On Transformation of China's TV Media in Omni-media Era

Ning YAN¹, *, Ke SU²

¹School of Humanities, Kunming University, Kunming, China
²School of Applied English Studies, Shandong University of Finance and Economics, Jinan, China

taozhiyaoyao1979@163.com
*Corresponding author

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Abstract. The advert of omni-media era poses unprecedented challenges to traditional TV media. Transformation and integration become imperative for its sustainable development. The paper tries to discuss successful transformation of TV media in terms of thinking pattern change, program editing system, and Human Resource Integration: how to enhance internet awareness and reconstruct media-user relationship; how to establish the editing system of "one source, multiple channels, various forms", and how to update human resource structure, management system and integration mechanism.

Introduction

Omni-media is the integral combination of communication technology and media product services. The interactive and individualized features of omni-media transmission are changing TV audience's role as passive recipients. TV media is entering the "internet +" age, in which "+" can be followed by any conventional media. So what can "internet + TV media" bring us? How do we redefine TV media and its relationship with the audience? These are questions facing current China's TV media transformation, to which we are trying to find the answers.

Enhance Internet Awareness and Reconstruct Media-user Relationship

Relationship between TV media and its audience is bearing the brunt of omni-media impact. Independence and options granted by internet-era new media are transforming the TV - audience relationship to a TV - users one. The entirety of the media, market, production, consumption and transmission, evolve around users. New media regards users' information as valuable resources. It collects information about users' reading habits and life styles before analyzing their needs and improving user-friendliness. Understanding of users' basic needs guarantees shared values, brand resonance and better individualized products.

In the further reform of China's TV media, a significant standard of its successful transformation is the capability of self-renewal, which centers on user experience. Aware of the significance of integration with internet new media, some TV media enterprises have opened their own websites and micro-blogs. However, absence of "user-centric, open and sharing" concepts combined with lack of market, user and services awareness account for failure of the transformation to achieve fruitful results.
How to center media convergence around users? First, we must adopt a new thinking mode: to make plans and carry them out, with internet in mind. New media is about equal communication and interactive transmission. Users are no longer the passive recipients of TV programs they used to be. Importance should be attached to user experience, so that various individual needs for information can be fulfilled. An analogy of cooking and dining may help here. The public used to consume whatever the TV media served, now the TV media has to prepare what the public orders. It even has to anticipate their appetite and favorites to prepare in advance. For example, the personal list of news topics can be based on each individual user's reading habits. To expand its influence, TV media has to tap into and make the best of users' internet habits.

Media convergence means transforming TV media with user-centric internet thinking mode. Better user experience leads to users' dependence on TV media, or even immersion in it. Omnipresent and ever-present coverage of medias centers around individuals. Taking the initiative and gaining advantage in this regard enable the TV media to promote itself more effectively.

**Establish the Editing System of "One Source, Multiple Channels, Various Forms"**

With new technology, conventional TV media and new medias (internet and smart-phones are equipped to go out of their ways to engage in close interaction and cooperation with each other. Further integration of them and upgrade in management system maximize social influence and social profits. At present, flaws in TV media system are detrimental to its transformation. To promote integrated development of TV media and new medias, we have to observe their respective rules. Various routes lead to the same destination: convergence or omni-media: one source processed and conveyed with multiple medias.

The concept of omni-media has emerged after notions of new media, trans-media and multi-media. In a narrow sense, omni-media is the integration of conventional media with information-age media using new technology to upgrade their production, channels, transmission, marketing and management. In a broad sense, it is integrated utilization of media forms in brand-new ways of information production and transmission.

Instead of partial and biased dependence on any single one of them, omni-media is the balanced and harmonious integration of content, channels, technology, management and production. To that end, editing process needs to be reconstructed and updated to establish a unified collecting and editing multimedia platform and to achieve the objective of "one source, multiple channels, various forms". Many TV media enterprises are making addition by setting up relevant new media departments. Compared with transformation, making addition is more convenient and involves less risk, for it does not change the status quo and vested interests, while increasing employment. However, simply adding an apartment does not give substantial boost to the convergence or coordination among different medias. We should go beyond the experimental phase of addition and go for transformation to real convergence by establishing omni-media platforms.

Omni-media presentations of the same information source can be various and vivid. For instance, a 5-minute video clip "How are Leads Made" went viral online, which presented in the form of cartoon how a politician in China climbs up the ladder to become a leader. Its success
proves how the comprehensive application of scripts, pictures, graphs, cartoons, videos and audios can fulfill varied user experience with its dynamic and multidimensional demonstration.

In light of Omni-Media Concept, update Human Resource Structure, Management System and Integration Mechanism

Another breakthrough point in pushing TV media convergence is reform of talent system. Talent is a catalyst to accelerate media convergence and serves as a bridge between theory and technology. All relevant personnel are integrated into one department on the omni-media digital platform, so that the barriers between newspapers, radio, television and internet are broken by the convergence on human resource level. To adjust to the transformation, TV media needs all-around media talents, who are knowledgeable in arts, science, economy, finance, and management, as well as skillful in technology.

For personnel in TV media, media convergence enhances not only the discovery and collection of information, but, more importantly, quality and value of the end product in processing information. The desired result depends largely on quality and skills of media personnel. Screen writers and directors need to be familiar with new media like internet, micro-blog, We-chat etc., so as to make the best of them to reach the largest possible audience.

Establishment of omni-media digital platforms also means transformation in the roles of journalists, editors and managers. Journalists are required to report breaking news in diversified new media forms aside from scripts. Editors have to take advantage of the multimedia resources available and try to give a refined all-around presentation of the news report, and managers should have trans-media knowledge to deal with the integration of channels, management and resources, and cooperation between different areas.

An army of specialized and versatile talents not just helps media convergence, but effectively reduces the cost. Converting the same source into products for different medias saves a huge amount of labor, resources and funds, thus big profits gained.

According to American psychologist Frederick Irving Herzberg’s Motivator-Hygiene theory, motivational factors can be responsible for increasing motivation. These factors could involve job recognition, potential for promotion or even the work in itself. On the other hand, lack of hygiene factors can lower motivation. These factors could be anything from clean toilets and comfortable chairs, to a reasonable level of pay and job security. To build a competent omni-media team integrating journalists, screenwriters and directors, we have to supplement training with new recruitment, try to motivate and guarantee talents' development, and create favorable environment for them to give full play to their potentials.

Promotion incentive combined with bonus can greatly boost employees' morale: we have to promote prospective leaders, to help creative minds innovate, to motivate down-to-earth workers with bonus, and to press for change of attitude in idlers. Respecting talents, being fair and impartial, giving due rewards and punishment, these are the ways to maximize their potential.

Establishment of medical care system is a reflection of humanized management to extend the enterprise's concern from its personnel's performance in work to their mental and psychological well-being. Harmonious environment in media enterprises help tap into their most precious resources—talents.
References