

Promote the Development of Media Integration and Build a Cultural Power

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Abstract

General Secretary Xi Jinping identified "the integration of the media as the theme of the 12th collective study of the Political Bureau of the CPC Central Committee" and stressed that "promoting the integration and development of the media and building the whole media has become an urgent issue facing us." We must follow the trend, act accordingly, and follow the trend to accelerate the development of media integration" In-depth study of General Secretary Xi Jinping's important discourse is of great guiding significance for us to recognize the situation, promote the integration and development of the media and build a new era of cultural power.

Keywords

Media integration ,Culture building ,cultural power.

1. Introduction

To promote the integration and development of the media and build the whole media to rise in height has become an urgent issue facing us, to further accelerate the development of good media integration, to achieve the "two hundred years" goal, to achieve the great rejuvenation of the Chinese dream to provide strong spiritual strength and public opinion support. The construction of socialist culture with Chinese characteristics in the new era can not be separated from the integration and development of the media, the two have long been integrated, honor and humiliation and common. To build a socialist cultural power in the new era, to grasp the ideological work leadership, management power, the right to speak, but also can not be separated from the media integration and development. [1]

2. The Connotation and Process of Media Integration and Development

Under the close attention of General Secretary Xi Jinping, China's media integration and development has undergone a magnificent development process. As early as 2013, General Secretary Xi Jinping proposed at the Third Plenary Session of the 18th CPC Central Committee: "We should integrate the resources of the news media and promote the integration and development of traditional and emerging media"[2], media integration for the first time became the consensus of the whole Party. In 2014, the Review adopted the Guidance on Promoting the Integration and Development of Traditional and Emerging Media, media integration rose from the will of the propaganda sector to the will of the state, and the Opinions put forward clear requirements and specific deployments on how to promote the integration of media under the new situation, and proposed to "promote the deep integration of traditional media and emerging media in content, channels, platforms, operations, management, etc." [3] In 2015, General Secretary Xi Jinping delivered an important speech during a visit to the PLA newspaper, proposing that "the media landscape, the ecology of public opinion, the audience, and communication technology are undergoing profound changes, especially as the Internet is undergoing an unprecedented transformation in the media field", stressing that "the Internet

should be developed in a way that is responsive to the development of the Internet, be creative, change, take advantage of the characteristics and advantages of the Internet, and promote all-round innovation in ideas, content, means and institutional mechanisms"[4], began to actively explore the means, methods and paths of media integration. At the 2016 Party's press and public opinion symposium, "the key to integration and development is integration and integration", "to promote integration and development, take the initiative to use the advantages of new media dissemination", "content is always fundamental, integration and development must adhere to the content as the king, with content advantages to win the development advantage" [5]"as soon as possible from the phase 'plus' stage to the phase 'melting' stage."

At the 2017 Symposium on Cybersecurity and Information Technology, General Secretary Xi Jinping made it clear that "we should strengthen the governance of cyberspace in accordance with the law in a socially responsible manner and with a responsible attitude towards the people." "Strengthening the construction of online content, strong online positive publicity, fostering a positive and healthy, upwardly good network culture ... For the vast number of netizens, especially young people to create a clean network space." [6] At the 2018 National Conference on Propaganda and Thought, General Secretary Xi Jinping proposed that "we should strengthen the innovation of means of communication and discourse, so that the Party can The innovative theory 'fly into ordinary people's homes', emphasizing that "solidly grasp the construction of county-level media centers, better guide the masses and serve the masses" .[7] In 2019, the theme of the 12th collective study of the Political Bureau of the CPC Central Committee is "The Integration of the All-Media Era and the Media", and it is more established that promoting the integration and development of the media and building the whole-media will become an urgent issue facing us. Clearly put forward that "to seek, to move, to move, to accelerate the integration and development of the media, so that the mainstream media has a strong communication power, guidance, influence, credibility, the formation of the online network contpathy circle, so that all the people in the ideal beliefs, values, moral concepts closely united, so that positive energy more powerful, the main melody more high." [8] At present, china's media integration development has reached a new stage of "media deep integration". This speech provides us with the direction, goal and task of media integration, and clarifies the requirements of media integration and development, which is an important guide and fundamental follow for us to further promote the development of media integration. Promoting the integration and development of the media is not only related to our daily life, but also closely related to network security and political security, and it is also of great significance for us to develop cultural undertakings, promote socialist cultural construction and build a new era of cultural power.

