

A Brief Analysis of Form Innovation in Convergent Journalism Planning: The Case of Qatar World Cup Coverage

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Abstract

Convergent journalism, also known as multimedia journalism, integrates multiple media formats through novel platforms or technological production, incorporating multimedia elements to form a distinct journalistic format. This approach emphasises novelty. New forms of journalism, new journalistic concepts-integrated journalism demands careful consideration across multiple fronts, including topic selection and content planning, alongside the design of integrated formats and dissemination methods. It involves multimedia convergence, necessitating innovation in both form and narrative language. Planning dissemination methods requires addressing the integrated communication of integrated journalism releases, encompassing channel convergence and cross-boundary integration. This includes the consolidation of integrated journalism channels, dialogue, and the industry penetration and complementarity of integrated journalism operations. Convergent journalism reconfigures the interactive relationship between news and social reality through symbolic restructuring, emotional activation, deepened interaction, and algorithmic empowerment. By situating narrative strategies within a "discourse practice" framework, convergent journalism represents not merely a formal innovation but a revolution in how societal cognition is constructed-shifting from mere fact transmission to co-creation of meaning. Its significance lies in its non-linear narratives, deep user engagement, and multi-modal collaboration. Emphasizing fundamental transformation: shifting from sender-centricity to user empowerment, and from factual notification to meaning co-creation, constitutes the core of convergent journalism. Temporal narratives achieve non-linear navigation through dynamic timelines; spatial narratives construct immersive scenes via VR panoramas; relational narratives rely on data correlations to reveal complex event connections. This signal integration not only expands journalism's expressive dimensions but also reconfigures audience cognitive schemata.

Keywords

Convergent Journalism, Planning, Media Convergence, Multimedia Integration, Channel Convergence, Cross-boundary Integration

1. Introduction

The recent World Cup has generated immense fervor, captivating audiences nationwide with its surging popularity. Convergent journalism-or multimedia journalism-blends diverse media through new technologies, encompassing web-based news, short-form video journalism, data journalism, and mobile live-streaming. Converged media constitutes unquestionably new media products, demanding operation through new media thinking. Such media exhibits heightened interactivity, engaging appeal, vivid imagery, and pronounced social attributes. Crafting viral headlines through converged journalism is achievable: World Cup-related news frequently trends. Success hinges on identifying audience needs and pain points, capturing attention, mastering the creation of compelling moments, and embedding new media logic within product design for sustained improvement. Multimedia convergence synthesis's strengths from diverse sources. Planning for integrated formats must combine text, audio, graphics, imagery, and animation while respecting dissemination principles. Content orientation should clearly align with audience preferences, requiring analysis of cognitive reception psychology and narrative language through element integration. World Cup coverage is ubiquitous and highly popular across platforms like Douyin, Kuaishou, and Bilibili. This demonstrates that audiences both enjoy viewing and actively seek such content. Converged journalism is well-suited to social media platforms, making integrated dissemination imperative.

2. Convergent Journalism and Systematic Planning in the New Media Environment

2.1 Characteristics and Development Trends of Convergent Journalism

The 2022 Qatar World Cup captured global attention, and China's new media practitioners capitalized on this immense traffic. Converged journalism, tailored for new media platforms, possesses distinct characteristics and advantages. It offers greater flexibility and adaptability, with broad application scenarios that align with people's daily habits. Convergent journalism transcends traditional news boundaries, frequently requiring strategic planning for both content

formats and dissemination methods. It must keep pace with contemporary trends and hot topics, focusing on current events, major news stories, and political developments. Sensitivity to trending subjects is essential, alongside identifying public interests. Careful consideration is needed for multimedia integration and channel convergence [1]. Given its extensive scope, convergent journalism warrants thorough exploration. Moreover, convergent journalism can play a significant role, generating a steady stream of traffic beyond mere product form. It aligns with societal development needs and has seen rapid growth in recent years, gaining public favour. The planning of convergent journalism remains an enduring topic. Understanding its principles and specific approaches is essential for further exploration. We must clarify what convergent journalism entails, the nature of its convergent forms, and how dissemination methods should be planned. These are all worthy of careful consideration. The 2022 World Cup marketing campaign proved highly effective, with the image of the 'Qatari Prince' resonating deeply and the tournament mascot achieving widespread recognition. Integrated journalism played a pivotal role behind these successes, underscoring the necessity for in-depth examination of its related issues.

