**Future development trends and reform strategies of Chinese media**

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[Abstract] Technological forces have led to tremendous changes in the media ecosystem, and media users' content exposure and demands have changed. In the massive Internet information flow, the effective communication channels controlled by mainstream media are significantly insufficient. To solve this problem of insufficient effective media supply, the government must first create certain media development policies to create conditions for the "closure, suspension, merger and transfer" of traditional media; second, media organizations must overcome "content surplus" on their own and actively transform to provide content that audiences are willing to obtain and absorb.

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Preface

At present, technological forces have led to a huge change in the media ecological environment. The content contact and demand of media users have changed. The content provided by traditional media is difficult to be selected and re-transmitted by media users. The mismatch between the distribution of traditional media production capacity and the needs of media users is very prominent. The audience has moved away from traditional media, but the production capacity of newspapers and other industries is still in excess; in the massive Internet information flow, the effective communication channels controlled by mainstream media are significantly insufficient, showing a supply-side problem - not insufficient effective demand from media users, but insufficient effective supply: traditional media generates a large amount of ineffective production capacity every day, which is difficult to meet the media users' ever-increasing media consumption needs of selecting and re-transmitting information anytime and anywhere. This requires promoting the adjustment of media structure, eliminating ineffective and low-energy media, accelerating the shift to the main battlefield and the forefront of information dissemination, and accelerating the construction of a new public opinion guidance pattern.

At the same time, the "ineffective supply" of traditional media has accelerated the shift of media users, who have collectively migrated to new media, and even turned to world-class global technology media platforms, such as Apple, Google, Facebook, Twitter, etc. Foreign emerging technology media companies have been actively integrating traditional media, or merging and acquiring, or cooperating on content resources, constantly changing users' information choices and ways of receiving information, "migrating" audiences, making them collectively alienated from traditional media, and evolving themselves into emerging media that audiences love to contact and widely use, which has become the development trend of future media.

Compared with the general trend of media development in the future, the regret of traditional media in my country is that they have "two lacks": first, there is no media globalization technology platform company based on big data, cloud computing, machine learning, and intelligent recommendation; second, there is no Internet community spirit that integrates content dissemination with social interaction, entertainment, and services. To solve this problem of insufficient effective media supply, the government must first create certain media development policies to create conditions for the "closure, suspension, merger, and transfer" of traditional media; second, media organizations must overcome "content surplus" on their own and actively transform to provide content that audiences are willing to obtain and absorb.

The above has become an important issue at the national and even global level, and is also a major strategic deployment of the central government to enhance its ability to guide and spread public opinion. Various emerging media have directly affected and diluted the absolute position of traditional media in the field of content production, directly causing the foundation of traditional media business models to shake. Especially with the emergence of social media WeChat, mobile new media has continuously subverted the traditional media communication form, communication channels and business model. The author attempts to discuss the future reform strategy of the media from the perspective of media development trends.

Future Media Development Trends

Media evolves over time to cope with changing environmental factors (technological, economic, cultural or institutional aspects). Under the shaping of science and technology, media has evolved from the birth of newspapers and paper media to the birth of electronic "touch media" based on radio, television, online video, and APP applications, which are "anytime, anywhere", always connected, and always online "human-machine" media. It can be said that science and technology has enabled humans to evolve from the initial "Venetian Business Daily" with navigational commercial information to the will of political parties, "elite culture", and "popular culture", and even now break through the limitations of the media system. Various social media, such as Weibo and WeChat, provide audiences with channels to access a wide range of views, and allow audiences to express their views instantly, "transmit-receive" interaction.

Obviously, technological updates, especially updates in “usable” media technologies, are the basic driving force behind the evolution of the media, and what is now called a “disruptive revolution” has emerged. We have entered the era of digital information flow, and have switched from the “daily and monthly mode” to the “real-time mode”. In an era where speed is king, mixed information flows converge, and are free, and “immediacy”, “nativeness”, “personalization”, “interpretability”, “reliability”, and “touchability” have recreated their value. Digital technology has successfully transformed media content into “information flow”, and information has become shareable and sharable. At this time, technology platform media companies have emerged.

Technology platform media companies first create content products and services, and then absorb market attributes, such as Apple forming a complete App ecosystem, and ultimately promoting a two-sided platform system for buyers and sellers. Similar to Google, Alibaba, Apple, and Facebook, they use third-party suppliers to increase the value of their platforms, and generally open APIs (application programming interfaces) to promote and encourage others to participate, such as the WeChat public platform. In the technology media platform ecosystem, it is a mutual coexistence, that is, "your success depends on the success of others." Obviously, the intangible storage and processing of information has enhanced the trend of "dematerialization", and digital technology has accelerated the development of content products to serve users.

At this time, the flow of information becomes an "extension of the human body". Various types of cloud computing are born. IBM's Smart Cloud, Google, and Facebook all have clouds operating globally. The cloud has become a backup for people's lives and a network connecting data, allowing the media to migrate into a point-to-point state. The "centralized leadership mechanism" is transformed into a "point-to-point network mechanism". Facebook uses intelligent algorithms to filter the torrent of content generated by users. While Wikipedia is open to everyone, it has set up an elite mechanism in the background.

