**Driving the deep integration and development of media through three-level integration**

[Source: Study Times](https://paper.cntheory.com/cntheory/2025-05/07/content_9952119.html)

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2025-05-07

<https://www.rmlt.com.cn/2025/0507/729365.shtml>

Strengthening the construction of the all-media communication system and shaping a new pattern of mainstream public opinion are major strategic deployments made by the Party Central Committee with Comrade Xi Jinping as the core, and are also a common test for promoting the main force to advance into the main battlefield in the era of artificial intelligence. Guangxi has thoroughly studied and implemented General Secretary Xi Jinping's important expositions on the development of media integration, adapted to the times and followed the trend, adhered to the dual-wheel drive of reform guidance and digital empowerment, and focused on building a mainstream ideological and public opinion matrix in border ethnic minority areas with the three-level connection of technology platforms at the district, city and county levels, and promoted the reform of integrated media to enhance capabilities and intelligence and move forward steadily.

**Highlight technology empowerment and enhance the operational effectiveness of mainstream media groups**

Advanced information technology is the core driving force for the development of media convergence. At present, new technologies represented by generative artificial intelligence and language big models are profoundly changing the public opinion ecology and communication pattern. Only by being sensitive to changes and actively responding to them, and using new technologies to expand new applications, new models, and new formats, can we seize the initiative and stand at the forefront of the development of media convergence.

Unified technical base. In the process of deep integration, technological integration has become the key to the transformation and upgrading of mainstream media. As a less developed region in the west, the city and county integrated media centers are generally weak in financial resources and lack of talent, making it difficult to develop and build technical platforms on their own. At the same time, there are bottlenecks such as low client opening rate and lack of interconnection between platforms. Only by strengthening resource integration, changing "each for itself" to "intensive development", and building a unified technical base for the entire region can we support regional media to accelerate the realization of systematic changes. Focus on common problems, adhere to the "one game" of the entire region, integrate media technology resources, and strive to promote the integration of the three levels of the district, city, and county integrated media technology platforms, build a new type of production and communication platform shared by the entire region, advanced technology, and self-controllable, and create a media integration "general equipment department" to customize clients for city and county integrated media centers, and provide cutting-edge technologies and operational tools such as communication analysis, intelligent production of short videos, and virtual digital people.

Break through data barriers. The key to integrated development lies in integration and unity. To unswervingly follow the path of integrated development, it is necessary to break down the levels and boundaries of media at all levels, break down the institutional barriers and mechanism obstructions to data circulation and shared use, connect the "islands" of city and county communication with data channels and cloud technology, and let the integrated media centers at all levels share open source technology and build an open ecosystem. At the same time, promote the integration of media content, operations, and users at all levels, build an interconnected data sharing and exchange platform, realize data sharing, channel co-construction, and business integration, and form an all-media communication system of "one network for the whole region, one shared cloud, one platform, and one integrated chess game."

Broaden the channels of communication. Media intelligence has entered a stage of rapid development. Only by actively adapting to the characteristics of wide links and fast fission, and actively expanding the boundaries of cooperation with other media platforms, can mainstream media win the development opportunities. Continue to upgrade the three-level integrated media technology platform, create innovative application scenarios for artificial intelligence, build a communication matrix dominated by mainstream media, upgrade "single-soldier action" to "joint operations", and let the integrated media at all levels learn from each other and efficiently link up on "one network". Break out of the traditional thinking of sticking to "one acre and three points of land", take the initiative to break the original media boundaries and regional restrictions, strengthen technical docking and publicity interaction with the central and provincial mainstream media and Internet platforms, give play to their respective brand and channel advantages, jointly plan and organize major theme reports, form economies of scale, and promote the dual improvement of content production efficiency and communication volume. During the 2025 National Two Sessions, the "My AI Treasure Hometown" joint report jointly planned with the national mainstream media and municipal and county integrated media centers, the total number of topic readings exceeded 67 million.

**Adhere to the principle of content being king and enhance the mainstream media’s ability to lead public opinion**

No matter how much the communication methods and public opinion ecology change, content production is always the foundation for the survival and development of the media. In view of the common problems of single content, weak network sense, and weak communication power in the construction of integrated media in underdeveloped regions, it is necessary to strengthen user awareness, deepen the structural reform of the content production supply side, enhance the accuracy and fit of content supply, and continuously improve the quality and level of publicity.

