**What is the new connotation of content is king in the omni-media era?**

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[Abstract] In the era of all-media, although the public opinion ecology, media structure, and communication methods have undergone major changes, "content is king" has always been an inherent requirement. To provide the general audience with more in-depth, authoritative, professional, and diverse content, we should fully grasp the direction of public opinion, innovate in content quality, reporting methods, and other aspects, and form a new pattern with content as the core and channels, technologies, and products as the path.

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Omnimedia integrates multiple technologies such as cloud computing, big data, artificial intelligence, and blockchain, and covers a variety of formats such as self-media, social media, mobile applications, and live video. In the diversified omnimedia era, although various media are becoming increasingly mobile, intelligent, social, and popular, high-quality content is still the key to winning the audience in the end.

**"Content is king" has always been the general trend in the omnimedia era**

In the era of omnimedia, taking high-quality content as the core and providing in-depth, authoritative, professional and diverse content to a wide audience is the key to the development of omnimedia.

"Content is king" is the core strength of omnimedia. Omnimedia has brought new communication technologies and a new communication environment, which has also brought profound changes to the media landscape. Full-process media, holographic media, all-staff media, and full-effect media are constantly developing. Since it is a media, there will naturally be information transmission and reception, and content is the key to gathering attention resources. Therefore, high-quality content is the core competitiveness of various media brands in the omnimedia era, and it is also the basic survival rule of omnimedia.

"Content is king" is the foundation of all media. In pursuit of economic benefits, some media no longer attach importance to "content is king". However, although the channels for audiences to obtain information and reading habits have changed, their pursuit of high-quality content has not changed. In the face of the development of the Internet, no matter how the technical means are updated, "content is king" is still the key to promoting the development of the media.

"Content is king" is the development need of all media. With the rapid development of new media in my country, the trend of media evolution to all media is quite significant, and the characteristics and trends of comprehensive integration have become clear. Entering the era of all media, all media has not stopped its pace of development, and all media is also constantly developing and evolving. In this process, the application of 5G technology will further promote the innovation of the new media ecology, artificial intelligence, big data and other technologies will further promote news integration, distributed news will gradually take shape, and the integration of "new media + industry" will continue to advance. However, all this still cannot be separated from high-quality content as support.

**The changes in the times and environment have given "content is king" new characteristics and new connotations.**

In the era of all-media, "content is king" uses technology as a tool. "Content is king" does not simply guarantee the authenticity and high quality of the content, but should also show deep connotations and related extended content. For example, Xinhuanet's independent intellectual property rights Xinhua Ruisi Data Cloud Map Analysis Platform, based on 50 billion pieces of big data, monitors and analyzes Internet content, helping editors to accurately judge public opinion trends, social development, and netizens' emotions; and Xinhuanet's artificial intelligence laboratory uses an intelligent biological user evaluation system to accurately analyze and optimize user experience.

"Content is king" in the omnimedia era is a product use. While omnimedia brings a new media landscape, it also brings a new way of thinking. Both media and audiences can create content, and the content is more interactive. The audience experience becomes the first factor to be considered in "content is king". Self-media, live video, mobile applications, etc. created with the audience as the core have become a product. From the perspective of the audience's experience under omnimedia, this is not just a simple content reading, but also a product experience.

"Content is king" in the omnimedia era takes high-quality content services as the entry point. In order to survive and develop better under the omnimedia era, all types of media must innovate in form, marketing, content and other aspects. The rapid spread of information means that "content" no longer has an exclusive advantage. In this case, we can only dig deep into the deep information and use more professional means to achieve information integration in order to provide the audience with unique high-quality content services.

**Focusing on "content is king", we should fully grasp it from many aspects to reach new heights**

Grasp the correct direction of public opinion and make responsibilities clearer. In the era of all-media, audience needs are becoming increasingly personalized and diversified. For the audience, the media is no longer a simple "information provider" but a "knowledge manager". Therefore, it is crucial to do a good job in information guidance and public opinion guidance and grasp the correct direction of public opinion. On the one hand, relevant departments should always pay attention to preventing and controlling the risks of public opinion orientation, further standardize media public opinion, and make correct public opinion the mainstream voice of society; on the other hand, the media should strengthen their sense of responsibility and establish media brands and credibility.

Find the right content positioning to highlight product value. With the continuous development of new media technology, the threshold for content production on media platforms has been greatly lowered, making it increasingly difficult to obtain high-quality content. For example, by the end of 2016, there were 12 million institutional and personal public accounts on the WeChat platform, many of which were "zombie accounts". The development orientation of traffic first further reduced the value of "content". Therefore, "content is king" should find the value point of content.

Improve media literacy and make content better. We should focus on cultivating media literacy and improving the ability to obtain, understand and create information. First, cultivate the media's ability to select content. Effectively identify and screen information so that a large amount of disordered information can be processed deeply to provide audiences with usable and valuable information; second, cultivate the media's creative ability. Establish "unstructured thinking", innovate media content, use innovative thinking to do topics that others have not done, and recreate old topics from new angles and methods; finally, cultivate the media's integration ability. Achieve a new presentation effect by secondary integration of the already formed content.

Innovate the way of expression to make the communication more diverse. Good content must not only have good quality, but also find the right way of expression and innovate the way of expression, and it must be favored, accepted and recognized by users. For example, we can give full play to the advantages of all-media big data, combine Weibo, WeChat public accounts and various short video apps, and achieve diversified external precision communication; try to use mobile terminals to promote the multi-terminal presentation of content, and let the audience freely choose in the form of playback and on-demand by re-editing the content.

**"Content +" is the new trend in the omni-media era**

The development in the omnimedia era must keep up with the trend of the times. "Content is king" does not simply mean "content", "content +" has become a new development trend.

Build a technology platform to achieve "content + platform". In the era of omnimedia, "content is king". With technology as a tool, technology can be used to transform the technology platform and achieve the integration of content and platform. For example, the media can build its "content" into a "central kitchen" and use multi-platform mobile terminals, such as new media smart terminals, news clients, city guides, social media platforms, etc., to achieve unified information collection, reasonable classification, scientific disposal, data processing and multi-carrier distribution.

Build a terminal platform to achieve "content + technology". All media should continue to work hard on technology, launch personalized mobile terminal core platforms, focus on the audience, make full use of data mining technology, analyze audience needs and interests, and push information in a targeted manner to achieve advanced innovation in content. In addition, terminal products can further optimize related functions, such as natural language recognition, to improve the serviceability of the terminal.

Create interactive scenarios to achieve "content + application". In the context of mobile Internet, the original intention of the audience to use the media is no longer to read information content alone, but to choose to use the media according to their own life needs. In this case, the media platform can try to create interactive scenarios to achieve a high degree of connectivity between the audience and the platform. The audience can enjoy different services through different scenarios, which enables the media to successfully combine content and applications.

Create new relationships and achieve "content + product". The omnimedia era has created a new media landscape. The production of media content includes many types of products, including news and other information products, as well as community, communication, games, entertainment, business and other products. The "content is king" of the new era reflects the relationship between people and people, and between people and media. Therefore, while conducting content management, we should also strengthen the combination of content with services, communities, etc., so as to promote the production of "content + relationship" products.

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