**Constructing an intensive omnimedia communication system**

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On January 25, 2019, General Secretary Xi Jinping clearly explained the concept of "omnimedia" when presiding over the 12th collective study of the Political Bureau of the CPC Central Committee, believing that "with the continuous development of omnimedia, full-process media, holographic media, full-staff media, and full-effect media have emerged. Information is ubiquitous, all-encompassing, and used by everyone, which has led to profound changes in the public opinion ecology, media structure, and communication methods. News and public opinion work is facing new challenges." "Four omnimedia" is the latest expression and new summary of omnimedia in the new era. It deeply reveals the essential connotation of omnimedia, as well as the opportunities, challenges, and regular trends of omnimedia development. It has strong theoretical and practical significance. For local mainstream media, due to the differences in platforms, talents, technology, content, funds, channels, users and other conditions, in order to achieve the balanced development of the local "four omnimedia", it is necessary to focus on intensive development, that is, combining the local media ecology, concentrating the advantageous resources of mainstream media, focusing on publicity priorities, and working hard on publicity forms and channels to create "four omnimedia" with local characteristics.

The "Four Omnimedia" focuses on deepening the structural reform of the content production supply side, continuously launching diverse and delicious news feasts; continuously expanding the communication space, making full use of the advantages of media integration and communication; continuously improving political positioning, maintaining and occupying the party's propaganda, ideology and public opinion positions, and focusing on building an intensive omnimedia communication system.

**Adhere to the mobile-first strategy and build intensive full-process media**

At present, mobile priority has become a necessary condition for building full-process media. On the one hand, from the user's perspective, as of December 2018, the number of mobile Internet users in my country reached 817 million, and the proportion of Internet users accessing the Internet through mobile phones was as high as 98.6%. In other words, mobile communication has become the inevitable choice for the vast majority of users, and full-process media cannot do without mobile communication. On the other hand, from the perspective of communicators, in order to break through the limitations of time and space, and to present the occurrence, development, climax, cooling, and calming of news events in a panoramic manner, and to meet the needs of users to obtain news information anytime and anywhere, it must be achieved through mobile communication.

The Great Wall New Media Group has built a mobile network live broadcast platform, cultivated the "Great Wall Full Live Broadcast" brand, and widely participated in the live broadcast of thematic activities in multiple fields such as current affairs, economy, society, culture, and people's livelihood. For example, it has included the key nodes of important meetings and major events such as the National People's Congress and the Chinese People's Political Consultative Conference in the live broadcast plan on a regular basis, and cultivated users' reading habits of "going to the Great Wall every time there is a major event and watching the live broadcast in person". At the same time, the concept of mobile priority is concretized in the front-line editing and editing work, the communication theme is clarified, and key manuscripts and high-quality works are first released on the mobile terminal. The salary performance assessment, the manuscript remuneration scoring method and the good news selection indicators are guided to tilt towards mobile new media products and mobile terminals, promote mobile communication to become the new normal, and build full-process media into the distinctive competitiveness of new media.

**Adhere to the technology-led strategy and build intensive holographic media**

Science and technology are the primary driving force leading the development of media convergence, making the construction of holographic media a reality. As media convergence advances in depth, driven by the iteration of advanced technologies, more and more new applications are first applied to the field of news communication, the means of communication are changing with each passing day, and media forms are emerging in an endless stream, making the presentation method from single and isolated to multiple and three-dimensional, making news products visible, audible, tangible, and knowable, and making the news scene present in real time or realistically reproduced in front of users, greatly expanding people's cognitive boundaries.

Great Wall New Media Group follows the laws of new media communication, explores new ways of network communication, and strives to build a new ecology of public opinion. A new pattern of media development with Hebei characteristics has gradually taken shape. Great Wall New Media Group has taken the lead in making useful attempts in building intensive holographic media by strengthening the innovation of integrated media products and optimizing user experience. In the coverage of the 2019 National People's Congress and the Chinese People's Political Consultative Conference, the lightweight integrated media full-platform mobile live broadcast device "Iron Man" designed and developed by Great Wall New Media Group integrates multiple functions such as multi-channel video recording, broadcast-level PTZ anti-shake, VR panoramic content acquisition, real-time wireless network transmission, and front-to-back instant connection scheduling, and has played an important role in short video collection and release, VR panoramic live broadcast, etc. At the same time, the customized intelligent device "Great Wall Live Glasses" developed has realized real-time recording and holographic live broadcast of the scene in front of the reporter. On the basis of meeting the production needs of mobile live broadcast programs, it provides users with a first-person perspective, bringing users into the news scene to experience the whole process of news occurrence, reporting, and feedback.

**Adhere to the ecological platform thinking and build an intensive all-staff media**

In the era of mobile Internet, everyone has a microphone and can speak anytime and anywhere. Relatively speaking, the news content produced by the media through professionalism can no longer meet the needs of the majority of users. At present, the majority of users do not lack media, but lack ecology and platforms. Especially since the era of self-media and post-forum, in the face of new situations and new challenges, mainstream media should actively respond and speed up the transformation from "making content" to "making platforms", focusing on guiding, organizing, checking, screening, promoting and producing high-quality content, and stimulating the creative enthusiasm and initiative of the majority of users in content production, so as to ensure the vitality of the media in a long-term manner.

The Great Wall New Media Group has focused on creating the "Great Wall 24 Hours" client, and has initially built an equal, open, shared, and collaborative Internet ecological platform, of which openness is the main feature of the client. On the "Great Wall 24 Hours" client, the "Great Wall" channel is available for provincial departments, local media, enterprises, institutions, and self-media to settle in, so that users can choose to follow and read, thus forming a self-media matrix. The "Snap" column actively meets user needs. The platform provides registered users with recommended and fan-attracting space for publishing pictures, short videos, etc., and promotes the transformation of content production from professional media production to user production. At the same time, after approval, users who have registered their real names can also open the "Expert Live" and "VR Live" platforms anytime and anywhere, and start the live broadcast mode, so that all-staff media can enter reality, which is easy to operate and can be implemented.

**Adhere to data-driven awareness and build intensive and full-effect media**

At present, cutting-edge technologies represented by big data, intelligence, mobile Internet, cloud computing, etc., have realized functions such as real-time backup, mining and analysis, and intelligent push of news data by capturing, managing, and processing information such as user browsing pages, dwell time, visit frequency, content preferences, and value orientations. This has had an important impact on the media's communication efficiency, communication effect, and communication utility, allowing news products to form a virtuous cycle of planning, collection, generation, dissemination, evaluation, and feedback, fundamentally changing the original news editing and gathering thinking, and realizing the transformation from "editing-centered" to "user-centered", making news dissemination more efficient and accurate, and making the news value more practical and more prominent.

Great Wall New Media Group takes it as its responsibility to provide technical support for the construction of Jiyun•Integrated Media Platform. It benchmarks cutting-edge advanced technologies and practical technologies, and strives to build a big data platform for the media in the province, collects authoritative information and data resources from various regions and departments, and carries out data value-added services such as media data collection, data integration, standardization processing, and data analysis. At the same time, it focuses on building a "central kitchen" integrated media center, based on personalized recommendation engine technology, to conduct in-depth mining of massive data, and through intelligent big data analysis, to push valuable news and information that meets the preferences of users to the majority of users, to meet the personalized information needs of the majority of users to the greatest extent.

In the context of my country's in-depth promotion of media integration, building "four all-media" is related to whether mainstream media can become the ballast of public opinion, the adhesive of society, and the vane of value, and it tests the ability of mainstream media to promote in-depth integration and development. For mainstream media, embracing new technologies is embracing the future; leading all-media is grasping the future.

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