In an information-rich era, human attention has become the most scarce resource. People's selection and retransmission of information is a difficult point. The government's infrastructure for media information should be responsible for filtering and improving user attention. Filter technology is very important. It can recommend various types of information that users like or may like, make repeated and complex judgments on users' search results, develop the world's largest collaborative filter, dynamic "sieve", conduct personalized search, and create ubiquitous information tracking, information interaction and information filtering, integrate media user information archives, and develop content customization services. Combined with the innovative practices of Google News Lab, first of all, make full use of new tools to quickly collect and sort out reliable information sources and information materials on social media; secondly, verify the accuracy of information and promptly clean up and refute false information, so that media workers can transcend the original role of "gatekeepers".

Nowadays, the development of various virtual reality and augmented reality technologies has enhanced the user experience, which is also a manifestation of personalized media technology. Virtual reality will capture the user's movements and emotions, and compress the user's characteristics as much as possible to transmit them to another world, while also making the user believe where they are. The degree of interaction is also increasing, and users can be embedded in the technology. Some futurists even believe that a media platform with a "global mind" will be born in the future.

The birth of technology platform media is in line with the emerging media ecological environment. Everyone can find their own channel on it, which stimulates more content resources. The audience does not get information from a single media, but from multiple media content producers, and a richer media ecological environment is generated. In the so-called "decentralized" new media ecology constructed by the Internet, when the government performs its management functions, it needs to think: "As one of the actors, how should the government ensure the orderliness and healthy operation of this media technology platform system?" Summarize the three types of technology companies in the world that integrate media: first, technology companies develop platforms on their own to attract media to settle in (Facebook); second, technology companies acquire new media to play their technological advantages (Google); third, technology companies acquire functional media to build their own platforms (Apple).

Technology always makes new media. In the future, technology media companies will take big data aggregation as the entry point and gradually develop content innovation and production. In the future, technology will dominate the development of media. Media companies must become technology companies to survive. The real communication revolution is not just a change in the way information is disseminated, nor is it the distribution of audience attention on different media, but technology! In the face of ever-changing media technology and the increasingly mature and responsible consumers (audiences), the choice of media technology has become the primary responsibility of media "gatekeepers". In particular, the development of new communication technologies requires "gatekeepers" to have more recognition, judgment and decision-making power. The future media technology determines whether the content can reach the target consumers and thus affect its influence. On the other hand, technology determines the influence of the media, and technology determines the channels and content. Moreover, emerging technology media platforms are particularly effective for the dissemination of cross-border media content. In principle, this media channel is globally accessible to everyone as long as they have the necessary equipment, which is also an important step in enhancing China's global image.

Therefore, the Chinese government needs to cultivate global technology media platform companies based on a population of 7.3 billion rather than 1.3 billion. It needs to increase investment in cutting-edge media technology infrastructure such as media communications, cloud, big data, search, virtual reality, and augmented reality. The government's media information infrastructure should be responsible for filtering and improving user attention. The responsibilities of media "gatekeepers" are by no means limited to controlling content information, but are more reflected in the selection and identification of media technologies.

The future reform path of China's media

When the typical media users brought about by technology are no longer passive readers, listeners, viewers, consumers, recipients or targets, but are replaced by any of the following: inquirers, consultants, browsers, respondents, interlocutors or talkers, communication scholar Maisel (1973) believes that the emergence of such media audiences is a real communication revolution, and even announces the "decline of mass media." Traditional "mass" media is transformed into another "niche" media, which is increasingly focused on attracting a narrower "niche audience."

Today's media users like to exist in the form of communities. Countless people gather together for the same topic, interests and concerns, looking for similar people and belonging. They are not divided by region, but by interests. An online community is an "interest circle" where everyone can freely post news, comment and like. "Insight into users" means truly understanding their media preferences, rather than simply obtaining the so-called "fan economy" and some conventional demographic data. This requires my country to have a technology media platform that can track data and tap into competitiveness like Buzzfeed, make corresponding adjustments to content length, style and title for different communities, and continue to collect user feedback on creative forms on different platforms.

In addition, driven by technology, the audience is faced with more media sources, more communicators, more content products and means of communication, and the use of media is more flexible, which also enhances the possibility of the audience being free from the control of a single media. At this time, a large amount of "excess" and "overloaded" content information also appeared. The audience experienced the "flooding" of emerging media, constantly faced with additional choices, and lost the choice method they were familiar with. The production and supply of various information have grown exponentially, exceeding people's consumption or use capabilities. Therefore, "Is the content information delivered? Is it what users need?" is particularly critical, and the service function of the media is strengthened. This provides an important impetus for the media to readjust the way they serve niche audiences. Both content and channels need to be updated, that is, how to use your high-quality content to find your specific users, rather than covering everything. At the same time, various new analysis tools, so-called big data, and media under cloud computing, have fundamentally changed the dynamics of media content, distribution and channel communication, and have become the main media for advertisers to reach large-scale new audiences. At this time, the media content presents the following characteristics:

Simplification: The media develops simplified design content that resists "choice fear". For example, short videos, and the New York Times, make each news very wide, so that readers only see three news headlines at a time; secondly, each news has a summary, so that readers can quickly understand the general content; editors also have to make "morning summary" and "night summary" to ensure that users find the content they like.

