

New Ways to Exploring the Converged Media

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Abstract: "Converged Media" is first of all a concept, aiming to get the best of both old and new media for common development. Respectively, the advantages may be maximized to transform the competitiveness of a single media into a common competitiveness of multimedia so as to be used by "me" and serving "me". Rather than an independent physical media, "Converged Media" is an operation mode that utilizes the integrated advantages of radio, television, and the Internet, thus to fully enhance their respective functions, means, and values. This is a real scientific method. Looking at the characteristics of Converged Media, this paper introduces different models of Converged Media that may be found in mobile internet, such as "content + service" model, H5, mobile terminal and CubeBook. This study is focused on exploring the immersive and intelligent mode that is unique to Converged Media, i.e., the more likely direct connection between the brain and nerves. New forms of converged media are coming along one after another, heralding the advent of a brand-new media era.

Keywords: new forms of converged media; mobile internet; H5; Cube Book; direct brain and nerve related equipment

1. Introduction

In the evolution of media forms, the telegraph, phonograph, DVD and similar media were once there to have influenced an era. Now the window of their historical presence is shrinking, merely leaving their technical genes in the emerging media forms.[1] The evolution of media does not follow the track to take the replacement of the existing media, but move forward superimposedly to form an ecological environment for continuously innovative media. In fact, the "co-evolution & co-existence" of the media do not mean to tolerant the mud and sand, but present a form of media that survives through human choice. What we perceive is only the "co-evolution" of the powerful media after technological transformation in different eras, rather than the original ecological ontology that has been selected without evolution. Therefore, "co-evolution and coexistence" are not a kind of static superposition, but a two-way interaction between choice and self-innovation.

Such media integration is prepared to make full use of media carriers to fully integrate varied media, such as radio, television, and newspapers, which are common in some aspects but may also complement each other in terms of human resources, content, and publicity. Consequently, a new media voicing concept was born,

characterized by "resource sharing, content complementation, voicing interaction, and benefit integration".

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2. The Characteristics of Converged Media

2.1. All Kinds of Media Permeate and Influence each other, forming a Media Environment with Fully-shared Resources [2]

The database model is the first category of the "community" model based on the concept of "opening up". Some paper media websites have settled down to process precious audiovisual, pictures, and text data, and a featured "media asset database" is then established. By means of re-integrating and utilizing them, a profitable way of charging users through the media asset database is thereby realized. A new type of media relations comes along, being harmonious, complementary and trustworthy. To create a "converged media" is to re-establish the order of the new and old media by making clear of their pros and cons to obtain the complementary effect of $1+1>2$. Here are some examples, like the rapidity and convenience of broadcasting, the intuitive and three-dimensional television, and the "Four Infinities" of the Internet (infinite space, infinite time, infinite authors, and infinite audiences). Neither are the media jealous or afraid of things that "exclusively belong to others", and nor do they reject to share something "unique." They all regard "others" as part of themselves. By pursuing the "Bucket Law", the human and material resources of the new and old media are rationally integrated, and service to each of them is changed to common care.

2.2. High timeliness, Fragmentation, Interactivity (Socialization), In-depth, Short-term, and Disruptiveness

May be Counted as the Main Characteristics of Converged Media [3]

Openness to the industry and society, allowing various comments and interactions, is taken as the "life gate" for the survival and development of the converged media. Pictures (Nine-square grid), short videos, live broadcasts, H5, animated news, news topics, a picture takes you xxx, e-commerce + live broadcast", etc., these forms are highly time-efficient, fragmented, interactive, and some can also get the rapid realization of traffic. "Animated news" refers to a brand-new product that presents breaking news and focus news in 3D video (animation). With the Internet and TV as the dissemination carrier, its main body is 3D news simulation scenes. Such converged media form may incorporate various multimedia elements such as live photos, animation, and narration and sound effects, being able to simulate and reproduce the entire news event process or key points.

