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Media Convergence from the Perspective of Knowledge Production: Core Values and Communication Characteristics Postprint

Authors: Yang Guoxing

Date: 2025-07-09T00:00:00+00:00

Abstract

【Purpose】 Examining the development logic of media convergence from the perspective of knowledge production facilitates reinstating the fundamental position and essential function of knowledge value in information dissemination, thereby advancing innovation in media convergence models. 【Method】 This paper analyzes the theoretical evolution and practical characteristics of knowledge production, and combined with the knowledge logic landscape of information dissemination, summarizes the core values and dissemination characteristics of media convergence from the perspective of knowledge production. 【Results】The study finds that knowledge production and information dissemination share a close relationship: information dissemination is the central link in knowledge production, while knowledge production constitutes the core value of information dissemination. The knowledge logic of media convergence is deeply embedded in the knowledge transformation of information dissemination. Current trends in media convergence evolution manifest as: participating actors shifting from multi-agent collaboration to human-computer interaction; core functions transitioning from information dissemination to knowledge innovation; and dissemination impact moving from certainty to uncertainty. 【Conclusion】Highlighting the knowledge logic in the process of media convergence helps enhance the discourse power and dissemination capacity of converged media, and expand the core value of information dissemination. From the perspective of new knowledge production, media convergence exhibits new dissemination characteristics.

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Full Text

Media Convergence from the Perspective of Knowledge Production: Core Values and Communication Characteristics

Yang Guoxing[12]
(1. Editorial Department of *Jiangsu Higher Education*, Jiangsu Education Press Group, Nanjing, Jiangsu 210036;
2. Graduate School of Education, Peking University, Beijing 100871)

Abstract:
[**Purpose**] Examining the development logic of media convergence from the perspective of knowledge production helps restore the fundamental position and essential function of knowledge value in information dissemination, thereby promoting innovation in media convergence models. [**Method**] This paper analyzes the theoretical evolution and practical characteristics of knowledge production, and combines them with the knowledge-logic landscape of information dissemination to summarize the core values and communication features of media convergence under the knowledge production perspective. [**Results**] The study finds that knowledge production and information dissemination are closely related: information dissemination constitutes the central link of knowledge production, while knowledge production represents the core value of information dissemination. The knowledge logic of media convergence is deeply embedded in the knowledge transformation of information dissemination. Current trends in media convergence evolution manifest as: participation subjects shifting from multi-agent collaboration to human-machine interaction; core functions shifting from information dissemination to knowledge innovation; and communication impact shifting from certainty to uncertainty. [**Conclusion**] Highlighting the knowledge logic in media convergence processes helps enhance the discourse power and communication capacity of converged media while expanding the core values of information dissemination. Under the new knowledge production perspective, media convergence exhibits new communication

Keywords: knowledge production; media convergence; information dissemination; core value; communication characteristics
CLC Number: G223
Document Code: A
Article ID: 1671-0134(2025)05-52-04
DOI: 10.19483/j.cnki.11-4653/n.2025.05.010
Citation Format: Yang Guoxing. Media Convergence from the Perspective of Knowledge Production: Core Values and Communication Characteristics[J]. *China Media Technology*, 2025, 32(5): 52-55.

In 1983, renowned communication scholar Ithiel de Sola Pool proposed the concept of "media convergence" in *Technologies of Freedom*, arguing that conver-

gence represented the future trend of media development, with "large communication institutions operating multiple modes simultaneously in an interconnected manner" [1]. Through media convergence, media production elements can be rationally allocated to stimulate internal innovation vitality. As President Xi Jinping profoundly pointed out, "Promoting media convergence development and building all-media has become an urgent task we face" [2]. In 2020, the General Office of the CPC Central Committee and the State Council issued *Opinions on Accelerating the In-Depth Development of Media Convergence*, further promoting accelerated integration between traditional and emerging media across institutional mechanisms, policy measures, process management, and talent technology. Influenced by transformations in knowledge production, information dissemination models have undergone multi-dimensional reshaping, triggering new developments in media convergence. Media convergence actively responds to trends in digital-intelligent, segmented, differentiated, and personalized knowledge dissemination, optimizing media' s information dissemination functions and promoting knowledge production and innovation. Therefore, exploring the core values and communication characteristics of media convergence from the perspective of knowledge production holds important theoretical value and practical significance.

