**Grasp the strategic opportunities of media integration development**

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Recently, General Secretary Xi Jinping published an important article in the magazine Qiushi entitled "Accelerating the Development of Media Integration and Building an All-Media Communication Pattern". The article emphasizes: "We promote the development of media integration to expand and strengthen mainstream public opinion, consolidate the common ideological foundation for the unity and struggle of the whole party and the people of the whole country, and provide strong spiritual strength and public opinion support for achieving the "two centenary" goals and realizing the Chinese dream of the great rejuvenation of the Chinese nation." We should follow this, deeply understand the great significance of media integration in the new era, and effectively grasp the strategic opportunities for the development of media integration.

**1. The development trend and contemporary significance of media convergence**

At present, my country's media has ushered in an important strategic opportunity for rapid development. At the critical moments and important nodes of media development, focusing on key tasks and difficult issues, General Secretary Xi Jinping personally planned and laid out, worked hard to promote, insisted on building and breaking at the same time, pointed out the direction, guided the path, and guided the development, providing a fundamental guideline for news and public opinion work. Focusing on the basic and principled major events such as how to position news and public opinion work in the new era and how journalists should act, General Secretary Xi Jinping presided over the symposium on the party's news and public opinion work, the symposium on network security and informatization, etc. Focusing on strategic and directional key issues such as the information technology revolution, changes in the communication pattern, and changes in the public opinion ecology, General Secretary Xi Jinping presided over the fourth meeting of the Central Leading Group for Comprehensively Deepening Reforms, reviewed and approved the "Guiding Opinions on Promoting the Integrated Development of Traditional and New Media", and pointed out a clear direction from top-level design to macro-guidance, from development trends to path selection. In response to the difficulties in the system and mechanism, General Secretary Xi Jinping presided over the 32nd meeting of the Central Leading Group for Comprehensively Deepening Reforms, reviewed and approved the "Trial Opinions on Deepening the Reform of Personnel Management System for Gathering, Editing, Broadcasting and Management Posts in Major Central News Units", and provided effective guidance from the reform direction, management system, incentive mechanism and other aspects. Recently, the 12th collective study session of the Political Bureau of the CPC Central Committee was held at the forefront of media integration development, and was conducted in the form of a combination of research, explanation, and discussion. This is not only a strong impetus for media integration work, but also a great encouragement for news and public opinion workers. Under the leadership and drive of the Central Committee, Party committees at all levels attach great importance to media integration, implement hierarchical management, and implement policies in a classified manner, focusing on the fundamentals, the long-term, and the policies, establishing mechanisms, solving problems, focusing on points, integrating hot spots, and finding paths, combining comprehensive guidance with key breakthroughs, and the results are showing.

In today's world of multipolarization, economic globalization, cultural diversity, and social informatization, the media plays an increasingly important role in leading social consensus, forming psychological expectations, and promoting law-based governance. Mainstream media must occupy the commanding heights of communication and comprehensively improve their ability to guide public opinion. Only by building and breaking at the same time, building new mainstream media, constructing an all-media communication system, and improving the legal environment, can we build a clearer cyberspace and ensure national political security, cultural security, and ideological security. Leading cadres at all levels, especially senior leading cadres, attach importance to the development of media integration, actively adapt to the requirements of informatization, strengthen Internet thinking, be good at using the Internet, scientifically understand the laws of network communication, and improve the level of using the Internet to govern the Internet. This is conducive to transforming the institutional advantages of social ideological and cultural public resources, social governance big data, and policy-making power into comprehensive advantages to consolidate and strengthen mainstream ideological and public opinion, and is conducive to turning the new network space for people's production and life into a new space for the Party to build consensus, turning the Internet, the biggest variable, into the biggest increment in the development of the cause, and turning all-media development into an important tool for promoting the modernization of the national governance system and governance capabilities.

From the perspective of the development trend of science and technology, the third industrial revolution uses the Internet as a carrier and information technology as a driving force, making production development faster, life development more convenient, and ecological development more civilized. With the continuous development of technologies such as 5G, big data, cloud computing, the Internet of Things, and artificial intelligence, mobile Internet has become the main channel for information dissemination, and mobile media and media intelligence have entered a stage of rapid development. Converged development is a media revolution led by technological innovation. Only when media technology is upgraded faster and the technological high ground of the omnimedia era is seized faster can the information high ground of public opinion guidance be truly occupied. Journalists are not only practitioners and disseminators of new technologies, but also innovators and leaders of new concepts in communication concepts, content, means, forms, methods, genres, formats, systems, and mechanisms. It should be clearly seen that no matter what the circumstances, people's spiritual life requirements and material life pursuits are always improving. Therefore, the media must adapt to changes and meet the people's growing information needs in order to go better and further.

