**Think tank-type Omnimedia: transformation of media content and form in the new era**

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**Editor's note:** New ideas lead the future, and the new journey inspires us to forge ahead. In order to thoroughly study and implement the spirit of the 20th National Congress of the Communist Party of China and further promote the study, research, publicity and interpretation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, on December 1, the "In-depth Study and Implementation of the Spirit of the 20th National Congress of the Communist Party of China - The 8th National Governance Summit Forum Annual Meeting and the People's Forum 30th Anniversary Symposium" was held in Beijing under the guidance of the People's **Daily and hosted by the People's Forum Magazine. The following is the speech of Professor Liu Shuguang, Executive Deputy Editor-in-Chief of the Journal of Peking University (Philosophy and Social Sciences Edition)** , at the symposium on the 30th anniversary of the founding of the People's Forum:



Online group photo of guests at the forum opening ceremony

Dear Editor-in-Chief Peng Guohua, leaders, and friends of People's Forum:

Hello everyone!

First of all, on the occasion of the 30th anniversary of the founding of People's Forum, I would like to express my sincere gratitude to Editor-in-Chief Peng Guohua and People's Forum for giving me such a rare opportunity to learn from them, especially the valuable experience in building a think tank-based omni-media!

The topic of my report is: "Think Tank-type Omnimedia: Transformation of Media Content and Form in the New Era". I mainly want to explore the changes in content and form after the transformation and upgrading of media in the new era from the dialectical relationship between content and form.

The content and form of the media have distinct timeliness. As the unity of content and form, the media will inevitably change its content and form with the development of the times. The great changes unseen in a century, the era of digitalization and intelligence, have given rise to the construction and transformation of media think tanks, becoming "omnimedia think tanks" or "think tank-type omnimedia".

I personally believe that this transformation is not only a transformation in form, that is, from traditional media (especially paper media) to media convergence; it is also a transformation in content, from relatively simple and objective reporting to complex think tanks, from the previous dissemination of information to observing problems, researching countermeasures, producing ideas and making suggestions. This transformation in content and form has changed the status and role of traditional media and traditional journal editors, giving traditional media new vitality by studying the depth and breadth of problems and through the blessing of new media.

The comprehensive transformation of the content and form of media such as People's Forum is a conscious effort to place the development of the media in the context of a major change that has not happened in a century, in the context of China and the world, focusing on social change, resonating with the times, playing the role of think tanks, serving the national development strategy, and providing decision-making advice. This fully reflects the media's historical initiative, contemporary consciousness, and patriotism.

**1. The unity of opposites between content and form**

Content and form are in a relationship of unity of opposites. On the one hand, content determines form. On the other hand, form has a dynamic reaction on content.

Content and form interact and complement each other. For think tank media, content is form and form is content. In particular, some large central-level newspapers and periodicals such as People's Forum not only produce content and innovate theories, but also serve as public opinion platforms and communication platforms, which are the organic unity of content and form.

Under certain conditions, content and form can be transformed into each other. In the concept of "smart media" in the transformation of media think tanks, there are debates on "media think tanks" and "think tank media", "omnimedia think tanks" and "think tank-type omnimedia". I think one of the issues involved here is: Is the transformation of media think tanks a transformation of media content or a transformation of media form?

The construction of think tank-type all-media requires operators to understand both media and think tanks; they must have professional content production and academic research teams, as well as all-media operations, editing, technology and data teams. The construction of think tank-type all-media may not be accomplished by relying solely on media organizations, but may require exploring the laws of benign interaction and interaction between government, enterprises, universities, research institutions, society and the media.

In practice, there may be three states of existence of media and think tanks: (1) Think tank-type media with complete content production (information, data, knowledge production) and media form construction (media platform, technical support, market resources). (2) Think tanks that only produce content (knowledge, information, data) but do not have good new media forms (media platform, technical support and market resources). For example, research think tanks in universities and editorial departments of academic journals. (3) Media with technical support and market resources but no content (data, information, knowledge) production. For example, knowledge resource repositories (databases) such as China National Knowledge Infrastructure.

In the latter two cases, content and form are in opposition, but the opposition between the two can be eliminated in practice. The opposition between content and form can only be resolved through practice and by leveraging the power of practice. That is, the media and think tanks can jointly establish media think tanks or think tank-type media through mutual cooperation. This type of media think tank or think tank-type media can gather resources from the government, enterprises, universities, and media, and provide a complete knowledge system, technical support, and market resources for the development of think tank-type media (or media think tanks).

**Second, content is king. Influence and communication power come from content, that is, from the scientific nature, truthfulness, innovation and guidance of the content. Therefore, all media should attach great importance to the nature of content promoting the main theme and spreading positive energy, and should also take a differentiated development path and build their own characteristics and core competitiveness.**

For each think tank-type media, it is necessary to build core competitiveness in content, especially for think tank-type media of different levels and types. They must divide the work and cooperate, and the content cannot be identical.

Each media can accurately position itself in terms of development goals, research content, and service objects based on its own advantages as a sponsor, industry, and region, and build its own characteristics and brand. Central-level large media can be positioned to integrate resources from multiple parties to build think tank-type omnimedia, serve high-end talents and high-level decision-makers, and assume media responsibility for external communication. Local think tank-type media can focus on policy consultation and public opinion research, closely follow local development priorities and characteristics, and provide think tank services and intellectual support.

Think tank-type all-media must also control the content. Truth exists in comparison with fallacy and develops through struggle. So, while spreading the Party’s innovative theories, through all-media construction, we should rationally and well-foundedly refute erroneous theories and false information, and be responsible for our duties, fulfill our duties, and be accountable for our duties.

**3. Content and form interact with each other. Form cannot be ignored. We should pay attention to the huge dynamic reaction of form.**

In the digital age, although content is king, we should not emphasize content alone and ignore form. While paying attention to the content of the Party’s innovative theories, we should also use new technologies and new means to pay attention to the expression, dissemination, language, and media forms of the content.

The platform is the communication chain, the platform is the "broad road". Think tank-type all-media should be good at developing and utilizing it to further promote media integration. "When you stand on a high place and wave, your arm does not become longer, but people can see you from far away. When you shout with the wind, your voice does not become louder, but people can hear you clearly. With a carriage and horse, it is not because of its fast feet, but it can reach a thousand miles. With a boat and oar, it is not because of its ability to swim, but it can cross rivers and lakes." The platform is the high mountains, favorable winds, carriages and horses, and boats here.

The platform not only brings social benefits, but also economic benefits. The empowerment of the Internet, especially short videos and live broadcasts, has changed the form of traditional advertising and marketing, bringing greater social and economic benefits.

The interaction between content and form generates new content and form. The platform is not just a platform, the platform itself is the basis of content innovation. In the digital age, knowledge resource platforms (document databases) play an increasingly important role in the production of knowledge.

This seminar has inspired me a lot. Academic journals of universities like Journal of Peking University are understaffed and small in scale, and are at a disadvantage in the process of building think tank-type omnimedia. However, they cannot do nothing. They should make full use of the above-mentioned principle of the dialectical relationship between content and form, absorb the rich experience of People's Forum, and do their best to expand the dissemination and influence of academic journals. They should change from "content is king" to "content and platform are equally important", and attach importance to omnimedia construction. From focusing on paper distribution to focusing on online dissemination, from single Chinese publishing to English abstracts, bilingual publishing, and the establishment of English versions; not only should they establish their own websites, WeChat public accounts, and micro videos, but they should also cooperate with multiple large databases; they should be both "academic leaders" and "academic disseminators".

I wish that People's Forum will make further progress and get better and better!