1. Theoretical Evolution and Practical Characteristics of Knowledge Production

The transformation of knowledge production is first reflected in the expansion of knowledge categories. For a long time, knowledge has been regarded as ideological and cultural content existing in the form of information carriers [3]. With the rise of the knowledge economy, particularly under the influence of generative AI and other emerging technologies, knowledge today encompasses not only static knowledge itself but also the mechanisms and capacities for producing, inheriting, disseminating, and innovating knowledge. Accordingly, knowledge production activities have extended beyond knowledge producers' search, organization, and analysis of knowledge information to include the integration, innovation, and application of knowledge information.

As knowledge innovation becomes more comprehensive and social problems more complex, knowledge production modes are transitioning from Mode I and Mode II to Mode III. In the early 19th century, Germany' s Humboldt University incorporated scientific research into the university system, forming Mode I of knowledge production based on exploring specialized disciplinary knowledge. Mode I is academically interest-driven, emphasizing "knowledge production for knowledge' s sake," representing a rigid structure with universities as the primary knowledge production subjects. Due to the information technology revolution, knowledge production demands and contexts have become more diversified, giving birth to Mode II. Mode II emphasizes interdisciplinarity and applicability, breaking disciplinary barriers to conduct knowledge production activities in collaboration with other disciplines and institutions to jointly explain and solve

practical problems. After entering the knowledge economy society, the role of the public in knowledge production has become increasingly prominent, leading to Mode III. Characterized by innovation networks and knowledge clusters, Mode III emphasizes collaborative innovation among the public, universities, industry, and government, thus spawning a batch of transdisciplinary, integrated, and collaborative organizational forms [4].

The new knowledge production mode presents four practical characteristics: First, the diversification of knowledge production subjects, with universities, government, industry, and civil society forming a knowledge innovation community that fosters a more open and inclusive knowledge production ecosystem and enhances collaborative innovation capabilities among multiple subjects. Second, the expansion of knowledge production scope, which emphasizes transdisciplinarity and even surpasses disciplinary boundaries, constructing knowledge clusters and innovation networks across multiple disciplinary and non-disciplinary fields, unlike the application of single-disciplinary knowledge. Third, the socialization of knowledge production purposes, dedicated to solving complex social problems, safeguarding public interests, and realizing social values to meet the actual needs of government, industry, and the public. Fourth, the contextualization of knowledge production environments, emphasizing interactive relationships among science, market, and society, transforming disciplinary knowledge into applicable knowledge, and expanding cooperative research fields in knowledge production to various domains including government, industry, academia, research, and application.

2. The Knowledge-Logic Landscape of Information Dissemination

In a knowledge society, knowledge constitutes the primary resource for information dissemination. The technology revolution centered on information technology has accelerated the reconstruction of social material foundations. With the formation of a "quadruple helix structure" that collaboratively advances knowledge production and application innovation, transformations in knowledge production have expanded the knowledge logic of information dissemination.

2.1 Multidimensional Coexistence of Communication Methods

With the arrival of the knowledge economy era, massive amounts of knowledge information have become basic elements of information dissemination, and the problem of insufficient communication power in traditional information dissemination methods has become increasingly prominent. The development of intelligent technology and virtual reality technology promotes the integration of the real world and the virtual world, as well as the connection between daily life and virtual space. Particularly in virtual cyberspace, the scale of knowledge information dissemination continues to expand, time continues to shorten, and precision continues to improve [5]. Under the new knowledge production mode,

knowledge forms have transformed from static linear knowledge to dynamic networked knowledge, greatly enhancing the speed of knowledge dissemination and accelerating the overall transformation of information dissemination methods. New information dissemination methods such as social media communication, virtual reality communication, and artificial intelligence communication possess advantages in information capture, analysis, and interpretation, enabling knowledge information to more accurately and rapidly meet readers' personalized reading needs. Consequently, information dissemination methods have become more contextualized, mobile, video-based, intelligent, personalized, and socialized, better aligning with the systematic requirements of multi-level, multi-form, and multi-node knowledge production.

