

Conceptual Characteristics and Constituent Elements of a Multimedia Publishing and Dissemination System

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Abstract

The high-speed, low-latency, large-capacity 5G transmission information environment and the innovation and development of digital technology have promoted the construction of an all-media publishing and communication system. System development needs to integrate internal and external motivations to support the conceptual characteristics and constituent elements of the all-media publishing and communication system. This article uses literature analysis to explore the conceptual characteristics and components of the all-media publishing and communication system, and analyzes its application in the modern new publishing field in conjunction with the "Implementation Opinions on Promoting the Deep Integrated Development of Publishing (2022)". First, this article introduces the endogenous driving force of the all-media publishing and communication system, including the dynamic development of "all media" and the support of the core elements of the "four full media". Secondly, the defining characteristics of the all-media publishing and communication system are explained, which involve aspects such as the comprehensive integration of media, the richness and diversity of communication content, and the breadth of communication channels. Finally, this article also analyzes the components of the all-media publishing and communication system, including technology platforms, content production, user services, etc.

Keywords: omni-media, omni-media publishing, conceptual characteristics, components

1. Introduction

The "Guiding Opinions on Promoting the Integrated Development of Traditional Media and Emerging Media" issued on August 18, 2014, as the central government's first guiding document on media integration [1], has had a forward-looking guiding influence on the publishing field. The opinions have promoted traditional publishing institutions to begin to strengthen the integration with new media, try to conduct cross-border cooperation with other industries, develop diversified products and services, and actively explore new paths for digital transformation. Immediately afterwards, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Guiding Opinions on Promoting the Integrated Development of Traditional Publishing and Emerging Publishing (2015)" to promote traditional publishing to actively embrace the upgrade of digital technology and extend its publishing influence to cyberspace with the help of the Internet. The all-media publishing and communication system has been continuously enriched in the process of deep integration of publishing. Until October 16, 2022, General Secretary Xi Jinping specifically emphasized in the report of the 20th National Congress of the Communist Party of China to strengthen the construction of the all-media communication system, promote the formation of a good network ecology, improve the social governance structure, and establish a social governance system of co-construction, co-governance, and sharing. These all provide valuable guidelines for the all-media publishing and communication system. With the continuous development of digital technology, profound changes have taken place in the way of information dissemination. In order to better adapt to market demand, publishing companies must rely on the all-media publishing and communication system to meet the needs of different users. Therefore, it is of great practical significance to study the conceptual characteristics and constituent elements of the all-media publishing and communication system.

2. The Basic Driving Force of the All-Media Publishing and Communication System

2.1 Endogenous Power: The Development and Support of "omnimedia"

2.1.1 "Omni-media" Development Momentum Support

The concept of "Omnimedia" can be traced back to the United States at the end of the 20th century. Its initial application was in the field of life services [2], mainly because of the need to adapt to new market demands and

changes in consumer behavior, and to seek market economic benefits. The lifestyle services industry relies on diversified communication channels to establish brand image, improve service quality, enhance user experience, and strengthen communication and interaction with users to win consumers' trust and loyalty in corporate service quality and brand reputation, and further expand the market's operating sales proportion. Martha Stewart Living Omnimedia Housekeeping Company was founded in October 1999. Its main idea is to provide information consulting services to consumers who are mainly housewives. It has magazines, books, newspaper columns, TV programs, radio programs, websites and other media. It promotes and disseminates its housekeeping services and products through such an "omnimedia"[3], increasing users' stickiness and loyalty to its brand.

