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## On the Core Characteristics of Media Convergence Reporting: Postprint

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### Abstract

The development of the Internet has enabled the convergence of traditional and new media, leveraging various digital mobile terminals as carriers for news content to achieve effective dissemination in diverse journalistic formats. This paper analyzes the core system constructed based on the operational model of the media-convergent news communication industry.

### Full Text

## On the Core Characteristics of Media Convergence Reporting

**Abstract:** The development of the Internet has enabled the convergence of traditional and new media, utilizing various digital mobile terminals as carriers for news content and disseminating it through diverse journalistic forms. This paper analyzes the core system constructed based on the operational models of news communication in the context of media convergence.

**Keywords:** media convergence; innovation; diversification

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The development of Internet, mobile Internet, and IoT technologies has made interpersonal connections and human-event relationships increasingly convenient and rapid, providing better and more diversified channels for news communication. The advancement of intelligent mobile terminals has offered more intuitive, portable carriers for news dissemination, catalyzing the emergence of numerous new media platforms and various apps. Mobile terminals have gradually become the primary gateway for people to access news information, subtly driving changes in economic and social structures while more importantly shaping shifts in people's thinking patterns and living habits.

For the news media industry, media platforms have undergone tremendous, even disruptive, transformations. News content demonstrates different values across different media, and barriers to cross-platform and cross-terminal communication are gradually being dismantled. Leveraging new technologies, traditional media can achieve integration across multiple processes including information collection, production, processing, storage, and distribution, as well as convergence across multiple terminals such as newspapers, television, radio, mobile phones, and PC platforms. Various types of news media are merging together, increasingly exhibiting new characteristics.

In essence, in today's information society, news encompasses more than just messages—its meaning is broader. Its forms are not limited to text but should include images, animations, videos, and other diverse formats. The functions of news have also changed significantly: beyond informing the public and guiding public opinion, it must objectively and orderly guide public commentary, sometimes requiring multi-angle in-depth analysis to answer questions and resolve doubts. In the information society, everyone is a news observer, disseminator, and even creator. As media, while conducting in-depth interpretation, it is also essential to share news with the public through interaction, achieving correct and objective reporting and guiding public opinion. In summary, convergence reporting should encompass the following characteristics:

### 1. Readable

In the new media era of information overload, capturing audience attention in a vast sea of information is the most critical challenge. This demands high-level innovation in both content and form. Content-wise, news topics may emerge naturally or be deliberately set; the key is to proactively set the agenda to guide public discourse rather than be led by social 舆论. Media must excel at uncovering facts, creating new concepts, and conveying fresh ideas. However, quality content alone is insufficient—it must be delivered through preferred communication methods, requiring innovation in presentation techniques, platforms, and channels.

With the development of communication technologies, we are entering a new era of rapid growth in the communication industry, where new communication technologies and forms continue to emerge. News communication increasingly exhibits characteristics of everyone-as-a-journalist, multi-directional dissemination, and massive information flow. The traditional one-way communication model of “I speak, you listen” can no longer meet people's needs. Meanwhile, audience demands are becoming increasingly diverse, participation awareness is growing stronger, and 思想观念 are becoming more pluralistic.

### 2. Audible

In the era of media convergence, ever-changing innovation is essential to continuously enhance media vitality. To maintain user stickiness and loyalty, media

must constantly capture new highlights that attract users, promptly address shortcomings in existing communication channels, and master the key to innovation in the convergence era. Nowadays, more and more media outlets are targeting the “good voice” market, suggesting that audio content is expected to become the next output format for converged media products.

“When eyes are tired, ears can help.” Audio content, with “good voice” as its medium, has become a market trend pursued by various converged media platforms. Looking at overseas media practices, *Time* magazine’s app has long embedded the function of AI-anchor audio broadcasting, rolling out hot news. Domestic media are also scrambling for this market share—night reading features pushed by People’s Daily and Xinhua’s WeChat public accounts, deep reading features pushed by Xinhua Daily Telegraph’s WeChat public account, reading features launched by *Banyuetan*, and *Jingyesi* pushed by Xinhua Net—all are “audio products” that increase user stickiness through professional anchors’ good voices.