2.3. Rise of "de-socialization" to be Professional, Refined and Featured (individual)

When it comes to the "humanization trend" of the media, one cannot avoid talking about the other side of the media, that is, "de-socialization". The enhanced "presence" of the media form is a manifestation of humanity. Here the positive and negative sides of the coin are just as interdependent. While Levinson optimistically appreciates the "humanization trend" of the media evolution, what is being revealed is that the media evolution is also facing the "de-socialization" side. Authoritative publishing is redefined by way of individualization, where media integration is not just a simple communication activity in the process of media integration, but reflects the arrival of a new social life order dominated by emerging media. The evolution of traditional media to the early new online media may just be viewed to continuously improve the communication loop. Along this change, a new system was formed with all elements being fully mobilized to complete interactive communication. Furthermore, convergent media has created a communication form that is to open up the boundaries of various communication systems infinitely. All social elements have thus been mediated in order to complete the complete evolution process from pan-media to super-media era.

Looking into the development of human communication, the communication circle is experienced as a process of continuous expansion. In this duration, the bizarre world gets our vision enlarged. From home to the world, up to the universe, this kind of enlargement makes us feel the loneliness among all beings. So under the influence of emerging media, the communication circle that may be delineated by us begins to shrink, first down to tribalization, and then to individualization. People jumped from a panoptical prison and then entered a co-view prison. The co-view prison is obviously a generalized portrayal of social relations. Immersive communication keeps the scope of the co-view prison shrinking until it starts to confine the individual's self and soul. The "de-socialization" caused by the individual

liberation of the media is going on and on, and in exchange for the existence of wisdom, the gradual disintegration of social relations will surely occur.

3. Exploration of Brand New Models under the Converged Media

In the era of converged media, innovation not merely focuses on ideas, but also involves a series of models.

Upon the converged media communication, the relationships that constitute communication activities are diverse and complex. In addition to the human-media relationship, it may include the interaction between media-media, non-media-media, and human-human factors. Therefore, to fully consider the communication orientation in the era of converged media, it is necessary to transcend the "people"-orientated thinking structure and seek as broader an element of orientation as universally influential.

3.1. The "content + service" Model of Mobile Internet is Another Model Innovation in the era of Converged Media

As the fifth media, mobile internet media represented by mobile clients has redefined mainstream media in the form of new media. Especially, for paper media websites that missed the mainstream camp in the first 10 years, this is out of question a golden chance to hold on. There are two main profit models for paper media websites in the era of mobile Internet. One is to become a "content provider" of the mobile Internet to profit from content sales, such as mobile novels, mobile videos, and wireless music downloads; the other is the "service provider" of mobile internet to collect value-added fees through research and development of corresponding services, such as mobile positioning, mobile phone query, and mobile communities. Among various information services of the mobile Internet, not counting traditional web browsing, the business of pushing mobile advertisements and news in the form of Push sees a rapid development. Upon entering the 3G era, the convenience of downloading the entire music became available. Music downloads took over the merits of the 2G era and brought rich returns to content providers. Additionally, other mobile Internet services such as "Mobile Instant Messaging (IM)" and "Mobile Email" have their clear charging models, from which websites may also benefit a lot. Remarkably, location-based information services are also a very promising business. The concept of "micropayment" is to charge only a small fee for the products or services provided, preferably as small as "insignificant", so that one can make payment decisions as easy as a pie. This solves the problem of paying for newspapers.

3.2. H5

The so-called "H5" refers to the fifth version of "HTML", which is the standard language for describing web pages. In general, HTML5 is the fifth version of the "standard language for describing web pages." H5 is to make a piece of information into a scene, through a QR

code or forwarding link, allowing users to experience interaction more intuitively. The scene may have multiple modules, including pictures, videos, audios, maps, navigation, conference registration and product links, etc. H5 is generally used on WeChat and clients. Websites and Weibo are not suitable for this form. H5 is so diverse that it is available in the form of games or just content display. The use of H5 requires the specific settings to be clearly described. In most cases, H5 is better for designing small test games due to their multimedia integration characteristics. Being generally more interesting, its application might as well be designed in combination with topic selection.