In the 21st century, with the gradual deepening of the "three-network integration" (telecommunication network, radio and television network, Internet) work in the United States, Britain, Japan and other countries, "omnimedia" in the academic and commercial fields has increasingly become the focus of major industries, media and scholars, and China is also actively participating in this popular research trend in academic and commercial circles. In September 2006 and November 2007, the "National Outline Plan for Cultural Development during the Eleventh Five-Year Plan Period" and the "Eleventh Five-Year Development Plan for the News and Publishing Industry" introduced the concept of "omnimedia" into the field of news communication in the form of official documents for the first time, proposing the development of "omnimedia resource service platform", "omnimedia operation and management technology support platform", "omnimedia application integration platform" and other construction projects. However, from 1999 to 2007, due to constraints in media technology, information technology, network technology, etc., the concept of "omnimedia" was mentioned more often in the industry, but it also had certain limitations. "Omni media" is still in the expansion period, and it only thinks about expanding new media forms. It does not pay attention to the combination of traditional and new media in "omni media", but pays more attention to the simple superposition of various media. The year 2008 is said to be a huge turning point for omnimedia research. The research on "omnimedia" in the field of news communication has gradually deepened and attracted widespread attention from media industry players. Many media practitioners have proposed "omnimedia strategy" or "omnimedia positioning". With the rise of new media having a huge impact on traditional media, in March 2008, Yantai Daily Media Group actively embraced new media, promoted the integrated development of traditional media and new media, realized the integration of content, channels, platforms and other aspects, and officially established the first all-media news center in China. We have actively explored the path and model of all-media development, not only established an all-media editing center to cooperate with new media platforms, but also published content through a variety of media and channels, which has improved the content quality and communication effect of the newspaper, and the brand's popularity and influence have also continued to expand. Since then, the omnimedia innovation strategy has been widely adopted by news organizations across the country as an innovative model for news media organization and production processes, and is closely intertwined with discourses such as "media convergence," "media convergence," and "deep convergence."

When it comes to defining the concept of "omnimedia", different scholars have put forward the concept of "letting a hundred flowers bloom" from different perspectives. In 2009, Peng Lan proposed the concept of "omnimedia" from the perspective of media operations. "Omnimedia" describes a comprehensive business operation model and strategy, that is, using various media tools and platforms to build a huge reporting system. From a macro perspective, reports are no longer limited to a single landing point, form or platform, but are spread across multiple landing points and forms on multiple platforms. Scholar Zhou Yang believes from the perspective of media form that the concept of "omnimedia" originates from the application level of the media industry and is a "cross-media" phenomenon resulting from media integration [4]; some scholars also believe from the perspective of media integration that omnimedia is a new communication method that uses a variety of expression techniques to three-dimensionally present communication content and combines various communication technologies. In Xi Jinping's "1.25" speech in 2019, he gave a detailed explanation of "all media" (all-process media, holographic media, all-employee media, and all-effect media) in detail for the first time and proposed the concept of building an "all-media communication pattern" for the first time. Since then, "omnimedia" has gradually evolved into a comprehensive concept that covers the purpose, effect, content and form of communication to describe the information system of modern society.

In summarizing the definition of the concept of "omnimedia" by relevant scholars, this article is more inclined to the perspective of media form integration. It believes that the concept of "omnimedia" is backed by the deep integration of media and the in-depth development of media technology. It focuses more on the overall integration of media forms, channels, and functions in the three aspects of "full", "broad" and "deep". It not only emphasizes its integration, but also emphasizes the inclusiveness of new media forms under the development trend of media integration.

2.1.2 Supported by the core elements of "Four Omnimedia"

The "Four All Medias" were first proposed by General Secretary Xi Jinping at the 12th collective study session of the Political Bureau of the CPC Central Committee on January 25, 2019. When discussing the all-media communication system, General Secretary Xi Jinping pointed out that "the continuous development of all-media has given rise to all-process media, holographic media, all-member media and all-effect media. Information is available all the time and everywhere, forming a public opinion ecology that coexists with the media landscape. Communication methods have undergone profound changes. News and public opinion work is also facing new challenges. We should deeply analyze the challenges and opportunities brought by the all-media era, scientifically understand the laws of media integration, and promote media integration to continue to deepen." [5] He emphasized that promoting the integrated development of media and creating omnimedia are issues that need to be solved urgently before us.

"Full-process media" mainly focuses on the time and space dimension, emphasizing that multi-media can fully track, fully participate in and influence the communication content in the process of disseminating information content. In the process of dissemination, it pays attention to the two-way communication between traditional media forms such as newspapers, magazines, radio, and television, and emerging media forms such as the Internet, social media, and mobile applications. In the field of publishing, it is more reflected in the full-process integrated linkage of publishing production links, communication links, and application links. It focuses on the three-dimensional development, unified layout and planning of new publications and integrated media publications, and innovates new publishing operation models to enhance the correlation and interactivity between various integrated media products [6]. It breaks the publishing barriers of time and space, breaks through the limitations of a single work and communication channel, promotes the transformation of the communication model from "single" to "pluralistic", and attempts to use a new publishing form to integrate publications to enhance the cultural communication and economic benefits of publishing. At the Sixth World Artificial Intelligence Conference in July this year, CITIC Publishing House launched a nearly 700,000-word "Blood and Rust" classic science fiction series published in cooperation with AI. AI undertook text translation, image generation, marketing material generation and other tasks, improving the text translation speed of foreign-published works, shortening the publishing schedule, enhancing the visual impact of the work's interpretation, and creating artistic science fiction scenes.

