



Media Convergence with Chinese Characteristics

中国特色的媒介融合

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Defining Media Convergence

定义“媒介融合”

- Technology: the fusion of different functions 技术-多功能合一
- Market: cross-industry entry 市场-互相进入
- Regulation: merging and de-regulation 规制-制度融合和放松规制

Media Convergence in China

媒介融合在中国

- As a myth 神话
- As a political agenda 政治议程
- As a market strategy 市场策略

1. The Digital Myth of Media Convergence

媒介融合的数字神话/迷思

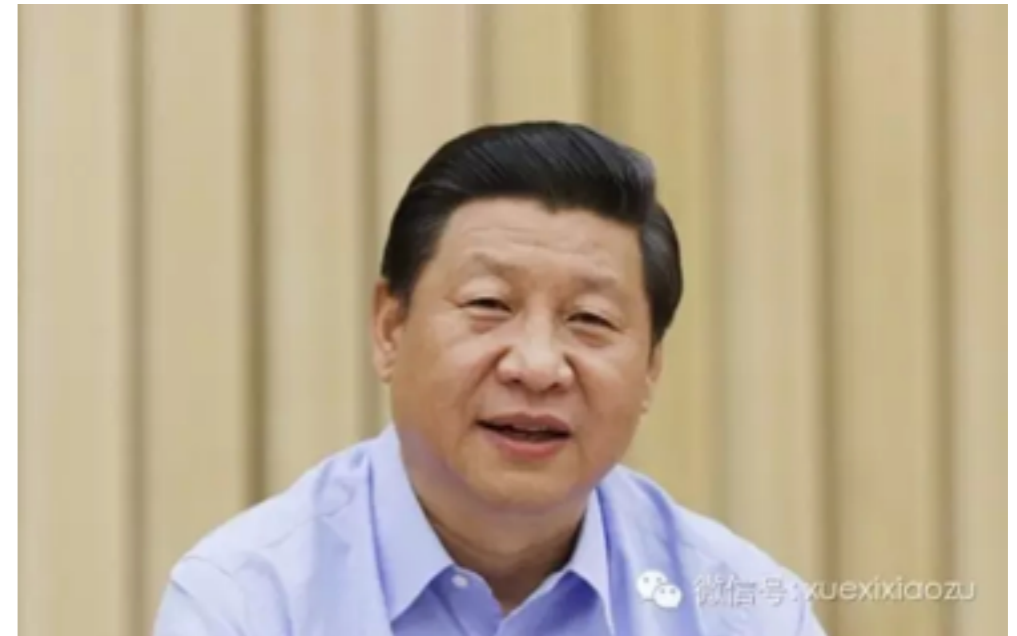
- The digital myth behind media convergence is a hegemonic discourse defining the future of media technologies, industries and a mediated society. The myth is supported by the following interconnected narratives, which comprise the prevailing ideology of “modernization with Chinese characteristics”. 中国特色的现代化道路
- 1. Developmentalism: informationization-led 发展主义
- 2. Nationalism: catch the advanced West 民族主义
- 3. Technological rationality 技术理性
- 4. The leadership of Marxist ideology and the commanding height of the Chinese Communist Party 党性原则
- 5. A controlled Market(ism) (Ian Weber, 2005) “控制的商品化”

2. The Political Agenda for Media Convergence 作为政治议程的媒介融合（8·18讲话）

Media convergence from the top:
mainstream media should take the lead
(August 18, 2014)

由上而下的媒介融合：传统媒体与新兴媒体融合

- Speaking at a meeting of the central leading group to deepen overall reform, President Xi Jinping urged media to strengthen what he called the “**Internet way of thinking**” and speed up the “**convergence**” **between traditional media and the Internet and mobile Internet.**
(China Daily, 2014-08-20)



- The leading position of **Marxist journalism theory** in guiding journalistic practices 马克思主义新闻学
- How to build an army of **politically-loyal journalists with competent communication capacities** in a media-saturated society 政治忠诚与传播技能
- The critical role of the **propaganda officials** 宣传干部
- **Nine innovations** to catch the development of ICTs and to fit in the changing communication environment (agenda-setting, timing, formats, etc.) 九大创新

Three principles for media convergence from the top

媒介融合的三个原则

- Sustaining the leadership of the Chinese Communist Party over the media system, particularly the Party/State-owned media 中国共产党的领导地位
- Innovating communication strategies (e.g. pick perfect timing to release news about corrupted officials) 传播技能的创新
- Changing ways of ruling the media system (more public relations management than directives, more data-based analysis and response, etc.) 治理方式的革新

3. Media convergence as market strategy 市场策略

- Attracting investment by coining new concepts 创造时尚发展概念，吸引投资
- Creating new growth points 创造新的经济增长点
- Re-structuring media production and consumption 重构生产流程和消费方式
- Re-shuffling the market 市场重新洗牌

4. Concluding Remarks

小结：理论困惑与“复线”逻辑

- **Theoretical challenges:** not a single media system model can grasp the dynamics of media development in contemporary China (democratic vs. non-democratic; totalitarian or authoritarian vs. libertarian; Leninist theory - “the press should be not only a collective propagandist and a collective agitator, but also a collective organizer of the masses; Marxist journalism theory (formulated by Mao Zedong) - the Party’s principles; Internet-driven theories (network society, information society, citizen activism, etc.); between the Party line and the Bottom line (Zhao, 1998)...主流的传播学理论无法解释中国媒介体系的复杂性和快速变迁

- **Experience to be theorized:** certainties and uncertainties - ownership of traditional media organizations, the Party's leadership over news reporting and other content production including entertainment; tensions and heterogeneity inside the bureaucratic propaganda system and different localities; internet-based public engagement; media market and media profession in rapid restructuring; ICTs-driven technological revolution (e.g. "WeChatization"); China's media going out and its unconfirmed consequences... 多样的传播经验需要理论化努力



“Chinese history is not linear but bifurcated.”

(Prasenjit Duara, *Rescuing History from the Nation*, 1995)

杜赞奇，“复线历史”

Three lines intertwined:
the Party line
the bottom line
and
and technology line

复线分析：党性原则、市场原则和技术原则

The Party Line

党性原则

- Sustaining the commanding height 舆论制高点
- The complex formation of ideological leadership 意识形态的复杂性
- The intended containment of the market expansion and social differentiation 包容市场扩张和社会分化
- Reclaiming the moral high ground of international communication (Global South and a new world information and communication order) 国际传播正义

The Bottom Line

市场原则

- The results of 30-year marketization: from advertising to a diverse structure of profit making, and capitalization 从市场化到资本化
- Media as ICTs and creative industries 信息与传播产业的经济潜能
- A controlled commodification (Ian Weber, 2005) “控制的商品化”

The Technology Line

技术原则

- Techno-rationality: technology is an independent power. 技术理性
- Fast-changing ICTs industries 快速发展与变化的信息与传播产业
- Internet companies lead the technological innovation (e.g. BAT) 互联网公司的转型者角色

Thanks!

谢谢大家

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