

บทความวิจัย (ม.ค. – มิ.ย. 2562)  
อิทธิพลของสื่อเต็มรูปแบบต่อแบบวิธีการสื่อสารและระบบการสื่อสารแบบเดิม  
ในบริบทของการหลอมรวมสื่อ

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**บทคัดย่อ**

ภายใต้เบื้องหลังของการหลอมรวมของสื่อ การพัฒนาข่าวได้เข้าสู่ยุคของสื่อเต็มรูปแบบ จากความนิยมในเทคโนโลยีและแอปพลิเคชันเต็มรูปแบบ ทำให้เกิดรูปแบบใหม่ของการสื่อสารบางรูปแบบขึ้น ซึ่งถือเป็นการปฏิวัติแบบวิธีการสื่อสารและระบบการสื่อสารแบบเดิม บทความนี้กล่าวถึงผลกระทบของสื่อเต็มรูปแบบต่อชีวิตผู้คน ความคิดเห็นของผู้คน ระบบการจัดการสื่อ ผู้สื่อสาร และผู้รับสาร ทั้งนี้ จากการวิเคราะห์กรณี ได้เผยให้เห็นถึงนวัตกรรมของสื่อเต็มรูปแบบในอุตสาหกรรมหนังสือพิมพ์

**คำสำคัญ:** องค์ประกอบ สื่อเต็มรูปแบบ แบบวิธีการสื่อสาร ระบบการสื่อสาร แนวทางปฏิบัติของสื่อ

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**In The Context of Media Convergence, The Influence of Full-Media Form on  
The Original Communication Mode and Communication System**

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**Abstract**

Under the background of media fusion, the development of news has entered the era of full-media. With the popularization of full-media technology and applications, some new forms of communication have emerged, revolutionizing the original communication mode and communication system. This article discusses the impact of the full-media on people's lives, public opinion, media management system, communicators and recipients. And through case analysis reveals the innovation of full-media on newspaper industry.

**Keywords:** component, full-media, communication mode, communication system, media practice

**Introduction**

**1. The background of the media fusion**

Before the advent of online media, TV media has always led the mass media from the audience to the economic output. In the developed countries, some media groups with cross-media and multimedia have also formed. For example, Time Warner is a merger of three media companies, Time Warner, Warner

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and Turner, across the publishing, film and television industries. With the huge impact of the Internet and network technology, the world's largest media company is being annexed by Atom, the new trend creator. January 10, 2000 was a milestone, the day's largest merger in history, the world's largest ISP: AOL (AOL) and the world's largest media group Time Warner announced that the two companies will merge Form a huge Internet and media group - "AOL - Time Warner Inc." Subsequently, there were also cross-media and multimedia groups across newspapers, magazines, radio, television, and the Internet, such as MSNBC (Microsoft-National Broadcasting Corporation) and News Corporation (Murdock). However, the early practice of these cross-media and multimedia is mainly manifested in the independent operation of various media forms, and did not achieve true integration. For example, many online newspapers at that time were just online versions of newspapers.

"All Media in the Move - Analysis of China Mobile's Media Strategic Layout" (People's Network), the whole media here refers to the value-added services of mobile media, mobile games, mobile TV and other media forms carried out by China Mobile. "The Central Radio and Television Network was approved - the all-media strategy accelerated" (Red Network), which is another central-level network radio and television station approved after the China Internet TV station CNTV, which means that the radio station began to get involved in the TV station. business. "Family Journal Group recently launched a full-media magazine <Winning the Future>" (Phoenix), which is a three-dimensional collaborative development of print magazines, mobile magazines, and electronic magazines by means of the Internet and communication platforms. It can be seen that the background of the all-media concept is media integration, which means that the various media before should be merged into a large and complete same media form.

The next question is what media is included in the entire media and how they are integrated into a "full" concept.

There are many forms of media in human history. For now, the most important and effective form of media is mass media: books, newspapers, magazines, radio, television, and networks (including mobile networks), which can be divided into three. Print media, electronic media and online media, including three networks (telecom, television, internet) closely related to it. The previous cross-media and multimedia appeared in front of the network media, is a hybrid media - various media forms preserve their original entities and functions, independent production, unified management. After the emergence of the entire media in the network media, it is a kind of media - various media forms are merged into a new entity, unified production, unified management. Faced with the same content, the former will use live TV, newspaper comments, and online interaction. The latter will do all the work in a single all-media format. The media format of the whole media is single, only the carrier is different. You may use a mobile phone, maybe a computer, or a TV. They also have live, comment, and interactive features, just because you choose one of them for convenience, because they are collectively referred to as all-media.