"Holographic media" mainly focuses on the method dimension, emphasizing the diversification of media information sources and information presentation forms based on digital technology in the context of the 5G era of high speed, ubiquitous network, low power consumption, low latency, and everything is connected. Utilize various forms and styles of technical means, including the cross-synthesis of text, pictures, sounds, images and other information, to provide a richer, more three-dimensional and more comprehensive information experience. For example, immersive reporting and presentation can be achieved through technologies such as AR and VR, which expands digital experience scenarios and satisfies users' empathetic experience during human-computer interaction. In the update and development of the content expression level of publications, it is emphasized that technology empowers the multiple three-dimensional forms of publishing products, and three-dimensional innovative thinking is used in the expression forms of publishing products to make publishing products personalized, digitally intelligent, and diversified, such as interactive holographic projection textbooks, holographic projection books, etc., and turning physical publications into three-dimensional books, allowing readers to get a more realistic and three-dimensional reading experience, and a more vivid and vivid learning experience.

"All-employee media" mainly refers to the subject dimension, which means that all types of social subjects, including professional media people, self-media people, etc., can participate in the communication process, building an Internet content production pattern of "UGC (mass content production) + PGC (professional content production) + PUGC (professional team production) + UCC (crowdfunding and crowdsourcing production) + MGC (machine-produced content)". In the field of publishing, it emphasizes the diverse interaction of subjects in publishing processes, operations, distribution, etc. It is no longer limited to professional institutions and personnel composition, but the participation of all people, and everyone can become a booster in the publishing process. Driven by the innovation and development of digital technology, crowdfunding publishing, New publishing models such as self-publishing lower the threshold for publishing, bypass traditional publishing institutions, support creators or publishing institutions to complete publishing projects, allow authors to establish direct contact with readers, and enrich the entire process from creation to publication of the author's editing, design, printing and sales of works. For example, some crowdfunding websites such as Kickstarter and Indiegogo provide a platform for creators to showcase and raise funds. Many independent authors and small publishing organizations have successfully completed publishing projects through these platforms; Amazon's Kindle Direct Publishing (KDP) is

a well-known self-publishing platform, and many authors have successfully published their works through this platform.

"Fully effective media" mainly refers to the use of various media forms to achieve more comprehensive, more intuitive, more convenient and more efficient communication effects from the perspective of effectiveness. For example, communication efficiency can be improved through mobile, focus, fragmentation and other methods. In terms of deep integration of publishing, we emphasize the principle of "content construction as the foundation" in the all-media communication system, strengthen the output of high-quality publication content and services, and realize the publishing industry to become a "full-effect industry" that serves society and users in the deep integration stage. This not only realizes the cultural communication value of publishing itself, but also extends the economic value of the publishing industry to a certain extent. Use big data, cloud computing and other digital technologies to drive intelligent publishing, so that publishing products can achieve accurate and efficient dissemination speed based on identifying massive user consumption profiles and reading habits. Through the data analysis process from "focusing" to "gathering", we can meet the public's personalized customization needs and enhance the reading experience. For example, the 5G Rich Media Laboratory launched by Xinhuanet takes advantage of the fast transmission speed and low latency of the 5G network, and uses cutting-edge technologies such as 3D, XR, and AI, combined with information and data visualization from satellites, maps, drones, and other space images and communication services, to creatively develop a series of innovative "rich media" news and realize the rapid transmission and presentation of multimedia content such as high-definition video, VR/AR, and holographic projection. The laboratory also uses artificial intelligence technology to intelligently analyze and process multimedia content, improving the content dissemination effect and user experience.

2.2 External Push: The Promotion and Construction of "communication power"

2.2.1 Strengthen the Construction of Content Resources and Lay a Solid Foundation for Building Communication Capabilities

Content resource construction is the basic and central task of strengthening all-media publishing and communication. Good content quality has always been the focus of brand slogans for publishing organizations. To achieve a healthy and benign development trend in the publishing industry, we must avoid falling into the trap of homogeneous competition. Based on our own internal content resource structure and based on the diverse needs of the market, we must create differentiated positioning of endogenous resources and fully tap the potential core value of content information resources.