3. The Relationship between Media Integration and Development and Cultural

The integration and development of the media is a major strategic deployment made by the CPC Central Committee with the aim of consolidating the position of propaganda ideology and culture and strengthening the mainstream ideological and public opinion, rising from the previous departmental instructions to the national will. To build a mainstream media with strong communication power, guidance, influence and credibility, so that positive energy is stronger and the main theme is more high is the new goal of the current media integration and development, but also the inevitable requirement of the cultural construction of the new era.

3.1. The Relationship between Media Integration and Development and Ideological Work

Comrade Xi Jinping pointed out that "the ability to do a good job in ideological work is a matter of the future and destiny of the Party, the long-term stability of the country, and the cohesion

and centrism of the nation".[9] One of the important points of our cultural construction in the new period is to adhere to Marxism as the guide and firmly grasp the ideological work leadership, management power and discourse power. Ideology determines the direction and development path of culture. At the time, ideological work is to grasp the propaganda and ideological work, ideological management methods are facing the influence and challenges of new media. Under the modern Internet, information is everywhere, omnipresent, no one is using, the boundaries of the media are becoming more and more blurred, the media coverage, the audience is wide, the dissemination of unprecedented speed, the object of propaganda and ideological work is increasingly concentrated on the Internet, the Internet is not only the forefront of ideological work and the main position, but also has become the main battleground of ideological struggle, network ideological security issues are becoming more and more serious. General Secretary Xi Jinping pointed out that "in the battleground of the Internet, whether we can withstand and win is directly related to the ideological security of our country and the security of the regime." [10] not only raised the media integration and development to the height of maintaining the country's political, cultural and ideological security, but also showed that the integration and development of the media is closely related to the construction of socialist culture with Chinese characteristics. Propaganda and ideological work is a very important work, is the governance of the country, the state of an important event, bear the flag, gather the hearts of the people, educate new people, develop culture, display the image of the mission. Maintaining the security of network ideology is an important mission of duty-keeping, and in the all-media era characterized by whole journey, holographic, full-service and full-effect, the media is the tool and carrier of propaganda and ideological work, and the effective use of media is an inevitable requirement to do a good job of propaganda and ideological work and maintain ideological security. We must enhance the awareness of media positions, keep good use of media positions, maintain good ideological security, and build a socialist cultural power.

3.2. The Relationship between Media Integration and the Development of Cultural

In order to promote the integration and development of media in the new era, we must vigorously promote the construction and innovation of communication means. The development of Internet technology replacement and new media has led to many new situations and characteristics of the objects, ways, means and mechanisms of literary and artistic work, the pattern of literary and artistic creation and production, the aesthetic requirements of the people have changed greatly, and the mode of communication of literary and artistic products and the acceptance and appreciation habits of the masses have changed greatly. New literary and artistic organizations such as private cultural studios and online literary and artistic communities have emerged in large numbers, and new literary and artistic groups such as network writers, independent producers, independent actors and singers, and freelance artists are very active. The convenience and efficiency of the creation of online cultural literary works is not possible in the past traditional literary and artistic works, which will undoubtedly have a corresponding impact on social culture, so in order to adapt to the development of the situation, we must grasp the network literary and artistic creation and production, strengthen the positive guidance. At the same time, we should establish and improve the corresponding network culture management mechanism, recruit professionals to manage it, improve the corresponding rules and regulations, provide the necessary policies, for advanced and excellent literary and artistic works to encourage their development. At the same time, in the convenient network environment, pay attention to the correct orientation of public opinion, but also pay attention to the people-centered creative orientation, to provide people with more quality cultural products to meet the people's growing and diverse cultural needs. For a new generation of literary and artistic workers, we should expand the coverage of work,

