

中國內地媒體的融合與發展

段鵬

隨著互聯網以及各類應用的普及，微博、微信、移動用戶端等新興媒體迅猛發展，中國內地媒體正在經歷一場深刻的變革。在媒體融合背景下，報紙、電視、廣播等傳統媒體的憂患意識與日俱增。本次發言以中國內地媒體的融合與發展為主題，並以傳統媒體如何進行突圍，新媒體目前的發展情況，以及微博和社會化媒體傳播內容這三部分進行分析，與此同時，發言展示了目前多樣的輿情分析技術，並對未來媒體的發展走向進行了探討。

Convergence and Development of Domestic Media in China

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It should come as little surprise that so many aspects of media in Mainland China have been significantly changed by the Internet and related communication technologies. In particular, the extensive use of social media (e.g. Weibo, WeChat) has posed a big challenge to China's newspapers, TV, and radio. This presentation addresses ways in which Chinese traditional media converge with new communication technologies to adapt, moderate, and transform. It also sketches out the development of Chinese social media and its impact on the society, as well as a brief introduction of China's heterogeneous technologies in relation to public opinion. The presentation concludes with questions and suggestions for further research.