First, we must formulate a content resource strategic plan: optimize the content resource structure, promote the collection and integration of internal content resources, and create differentiated and unique content value; strengthen the content resource creation ability, promote the digital development of content forms, use digital technology to drive the upgrade of publication content expression forms, establish a cooperative and win-win content resource ecosystem, and enrich the types of publishing products and expand the types of application products through the integration of external content resources and the construction of the industrial ecological chain. Secondly, we must build a complete content resource evaluation system: on the basis of promoting the unification of intelligent content evaluation indicators and evaluation standards, we must also open up communication channels between clear evaluation processes and effective feedback mechanisms. With the changes in the publishing market and the development of technology, we must continue to improve and optimize the evaluation system to form an intelligent all-media content review, evaluation and distribution mechanism. Finally, we need to pay attention to the copyright protection and management of content resources: to build a good copyright environment, the government should introduce and improve relevant laws and regulations to clarify copyright rights and responsibilities; publishing institutions should establish a complete rights protection mechanism, use professional institutions or lawyer teams to severely crack down on infringements, and use legal means to safeguard publishing rights and interests. On the basis of protecting the legality and stability of content, copyright cooperation mechanisms can also be established with other institutions or platforms to jointly safeguard the legitimate rights and interests of copyright. Publishing institutions should also strengthen advanced technical means such as digital copyright management information systems to improve the operability and efficiency of copyright protection; in addition, publishing institutions are encouraged to strengthen supervision and self-discipline mechanisms within the industry, and enhance the copyright awareness and literacy of consumers, publishing institutions and practitioners through copyright education.

2.2.2 Combining Digital Technology Capabilities to Reshape the Cognitive Framework of Communication Capabilities

Digital technology has penetrated into the "Four Complete" publishing framework. The deep integration of 5G, big data, artificial intelligence, AR, VR and other technologies with publishing products, users, and platform businesses is the only way for the publishing industry to transform and upgrade in the new development stage. New technology empowers the publishing industry and promotes continuous upgrading and iteration of publishing processes, publishing formats, and publishing business models.

At the level of publishing products, digital technology enhances users' multi-dimensional immersive experience from an all-media perspective; it uses digital technologies such as "5G+VR+AR" to create intelligent production terminals for publishing products and build a comprehensive all-media space field; it uses big data to mine, analyze, and count users' real-time information and visualize the data to meet users' needs for diversified publishing content and promote changes in publishing forms. Publishing models with open value and high shareability, such as OA publishing and preprint publishing, have been widely discussed in the academic community. Application at the user level focuses on the sublimation of users' experience and satisfaction with publishing products and services. "MGC" collaborates with new production models such as "UGC" and "PGC" to create an immersive consumer end to strengthen in-depth interaction with users, expand users' immersive experience scenarios for publishing products, and allow passive users to gradually transform into active creators with "omnimedia thinking" during the communication process [7]. The deep integration of digital technology in publishing platform business is mainly reflected in the use of 5G technology to explore platform construction paths for digital intelligence empowerment. The ubiquity of data has led to the formation of various industrial clusters in the media industry. While using digital technology to automate the publishing production process and improve production efficiency and product quality, publishing institutions should actively realize cooperation across media platforms and industries, extend the industrial chain, and build a platform ecosystem of "platform + content + terminal + application" to achieve synergy, complementation, and circulation.

2.2.3 Optimize Innovative Management Mechanisms and Empower the Institutional Foundation of Communication Capabilities

Based on the "all-media communication" system, to improve the communication timeliness of publishing products, it is necessary to deepen the internal management mechanism of the enterprise, including organizational structure, management model, talent training, brand culture, reward and punishment mechanism. Through platform re-engineering and process optimization, we can move from a single production process that serves one media to a set of production processes that serve all-media products, users and scenarios.