Keep the direction firmly. Promoting the systematic reform of mainstream media is to respond to the opportunities and challenges brought by the Internet informatization, and to solve the major problem of firmly grasping the leading power of ideological work. We must deeply understand the decisive significance of the "two establishments", resolutely implement the "two maintenances", adhere to the party's management of propaganda, ideology, media, and the Internet, and adhere to the correct political direction and public opinion guidance throughout the entire process of media integration reform, throughout all aspects of news collection, writing, editing, and publishing. We must persist in learning and publicizing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, carry out economic propaganda and hot spot guidance in a more targeted manner, lead diversified public opinion with mainstream ideas, and build social consensus with mainstream values, so as to provide strong public opinion support for advancing into the new era.

Optimize the production process. In the context of media convergence and development, the linear production process of traditional media is difficult to adapt to the needs of the Internet era. It is necessary to optimize the production process, integrate various media resources and production factors, and systematically improve the production capacity of high-quality content. The three-level integrated media platform has built a unified command and dispatch mechanism, realizing the integration and interconnection of information content, technical applications, platform terminals, and management methods. Relying on this platform, mainstream media at all levels have innovated the content production and creation process, actively planned columns, seized hot spots and highlights, and efficiently implemented "big planning, wide collection, and fine editing", jointly carried out major topic planning, on-site interviews and other collaborative work, and formed a three-level linkage in key links such as planning, collecting, editing, reviewing, and publishing, promoting the reengineering of news production processes and the reconstruction of systems from a wider range.

Cultivate new quality communication power. The Internet is the most dynamic field of our time and the biggest variable we face. To promote the main force to advance into the main battlefield, we must deeply root in the youth circle, create a new ecology of online language, improve the quality of content, and comprehensively use various forms such as pictures, H5, short videos, and live broadcasts to improve the audience experience and enhance the communication power, attraction and appeal. The three-level integrated media platform not only provides support for mainstream media at all levels to embrace new technologies, but also puts forward requirements for cultivating new quality communication power. Relying on the three-level integrated platform, mainstream media at all levels actively form artificial intelligence application teams, develop generative artificial intelligence technologies such as "AI editor", provide cross-modal content generation functions, and realize the one-stop upgrade of "intelligent production-high-quality output-multi-dimensional communication", enabling media at all levels to optimize content production and dissemination, and realize positive energy to generate large traffic.

**Innovate application scenarios and improve mainstream media operations and management**

In the era of all-media, how mainstream media can continuously strengthen their operational capabilities and enhance their hematopoietic function is a difficult problem that must be solved for the deep integration of media. For a long time, the media matrix of most city and county integrated media centers has a small number of fans and a weak brand effect, resulting in a single profit model and weak revenue-generating ability. It is necessary to actively explore new paths of "news + government service business", focus on the main business of news, enrich application scenarios, and strive to improve content innovation, brand competitiveness, and market realization, and build a long-term development pattern of "cause leading industry, industry feeding back to cause".

Provide rich and convenient "news + government affairs". The media and government departments work together to not only improve the quality and efficiency of government public services, but also enhance the public's understanding and support for policies. Give full play to the advantages of integrated media resources, establish an overall coordinated and responsive new media network for government affairs, build an authoritative information release and interpretation and response platform, a convenient government-civilian interaction and service platform, "catch all" local government affairs resources, present the most practical and effective government services and government affairs information on the homepage, improve policy inquiries, government affairs handling and other functions, and open "netizen message boards", 12345 hotlines and other channels for inquiries according to local conditions, so that the masses can use them, use them well, and cannot do without them, so that the voice of the Party can be heard in thousands of households and be consistent to the end.

Provide professional and reliable "news + service". Converged media centers, especially county-level ones, have natural and close ties with various market entities and the masses, and have inherent advantages in carrying out "news + service". Expand service areas, provide public opinion monitoring, information technology support, education and training, emergency dispatch and other services to local party committees, governments, enterprises and institutions, and provide local people with timely and effective production and living information and livelihood services such as education, medical care, and elderly care, continuously improve decision-making consultation and the ability to serve the masses, further enhance user stickiness, enhance platform influence, and realize the transformation from "information provider" to "urban service provider".