**2. Seize the opportunity and promote the in-depth development of media integration**

Since the 18th CPC National Congress, the Party's news and public opinion work has achieved historic achievements and undergone historic changes. Under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, news and public opinion work has taken on a new look, and basic and fundamental changes have been made in the online and offline public opinion fields. General Secretary Xi Jinping's important exposition on promoting the development of media integration and expanding and strengthening mainstream public opinion has pointed out the direction for the development of media integration and has far-reaching influence. We must seize the opportunity and effectively promote the in-depth development of media integration.

Technological innovation is driving the continuous development of the media. Technological progress not only drives changes in media forms, but also in media concepts, making the media's audience wider, dissemination more convenient, and influence more far-reaching. This is a huge challenge, but also a rare development opportunity. News media are exploring a technology-led path: applying artificial intelligence to news collection, production, distribution, reception, and feedback, improving public opinion guidance capabilities and high-tech network management capabilities, preventing risks brought by new technologies such as big data, and strengthening network content construction and the rule of law in all-media communication; adhering to the mobile-first strategy and integrated development direction, through process optimization and platform reconstruction, to achieve effective integration of various media resources and production factors, to achieve the integration and interconnection of information content, technology applications, platform terminals, and management methods, to catalyze qualitative changes in integration, to amplify the effectiveness of integration, to strengthen the construction and innovation of communication methods, to achieve all-round coverage, all-weather extension, and all-field expansion of news communication, to create a group of new mainstream media with strong influence and competitiveness, to promote the voice of the Party to directly enter various user terminals, and to strive to occupy new public opinion fields; to build an excellent media structure, to coordinate the relationship between traditional media and emerging media, central media and local media, mainstream media and commercial platforms, popular media and professional media, to form a resource-intensive, structured, differentiated, and collaborative and efficient all-media communication system.

Media integration is exploring a reform path of scientific and sustainable development. Many media have solidly promoted the integration of systems and mechanisms, production processes, platform construction, talent and technology, and greatly expanded the mainstream public opinion position. The ability of leaders at all levels to deal with the media and use emerging media to promote regional governance and local development has been significantly enhanced. The central media has achieved certain results in building a new media matrix, strengthening positive publicity and cultivating communication power. Many provincial media have certain characteristics in integrating regional cloud and other big data. The county-level integrated media center is working towards the direction of "one center with multiple functions": mainstream public opinion position, comprehensive service platform, civilization construction window, publicity and cultural base, grassroots information hub, and helper for the masses. As these functions are gradually improved, the county-level integrated media center will become the mainstream strong media in the region, a virtual government service center, and an important bridge connecting the Party and the people. It will play an important role in strengthening the Party's leadership, serving the people, and leading social trends. However, various places have encountered many difficulties in the process of deep media integration, such as not being able to see the direction and trend, not daring to act, lack of capital support, and lack of profit model. Party committees and governments at all levels should attach great importance to it, take advantage of the opportunities of technological revolutions such as the Internet, mobile communication, and big data, and use the media to build a multifunctional integrated development platform to promote the modernization of the national governance system and governance capabilities; clarify ideas, improve positions, and benchmark with the central spirit, adopt fiscal and taxation, investment, projects and other policies to support the development of media integration; accurately position, adopt appropriate scale, technology, and carriers to promote the innovative development of local media. All types of media at all levels should take the initiative to position themselves, seize opportunities, use new technologies, new platforms, and new carriers to better serve people's lives and grassroots governance, and find a new development path that is sustainable, profitable, talent-gathering, and competitive.

News and public opinion workers are exploring a new path for growth and success. The deep integration of media cannot be separated from the integration of people. Concepts and ideas must be integrated, changing from "I have to do it" to "I want to do it", and making every effort to create all-media talents, playing a role in policy dissemination, information services, justice, and guiding the times. We must adhere to the correct political direction, public opinion orientation, value orientation, and journalistic ambition, establish audience awareness, user awareness, product awareness, and innovation awareness, and adapt to the audience's micro-dissemination, short-term needs, and vivid needs through personalized production, visual presentation, intelligent push, and interactive communication. Become all-media and expert media talents, expand and strengthen mainstream public opinion, and become politically firm, leading the times, proficient in business, good in style, and trusted by the Party and the people.

In short, we must be guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, follow the laws of communication and new media development, adapt to the general trend of media integration, seize the opportunities of the information technology revolution, enhance the media's communication, guidance, influence and credibility, continue to deepen reform, promote the in-depth development of media integration, accelerate the construction of an integrated and unified all-media communication pattern, promote continuous progress in news and public opinion work, and contribute to consolidating the common ideological foundation for the unity and struggle of the whole Party and the people of the whole country, and building a more cohesive and leading socialist ideology.

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