2.2 Importance of Strategic Planning in Convergent Journalism

Convergence represents the quintessential characteristic, defining trait, fundamental nature, and transformative direction of journalistic phenomena and activities. Planning embodies systematic thinking and holistic consideration; convergent news planning constitutes integrated design and systematic production based on comprehensive analysis of users, technology, content, dissemination channels, and carriers. This extends to operational management following the release of reports or products, forming a systematic endeavor that originates from the user perspective and returns to user retention. Crucially, integrated news planning is user-driven, involving unified planning for cross-platform reporting and dissemination through the reengineering of news production workflows.

2.3 Workflow Reengineering and Integrated Production Models

This embodies the defining characteristics of integration. Reengineering news production workflows necessitates unified planning for products across different media, requiring multi-disciplinary coordination from the initial stages of reporting and product planning. This breaks away from the linear production model of planning, reporting, and editing. Unlike traditional vertical production models, new media production predominantly adopts a vertically integrated, end-to-end approach coupled with multi-faceted horizontal collaboration. Amidst the trend towards content convergence, news reporting has transcended the linear production model of traditional media-planning, gathering, editing, and production-to adapt to the rapid evolution of events and align with users' swiftly changing demands. This has flattened the planning, gathering, editing, and production processes, enabling parallel technical support and content gathering/production. Thus, the concept of technology-empowered, multi-faceted integrated news reporting is one of division of labour and collaborative advancement. Against the backdrop of media convergence, the gap between new and traditional media has become increasingly pronounced. A well-crafted news planning scheme directly impacts the dissemination effectiveness of major news coverage [2]. It not only enables integrated management of news gathering, editing, and dissemination but also facilitates the convergent application of various media throughout the news production and distribution process, thereby aiding the launch of more high-quality converged media products.

3. Content Innovation and Technological Empowerment in the Era of Convergent Journalism

3.1 The Strategic Role of Content Innovation in Convergent Journalism

Integrated journalism signifies media convergence. Advancements in science and technology, alongside evolving new media techniques, have transformed traditional media ecosystems and reshaped communication landscapes. In our nation, media convergence pursues the ideal of unifying disparate elements into a harmonious whole. This is no mere platitude. Media convergence represents an inevitable trend, a natural outcome of our era's development. We must align with this momentum. The concept of convergent journalism emerged long ago, and quiet transformations are already occurring within the news industry. Talent specializing in convergent journalism is steadily emerging and gaining prominence. In the future communications landscape, convergent journalism will occupy a significant proportion. This entails a deep integration on two levels: the convergence of expressive elements and the convergence of production and operational channels. News reporting must adopt diverse formats to avoid monotony, ensuring information is conveyed intuitively, humanely, and with greater efficiency. Only then can it be considered outstanding journalism. For news media, innovation in content, format and methods are all important, but content innovation is fundamental. Against the backdrop of deepening media convergence, high-quality content production stands as the most potent weapon for mainstream media to advance into the primary arena. Upholding the principle that "content is king" necessitates continuously enhancing content production capabilities. Building upon integrated content production, we must persistently innovate to deliver news products that are thoughtful, empathetic, and of high calibre. This endeavor aims to significantly elevate the dissemination, guidance, influence, and credibility of news discourse, thereby providing robust public opinion support for fostering high-quality local economic and social development.

3.2 Principles and Directions of News Content Innovation

Against the backdrop of media convergence, innovation in news content has become an inevitable choice for navigating the evolving media landscape. The essence of this choice manifests primarily in the pursuit of "breakthrough approaches". Guiding objectives are indispensable in any academic field, policy sphere, or indeed daily life. News

content innovation is no exception. The formulation of such guidance must not only embody distinct contemporary characteristics but also accord high priority to standards of foresight, strategic vision, and comprehensiveness. Only thus can the accuracy of guiding decisions be assured. In the era of integrated media, the breakthrough for news content innovation lies precisely in technological leadership. In our technologically advanced era, the emergence of new technologies has not only transformed how news is produced, distributed, and consumed, but has also profoundly impacted content innovation. These new tools function like wands in the hands of information producers, granting them extraordinary insight and execution capabilities. They reveal deeper layers beneath news facts, constructing richer, more multidimensional, and profoundly insightful content [3].

4. Practical Strategies of Convergent Journalism and Integrated Development of Traditional Media

4.1 Human-Technology Synergy and the Transformation of the PGC Model

Simultaneously, technology-driven innovation in news content is not fundamentally about technology replacing human labour, but rather about the efficient synergy between humans and technology. Journalists must leverage their professional expertise to organically integrate new technologies throughout the entire news production process, thereby enhancing the overall quality of news content and making news media more compelling. In the era of converged media, the PGC model is also undergoing profound transformation. On one hand, digital advancements empower experts to utilize diverse new media platforms and tools to convey their specialized knowledge and unique perspectives to the public more efficiently and directly. On the other, the evolving communication landscape compels experts to continually innovate their content production and dissemination strategies-such as employing more accessible language and adopting more interactive formats-to meet the public's increasingly diverse information demands. Efforts must be made to dismantle barriers between channels, achieving genuine integration rather than mere superimposition. Varied presentation styles cater to distinct audience segments. This approach alone will broaden reach and maximize audience engagement.