2.2 Dynamic Interaction of Communication Relationships

With the development of knowledge production transformation, personal and professional knowledge is shifting toward public knowledge. Consequently, the relationship between information disseminators and recipients has transformed from "one-way information transmission" to "information sharing and co-creation." Information sharing refers to the exchange and common use of knowledge information among information systems at different levels and departments. Information co-creation refers to multiple information dissemination subjects generating new knowledge and creating new value through interaction and cooperation, utilizing each party' s knowledge and resources. Due to the introduction of public subjects after knowledge production transformation, full participation has promoted social information interaction, reduced the dissemination distance between humans and knowledge, and gradually dissolved the information dissemination intermediary role of traditional media. According to Marshall McLuhan' s view, the medium is the message, and "any medium (that is, any extension of man) has an effect on individuals and society by introducing new scales" [6]. With the emergence of new media, information nodes have become increasingly diversified, with "everything connected" triggering "everything as media." New media are human-centered, enabling everyone to disseminate information, thereby triggering transformations in relationships among people, between people and information, between people and platforms, and between researchers and machines.

2.3 Systemic Reconstruction of Communication Order

The new knowledge production mode emphasizes a quadruple helix structure of "university, government, industry, and civil society" to achieve positive knowledge flow and growth. Consequently, linear and stable information communication order has been impacted, establishing a holistic and interactive new information communication order. On the one hand, the new information communication order emphasizes customized information services matched to user needs. Information flows more freely, requiring more verticalized information supply and more contextualized information services. In an era of informa-

tion overload, paying attention to diversified information needs can help people screen and identify the most valuable information for them, thereby improving information usability. On the other hand, the new information communication order emphasizes safeguarding information authenticity, fairness, and diversity. First, it strengthens data information protection, builds robust data security mechanisms, and enhances user information security to avoid information leakage incidents. Second, it optimizes algorithmic recommendation mechanisms to reduce the impact of "information cocoons" and promote information transmission diversity and comprehensiveness. Third, it strengthens intellectual property protection by conducting content similarity calculation, monitoring, and comparison, and advancing reprint copyright cooperation [7].

3. Expanding the Core Values of Media Convergence

Media convergence is not only a media transformation and industry change but also an important component of knowledge society transformation and development. Knowledge production transformation has not only changed information dissemination paradigms, content analysis methods, and communication models but also expanded the core values of media convergence.

3.1 From Information Center to Knowledge Center

Mainstream media represent important information release platforms and mainstream public opinion positions for the Party and the country. President Xi Jinping pointed out: "The key to convergence development lies in integrating into one entity and merging into one" [8]. Through media convergence, efforts are made to build a batch of new mainstream media, thereby strengthening mainstream public opinion. The new knowledge production mode, characterized by innovation networks and knowledge clusters, has spawned a composite system of knowledge production, knowledge diffusion, and knowledge utilization. Based on this, mainstream media have formed a knowledge center through media convergence that complements, enhances, and resonates harmoniously with each other. Through this knowledge center, mainstream media can disseminate transdisciplinary and transdisciplinary knowledge information to the public, thereby enhancing the communication power and influence of mainstream ideology. The expansion of mainstream media into knowledge centers reflects the transformation of the relationship between media and society. "The essence of media convergence is the structural integration of media and society" [9]. Media platforms have become important nodes in knowledge society and key links in social governance. Only by continuously meeting the public' s diverse knowledge needs and building social consensus can we further enhance the governance capacity of knowledge society and improve social operation efficiency.

3.2 From Information Dissemination to Knowledge Production and Innovation

Media convergence is a process of disseminating human knowledge and, more importantly, a process of knowledge production and innovation. On the one hand, media convergence promotes regulated knowledge information production. Mode III of knowledge production requires the knowledge production process to be regulated to ensure knowledge quality and innovation effectiveness. Influenced by knowledge production transformation, media convergence emphasizes "content is king," following certain regulated processes and standards in media content production to ensure content quality and effectiveness. Relying on media convergence, knowledge producers conduct deep processing of data and information, transforming it into messages and knowledge while enhancing dissemination efficiency [10]. On the other hand, media convergence promotes knowledge network construction, knowledge resource collection, knowledge mining processing, and knowledge integration innovation. In an era of knowledge explosion, various content production modalities such as UGC and AIGC widely disseminate knowledge in various forms. Relying on emerging technologies, media platforms strengthen information screening and knowledge aggregation. Through refining and systematic processing of information, they endow knowledge information with more added value, thereby forming innovative knowledge groups and innovation networks adapted to the new knowledge production mode.

