

Promoting Deep Media Convergence and Building New Mainstream Media (Postprint)

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Abstract

To enable the ideological front and public opinion power of the overall mainstream culture to play a better role, the integrated development of media is essential. The Central Committee's guiding spirit on "promoting deep media convergence and building new mainstream media on this basis" points out the direction for building a batch of new mainstream media.

Full Text

Preamble

Title: Promoting Deep Media Convergence to Build New Mainstream Media

Abstract: To better leverage the ideological position and public opinion influence of mainstream culture, media convergence development is essential. The central government's guiding principle of "promoting deep media convergence to build new mainstream media" provides clear direction for cultivating a new generation of mainstream media outlets.

Keywords: media deep convergence; new media; mainstream media

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As the concept of deep media convergence is increasingly emphasized, local organizations across China have been actively implementing central government directives and devoting themselves to the convergence development track. Only by better developing new media operations can traditional and new media achieve complementary advantages and joint development. As mainstream media evolves, the landscape of news and public opinion is revitalized. Traditional media are actively moving online, with editorial platforms, news clients, and data centers making significant progress. As new media networks take shape, user numbers gradually increase, enhancing news convergence productivity. This paper summarizes the advantages of promoting deep media convergence development, the problems that arise, and relevant approaches to advancing this process.[1]

1. Advantages of Deep Media Convergence

1.1 Expanded Media Territory

Traditional media territory was primarily concentrated in television and radio platforms. Since the initiation of deep media convergence, traditional media have increasingly moved online, demonstrating continuous growth momentum. The new media territory mainly comprises editorial platforms, news clients, data centers, and other key projects of various types. As these projects gradually advance, an overall media landscape begins to take shape, with user numbers increasing substantially.

1.2 Enhanced News Convergence Productivity

By leveraging the content advantages of mainstream media, more converged media content is produced. Throughout this integration process, a number of highly influential media brands have emerged, accompanied by the cultivation of all-media talent.

1.3 Communication Technology Upgrades

In the process of deep media convergence, various converged communication technologies are being widely applied. Cloud data, cloud computing, and other technologies are effectively integrated into editorial platforms. High-tech innovations such as robot journalism, drone data collection, and virtual technologies are increasingly utilized. These developments elevate media communication technology to a new level.[2]

1.4 Better Guidance for News Dissemination

Through exploring and utilizing various media types, communication formats become more diversified, thereby promoting comprehensive news dissemination. Practical experience demonstrates the correctness of the media convergence development strategy. However, in advancing this process, we must seize historical

opportunities and better implement media transformation in line with contemporary trends.

2. Problems in Promoting Deep Media Convergence

2.1 Lack of Urgency

Many individuals lack the necessary sense of urgency and motivation when promoting deep media convergence. Consequently, no comprehensive plans or holistic designs have been formulated for this undertaking.

2.2 Insufficient Convergence

Many efforts suffer from implementation deviations during deep media convergence. Despite repeated emphasis on integration, traditional and new media operations often remain disconnected, failing to achieve true convergence. Although new media platforms have been established for some time, they remain essentially separated from their parent organizations, indirectly weakening the influence of mainstream media brands. This insufficient convergence requires immediate remedial measures.

3. Necessity of Deep Media Convergence

3.1 Inevitable Trend of Accelerated Internet Development

Internet development is accelerating the construction of media landscapes. The evolution of traditional media forms enables us to maintain a commanding position in deep convergence. Both information carriers and communication channels are updating at an increasingly rapid pace. Self-media accounts, mobile applications, and social media are gaining popularity, with interactive Q&A formats becoming primary information gateways.[3] In response to these non-mainstream media developments, only continuous deep media convergence can effectively consolidate mainstream public opinion positions.

3.2 Concerning Situation of Traditional Media

With the distribution of newspapers and electronic publications, advertising revenues continue to decline, with many local media experiencing reduced income. Although broadcasting and television fare better than traditional print media, their advertising revenues are also decreasing due to market fragmentation. Under such pressures, talent drain from self-media is accelerating. In today's increasingly competitive environment, only through better deep convergence can traditional mainstream media forge a sustainable new path forward.

3.3 Enhancing Competitiveness

Foreign media are accelerating their transformation, prompting us to pursue sustainable development through deep convergence. Many international main-

stream media are undergoing digital transformation to achieve better deep convergence, with some establishing integrated broadcast-television-network news centers. To expand their media networks, numerous outlets have built “spider-web” style convergence media centers. In essence, developing media convergence technology has become a global trend for enhancing competitiveness. Only by promoting deep media convergence can we accelerate development and elevate our strength and influence in the international mainstream media competitive landscape.

4. Measures for Promoting Deep Media Convergence and Building New Mainstream Media

4.1 Building Mobile Communication Matrix

Building a mobile communication matrix is crucial for developing new media. As news clients, Weibo accounts, and WeChat accounts continue to evolve, diverse forms are becoming increasingly rich. Current practice shows that news clients offer relatively complete functions and can accommodate large user bases. In focusing on news client development, we must emphasize mobile media construction to enrich and diversify carriers. Only then can these carriers cover a broader mobile communication matrix, ultimately highlighting information resource advantages, media brand strengths, and other benefits to maximize user attraction.

4.2 Comprehensive Innovation of Mobile News Products

Quality content is paramount for media establishment. Mainstream media development must focus on “accuracy,” “speed,” and “brevity” to create mobile news products that align with mainstream media quality and standards. Only by mastering this direction can we provide users with authentic, clearly-positioned content. In this context, “new” refers to providing diverse news formats, while “brevity” means offering concise, succinct content. The fundamental goal of mainstream media convergence is to enable more people to utilize fragmented time for better reading. “Speed” requires rapid response to seize the initiative in communication.

4.3 Focusing on Cutting-Edge Technology

Technology plays a vital role in deep media convergence. To advance this process, we must rely on cutting-edge technology as our foundation. Only the latest and best technologies can enhance editorial capabilities, integrate content and resources more effectively, and improve data storage capacity. Furthermore, fully integrating technologies including 4G transmission, mainstream media transmission, mobile livestreaming, and other innovations can truly improve information dissemination efficiency and stability. Only through better technology application can we strengthen R&D capabilities and seize opportunities in mobile technology development, thereby ensuring overall news authenticity.

4.4 Breaking Through Editorial, Compilation, and Distribution Processes

Breaking through the editorial, compilation, and distribution processes is crucial in mainstream media deep convergence. Reconstructing these networks represents both a key focus and a major challenge. To address this, we must properly manage the relationship between centralization and decentralization, build new editorial networks in layers, and innovate internal media mechanisms to improve these processes.

5. Conclusion

Promoting deep media convergence is a systematic project requiring participation from all departments and units. Strengthening overall coordination and implementation throughout the process ensures that all tasks are effectively executed. Only in this way can we establish a model guided by central media, conducting in-depth exploration and services across various fields. Through active exploration, we can identify development models via copyright cooperation and advertising revenue, ultimately advancing the overall development of journalism through improved management and convergence.

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

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