4.2 Convergent Thinking and Multi-Dimensional Planning in Major Event Coverage

The Qatar World Cup exemplifies a successful news case study, sustaining audience engagement throughout. Convergent journalism demands convergent thinking-this is paramount. Throughout the entire production process-from planning and production to distribution and operation-convergent thinking is essential. The fundamental approach to integrated news planning lies in maintaining equal emphasis on content and form, achieving "content reigns supreme, while presentation prevails". Its core proposition is to realize a dual alignment - the integration of content and form. This fundamental approach can be elucidated through three dimensions: product attributes, presentation formats, and dissemination methods. Regarding product attributes, convergent journalism constitutes a quintessential new media product, with its planning fundamentally guided by new media thinking [4]. Concerning presentation form, its constitutive principle lies in multimedia convergence. The key to innovative news expression resides in planning convergent formats-specifically, the targeted integration of textual, audio, graphic, visual, and animated elements according to specific dissemination principles. These include the content preferences of distribution channels, audience cognitive receptivity, and the narrative language of element synthesis, thereby optimizing communicative impact. Concerning dissemination methods, the primary domain for integrated journalism is social media platforms. To achieve cross-platform and community-based dissemination, beyond its inherent newsworthiness, integrated journalism must also possess strong consumer appeal, engaging qualities, and portability in its formal dimensions.

4.3 Integrated Development Pathways for Traditional Media

To achieve integrated development, the key lies in clarifying its significance for news media. Firstly, integrated development possesses distinct comprehensive characteristics, enabling the maximization of existing resources' value. This facilitates the creation of an entirely new communication system and propels news media towards rapid advancement in a diversified and multidimensional direction. Secondly, it offers fresh perspectives for innovating communication mechanisms. As convergence deepens, the boundaries between different media narrow, making mutual learning of models and resource sharing feasible. This not only enhances communication efficiency but also revitalizes traditional media. Finally, media convergence integrates content, management, and platform elements into a cohesive whole, thereby endowing media with communication functions that better meet expectations. Amidst the nation's vigorous promotion of new media development, traditional media must accelerate integration with new media in institutional frameworks, policy measures, process management, talent cultivation, and technological capabilities to maintain their primary status. However, practical challenges arise due to significant differences between new and traditional media, often yielding suboptimal integration outcomes. The author contends that addressing traditional media's predicaments requires in-depth exploration of development pathways tailored to their distinctive characteristics and current state. The prerequisite for media convergence is ideological liberation, forming corresponding working approaches based on the characteristics and demands of integrated development. On one hand, relevant concepts for convergence must be established, swiftly completing tasks such as optimizing workflows and building platforms to fully integrate production factors and resources. Upon this foundation, communication systems and management frameworks should be adjusted to create preconditions for leveraging overall strengths. On the other hand, an internet mindset must be cultivated, abandoning the one-way transmission model that relegates audiences to passive recipients. Adopting the audience's perspective ensures their information needs are fully met. Experience demonstrates that only by

accurately grasping the characteristics of mass communication and new media dissemination, and by thoroughly mining and integrating information resources, can traditional media secure a favorable position in the communication process.

5. Innovation and Practice of Convergent Journalism in Major Event Coverage

5.1 Diversified Presentation Formats and Multi-Platform Dissemination

With numerous news distribution platforms now available and media platforms exploring new functionalities, the presentation of convergent journalism has become increasingly diverse. Text, images, video and audio are now considered traditional media elements, while novel integrated formats continue to emerge. For instance, conveying information through drawing within VR environments enriches people's lives, offers fresh experiences, and enhances the expressive power of news reporting. This amplifies dissemination reach and significantly increases its impact. This makes converged journalism more accessible to audiences and enables it to fulfill its potential. Take watching the World Cup on CCTV News: alongside extended live broadcasts, short videos and numerous World Cup-themed spin-off products are available, broadening the tournament's reach considerably. Converged journalism planning prioritizes the characteristics of distribution channels and news topics, selecting the optimal presentation method to leverage diverse media elements effectively and deliver an excellent user experience. CGTN Video excels in this regard, achieving outstanding matrix dissemination effects. Its programming strives for innovation with clear editorial direction, pursuing a differentiated competitive approach. The media demonstrates strong thematic selection capabilities, exceptional presentation skills, and formidable dissemination power. Beyond the World Cup matches, it keeps us engaged with a steady stream of noteworthy, fresh topics, yielding excellent dissemination results. For instance, we couldn't help but smile at the resemblance between the demeanor and expressions of the white-robed Qatari prince and the World Cup mascot [5].