Provide flexible and diverse "news + business". "News + Business" is an important engine for the media integration center to expand the market, create value, and upgrade the brand. Make good use of the "center + company" model, with corporate management and market-oriented operation methods, effectively integrate media resources, user resources, and content resources, make full use of user behavior analysis, points mall, live e-commerce and other operating tools, actively undertake smart city projects, large-scale event planning, cultural consumption scene creation and other businesses, provide local governments and enterprises with customized services in information dissemination, brand building, research and education, and sales of special products, and help local economic development.

**Reform the system and mechanism to remove obstacles to the transformation of the mainstream media system**

Promoting institutional and mechanism innovation is an important prerequisite and inevitable choice for mainstream media to adapt to the communication ecology of the new era and generate new momentum. Before the three-level integrated media reform, the city and county integrated media centers generally had institutional and mechanism problems such as inefficient organizational structure, shortage of professional talents, "average", and "eating from the same pot", which made it difficult to inspire the enthusiasm of cadres and employees to work and start businesses, and seriously hindered the development of media integration. With the courage and determination to turn the knife inward, we must carry out a thorough reform in the nature of the integrated media center as a public institution, team building, performance appraisal, etc., to provide solid guarantees and strong support for integrated development.

Promote the reform of the system and mechanism of public institutions. Carrying out system and mechanism reform in accordance with local conditions and removing deep-seated obstacles are the key to activating the driving force of media integration development. Deepen the enterprise management of public institutions, further break the identity restrictions, coordinate traditional media and new media, online and offline, content and technology, and constantly improve the financial management, salary performance, assessment incentives, talent evaluation and use and other institutional mechanisms that adapt to integrated production and coordination, guide editors to update their concepts and ideas, realize the transformation of all media, stimulate "chemical reactions", and realize the transition from "integration" to "true integration" and "deep integration". In particular, encourage counties (cities) with a certain population and economy to take the lead in trial implementation, adhere to the "old methods for old people and new methods for new people", explore the "one category to two categories, full amount to difference" of public institutions, improve organizational effectiveness, release development vitality, and form a good ecology that encourages people to start businesses and promotes innovation and growth.

Deepen the reform of the mechanism for selecting and employing people. The key to media competition is talent competition, and the core of media advantage is talent advantage. Introduce strong and excellent talents from abroad, promote the inclusion of integrated media talents in the overall talent introduction work of party committees and governments at all levels, implement "one policy for one person, one discussion for one matter" for special talents, and vigorously introduce Internet "natives" of the post-90s and post-00s with strong sense of the Internet. Innovate talent introduction platforms, support outstanding talents, especially young outstanding talents, to form their own teams and create their own brands, and provide supporting incentive policies. Internally, cultivate and cultivate strong talents, play a good role as a "leader", strengthen the leadership team of the integrated media center, especially the director of the center, and use talents who are truly familiar with news business, understand business management, and dare to innovate. At the same time, establish a clear orientation for selecting and employing people, give priority to talents who are familiar with new media and have outstanding performance in training and education, professional title evaluation, and news award selection, and encourage the cultivation of more outstanding integrated media talents with high professional quality.

Reshape the performance appraisal system. Scientific performance appraisal is a powerful booster for improving work quality and efficiency. Adhere to the mainstream value orientation to control the "algorithm", benchmark the Central Propaganda Department's all-media production and dissemination evaluation system, rely on the three-level interconnected platform, accurately obtain and deeply analyze the daily activity, reading volume, forwarding volume and other key indicators of media news clients at all levels, and gradually build a media integration evaluation system that suits its own reality. Formulate a performance appraisal system that suits it, completely break the traditional restrictions such as age, seniority, years of work, and professional titles, implement the "salary by post, quantitative assessment, and better pay for better work" distribution model, introduce performance wage reform, assessment management and other systems, reward the good and punish the bad, reward the diligent and punish the lazy, so that everyone dares to think and act, come up with new ideas, and jointly promote the high-quality development of the media integration industry.

The deep integration of media is both a battle for survival and a strategy for strengthening the country. With the courage to explore, reform and innovate, take responsibility and work hard, Guangxi has taken the lead in realizing the deep integration of provincial media in the country. The systematic transformation of mainstream media has achieved phased results, and has blazed a path for media integration development that is in line with the actual situation of the underdeveloped western regions. The future has come, and generative artificial intelligence has become one of the important driving forces for the transformation and development of media. Guangxi will adapt to the development needs of the times, empower the construction of an all-media communication system with artificial intelligence, build a new model of integrated communication, optimize media operation and management, expand the new territory of the media industry, comprehensively promote systematic changes, and achieve high-quality development.

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