

# The Public Welfare Spirit and Social Responsibility of Publishers in the Era of Integrated Media

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## Abstract

In the era of integrated media, the news and publishing industry is undergoing tremendous changes. In the current publishing industry, we believe that we all feel the emergence of new social situations such as diverse forms of publishing, diverse ways of communication, and ever-changing media development. These changes inspire every publisher to move forward with the direction of media integration and development, taking the spirit of public welfare and social responsibility as their own responsibility. In the era of alternation and mutual integration of old and new, “saving” traditional media, integrating content and benefits, and building a complete media ecosystem. Fully demonstrate the determination of publishers to work together and the expectation of co-writing in the era of media integration and development.

**Keywords:** the era of integrated media, publishing industry, social responsibility

## 1. Introduction

“Media convergence” has appeared multiple times as a strategic term in important speeches by leaders of China since 2005, indicating the current overall deployments and plannings. On June 30, 2020, the Central Committee of the Communist Party of China approved the “Opinions on Accelerating the Development of Deep Integration of Media” as the latest guiding document for media integration, proposing to “establish a full media communication system based on content construction, supported by advanced technology, and guaranteed by innovative management”. The development of media integration should strengthen content construction and integrate multiple platforms

and channels, while highlighting advantages are the means, grasp the two key elements of “information accessibility and service capabilities”. (Hu Zhengrong, 2023) The advantages of traditional media and new media will be developed to the maximum. The competitiveness of a single medium will be developed into a competitive advantage shared by many media, so it can benefit and serve. In such an era of “interchange and integration between old and new”, it also means a process of re-understanding and adapting for the practitioners of traditional media. Indeed, in the new journey, publishers’ public spirit and social responsibility will face with new challenges and changes.

## **2. “Resurrect from the Dead”, to Achieve the Integration of the Old and New in the Publishing Industry**

Western media scholars once predicted that “traditional media will die by 2017”. The fading traditional media outlets in these years are confirming this prediction. Unidirectionality, regionality, and other weaknesses are fatal to traditional media, and they are also the main reasons for the decreasing audience of print media and broadcast television. The introduction of the “integrated media” concept is breaking this prediction. With the integration of new media and traditional media, the combination of the advantages in content and timeliness of traditional media, and the flexible and resource diverse of new media, has brought the traditional media to life. In the difficult circumstances of traditional media, transforming to new media, breaking inherent ideas and leveraging emerging technologies such as the internet and big data are the only way to achieve a second blossom in the publishing industry.

In the era of integrated media, integrated publishing has the advantages of changing the public’s reading style, enriching publishing content, optimizing publishing procedures, and improving publishing efficiency, (Li Lina, 2023) therefore, the integration of new and old publishing forms is very important. In this era, every publisher has an unshirkable responsibility and obligation. First of all, to “save” traditional media. The term “save” here does not mean to completely revive it, as some parts of traditional media are inevitably being left behind by the times and should “die”. What needs to be saved is the way of expression, the mode of transmission and communication. Publishers should be the first to change the concept of communication, deeply explore the advantages and characteristics of traditional media, and combine them with new era, new ideas, and new technology to achieve integrated media development. Publishers should be courageous enough to facilitate self-change and lead social change, guiding the development of media and steering it towards greater horizons, which is the embodiment of the contemporary publisher’s social responsibility. Secondly, publishers need to adapt to emerging media. Just like media that does not follow the development of society, publishers who do not follow media development will face defeat. In today’s media publishing industry, there is a

new direction, and publishers should follow and cheer it on. Publishers must learn about themselves and improve their abilities, adapt to the new media era’s thinking, collection and communication methods, as well as being skilled in writing and photographing, and proficient in operating various new media platforms, becoming a versatile new publisher. Simultaneously, publishers should also help others adapt to new media. Shared resources, inter-channel communication and mutual benefit are common characteristics of new media. A high-quality article can be published on multiple public accounts, and a small story can become a hit over night, depending solely on the interests of the public. Editing short videos will be republished on different platforms and become a hit again. We all may need time and space to digest and adapt to new communication methods.

## **3. “Accumulate Strength”, to Break the Boundary Between Content and Efficiency**

In today’s society, with the developing Internet technology, the society of IoT has almost been realized. The correlation relationship between things has changed from one-way to multi-directional. A piece of news, advertisement, or article is no longer a single service for a specific platform or publication, but rather involves the interests of more parties. Publications for public welfare, seemingly free services, may bring benefits in another aspect and also have irreplaceable social benefits. For free reading on public accounts, a large amount of human and financial resources are invested in meticulously selecting and focusing on theme articles, which may seem to have no profit. However, the precise targeting and segmentation of the reader groups, as well as the regular cultivation of specific reading habits, are another form of benefits. Therefore, at this stage of the development of integrated media, the core spirit of public welfare and social responsibility is to “accumulating strength”. By deeply understanding the relationship between content and interests, one may break the boundaries between traditional content and interests. This embodies a new era where the traditional and new medias are deeply integrated, as “you are within me, and I am within you”.

Firstly, content is king, we must tell good stories of our times. Simply adding channels is not media integration, nor is media integration releasing news content on a different platform.