Adjust the internal organizational structure of the enterprise, establish a cross-department and cross-field collaborative innovation team, strengthen internal communication and cooperation, break down departmental barriers, and improve organizational efficiency and innovation capabilities. For example, the "central kitchen" model has achieved good results in shortening the publication cycle, increasing the speed of dissemination, and integrating content resources. By establishing an appropriate fault-tolerant reward and punishment mechanism and regularly carrying out new knowledge training, exchanges and practical activities in related industries, we encourage the creativity of employees within the organization, slowly cultivate their "omnimedia concept", and improve the entire team. To build a team of high-quality and professional "integrated publishing talents" based on the organization's innovative capabilities and cultural atmosphere, that is, on the basis of familiarity with publishing-related policies and regulations, mastering the two major areas of traditional book publishing processes and new publication processes, and proficiently using digital technology to coordinate the workload of various departments and efficiently operating talents [8]; establish a complete publishing enterprise supervision mechanism and publication quality management mechanism, regularly conduct innovative assessments of the enterprise itself and publications based on market trends and industry dynamics, and timely adjust innovation strategies and management measures.

3. Conceptual Characteristics of All-Media Publishing and Communication System

3.1 Deep Internal and External Development, Consistency of Means and Goals

General Secretary Xi Jinping proposed for the first time at the 12th collective study session of the Political Bureau of the CPC Central Committee on January 25, 2019: "We must coordinate and handle the relationship between traditional media and emerging media, central media and local media, mainstream media and commercial platforms, mass media and professional media, and form an all-media communication system with intensive resources, reasonable structure, differentiated development, and collaborative and efficient coordination." This is actually a scientific explanation and definition of the components, functions, attributes, and characteristics of the all-media communication system. Later, at the Fourth Plenary Session of the 19th CPC Central Committee in November 2019, it was again proposed to "establish an all-media communication system based on content

construction, supported by advanced technology, and guaranteed by innovative management.” The construction of the all-media communication system was thus considered under the modernization of the national governance system and governance capabilities [9].

First of all, the construction of the all-media publishing and communication system mainly focuses on the three aspects of "content construction as the foundation", "advanced technology as the support" and "innovation management as the guarantee" as the core means of system construction. The corresponding goal to be achieved is an all-media publishing and communication system with "intensive resources, reasonable structure, differentiated development, collaborative and efficient". In terms of content construction, publishing organizations still regard content as king as the foundation of construction to achieve the goal of resource intensification: seize "long-tail resources", tap the brand value derived from them, and form the function of cross-generational cultural communication [10]. At the same time, they integrate existing resources to create high-quality publishing products with brand culture and IP characteristics, which are the core strength of stabilizing the inherent readership group. By exploring and absorbing new resources, we renovate the content resource reserves of publishing organizations and lay the foundation for occupying market competitive shares.

Secondly, the all-media publishing and communication system is supported by advanced technology and uses digital technology to empower publishing products, main functions, and operating channels to achieve differentiated development of publishing organizations. Publishing organizations follow the new trends of mobility, digital intelligence, and customization, and use blockchain and big data technology to build digital copyright protection platforms to promote publishing organizations to present unique content with unique copyrights. Strengthen cooperation with technology companies, and use advanced technical means to improve the quality of products and services. For example, cooperate with artificial intelligence companies to develop functions such as intelligent editing and intelligent typesetting, and enrich publishing methods and presentation forms.

Finally, the all-media publishing and communication system is guaranteed by innovative management to realize the rationalization of the internal structure of the publishing organization and the synergy and efficiency of external cross-industry and cross-media cooperation. By optimizing the internal organizational structure and clarifying departmental functions and scope of authority, we can achieve integration and connectivity among various departments within the company; by creating a product matrix, we can form a unique IP culture and adjust and innovate the brand structure; we can actively attract integrated talents with omni-media thinking to improve the aging status of the company's organizational personnel structure. Coordinate the relationship between traditional publishing institutions and emerging publishing institutions, build an interface between digital platform development and physical enterprises, and form a publishing ecological integration circle based on the concept of open sharing.

