**Looking at the deep integration of media from the perspective of the “central kitchen”**

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**After experiencing various "corrections" such as "channels are king" in the traditional media era, "technology is king" in the Internet era, and "relationships are king" in the self-media era, the development of integrated media has ushered in an era of re-emphasis on "content is king".**

**Originating from a concept introduced by the academic community at the beginning of the century, "media convergence" is now flourishing in China and bearing fruit, becoming a milestone in the transformation and reform of contemporary Chinese media. This huge media change is not the natural result of "Westernization", but stems from the actual needs of China's social development and media structure adjustment.**

**Taking stock of my country's media integration process, we have experienced the "top-level design" in 2014, the "first year of media integration" in 2015, and the vigorous development in 2016. After three years of trial, the situation is changing. Mainstream media such as People's Daily, Xinhua News Agency, Guangming Daily, etc., have won by building a "central kitchen-style all-media reporting platform" (hereinafter referred to as the "central kitchen"), or leading with integrated reporting, or being good at "integrated media" practice. In the journey of transforming into a "new mainstream media", hundreds of boats are competing. Liu Qibao, member of the Political Bureau of the CPC Central Committee and Minister of the Publicity Department of the CPC Central Committee, pointed out at the symposium on promoting the in-depth integration of media on January 5 that since the CPC Central Committee made a major decision to promote the development of media integration, news units in various places have boldly explored and taken positive actions, the communication positions of mainstream media have been expanded, the production capacity of integrated news has been significantly improved, and the work of news and public opinion has taken on a new look.**

**The media integration model with Chinese characteristics, led by "policy innovation", provides fresh Chinese experience for solving problems and reconstructing the media industry under the background of globalization. How to respond to the requirements of top-level design, further release policy resources, and promote the deep integration of media? Comrade Liu Qibao clearly stated it as: grasp the leading project of "central kitchen" construction and promote the deep integration of media.**

**Why is the “central kitchen” so promising?**

**First of all, it is the nerve center of integrated media content production. As an upgraded version of the editorial department transformation model, the "central kitchen" marks a major transformation of the media editing and command system. In the past, newspapers, websites, microblogs, and terminals of the same media group were independent of each other. Now, media leaders can rely on this "super hub" to regulate and command the "media matrix" on a regular basis. Traditional media and emerging media staff work together here to achieve the collection, production, and release of all-media products.**

**Secondly, it is a platform for content innovation. Media convergence is a media transformation process that achieves disruptive innovation by reconfiguring media resources. It is not only a space platform, business platform, technology platform, and capital operation platform, but also a content innovation platform. The "central kitchen" has achieved an organic combination of policy innovation by the central government and relevant departments, institutional innovation by media groups, and business innovation, and has promoted a large number of expressive integrated media products to stand out - H5 pages (visualized mobile pages), VR (virtual reality) news, data news, and integrated reports on major events, which are constantly changing the image of mainstream media and refreshing people's reading experience.**

**Finally, it is a platform for cultivating innovative talents in all media. Under the "central kitchen" model of "departmental coordination and talent integration", it is not only possible to freely switch between the roles of traditional media and new media reporters, editors, hosts, producers, etc., creating "all-round reporters" in the era of integrated media, but also to form creative teams through the free combination of media people to produce content products that people like.**

**It is precisely because of these functions that the "central kitchen" has become a "starter" for the transformation of traditional media and news reform. On February 19, 2016, General Secretary Xi Jinping fully affirmed the practice of the "central kitchen" during his research at the People's Daily.**

**Whether the "central kitchen" can play a better role depends on people - whether the "chef" is good at selecting ingredients, seasoning, cooking and designing pleasing visual shapes, so that the color, fragrance, taste, shape, utensils and ingredients of the "spiritual food" are perfect. This requires the "head chef" of the "central kitchen" to have integrated thinking, be good at combining the strengths of traditional media and emerging media, and integrate text, pictures, audio and video, hyperlinks, visualized dynamic data and location information. As the saying goes, "A good cook cannot cook without rice." The same is true for the "chefs" of the "central kitchen". It is impossible to play karate without "ingredients" and creativity. After the establishment of the guarantee system of space, material, technology, and talents, content is the top priority. After experiencing the various "corrections" of "channels are king" in the traditional media era, "technology is king" in the Internet era, and "relationships are king" in the self-media era, the development of integrated media has ushered in an era of re-mentioning "content is king".**

**Re-mentioning "content is king" in the era of media convergence means strengthening the mainstream public opinion position and enhancing the mainstream media's ability to guide public opinion on the premise of understanding the profound political significance of media convergence; it means using integrated media and integrated reporting to connect "all media", connect at home and abroad, and compete for the right to speak in international communication in the era of globalization and social media; it means telling China's stories well and spreading China's voice in a discourse and presentation method that is more popular at home and abroad.**

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