Uniqueness: When people spend their time reading news on their Moments, what users need most is "for me" (unique content). For example, in Apple's news app, each person sees different headlines. The news media Quartz has a "chatbot" that can tell you what news you need, sentence by sentence. If you get tired of it, you can change the news.

Community-based: In the Internet age, users are not divided by region. In the future mobile media era, there will be authoritative media such as newspapers and radio stations on one end, social self-media on the other, and online communities in the middle.

Entertainment: With the rapid development of the times, people are under pressure from all sides, which makes them expect to relieve stress and ease the tense pace of reality when they come into contact with and use the media. When people have a little spare energy, they will choose entertainment. This is also the reason why the popularity index of entertainment content such as sports, variety shows, and video dramas has soared.

Taste: Humans have both high-end entertainment methods and low-end entertainment needs. The key lies in the taste and cultivation of the media publisher. A relatively mature user group, when their careers develop to a certain level, will definitely need high-quality content with taste, style, and design.

In an era where it seems that everyone can be a media communicator, the cultivation of "media literacy" is particularly important. For ordinary audiences, the understanding and grasp of the changes, movements and developments of the external world are almost what the media describes and creates. However, the so-called "news: far from the facts reported" is that the world constructed by the audience is presented by the media, which is the "media reality", and the world constructed by each audience is the audience's "psychological reality", which is actually the result of the audience's cognitive selection and judgment of information. Therefore, to a certain extent, media literacy is to cultivate the audience's rational behavior. The most widely used definition of "media literacy" was proposed by the Aspen Institute in the United States in 1992, which believes that "media literacy" is the ability of the audience to accept, analyze, evaluate and create various forms of information. In general, the so-called media literacy refers to the ability to correctly and constructively enjoy media resources, to make full use of media resources to improve oneself and participate in social progress. It mainly includes the audience's motivation to use media resources, the methods and attitudes of using media resources, the effectiveness of using media resources, and the ability to criticize the media.

Generally speaking, compared with ordinary audiences, cognitive elites are more rational in their choice of information due to their higher cultural level. In the information age, the ever-changing means of information transmission provide the audience with increasingly rich information channels. The audience's existing knowledge and experience, cognitive characteristics, national traditions, and cultural concepts affect the way the audience processes information and integrates thinking. Therefore, it is particularly important and urgent to improve the literacy of the whole people.

In the information age where media means are becoming increasingly diverse, the audience's choice of media means and media information is often quite arbitrary. How much to choose, what to choose, and how much to accept depends on the audience themselves. Faced with specific media means and media information, the selective attention, selective understanding, and selective memory completed by the audience are all behaviors with considerable subjective consciousness. Generally speaking, the audience always chooses media means and media information based on their own opinions, thus dividing them into "acceptance range", "indifference range" and "rejection range". However, whether the value of information can be effectively identified and information can be fully and effectively used depends on the audience's ability to process information by themselves. Media practitioners have a certain ability to identify media information, such as media characteristics, the difference between media information and objective reality, etc. However, how to make every audience an "expert" who understands the media, so that they can obtain the information they need from the media and make necessary screening is an important task of "media literacy education" and the key to establishing the tension structure between "media reality" and the audience's "psychological reality".

With the emergence of various social "self-media", modern people cannot do without media, nor can they become slaves of the media. Through media literacy education, the audience can be helped to establish a corresponding information critical response model while absorbing information, improve their ability to be aware of negative information, and cultivate good media quality. The author believes that the current audience needs to have a certain ability to find and share media information, an ability to analyze, select, evaluate and judge various types of information, and to reasonably create media texts, effectively combine media language, images, sounds and digital technology, and have a socially responsible mentality. The above should be the core content of my country's "media literacy education", that is, the audience's ability to contact, analyze, judge and create media content and take social responsibility.

The future media will firstly form circles and gather popularity; secondly, it will integrate content products, sell time, emotions, and thoughts, and create technology media platform companies that can enable media users to read and listen anytime and anywhere, and independently select, edit, reprocess and retransmit media content; the future media will be more immersive virtual reality, providing users with information and entertainment services in terms of lifestyle and life aesthetics. As a content "supply" party, if the media becomes the above media, it will naturally have the power of discourse and the ability to guide social public opinion.

In summary, in future media reforms, the focus should be on serving niche audiences, transforming content to serve the community, and truly "gaining insight into users" rather than satisfying "user growth"; strengthening "media literacy" education for all the people and cultivating public self-discipline. Otherwise, the current so-called new media will undoubtedly soon become old media, and its reform will become empty talk.

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