5.2 Immersive and Cross-Platform Strategies in Major Event Broadcasting

Through the fusion of sport and humanities, the platform has forged deeper connections with its youth audience, igniting user engagement and strengthening emotional resonance. This approach has simultaneously dismantled communication barriers between the platform and potential users, effectively driving user growth and enabling it to break through the competition in World Cup content marketing. The synergy of "strength" and "aesthetics" creates an immersive, integrated communication experience. The fundamental role of major event broadcasters is to deliver premium video services to audiences. When traditional media like radio and television were the sole viewing channels, beyond the matches themselves, media platforms' "value-added offerings" primarily focused on advertising, commentary, news coverage, and program scheduling. However, innovations in new media technology have unlocked greater creative potential, enabling technology's "strength" to empower sport's "beauty". New media is not only a force for innovation but also a medium that embraces the future and confronts challenges. Developing effective integrated communication strategies presents considerable challenges for new media platforms, yet also offers substantial rewards. By employing innovative reporting methods such as synchronous audio-visual live streaming across multiple platforms, daily programming can organically integrate World Cup updates, exclusive on-site news, and original event-derived content. This approach not only pursues innovative product formats but also establishes a new model of event coverage characterized by "audio-visual synchronization" and "multi-platform coordination," offering insights and reference points for traditional broadcast sports reporting. In the post-pandemic era, against the backdrop of the sports industry's comprehensive recovery and the resumption of major flagship events, traditional broadcast sports reporting faces numerous challenges and choices when confronted with vast amounts of event information [6]. Simultaneously, this landscape has given rise to fresh opportunities and windows. When undertaking major event series coverage, elevating reporting standards to create premium programming requires both meticulous planning and an accurate grasp of key event information. This must be delivered efficiently across multiple platforms and in diverse formats through innovative product models, thereby maximizing communication impact.

5.3 User-Centered Production and the Shift from Audience to User

Within the old paradigm, content was king, with news merely serving as a vehicle for its presentation. Audiences passively received information. Convergent journalism, however, disrupts this established framework, driving increasingly integrated news practices - a positive trend. In converged media, audiences become users, and multimedia integration is the defining hallmark of news formats. Prioritizing user experience and feedback, emphasizing interactivity, and fostering closer connections with users - even involving them in news production - represents a paradigm shift from traditional journalism. Converged news products now proliferate, with editorial strategies adapting to diverse distribution channels. This approach caters to user demands, fundamentally transforming news production philosophies. Currently, over one billion people in China are watching the World Cup, with the CCTV Video app gaining over ten million new activated users - a remarkable achievement. Converged journalism embodies not only ideas and content but also artistic value and technical proficiency. Innovation in new media platforms remains a constant pursuit for converged journalism, enabling converged media to showcase its unique value.

5.4 Interactive, Participatory, and Emotion-Driven Narrative Practices

Converged media constitutes a news production system centered on user-centric thinking, meaning it originates from the media's market positioning to meet diverse user demands. This necessitates news producers employing

comprehensive and multi-faceted thinking to process news, ensuring it reaches wider audiences. Thirdly, the news operation system pursues interactive thinking, a principle distinctly evident in converged journalism. It offers not only immersive experiences but also opportunities for participation and sharing. The concept of converged journalism evolves with the times, adeptly adopting optimal expressive language, the most effective news formats, and distribution channels. Converged journalism develops at a rapid pace while retaining its distinctive characteristics. Exceptional converged media products share common traits: Converged journalism fulfills our entertainment and social needs [7]. Content that resonates with the public is inherently good. Platforms like Douyin and Kuaishou boast vast user bases. In new media practice, we must innovate, embrace modernity, and prioritize audiences and users. 'Not Just Young in Qatar' pioneered micro-variety shows combined with live streaming, deepening our understanding of Qatar. It's not merely about watching the World Cup; it offers a deeper understanding of the nation. We craft news with dedication, continually discovering new approaches through integrated journalism.