3.3 From Information Supply to Knowledge Service and Social Service

Mode III of knowledge production emphasizes interaction and cooperation among different innovation subjects, breaking the boundaries between knowledge producers and knowledge audiences. The public are both key subjects and important audiences of knowledge production. President Xi Jinping profoundly pointed out: "Wherever readers are, wherever audiences are, the tentacles of publicity and reporting should extend there, and the focus and foothold of publicity and ideological work should be placed there" [11]. This requires media convergence to play an important function of knowledge service. Under the new knowledge production mode, media convergence pays greater attention to user experience, adopting methods such as segmented customization, intelligent mining, and personalized algorithmic recommendation to increase the supply and service of high-quality original knowledge products and enhance user stickiness [12]. In fact, media convergence concerns not only knowledge production and knowledge service but also social service and social governance. By providing government service platforms and channels for public demand expression, media convergence enhances interaction between government and citizens. Meanwhile, by effectively meeting people' s knowledge and information needs, it can eliminate social injustice caused by the "information gap," facilitating the modernization of social governance.

4. New Characteristics of Media Convergence Under the Knowledge Production Perspective

Media convergence under the knowledge production perspective represents a systematic reshaping of media industry organizational structures, operation models, talent teams, content production, and communication methods. It is also a joint practice of government, industry, academia, and civil society, aiming to promote the overall progress and development of knowledge society through knowledge collaboration and knowledge innovation. Therefore, media convergence under the knowledge production perspective has evolved the following new characteristics.

4.1 Communication Subjects: Multiple Subjects in Media Convergence Exert Comprehensive Advantages

Influenced by knowledge production transformation, the development of media convergence is also the result of interaction and cooperation among multiple subjects including government, enterprises, media practitioners, technology workers, and the public. Under the overall deployment of the Party and government, mainstream media have actively strengthened integration and connection between traditional and emerging media. Today, traditional and emerging media have formed close collaborative relationships, such as cooperation in topic planning, coordination in agenda setting, joint editorial work, and all-network knowledge distribution. Traditional media channels are more authoritative, editorial talent more professional, and editorial processes more standardized, possessing content resource advantages. Emerging media have driven the expansion of media categories, forming new communication forms through the integration of news media, social media, and intelligent media. As of June 2024, China' s internet user population reached nearly 1.1 billion, with mobile internet users accounting for 99.7% and internet penetration reaching 78.0% [13]. Emerging media provide the convenience of mobile connectivity, enhance interactivity between communicators and receivers, and possess advantages in instant reception and information dissemination [14]. Traditional and emerging media complement each other' s strengths and develop in an integrated manner, deepening integration across content, channels, platforms, operation, and management to further advance knowledge production and knowledge innovation. Media convergence represents an open integration ecology of multi-subject interaction. In fact, mainstream media and commercial internet platforms have a symbiotic relationship. Mainstream media leverage commercial internet platforms' advantages to expand the influence of mainstream public opinion, while commercial internet platforms also need mainstream media' s content advantages to expand platform credibility. Consequently, media has further engaged in cross-border integration with entertainment, e-commerce, logistics, high-tech, and other industries, driving deeper convergence development with new knowledge demands, extending from the media industry to extended industries and expanding the industrial value chain of media convergence.

4.2 Communication Process: Media Convergence' s Full Chain Emphasizes Public Interest Realization

Mode III of knowledge production emphasizes safeguarding social public interests and promoting sustainable social development. Therefore, the entire chain of media convergence, including knowledge acquisition, knowledge production, knowledge distribution, knowledge feedback, and knowledge service, all emphasizes public interest realization. First, emerging technologies such as AI and VR/AR drive knowledge acquisition and production while balancing media interests and public interests. Emerging technologies integrate into the entire process of news production, user experience, and product operation, forming an intelligent media reporting form of human-machine collaboration that transforms media collection, editing, operation, promotion, and management systems, improving the efficiency of knowledge acquisition and production [15]. Meanwhile, media convergence also guards against the proliferation of instrumental rationality, blind technology worship, and disorderly capital expansion, preventing new media ethics issues brought by emerging technologies. Second, in the knowledge distribution process, the goal is to achieve public interest. Algorithms and platforms are the foundation of knowledge distribution. Media convergence promotes autonomous controllability of public platforms and public algorithms to ensure the security and reliability of knowledge dissemination. Knowledge dissemination can enhance public cultural literacy and knowledge levels, promote social innovation and cultural diversity, and strengthen social cohesion and creativity. Media convergence adheres to mainstream public opinion guidance, safeguards online ideological security and national security, and promotes cross-border exchange and cooperation through the distribution of public knowledge to jointly explore solutions to global issues. Third, based on public feedback, communication content is customized to provide precise knowledge services. Media convergence integrates information dissemination with social public services, constructing a new media ecosystem [16]. In this new media ecosystem, content and its derivatives mostly come from users themselves. Therefore, media convergence has established a user-centered knowledge service model, emphasizing interaction between knowledge service providers and users by placing themselves in user environments, providing full-process knowledge transmission, feedback, and retransmission to improve knowledge service quality and user experience.