3.2 Four Full Media Extensions, Integration of Structure and Function

The all-media communication and publishing communication system breaks through the boundaries of time, space, subject, and product dimensions with the help of "four omnimedia". Through the adjustment of industrial structure layout, it achieves the special effects of integrated and interoperable functions, catalyzes the qualitative change of integration, and amplifies the integrated effectiveness of publishing institutions. Xi Jinping emphasized that to promote the integrated development of media, it is necessary to adhere to the integrated development strategy of "integration" and ensure that various media resources and production elements can be effectively integrated by optimizing processes and redesigning platforms, so that information content, technology applications, platform terminals and management methods can be fully integrated. Full-process media, full-staff media, holographic media, and full-effect media have expanded the new subjects, new formats, and new consumption of publishing innovation to some extent in the full-media publishing and communication system. By broadening the coverage and tracking of the entire process of information dissemination by publishing institutions, we can better grasp the context of information dissemination and ensure the accuracy and timeliness of information; by utilizing the diversified information presentation methods of holographic media, we can provide users with richer and more three-dimensional information. Information experience, while realizing cross-platform information dissemination and in-depth interaction; the omni-media publishing and communication system uses all-person media to enable users to act as new subjects of production innovation, connecting real-time communication and sharing between information publishers and audiences, making information dissemination more democratic and open; full-effect media focuses on the dissemination effect of information and the optimization of user experience, aiming to improve the efficiency and accuracy of information transmission, and enhance the value and influence of information dissemination.

Through the functional integration of the above four aspects, the all-media publishing and communication system can form an information communication ecosystem with a complete structure and complete functions. In this ecosystem, information is no longer transmitted and presented at a single point, but transformed into a multi-point, radial transmission method. Information flow can receive timely feedback in the ecosystem, forming a complete closed ecosystem of all-media publishing and communication systems. This integrated structure and function helps improve the efficiency and influence of information dissemination and better meet the needs of users.

3.3 Choice Awareness Improvement, Positioning and Value Extensibility

In the process of promoting the integrated development of traditional publishing and emerging publishing to promoting the in-depth integrated development of publishing, the development positioning and key goals and tasks of the all-media publishing and communication system are also constantly being sublimated. Whether it is the refinement of development strategic planning or the extension of the development direction, the all-media publishing and communication system relies on national strategic planning to actively create a new publishing and communication system in the era of integrated media. In terms of positioning, the all-media publishing and communication system adheres to the "integration" concept of "integration into one", the concept of "from physical combination to chemical reaction", the new development concept and the copyright concept [11], strengthens the content construction of publishing integrated development, makes full use of technical support, strengthens the talent team for publishing integrated development, creates key projects for publishing integrated development, and further seeks value extension based on the deep integrated development of publishing. In response to the technological impact brought by the digital revolution, the all-media publishing and communication system will propose the construction of new publishing institutions at the strategic level, positioning them as the backbone of creating a new publishing ecological pattern; in terms of value pursuit, major publishing institutions, under the construction of the all-media publishing and communication system, will not only pursue economic benefits, but more importantly, cultural exchanges of major corporate brands, break the monopoly barriers of new enterprises in market competition, improve the dialogue model between traditional publishing and emerging publishing, amplify the social benefits of publishing as a cultural exchange and communication, and promote a comprehensive and coordinated publishing integrated development pattern.

4. Components of an All-Media Publishing and Communication System

4.1 Reshape User Identity to Present Multiple Value Subjects

In the mobile Internet society where user roles are reshaped, cognitive values are deconstructed, and media functions are expanded, publishing institutions have united with multiple entities to form a matrix of forces that runs vertically and horizontally. The deep integration of publishing has become a new infrastructure for social operation and comprehensive governance, and is more adaptable to the huge changes in the current deep integration of media. With the transformation of the media landscape, the traditional "leading audience type" has been replaced by the "audience leading type" [12]. The communication channels not only rely on the "one-to-multipoint" communication of traditional entities such as journals and publishing institutions, but also rely more on the "multipoint-to-multipoint" user divergent communication. At the same time, with the lowering of the threshold for publishing and production, the activity and participation of creators of published works has increased, and the diversification of publishing and creative subjects has been promoted, so that published works also show a state of production in full bloom; under the all-media publishing and communication system, users share, interact and exchange experiences based on online communities, and gradually form individual needs and value co-creation among different user subjects under the community-based sense of ownership and identity. Therefore, in the process of building an all-media publishing and communication system, we pay attention to protecting the legitimate rights and interests of users and the setting of personalized rights and interests, ensuring that the privacy and legitimate rights and interests of users are not infringed, and maximizing the full respect and maintenance of the rights and interests of each user.