6. Innovation and Multi-Platform Interaction of Convergent Journalism in Major Event Coverage

6.1 Innovative Program Formats and Participatory Viewing Experiences

The "Journey to the Gold Cup" series generated significant buzz and adopted a serialized format, allowing fans to relive iconic moments and experience nostalgic thrills. These are brilliant concepts and executions - unconventional yet perfectly aligned with the World Cup theme. The design philosophy is exceptionally clear and has earned the recognition of football enthusiasts. World Cup broadcasts gather thousands of netizens online to watch matches together and share their views. The "Ole Ole Viewing Party" invites sports celebrities, celebrity fans, and supporters to watch and chat alongside viewers. This approach embodies profound humanistic care and excellent design philosophy, transforming solitary viewing into communal celebration. It turns the World Cup into a nationwide carnival.

6.2 Multi-Platform Dissemination and New Media Strategies in Major Sports Coverage

During the Qatar World Cup, the fervor surrounding the tournament reached fever pitch. Amidst a media landscape where outlets vied to create viral hits and traffic-generating content, traditional broadcast programmed sought innovative pathways for development. This required identifying their unique positioning and strengths to attract broader audiences and convert them into loyal listeners, thereby leveraging their advantages. The sheer volume of smart mobile device users ensured a solid user base for new media platforms, while accelerating mobile internet speeds made instant sharing of match moments a reality. The exploration and production of original new media content necessitates innovation in both discourse systems and expression methods. This special program-me closely follows high-profile matches while employing professional analysis to present diverse perspectives on World Cup narratives that resonate with fans. Its narrative approach remains accessible and easy to comprehend, aligning with the linguistic characteristics and reception habits of the younger audience within the new media context. In the era of integrated media, the approach to covering major sporting events has evolved, placing higher demands on content selection, reporting angles, and presentation methods. For mainstream media at all levels, this era presents both challenges and opportunities. For news organization's, dissemination power and guidance capability are the methods and means, forming the fundamental starting point of news and public opinion work; influence and credibility are the objectives and outcomes, representing the ultimate goal of such endeavor's. The key lies in transitioning from single-channel information delivery to a multi-platform, interactive dissemination model. By integrating diverse media resources, news production can achieve deeper consolidation, thereby enhancing communication efficiency and strengthening connections with audiences.

6.3 Narrative, Form Innovation, and the Rise of Immersive Convergent Journalism

highlights the strengths of convergent journalism in covering major thematic events. We must enhance user engagement while amplifying dissemination impact. Secondly, innovation in narrative language through convergent media expression is crucial. Incorporating diverse media elements fosters collective creativity, achieving a synergistic effect where the whole exceeds the sum of its parts. Media combinations yield stronger dissemination effects and broader audience coverage. Currently, visual text products remain paramount in integrated journalism. To innovate narrative voice, we must focus on linguistic structure, narrative logic, and interface responsiveness to enhance user experience. We must spare no effort in research and practice to achieve optimal dissemination outcomes. User satisfaction is essential; without it, dissemination effectiveness cannot be maximized. An awareness of interactivity is essential to avoid homogenization and stand out amidst the vast sea of news.

This represents both a technical challenge and a key focus. We must ground our efforts in innovations of presentation form and narrative language, discussing the fundamental principles and general approaches to convergent form innovation. Innovation in presentation form aligns with contemporary trends. Different media formats possess distinct advantages and user bases, and convergent journalism encompasses numerous media forms. Each medium possesses distinct stylistic characteristics and textual features. VR journalism delivers immersive experiences, microblogs facilitate rapid content dissemination, short videos offer compelling visual engagement, while data journalism provides intuitive visualization of information. Selecting the optimal new media format for integrated news narratives is crucial-it can determine whether a story goes viral. Journalists must cultivate keen insight, a strong online instinct, and deep understanding of digital ecosystems, learning to navigate sensitive topics adeptly. News selection is paramount, and planning for new media formats demands careful consideration. Audiences are drawn to realistic spatial details, favor immersive cognitive experiences, and are willing to pay for visual consumption. Form increasingly outweighs

content in importance; we must seek greater breakthroughs. Practicing integrated journalism requires hands-on commitment to refine news expression, making it more nuanced and vividly evocative. Transcending mere news reporting, as exemplified by World Cup coverage, successfully engrossed both football enthusiasts and casual observers in the tournament's fervor.

7. Conclusion

The planning and development of converged media products are central to our work, requiring scientific theoretical guidance. The incorporation of other cultural forms is entirely justified. Innovative formats in converged journalism planning enhance content presentation, with distinct forms corresponding to different narrative languages and expressive styles. Presently, selecting appropriate formats can achieve multiple objectives simultaneously while advancing the development of converged journalism.

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