## 2. Definition of full-media

"Full-Media" in English is "omnimedia", a compound word prefixed with omni and word media. After searching, omnimedia only appeared as a proper noun, meaning a company called Martha Stewart Living Omnimedia (MSO). The full-media as a term of journalism and communication has not been mentioned by foreign journalism and communication scholars. "

Yu Guoming, a professor at Renmin University of China and a well-known media scholar, believes that the so-called full-media includes not only digital media created by new technologies such as mobile phones, websites, and handheld readers, but also paper media, as well as broadcast, film and television. The various media are interdependent and fused to each other to cover all potential readers. The full-

media is a kind of operation mechanism in the news business. In this regard, Peng Lan, a professor at Renmin University of China, believes that the integration of full-media is reflected in two aspects: The first is the multiple media means in specific topic reports on the same platform integrate deeply. The second is that the platform for various media reports is an organic system. Full-media news means both the application of multimedia means and the use of multiple platforms.

In summary, the concept of full-media is mainly based on the application and practice of multimedia and cross-media in the context of rapid network development. It is an all-dimensional, three-dimensional, interactive form of communication that breaks the limitations of the original single media single communication means. The integration of traditional media and new media through the network to maximize the effect of communication. In addition to traditional newspapers, radio, television, and publishing, its media form also includes media, mobile phones and other media. Mobile newspapers, mobile radio, mobile TV, and mobile TV generated by the integration of traditional media and new media are increasingly having extensive and in-depth social impact. Especially with the emergence of 3G mobile phones and the acceleration of the convergence of the three networks, the era of all-media communication will soon come.

### 3. Full-media applications

In December 2008, the novel "You Are the One" was published simultaneously with the film in the form of paper books and digital books. At the same time that 300,000 paper books were published, the novel also realized paid online reading and downloading through the Internet, handheld readers, mobile reading platforms and other media. Achieved a 50% to 60% increase in efficiency.

In the second half of 2008, the Hangzhou area began to develop R&D for full-media business. After one year to 2009, the first phase of the Looking Full-Media Platform developed by Hangzhou Huas Digital TV Co., Ltd. has been completed. The platform initially realized the functions of information browsing, information gift, information retrieval, rolling subtitles, emergency information release, video surveillance viewing, news subscription, etc. of the full-media. The media integration of the digital TV network and the Internet has been initially realized. Hangzhou City's official website, Hangzhou Net, is one of the partners of the full-media project, and develops the TV version of Hangzhou Net through the Looking Full-Media Platform. For example, Henan TV's "Playing the Internet" column only summarizes the network information and then broadcasts it through the TV column. This is not the full-media in the true sense. The Looking full-media platform truly realizes the media convergence, and the information content of Hangzhou Net is transferred to the TV. The TV viewer can browse the network news of Hangzhou Net on the TV screen without using the mouse and keyboard.

On January 13, 2009, Ningbo Daily Newspaper Group established the first full-media news department in the country to implement a 24-hour multimedia information release model. The first batch of 15 journalists trained were equipped with digital cameras, HD cameras, voice recorders and laptops. In early May, Ningbo Daily Newspaper Group officially established the 3G business unit based on mobile newspapers and mobile TV, which truly realized media integration and formed a real-time and interactive mobile news broadcast mode.

In July 2010, the In City website ([www.in-city.cc](http://www.in-city.cc)), the "Jiangmen First City Living Community" launched by Nanfangfushi Full-Media, was officially launched at 0:00 in the morning. According to the Nanfang Media newspaper of the Nanfang Newspaper Media Group, the full-media strategic layout, the new version of Jiangmen In City will serve as the main network interactive platform for the Southern Metropolis Daily "Jiangmen Reader", and together with the Nanfangdushi Mobile Newspaper (Jiangmen Edition), it will build a full-media communication platform for deep-rooted Wuyi overseas Chinese.

