences, attracts greater participation in news searching and interaction, and establishes a solid mass foundation for convergent news communication.

Conclusion

In summary, with the rapid development of internet technology, the advantages of media convergence environments will become more pronounced, and convergent news is gradually becoming mainstream. To thrive in this context, convergent news must maintain content diversity, actively integrate old and new media, emphasize hierarchical development and production, and continuously expand its influence and communication scope.

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

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