

# An Analysis of the Development Status of Omnimedia and the Integration of University Journalism Education from the Perspective of International Communication

Rui Zhang

Lyceum of the Philippines University, Manila 0900, Philippines

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**Abstract:** With the advancement of Internet technology, a revolution of media convergence has been set off worldwide. As the product of media convergence and development, “omnimedia” has become the only way to the development of media fields in all countries around the world. At present, the concept of omnimedia has not been formally proposed in academia. It comes from the application side of the media. With the continuous emergence and changes of media forms and the comprehensive integration of media content, channels and functions, people need more words with broader meanings when using the concept of media. Thus, the concept of “omnimedia” has been widely applied. The characteristics of the media environment in the all-media era require the journalism education in colleges and universities to update the teaching concept, introduce new media and new technology content in the process of talent training, and carry out all-round and three-dimensional innovation of talent training programs in combination with ideological and political content, so as to cultivate specialized talents in news communication who can tell Chinese stories well.

**Keywords:** International communication; Omnimedia; University journalism education.

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The reform of college journalism education in the all-media era is closely related to the development and change of media environment. With the strengthening of media integration, news communication presents the characteristics of diversified communication symbols, three-dimensional communication levels and high efficiency communication effect. The cultivation of journalism professionals in colleges and universities should follow the pace of technological development in the all-media era from both aspects of concept and method. While increasing the content of new technology courses, it should integrate multi-dimensional, multi-level and multi-forms into ideological and political education, combine disciplinary education and ideological and political education into one, and cultivate higher journalism professionals who can tell Chinese stories well.

## 1. Analysis of the present situation of the development of Chinese media

The development of omnimedia mainly includes two aspects: First, from the perspective of reporting workflow, it refers to the use of technical means to integrate various reporting methods to enrich the audience’s reading experience; On the other hand, from the perspective of media organization structure, it refers to the digital transformation of traditional media enterprises for their own development needs.

### 1.1 Traditional media groups are transforming into all-media groups

At present, the all-media development of news organizations is firstly reflected in the diversification of terminals. In order to seek their own development and conform to the trend of technological change, traditional newspaper groups, radio and television departments and news agencies have accelerated their transformation pace and integrated their resource advantages to create an all-media

industry. Domestic newspaper groups started the all-media process in 2006. At the beginning of 2008, Yantai Daily Media Group set up the all-media News Center, which became the first enterprise in China to transform. Subsequently, Ningbo Daily Media Group, Nanfang Media Group and Guangzhou Daily joined the transformation camp one after another. Taking People's Daily as an example, central newspaper groups have preliminarily established a news communication pattern with People's Daily as the leading, People's Daily, the overseas edition of People's Daily, People's Daily Online as the main body, and affiliated newspapers as the main body<sup>[1]</sup>.

## **1.2 Accelerate the establishment of multimedia digital technology platforms and digital transmission networks**

Take the digital transformation of People's Daily as an example: from the earliest website construction to the development of new media terminals, from mobile phone registration and electronic reading column, to the application of big data, cloud computing, data visualization and other technologies, the new technology has brought the digital, mobile and intelligent content communication of People's Daily, which has not only changed readers' reading habits, but also changed the way of news production. At present, the office model of "central kitchen" has been fully networked, remote and mobile, and the information sharing platform of "fusion cloud" makes it possible to share news and information in the whole industry. People's Daily has developed into a huge system including "one flagship, three platforms and a new platform". "One flagship" is the newspaper tradition of People's Daily, which is still in the leading position. The "three platforms" are People.com.cn, Liangweiguan and outdoor electronic screen, which have affected 350 million users. "A new platform" means "central kitchen" as an all-media platform.

## **2. Analysis of the current development status of foreign omnimedia**

### **2.1 Traditional newspapers continue to explore digitalization and networking**

In the contemporary era of great development and innovation of global media, foreign traditional newspapers also spare no effort to focus on digital transformation, new measures and new ideas continue. For example, the New York Times launched "NYTNow" to change the way news is presented on mobile devices; Cooking remakes journalism as a service on a digital platform. TimesInsider lets you see how New York Times reporters work. "Upshot" combines intelligent analysis, writing, data visualization and personalization. The online version of the Washington Post is not just a copy of the paper version, but a reference to the characteristics of new media, using multimedia to make dull text give way to pictures, audio, video, etc., so that its products and brands are further recognized by readers.