Phoenix Satellite TV's daily browsing volume has remained above 150 million. In Phoenix.com, you can not only see the latest news of the day, but also link up a large number of videos, even if it is very immediacy. Phoenix Satellite TV, headquartered in Hong Kong, is based on the advantages of Hong Kong as an information media center in the freedom of the press and capital operation mechanism, international vision and talent structure. In line with the trend of the full-media, from the simple TV channel to today's diversified media platforms covering TV, website, weekly, publishing, broadcasting, education, outdoor big screen, film and television production and other fields. The core competitiveness, values, cultural pursuits and brand effects of Phoenix are no longer limited to a single publishing platform. Rather, through the sharing of resources between various media and terminals such as paper media, electronic media, and new media, the company has integrated and interoperated to form a full-media radiation that has both specialized and integrated.

#### 4. Law of transmission

Under the influence of media convergence, this new media form of full-media will have some special communication attributes and affect the original communication mode and communication system.

First, the emergence of the full-media will lead to a new round of changes in people's lives.

Since the 1990s, traditional mass media have completed digital transformation in order to adapt to the requirements of the Internet era, and new media forms such as online newspapers, electronic magazines, digital broadcasting, and Internet TV have emerged. 0/1 code combines the differences between text, sound and image according to its unique technical advantages, and gives it a certain degree of communication properties of network media. Digital media has produced a larger "implosive" effect than electronic media. Multimedia networks, digital TVs, and 3G mobile phones can better complete the "nerve center" extension than analog TV. People in the digital media are eager for more information to participate and think, which is bound to produce action for solving practical problems in real life. The "DNA of information" is replacing the atom as a tool for human exchange. The difference between television and mobile phones and computers is not only the size of the screen. It is from the passive one-way propagation to the active two-way communication. In the full-media era, everyone is not only the recipient of information, but also the publisher of information. Individualized, dynamic, and two-way communication trends will give people greater freedom and more opportunities for cultural creation. People's lives will become more colorful with the means of media communication.

Second, the use of the full-media will trigger deep fluctuations in public opinion, making ideology and cultural forms extremely complex.

Media convergence enables people to receive information and participate in communication more and more conveniently, and the birth of the Internet, digital newspapers, digital broadcasting, and digital TV brings vitality and vitality to the development of the media industry. It also brings a series of worrying issues, such as national information security, the guidance of non-mainstream public opinion, the spread of Chinese civilization and the building of socialist spiritual civilization. The "knowledge ditch" has been replaced by the "digital divide", and the "asymmetric communication" of global information is a recognized reality in the world. The outstanding advantages in the full-media can be used as a tool to manipulate the public opinion of the countries of the world by the hegemonic superpower. The huge free public opinion field and commercial operation mode of the Internet are breeding grounds for network anarchism. The non-mainstream paradox formed in the full-media is inevitably part of the public opinion field. This non-mainstream paradox and the mainstream public opinion are intertwined, complementary, and mutually exclusive, making the ideology and cultural form extremely complicated.

Mainstream culture, non-mainstream culture, popular culture, and foreign cultures are intertwined. Even if the culture becomes increasingly diverse and prosperous, it becomes difficult for the society to form a unified cultural consensus. Under the background of the international public opinion war and the new pattern of information warfare, it is necessary to re-examine and properly handle the social public opinion reflected in the full-media. The national cultural security is becoming more and more urgent for the state regulation to adapt to and counterbalance the situation and related problems.

Third, the full-media will prompt the existing media management system to accelerate the pace of reform.

According to the current domestic media management system, the media belong to different departments, industries and regions, and the segmentation phenomenon is serious. Although this situation has improved with the deepening of the cultural system reform, some places have established the “Cultural Tourism Bureau”, the “Cultural Radio and Television Press and Publication Bureau” and the “Broadcasting and Television Station”. However, this is far from being able to adapt to the requirements of full-media development. In addition to traditional media and new media, the full-media broadcast will include the telecommunications sector and network management. If the relevant management departments cannot integrate reasonably and effectively, it will affect the future development efficiency and quality of the full-media. In addition to the adjustment of the management system, the current management model also requires certain reforms. Full-media has a stronger ability to disseminate information than online media. Therefore, full-media management should be more about channeling rather than hindering the dissemination of information. At present, the mass media adopts feedback (first broadcast and feedback) to communicate asynchronously with the audience. The full-media needs to pay full attention to the pre-reporting (market survey) of the opinion market, and pay attention to the dynamic response of both parties in the dissemination of information. Finally, the full functionality of the full-media requires a powerful information interaction platform, including information databases and search engines. On the one hand, it ensures that the full-media can meet the information needs of more audiences, and on the other hand, it ensures that the audience can pass on their information in time.