extend the contact arm, look at them with a new perspective, unite them with new policies and methods, attract them, and guide them to become a living force for the prosperity of socialist literature and art. Media fusion and development, with advanced technology as the advantage of the mainstream media, can further carry forward the main theme of socialism, the dissemination of socialist excellent culture plays an irreplaceable role. This is a double-benefit thing for the new media and cultural undertakings, and the renewal of communication means can promote the pace of media integration and development, as well as the reform of the institutional mechanism of cultural undertakings, promote the development and perfection of the social public welfare service system, and promote the renewal and upgrading of the cultural industrial structure.

3.3. The Relationship between Media Integration and Development and Firm Cultural Self-confidence

"Strong cultural self-confidence is a big issue concerning the rise and fall of the national movement, cultural security and the independence of the national spirit." [11] Media is an important medium for information dissemination and cultural exchange. Media integration and development play an important role in the development of socialistic culture with Chinese characteristics and in the firm cultural self-confidence in the new era. A country. Only if a nation has full confidence in its own cultural ideals and cultural values can it have the determination to stick to it, the courage to rise up, and the vitality to create innovation. Under the background of the new era, our first task is to cultivate the national identity and national identity of the new generation, and the media can play an important role with its own unique advantages. New media such as mobile can be used to carry forward revolutionary culture, disseminate excellent achievements of Chinese national spiritual civilization, deepen the new generation's sense of national history, traditional culture and socialist road, spontaneously form national pride, enhance cultural consciousness and cultural self-confidence. Secondly, free and convenient network space has a greater demand for cultural products, the time-thy-time of messaging and so on can stimulate the vast number of workers or the vast number of people's cultural innovation and create vitality, enhance cultural self-confidence. The new media can also cultivate and practice the core values of socialism with a comprehensive and deep-seated process of integration, quietly integrate into all aspects of social development, integrate into all aspects of the creation and production and dissemination of spiritual and cultural products, and silently enhance people's recognition and practice of the core values of socialism, and transform them into people's emotional identity and behavior habits, thus firming cultural self-confidence. Media integration and development is also of great significance to strengthen national communication capacity-building, enhance international discourse and tell the world a good Chinese story.

4. How to Promote the Integration and Development of the Media, Building a Socialist Cultural

4.1. Adhering to the Party's Leadership in the Integration and Development

The Party is the leader of everything, the media integration and development should adhere to the principle of the Party's management of the media will not waver, whether to manage the Internet position well, and whether the Party can live a good long-term governance is closely related. Good use of the Internet, is the new situation to control the position of news and public opinion key, the focus to solve the problem of who to manage, how to manage. To adhere to the Party's leadership in the integration and development of the media is to adhere to the principle of party nature, adhere to the Party's nature, the core is to adhere to the correct political direction, stand firm in political positions, consciously in ideological and political actions with