### 3. Visual

According to Cisco’s forecast, global mobile video will grow 8.7 times between 2016 and 2021, accounting for 78% of total mobile data traffic. Facing this mobile video trend, various video websites and content have sprung up, with supply increasing dramatically. Under such circumstances, news micro-videos must have compelling topics as their 敲门砖—without topicality and attention-grabbing subjects, attracting viewers becomes difficult.

The famous “McKinsey 30-second elevator theory” posits that good content must capture others’ attention within 30 seconds to win their limited attention. This is even more critical for short videos of only about five minutes—how to attract people’s attention within the first few dozen seconds and create emotional resonance is key to determining click-through rates.

“Visualization” of images is a new method in micro-video production. Building upon this, we further explore methods for “three-dimensionalizing” imagery: on one hand, in pre-production filming, we extensively use drone aerial photography to showcase the vast and profound global landscape along the “Belt and Road” and related large-scale investment projects; on the other hand, in post-production effects, we extensively employ technologies such as photo visualization, hand-drawn animation, and 3D animation to make all flat images as “three-dimensional” and “dynamic” as possible.

### 4. Experiential

Almost overnight, VR (virtual reality), previously only viewable from afar, has arrived forcefully in the technological iterations of various media. Using the new media convergence technology of “drone aerial photography + VR virtual reality presentation + wearable device experience,” Xinhua has produced VR works that are exhibited simultaneously online and offline, successfully leading

the “news battle” under VR equipment. For example, Xinhua’s Sichuan channel exclusively launched the “Seeing is Believing” Happy Beautiful New Village • Hundred Towns Construction Action VR immersive experience exhibition. Participants wearing VR equipment can experience a “God’s-eye view” of towns and new villages, getting up close to the features of Sichuan’s new rural areas and towns. Simultaneously, participants can scan on-site QR codes with their phones to enter the online exhibition hall.

Beyond experience exhibitions, VR technology is also widely applied in various large-scale reports. Starting March 1, Xinhua’s Two Sessions special topic launched four forward-looking warm-up reports under a column named “VR Perspective.” Users can move their mice on computers or mobile phones to view the report sites in 360-degree panorama and zoom in and out to examine scene details.

## 5. Interactive

In producing media convergence reports, attention must be paid to interaction with readers. Observing the interactive design of news clients reveals both direct interaction such as commenting, voting, sharing, and Q&A on news, and indirect interaction that ensures user choice rights.

Direct interaction methods include commenting, liking, voting, sharing, Q&A, tip-offs, and error correction, which increase users’ engagement with products and deepen their reading experience. There are many ways to interact. For instance, managing netizen comments is the most basic and simplest form of interaction—readers’ comments should be regarded as part of content production.

Compared with direct interaction that satisfies users’ explicit need for “mutual communication,” indirect interaction focuses more on meeting users’ implicit needs. Under the wave of information overload and content homogenization, highly segmented and vertical “private customization” models have instead become mainstream in news production. For example, in accommodating user autonomy, People’s Daily’s client not only allows users to read, write, listen, and touch but also designs functions for full-text reading, news broadcasting, and voice comments to cater to diverse needs. Tencent’s client offers multiple comment options including images, text, photo-taking, and geographic location tagging, allowing users of different age groups and usage habits to choose according to their preferences.

For instance, offline activities can be organized. “Xiakelao” holds “offline salons” to answer netizens’ questions face-to-face; “Tuanjiehu Cankao” establishes a reader WeChat group matrix to attract “loyal fans” and holds “offline meetups” to discuss current affairs and exchange views with readers.

The importance of interaction is self-evident. How to achieve efficient and fast news communication, how both parties can narrow the distance through inter-

action, and whether all interaction should move toward platformization—these are all considerations that various clients must carefully weigh based on their own positioning. Only effective interaction can achieve deep-level information, ideological, and emotional exchange with users, and only then can products continue to amplify their impact.

In summary, news reporting should be “user-oriented,” using big data to obtain user behavior, analyzing user needs, and strengthening user experience to win user support. It is essential to enhance product awareness. Faced with new media competing for content market share, traditional media should focus their main efforts on producing high-quality program content, creating products with diverse communication values, and forming industrial extension capabilities.

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

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