Fourth, the full-media has placed new and higher demands on communicators and recipients.

The full-media not only requires media workers to compose and co-ordinate, but also fully understand and be proficient in operating new media under new technology conditions. The so-called full-media application is basically a single extension of the traditional media business, and has not caused deep changes and integration of the business structure between the media and the media. With the widespread use of full-media, especially the rapid advancement of triple play, full-media will be required to be higher, faster and stronger. The dissolution of traditional media forms and the creation of a new integrated communication platform will soon make a big difference in the news business. It requires journalists to be no longer professionals and generalists. He wants to go beyond the original single vision and rise to the whole social and cultural level to consider the issue. At the same time, the application of the full-media has prompted practitioners and recipients to have a thorough understanding of the new media attributes. In the future, the external form of the full-media is not well predicted. It may be all unified in the mobile phone carrier, or it may be a multi-functional software like the current QQ. But the only certainty is that people who produce full-media products and those who consume full-media products must have new media literacy. Bourdieu pays special attention to new cultural intermediaries in his consumer sociology masterpiece, *Separation - A Social Critique of Taste Judgment*. These people (full-media reporters, full-media advertisers, etc.) adopt a strategy of learning from life and constantly introduce new media product styles. In the future, full-media consumers will rise to be one of the

interpreters and leaders of full-media products. They may challenge the hegemony of new cultural media people through innovation rather than imitation, and eventually become a new cultural media person.

### 5. Case analysis

Published in the "China Journalist" No. 5, 2009, an article entitled "A Media-wide Interview Experience of a News Event - Analysis of the Full-Media Operation Process". It provides an intuitive and profound description of the basic operating procedures and application logic of Yantai Daily Media Group.

"At 9:00 on April 18, 2009, Yantai Tourism World trial operation. The trial tour of the Big World is a predictable news event report. Such interviews are generally conducted by a small team of two or three people. For unforeseen emergencies, it is common for a reporter to take the camera and go straight to the scene. Predictable news events did not require much planning. However, after the establishment of the full-media news center, planning became an important part of news production. The news center and the newspaper editorial offices are important planners.

The content planned by the editorial department directly interfaces with the full-media news center. The editorial department of each newspaper will place an order with the news center to communicate the style, form, and specific writing requirements of the manuscript. Compared with the combination of editing and editing, the current planning submitted to the news center is richer, more detailed and detailed. Independent planning is an important aspect that distinguishes a newspaper from another newspaper. At the same time, the news center also directly plans various reports. In the office of the News Center, Director Teng Yue showed us a thick stack of plans. Some major interviews often require the news center to plan different reporting schemes directly according to the characteristics of each newspaper. In daily work, journalists themselves can also participate in planning.

In order to adapt to the system reporting mode of the full-media, the interview application has a combination of methods, which reduces the possibility of homogenization to some extent. Journalists interviewed at the same time can not see other manuscripts, but will verify the basic numbers and names. In fact, at the beginning of the operation of the news center, the homogenization was serious, and specific feeds must be strengthened, and the media selection must be consistent with the media positioning. In the new process setting, the news center manuscripts are distributed to the media through two lines, one is the library to be compiled, mainly for the general manuscripts; the other is the specific feed, setting the protection period, only the specific media can choose. The content of specific feeds is divided into the following categories: one is the manuscript that the news center thinks is suitable for a particular media; the other is the manuscript that is planned by each media and submitted to the news center; the third is the manuscript specific to each media; the fourth is the remarks."

Through the above-mentioned full-media practice of Yan tai Daily Media Group, the following three inspirations can be obtained: First, the full-media has re-engineered the newspaper's business process. For example, in order to be vigilant and avoid homogenization competition, reporters from various ways returned to the newspaper after the interview, and unified the video material to the information department of the full-media news center, and unified media production information through media integration. Second, the full-media has truly achieved media convergence. For example, after collecting the interview materials of various reporters, the Ministry of Information converts the information into a digital format and copies it to each reporter. Through these video materials, text reporters organize the interview content and write it into a manuscript. The web reporter edited the information into web pages and videos and submitted them to the Jellyfish Network. Third, the full-media has also completed the transformation of the internal management of the newspaper. For example, business management mainly

relies on the full-media news center, and administrative management mainly relies on the OA system, which greatly expands the economic value of the newspaper's traditional business.

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