3.3. Cube Book [4]

"Internet + education + publishing" and "content + technology + teaching mode = teaching service" gave birth to the Cube Book of teaching materials publishing industry. Zhejiang University Press, who took the first bite of apple, has successfully developed a Cube Book targeted at school education.

Cube Book products come in the O2O form, combining the online and offline merits. Abundant online learning resources, such as videos, audios, test questions, courseware, and key points of knowledge, are impressively hierarchical. Via the mobile Internet, learning, communication and interaction may be enjoyed anytime. Interconnection starts anywhere between "teacher and teacher, teacher and student", "online resource and offline resource", "class teaching and after-school teaching". Users are encouraged to create values. Authors and teachers are allowed to add online resources at any time. Discussion, evaluation, digestion, and analysis between teachers and students become new content.

The product form of Cube Book is O2O+APP+UGC, and paper-based teaching materials with mobile internet, PC-side product interaction. Efforts are made to take away a classroom with one textbook. The textbook is a microcosm of the classroom, the teaching service, and the teaching environment. "Book" is no longer "fixed" but "active", supporting the online display of multiple types of learning resources; online resources are no longer "fixed", authors, teachers, and students are all resource creators; "classroom" is no longer "fixed" but "active". It supports teaching in a "flipped classroom" and the more effective learning "anytime, anywhere"; "book" is not only a carrier, but served as a bridge for teacher-student interaction, allowing "interaction" to be reflected in the multiple links of in-class teaching and after-school teaching: homework, exercises, discussion, evaluation; "books" are not only to display knowledge, but also used as analysis tools based on user learning. The combination of discussion, evaluation plus learning records, authors and resources uploaded by teachers makes it possible to build the "big data" with "books" as the core.

3.4. The Certain Devices Directly Connected to the Brain's Nerves for a more Immersive "Experience"

Mobile phones in the era of converged media are defined as "retina-based interactive devices" and will be replaced by new devices (forms, such as certain devices directly connected to the brain's nerves) for a more immersive "experience". The dissemination guided by converged media is not just a simple communication activity in the process of media integration, but a mirror on the arrival of a new social life order dominated by emerging media. The evolution of traditional media to the early new online media may just be considered as continuous improvement on the communication loop. This actually helps form a system in which all elements can be fully mobilized to complete interactive communication. In contrast, communication via convergent media is to open up the boundaries of various communication systems infinitely, so that all social elements are mediated in order to complete the entire evolution process from pan-media to super-media era.

Looking into the development of human communication, the communication circle is experienced as a process of continuous expansion. In this process, the bizarre world gets our vision enlarged. From home to the world, up to the universe, it is a kind of enlargement that makes us feel the loneliness among all beings. So under the influence of emerging media, the communication circle that may be delineated by us begins to shrink, first down to tribalization, and then to individualization. People jumped from a panoptical prison and then entered a co-view prison. The co-view prison is obviously a generalized portrayal of social relations. Immersive communication keeps the scope of the co-view prison shrinking until it starts to confine the individual's self and soul. The "de-socialization" caused by the individual liberation of the media is going on and on. In exchange for the existence of wisdom, the gradual disintegration of social relations will surely occur.

The truth is that in the upcoming years, we will continue to benefit from the dividends brought about by emerging media technologies. The food, clothing, housing, and transportation will become even more and more smart thanks to the integration of media. Everything will be connected in the form of converged media, making a social pan-media system that encompasses all. Being part of it not only makes us formed by the media, but also acts inevitably as an essential role in the promotion and evolution of the converged media. Imagine that living at home, smart robots could take care of everything. In traveling, the office work onroute is simply a sort of pleasure. Wherever you are positioned, this intelligent circle would always be with you. You are the core in the media, and you control them all. And all of these are expected to come from the communication via converged media. From now onwards, the converged media is shaping the ecology of its own. A brand new picture of converged medium is actually unfolding right before our eyes.

Converged Media involves a series of innovations, including concepts, technologies, and even systems, enabling it to plan, act, and effectively conform to the rhythm of the times. The rapid development of

Converged Media has also been extending new horizons in respect of its own communication, guidance, and influence.

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