(Xie Yi, 2023) "Content is king" is a breakthrough made to cope with the dual pressure of new media impact and media integration. Especially for traditional media, we should embrace the transformation to all-media, adhere to the principle of "content is king", continuously enhance the ability to provide content, and innovate based on the integration of content production. We should focus on originality, strive for excellence, and launch news content that has ideas, depth, and warmth. What is "kingly content"? In fact, it is the content that bosses need the most, the most important content of the times. Sending content that has ideas and innovations to multiple platforms solves the problem of the development mechanism and model of integrated media. Firstly, the thoughts, timeliness, and creativity of content providers must be firmly centered on content, and create content that cannot be replicated in time, with viewpoint that doesn't simply follow the trend. This way of content production should be the backbone and essence of integrated media development. Secondly, the change in communication channels, core content can be output through multiple channels, increasing brand impressions, strengthening creativity and content, and achieving depth and width in readership. This era is the era of national reading. Readers receive content through diverse channels, so content output channels must also follow this rule and conduct all-round communication output across media, industries, and media. Moreover, "content + channels" packaging and sales have become an irreplaceable way of operation, and is also the adaptability and coping ability that publishers should have.

Secondly, to prioritize public welfare and to be a good window for the people. In Nie Zhenning's "12 Letters to Young Editors" as the Chairman of the Taofen Foundation, the twelfth letter specifically discusses the social responsibility and public welfare spirit of publishers, in which he says, "If it benefits the country, we should not avoid it because of fortune and calamity." Regardless of when, the spirit of public welfare is always the top priority in the publishing industry. "The greatest knighthood is for the country and the people." In peacetime, the publication industry should have such a spirit of public welfare. In times of crisis, disasters are ahead, and the country is in danger. The spirit of

public welfare is even more essential for us. The letter also quotes the literary proposal of the great Tang poet Bai Juyi, "Articles must be written according to the times, and poems must be composed according to the situation." "Written according to the times" means that outstanding cultural intellectuals pay attention to the times, and assume responsibility to meet social needs. "Composed according to the situation" means that outstanding cultural intellectuals are concerned with the reality of society, and are committed to solving practical problems and answering real questions. Undoubtedly, at this present stage of media integration, we need to take the lead in the spirit of public welfare, be a good window for the people, solve practical problems, and respond to the genuine needs of the people. With social benefit in mind, we should let "free" culture spread throughout every inch of society like capillaries, nourishing every member of society, and fully embodying the spirit of public welfare and social responsibility of publishers.

#### **4. "Seize Victory and Chase Success" to Build a Full Media Ecological System**

Full media is the "four full media" of full-process media, full-dimensional media, full-staff media, and full-effect media. It is a media that connects time and space, reality and virtuality, people and things, and various of scenes. This is the media form required by the development of the internet in the second half. Based on this, the contradiction between "content is king" and "users are king" is easily resolved. The supply of content, the user's needs, and the channels of communication are integrated together. The editors' antennae should be where the user's needs are. One piece of content can be transmitted multiple times. The readers can choose to read on the computer, and there will be a webpage on the computer. They can also choose to read on the mobile phone, and there will be a connection on the phone. If they want to read on paper media, there will be a report in the paper media. Official media and private accounts broadcast the same content, and users can receive the same information on any channel or platform. As content producers, multiple channels, shared resources, and data mining should be integrated into the initial creative process. Therefore, the essence of full media is in the process, in the scope, and in the mindset. In the era of integrated media, academic journals are

increasingly adopting digital communication methods, such as electronic journals and online databases, while also expanding new media platforms such as social media to improve communication efficiency and influence. (Gao Hongtao, 2023)

Firstly, the diversification of channels. In the beginning of the 2020s, the COVID-19 pandemic swept across the globe. China quickly established an anti-epidemic mechanism and system that comprehensively controlled the spread and escalation of the epidemic at the first time. The daily news broadcast reported the global epidemic situation, and official media updated the epidemic development situation daily, using numbers to show the results of the battle. Video media broadcasted the stories of the anti-epidemic heroes who were devoted to saving lives, using vivid imagery to illustrate the greatness of those who worked tirelessly and went without water to save lives. Text media spread the anti-epidemic events comprehensively using symbols. In the full media system, different channels show the same topic and content in different forms to the public.

Secondly, the sharing of resources. On the one hand, there is interdepartmental communication and sharing in the publishing's internal procurement and editing process from planning, interviewing, editing, reviewing, and filming, etc., creating a mechanism for the integration of production and sales. On the other hand, in the publishing and dissemination process, it is necessary to establish a comprehensive media formation to achieve platform resource sharing, multiple releases, multiple transmission, and multiple impacts, collectively creating a full media system.

Finally, the datafication of users. Big data resources imply identifiable and tradable conditions, and belong to the category of possible production factors. (Xie Kang, 2023) So, with the advent of the era of digital civilization, full media has also faced challenges and changes. Using data to refine users, on the one hand, collects user needs to produce content more accurately and choose the most effective communication channels. On the other hand, it is precise communication. By analyzing the data on the users' audience groups, the accuracy and matching degree of the content can be increased. It is also the embodiment of the media intelligence, an indispensable part of building a

full media ecological system and an inevitable development of the times.

Situations are created and driven by the era. Full media is an inevitable path for the development of the media, and it is the purpose and result of this development. In this era, we take a unique sense of public welfare and social responsibility in the publishing industry. It requires us to work together and write the chapters of this era.

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