4.3 Communication Talent: Transdisciplinary Talent Leads the Media Convergence Process

Mode III of knowledge production has given rise to the development of transdisciplinarity, whose characteristics align with the development goals of media convergence. Transdisciplinary talent possesses the subjective consciousness and participation awareness to solve major economic and social problems, as well as the ability to integrate, reconstruct, and innovate knowledge networks [17]. In the process of media convergence, transdisciplinary talent builds upon collection, writing, editing, and commentary capabilities while simultaneously possessing

competencies in technology development and system maintenance, big data analysis and statistics, all-media product production, and multi-channel distribution. They can produce high-quality all-media products. Today, media convergence attaches great importance to introducing and cultivating all-media talent with transdisciplinary literacy. On the one hand, by optimizing talent introduction policies and talent work environments, mainstream media enhance their attractiveness to transdisciplinary young talent, introducing high-level transdisciplinary talent who are proficient in knowledge production, technology application, and operation management, and building transdisciplinary talent echelons. On the other hand, by improving human resource systems and mechanisms and smoothing transdisciplinary talent promotion channels, more outstanding talent with transdisciplinary literacy are promoted to key positions, fully stimulating the vitality and creativity of transdisciplinary talent work. Transdisciplinary talent' s professional capabilities are continuously improved in the vivid practice of media convergence, growing them into all-media talent. Based on this, transdisciplinary talent has advanced the rapid development of media convergence. By being able to integrate knowledge and skills from different disciplines, transdisciplinary talent has driven the digital-intelligent transformation of mainstream media, strengthening the specialization, visualization, and intelligence of media content production, significantly enhancing the communication power and influence of mainstream media content. Additionally, transdisciplinary talent organically integrates media resources and social resources, expanding mainstream media' s functions in government services, social services, business cooperation, and public support, enhancing mainstream media' s market competitiveness and self-sustaining capacity, providing a solid foundation and conditions for deepening media convergence.

4.4 Communication Pattern: Media Convergence Constructs All-Media Communication for Knowledge Integration

Mode III of knowledge production has created an innovative ecosystem for knowledge integration. Knowledge integration refers to the process of integrating knowledge from different sources, fields, and forms to form new, higher-level knowledge systems. Knowledge integration requires media convergence to provide platforms and channels for widespread knowledge dissemination and application. Media convergence organically integrates various media resources and production elements, forming a three-dimensional, diverse, and integrated all-media communication system. First, mainstream media at all levels have formed a new pattern of "integrated planning, one-time collection, multiple generation, and diversified communication." For instance, the "Central Kitchen" applied by mainstream media such as *People' s Daily* and Xinhua News Agency rationally allocates resources through the cloud, becoming an all-media platform that integrates organization, planning, coordination, processing, and sharing of knowledge products [18]. Today, the all-media communication system runs through the vertical axis of four-level mainstream media: "central media, provincial media, municipal media, and county-level converged media centers." Second,

online and offline integration has formed a new pattern of integrated knowledge dissemination. "Cyberspace has become a new space for people' s production and life, and it should also become a new space for our Party to build consensus" [2]. Therefore, media convergence extends from offline space to cyberspace, insisting on knowledge integration across different spaces to further broaden knowledge dissemination space. The integration of online and offline knowledge production and dissemination channels breaks traditional barriers between media channels, achieving real-time transmission, rapid retrieval, and interactive communication of knowledge. Third, internal and external propaganda forms a new pattern of coordinated knowledge dissemination. While building an independent knowledge system of Chinese philosophy and social sciences, media convergence strengthens the construction of international communication capacity to comprehensively enhance international communication effectiveness. By building an all-media communication system that integrates Chinese and foreign elements, it tells Chinese stories well, spreads Chinese voices, and enhances the international communication power and influence of China' s knowledge system.

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Author Introduction: Yang Guoxing (1986–), male, from Shuozhou, Shanxi, is an editor at the Editorial Department of *Jiangsu Higher Education*, Jiangsu Education Press Group, and a doctoral student at the Graduate School of Education, Peking University. His research focuses on higher education governance and institutional innovation in editing and publishing.
(Responsible Editor: Li Yansong)

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