### **2.2 The mutual penetration of traditional TV and Internet TV**

At the end of the second quarter of 2014, U.S. cable companies had 49,915 million subscribers to their Internet services, according to LeichtmanResearchGroup (LRG), just ahead of the combined 49.91 million pay-TV subscribers. In line with this market demand trend, two major TV stations in the United States - HBO and CBS have announced the launch of independent video monthly service, that is, for consumers who do not buy cable and satellite TV to launch independent Internet video service without bundled cable service. CBS is calling the service "CBSALLAccess" and pricing it at \$5.99 a month will allow all CBS shows to enter its premium video offering after 24 hours on the air, with a quarter fewer commercials than on the air. CBS's new initiative also includes making shows and other shows available to online video platforms such as Netflix, Hulu and Amazon. The move reverses the previous trend of TV stations pulling programs from the Internet and starting their own businesses. Instead, they are actively integrating into the Internet TV market.

## **3. Effective integration of all-media development and journalism education in colleges and universities**

The cultivation of journalism talents in the all-media era should first be guided by the industry needs in the new media environment. The industry demands that contemporary journalists should have the ability to combine and diversify, and pay special attention to new industries, new platforms and new technologies. The training of journalism talents should shift to OBE's results-oriented teaching concept.

### **3.1 New platforms and new ideas**

In the era of omnimedia, the integration of Internet technology and media has promoted the continuous innovation of news communication platform and technology. The results-oriented teaching concept requires the content of journalism education in universities to be updated and reformed with the change of media environment. At present, from the perspective of communication platforms, no matter traditional media seek development in the transformation or new media follow the trend, news communication platforms are unprecedentedly abundant. From newspapers, radio and television in the past, they have expanded to the Internet, mobile

phones, mobile terminals, wechat and Weibo platforms, and all kinds of mobile phone client software, which have greatly enriched the ways and patterns of news communication. From the perspective of communication mode, there is a general trend of developing from single media to integrated media. Organizations such as “Central Kitchen” and “county-level integrated media Center” have highly integrated the advantages of various media, making the news release present a three-dimensional and universal trend. From the perspective of communication technology, the form of media is changing to full-sensory media. Coupled with the development of 5G transmission, AR technology, artificial intelligence and other high-tech technologies, news communication shows the characteristics of media diversification, content fragmentation, communication interaction and so on. The development of media platform and new technology has put forward new requirements for the training of news talents.

### **3.2 High technology and high emotion**

In the era of omnimedia, the technology of news communication is constantly updated, which is accompanied by the high technology content needs to be balanced with high emotion. The high degree of integration between disciplines advocated by the construction of the new liberal arts, and the new technologies and business skills required by the new media environment all require a high emotional ideological and political orientation, patriotism and professionalism as the foundation to support professional construction and talent training<sup>[2]</sup>. In the “News and Communication Lecture Hall”, the typical cases of contemporary media narrated by nearly 100 journalists are the perfect combination of high technology and high emotion, as well as the perfect combination of journalism professional gold courses and ideological and political education. The technology and emotion of new media are integrated and interdependent. As an indispensable factor in journalism education, ideological and political content plays a dual role of holding the direction and escorting the personnel training due to its high emotional attribute.

### **Summary:**

From the perspective of international communication, comparing the development status of omnimedia at home and abroad, it can be found that traditional media around the world are actively carrying out digital transformation in order to promote their own development, and omnimedia technology is constantly innovating under the background of the Internet. Both the form of information release and the way of receiving information will be richer in the future.

However, in the era of omnimedia, journalism education is facing a series of new situations, new formats and new technologies, which is not only a challenge, but also an opportunity for the reform of journalism education in colleges and universities. New technologies and new platforms are integrated into the teaching content, and the content of practical training skills is greatly increased in the talent training program, which enables the journalism education in colleges and universities to keep pace with The Times and move forward in exploration.

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### **About the author:**

Rui Zhang, female, 1994.09, Baotou. Ph. D. in Educational Administration, Lyceum University of the Philippines, teacher at Hetao College, 015000. Research interests: Education Management, news communication