the Party Central Committee to maintain a high degree of agreement. To carry out the principle of party management media into the new media field, all communication platforms engaged in news information services, media attributes and public opinion mobilization functions should be included in the scope of management, all news information services and related business practitioners should implement access management, but adhere to the Party's leadership of the work should also avoid the past often appear "one put on chaos, one tube on death' phenomenon, out of a new way of joint management, benign interaction" [12]. Second, adhere to politicians to run newspapers, magazines, Taiwan, news sites, strengthen the Marxist view of journalism education. "To do journalism, it's up to politicians to run newspapers. Be aware of the bigger picture. In the center around, the overall situation of service to find coordinates, find the right positioning, so that obedience to serve the Party and the country's overall situation is good position, the Party and the people need when not missing." [13] Propaganda and ideological workers should enhance the Party's consciousness, do their due diligence to serve the Party and the people's cause, so as to achieve "a thousand grinds and hard work, and let the east and west wind prevail." Third, firmly adhere to the correct direction of public opinion. To do a good job in the Party's public opinion work and to create a good public opinion environment is a major event in governing the country and ruling the state of Anbang. The most fundamental thing is to stick to the Party's leadership of the work of news and public opinion. The media sponsored by the Party and the government is the propaganda position of the Party and the government, must be surnamed Party, must be in the hands of the Party, must become the mouthpiece of the Party and the people. The leadership team of the news public opinion unit and when the family should have a strong political acumen and political discernment, to be a business expert with a politician's mind, good at looking at the problem from the political point of view, good at reflecting the political orientation, political requirements into the work, reflecting the will of the Party, reflecting the Party's ideas, safeguarding the authority of the Party Central Committee, maintaining the unity of the Party, so as to love the Party, protect the Party, for the Party, must not provide channels for the dissemination of wrong ideas and speech.

4.2. Supported by Advanced Technology, Accelerating Media Development Towards a Phase of Integration

At this stage of the media integration and development of the status quo, some are 'Internet', did not achieve 'Internet plus', but the traditional media and new media as a simple graft, as soon as possible from the phase "plus" to the phase "integration" stage. The development of media fusion is to give full play to the advantages of traditional media and emerging media, accelerate the optimization of integration, deep integration, on the basis of volume change, to achieve a qualitative leap. The so-called phase of "melting" is "you are me, I am you". There is also a transition phase, which is "you have me, I have you". The real realization from "you, I" two individuals to "you have me, I have you", to "you are me, I am you" across, in addition to innovative institutional mechanisms, the key is to train all-media reporters, full-media editors, all-media management personnel.

"Traditional media and emerging media are not substitutes for relationships, but "iterative relationships"[14]For the mainstream media, fusion development is not the repair of the traditional part, nor another stove to do increment, but to achieve the overall transformation, need to adapt to the Internet communication mobile, social, video trend, the available technology today are included in our vision, and gradually from the state of technology to the leading state of independent innovation. Compared with the new media, the traditional media in the content resources and quality of the unique advantages have not changed, what is lacking is how to "Internet thinking" throughout the content production, "is to adhere to the direction of integrated development, through process optimization, platform re-engineering, to achieve the effective integration of various media resources, factors of production, to achieve

information content, technology applications, platform terminals, management means of integration, catalytic fusion of qualitative change, magnifying the efficiency of a new type of media with strong influence and competitiveness." [15]

4.3. Adhere to Content Construction as the Foundation

With the media integration to the depth of development, the importance of content construction gradually highlighted. While emphasizing technology leadership and drive, content construction must be adhered to as a fundamental. One is to pursue professional authority in quality. Traditional media in the information collection verification, analysis and interpretation, there are emerging media can not match the advantages. Mainstream media should rely on strong editorial power, authoritative information channels and standardized editing process, adhere to the problem-oriented, practice-oriented, effect-oriented, deep-dive information content, improve content quality, content innovation to win the audience, expand the mainstream value influence map, so that the party's voice spread more open, spread more widely, spread more deeply. The second is to focus on fast streamlining in communication. Under the mobile priority strategy, we should pay attention to micro-communication, micro-theory, micro-information and other forms, produce more accurate short, vivid and fast, attractive content, strengthen the creation and production of short video, micro-video, rich reporting methods, visual image presentation, improve content expression. Let the mainstream media with the help of mobile communication, firmly occupy the guidance of public opinion, ideological guidance, cultural heritage, serving the people's communication commanding heights. Third, pay attention to the interaction of focus on service. The diversified characteristics of the Internet and the personalized needs of users require the content of the media to be characteristic and divided. To study the different needs of users, targeted production of special content products, tailor-made, accurate dissemination, so as to enhance the ability to set issues, improve user attention and participation. We should provide more truthful and objective information content and clear views in time, and grasp the initiative and leading power of public opinion field. The fourth is to achieve full media on display. To a variety of display, multi-media push, comprehensive use of graphics, charts, animation, audio and video and other forms, to achieve content products from readable to visual, from static to dynamic, from one-dimensional to multi-dimensional upgrade fusion, to meet the requirements of multi-terminal communication and a variety of experiences.