4.2 Content Data Integration to Achieve Accurate and Efficient Transmission

Data and content are the two core elements of the all-media communication system. Data is the basis for accurate communication and personalized recommendations, while content is the key to improving user retention. In all-media communication, it is necessary to fully explore and utilize data resources, while also ensuring the exposure, attractiveness and influence of the content. Deepen the integration and innovation of publishing, promote the research and development of high-quality digital publishing projects, launch well-made digital publishing products, give full play to the basic role of converged publishing in network information services, theme publicity reports, and national reading, and enhance the core competitiveness of the industry; in the development of publishing content, based on IP hot spots, tap resources broadly and deeply, process content rationally, produce hierarchical

content, extend the publishing cultural industry chain, create high-quality projects in key areas of publishing, and meet the new expectations of the people's spiritual and cultural life. For example: Since October 2021, the average print run of "Sanlian Life Weekly" has increased by nearly 30% compared with the beginning of the year, almost reaching the previous peak of the weekly. It adopts the model of "combination of promotion and sales, combination of offline and online, combination of current issue sales and back issue sales", persists in deepening content, expands subscription channels, and achieves "double increase" in paper magazine distribution and traffic. In addition, combined with its audio reading "Sanlian Zhongdu" APP, it implements secondary processing and secondary supply of content products, gradually forming independent IP, and winning huge sales profits [13].

4.3 Innovate Corporate Governance and Build an In-Depth Cooperation Model

Traditional media have been at the core of the market for a long time. It is difficult for major publishing companies to break through the barriers to development and cooperation under the competition for market economic interests. There are also no clear departmental rules and relevant task requirements within the company. The boundaries between various departments are blurred and they shirk responsibilities. As a result, the internal and external management systems of publishing companies are too loose and cannot improve the overall management efficiency and effectiveness [14]. In the all-media publishing and communication system, as a new main body that promotes the deep integration of publishing, enterprises not only break the shackles of traditional paper books in terms of form carriers, but also move towards the development of audio, video, games, etc., and also break out of the content category in the industrial ecology, showing the characteristics of diversified business formats, mainly in advertising, copyright sales, online services and offline user activities, etc., gradually extending to the fields of culture, creativity and copyright, creating a diverse integrated publishing industry chain. By adopting corporate macro-management and market control strategies, major new publishing entities are committed to breaking the traditional online and offline constraints, making comprehensive use of various resources and channels, constantly exploring and innovating new ways of integrated development, and integrating various resources and industrial chains in the publishing industry to expand business areas and increase market share, aiming to achieve a win-win situation for all parties involved, thereby improving the overall competitiveness of publishing companies.

4.4 Platform Terminal Collaboration Creates Multi-Threaded Presentation Effects

Platform terminals play an important role in the presentation and dissemination of publishing content in the all-media publishing and communication system. As the types and functions of platform terminals continue to be enriched and developed, the innovation of publishing content is promoted, the channels and scope of publishing communication are expanded, and multimedia content such as augmented reality, virtual reality, audio, and video are used to increase the attractiveness and value of publications and the participation and activity of readers. To create multi-threaded communication effects, publishing companies need to clarify their positioning and goals on each platform terminal, formulate a unified platform terminal strategic plan, and optimize the user experience of publishing products based on the characteristics of different platform terminals. Through real-time monitoring and analysis of user behavior and feedback of each terminal, with high-quality content as the core, multi-media, multi-form, multi-dimensional heterogeneous network transmission and diverse terminal presentation can be achieved through the cooperation of multiple platform terminals [15]. In addition, publishing companies can also use technical means to achieve interconnection and interoperability between multiple terminals, such as account interoperability, data synchronization and other functions, to improve the efficiency of user switching and transfer between different terminals.

5. Conclusion

The report of the 20th National Congress of the Communist Party of China proposed to accelerate the construction of Digital China and outline the goals and vision for the integrated development of publishing; strengthen the construction of the all-media communication system and further clarify the direction and path for promoting the deep integration of publishing. In general, the all-media publishing and communication system is a comprehensive system involving many elements. Under the guidance and guidance of the all-media publishing and communication system, the in-depth integration of publishing not only achieves in-depth development in many aspects such as content, technology, channels, and talents, but also helps to achieve the intensification, collaboration, and efficient integration of publishing, thereby building a closely related and mutually complementary "new publishing and communication system."

In view of the construction and research hotspots of the all-media publishing and communication system, we should think more about how the deep integration of publishing can develop from "addition - integration - deep integration" in the all-media space field? And how to promote new publishing in the context of the times, adapt to market demand, innovate publishing business and models, and improve publishing efficiency and quality? In the

future, with the continuous advancement of technology and the expansion of application fields, the all-media publishing and communication system will continue to innovate and develop, providing the public with richer and more diverse information content and services.

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