Technology leadership and content for Wang has become the media integration and development of the "two wings", traditional media and emerging media in-depth integration, but also can not be separated from the depth of technology and content. In the new communication environment, we should embed advanced technology into the whole process of content production, use new technology to make traditional content resources produce new added value, improve content competitiveness, and maximize content value and integration efficiency. In the integration and development, the traditional mainstream media should adhere to the direction of integrated development, keep up with the times, boldly use new technologies, new mechanisms, new models, and vigorously complete the transformation from "traditional" to "new", accelerate the pace of integration and development, to maximize and optimize the publicity effect. But can not lose themselves, lost in the sea of information, but to play their own advantages, adhere to the content of the king, clearly adhere to the correct political direction, public opinion orientation, value orientation, timely provide more true and objective, clear views, insightful quality content, firmly grasp the initiative and leadership of the public opinion field, expanding the mainstream value influence map, so that the party's voice spread more open, spread more widely, spread more deeply.

4.4. To Establish a High-quality Team

The core advantage of the media is the talent advantage, the biggest blocking force of the deep integration of the media is the lack of endo-motivation, that is, the problem of human beings. We should vigorously promote the transformation of the existing talent team to full-media journalists, full-media editors and all-media management personnel, and strive to cultivate and build a new era of news and public opinion team with political firmness, excellent business skills, good style and peace of mind for the Party and the people. Media deep integration, and ultimately human integration. Ideas to integrate, ideas to integrate, not "I want to do", but "I want to do." Media integration and development is the integration of the media, but also the integration of the people, for traditional media people, is a full range of self-revolution. First of all, we must have the courage to break through the traditional way of thinking and the shackles of thinking, from the ideological concept of a thorough revolution, firmly establish the concept of Internet thinking and integration, no integration does not spread, to spread must be integrated. Secondly, to the cutting edge in, with a positive attitude, take the initiative out of the comfort zone, to the sea of new knowledge, to practice, to the masses, to the struggle line to self-pressurization, hard work, and constantly improve the foot strength, eye power, brain power, pen strength, so that there are a few brushes, will be 18-like martial arts. Journalists must adhere to the correct political direction, public opinion orientation, value orientation, journalistic aspirations, and become political firm, leading the times, excellent business, good style, the Party and the people trust the journalists. Only in this way, in order to be true to God's integrity, will it truly have a full-media type, expert-type high-strength skills, will contain realistic innovation, can win the spirit of the pursuit of war, to build a strong cohesion and leadership of the socialist ideology of the main force. Only in this way, in the integration of development will not be eliminated, and make a big difference! Xi "hopes that the vast number of journalists will carry forward their fine style, jump down and sink their hearts, take root at the grass-roots level, take the grass-roots level, especially the front line of poverty alleviation, as a platform for learning experience and a rare opportunity to increase insight, enhance feelings and grow their talents, so as to solve practical problems for the local people and bring new changes to poor villages." [16]

5. Conclusion

The successful practice of socialism with Chinese characteristics has made China increasingly close to the center of the world stage and expanded the way for developing countries to modernize, and the world wants to hear China's voice and understand China in the new era more than ever before. We should strengthen the capacity-building of international communication, build a new type of international mainstream media with strong communication power, leadership and influence, tell the world a good Chinese story, spread a good Chinese voice, and show a true, three-dimensional and comprehensive China. It is urgent to promote the development of media integration.

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