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Dissemination Status and Response Strategies of Traditional Media on New Media Platforms (Postprint)

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Abstract

Against the backdrop of the new era, the maturation of new media technologies has accelerated the formation of a grand media landscape, presenting significant challenges to the development of traditional media. Consequently, traditional media should adopt convergence development as a long-term strategic imperative, actively construct a multi-dimensional communication system, and achieve innovation through such convergence. Accordingly, this paper investigates the current status, existing problems, and implementation pathways for multi-dimensional communication of traditional media in the new era, aiming to foster its innovative development and establish a solid foundation for sustainable growth.

Full Text

Traditional Media's Communication Status and Response Strategies on New Media Platforms

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Abstract: In the new era, the maturation of new media technologies has accelerated the formation of a large-scale media landscape, posing significant challenges to the development of traditional media. Consequently, traditional media should adopt integrated development as a long-term strategic approach, actively constructing a multi-dimensional communication system to achieve innovation through convergence. This paper examines the current challenges and implementation pathways for multi-dimensional communication by traditional media in the new era, aiming to promote innovative development and establish a foundation for sustainable growth.

Keywords: new media; communication system; traditional media; media convergence; accelerated transformation

Under the backdrop of technological advancement, new media technologies have profoundly impacted the traditional media industry. Currently, China's short-video user base has reached nearly 700 million, with market size exceeding 20 billion RMB. This vast user population and market scale are attracting various media outlets to short-video platforms, creating a multi-ecological media landscape where traditional media, professional media, and market-oriented media coexist through diverse practices and collaborative actions.

Given this context, this paper analyzes how traditional media can construct a multi-dimensional communication system and strategic convergence patterns in the new media environment, with the goal of promoting innovative and sustainable development for traditional media.

1.1 Traditional Media's Status Under Threat

Traditional media's current audience consists primarily of elderly viewers, with youth attention declining to minimal levels, resulting in diminishing influence year by year. Furthermore, the rise of mobile broadcasting, internet television, various mobile applications, and self-media platforms has made information access more convenient, allowing people to watch broadcast programs and access news, films, variety shows, sports events, lifestyle information, and embedded advertisements anytime and anywhere through network-connected mobile terminals. Consequently, traditional media's information dissemination position faces threats from new platforms. To address this, traditional media must accelerate platform expansion and build a multi-dimensional communication system to fully leverage its content, channel, and user advantages while maintaining its role as the primary platform for public opinion guidance, thereby establishing a foundation for sustainable development.

1.2 Multi-Dimensional Communication System Not Yet Formed

Although China's traditional media has achieved certain results in developing online and mobile platforms, the differences between platforms have created a lack of connectivity, making complete mutual influence and penetration difficult. Two primary issues exist: First, limiting traditional media content distribution to emerging platforms such as mobile radio/TV and online broadcasting results in a loss of specificity and timeliness in communication. Second, traditional media lacks the immediacy and interactivity of new media. Market research shows that most traditional media outlets have established only occasional presence on online platforms without forming aggregated advantages, resulting in insufficient influence. This situation stems from multiple constraints on traditional media's innovative development, including institutional mechanisms, new media

platform construction and operational concepts, technology, and costs. Additionally, the lack of comprehensive new media platforms has slowed traditional media's innovation development pace. For instance, significant gaps exist between traditional media and online media in web rankings, with commercial platforms like Tencent and Youku ranking far ahead of traditional media outlets.

1.3 Unreasonable Media Positioning, Insignificant Convergence Effects

Traditional media's convergence with new media platforms has yielded limited results, failing to achieve extensive integration. Taking local traditional media's frequency modulation radio as an example, content focuses primarily on people's livelihood and traffic domains, resulting in loss of most listeners except for drivers and morning exercisers, creating severe survival and sustainability challenges. Moreover, multi-platform convergence represents a systematic engineering process; merely establishing WeChat public accounts and official microblogs cannot meet the strategic development needs of traditional media innovation. Therefore, traditional media must achieve extensive content integration based on precise positioning to promote the realization of convergence development strategies.

1.4 Lack and Insufficient Application of New Media Elements

In the new era, audiences increasingly focus on emotion, content, and interaction when watching programs. However, traditional media's lack of interactive elements has prevented significant improvement in its communication power. The ineffective integration of new media with traditional media has led to serious homogenization in convergence development, directly affecting multi-platform communication effectiveness. Traditional media has experienced severe audience loss in its advantageous communication fields due to insufficient new media application. For instance, in broadcasting fields such as traffic and music, the failure to construct new media communication spaces and reliance on traditional dissemination paths, while consolidating professional, brand, and authoritative advantages, makes it difficult to attract audiences. Extensive integration of new media for multi-platform communication is essential to continuously enhance broad communication power while maintaining these traditional advantages.

2. Response Strategies for Multi-Dimensional Communication

2.1 Precise Media Positioning, Deepening Large Media Convergence Layout

First, traditional media must firmly consolidate its inherent advantages. Although new media environments have weakened traditional media's influence, its professionalism and authority remain, particularly in program production

where it maintains irreplaceable expertise. These advantages should permeate the entire convergence development process, from media environment optimization to media carrier reconstruction, while adhering to traditional bottom lines for precise positioning. Second, multi-platform convergence represents an inevitable trend for traditional media's innovative development, requiring timely strengthening of awareness to seize new media advantages and achieve complementary strengths.

Taking a regional traffic radio station as an example, its multi-platform communication system establishment demonstrates successful precise positioning: (1) Creating a “radio + WeChat” dissemination system through “shake-to-interact” and “push traffic news” features to meet audience information needs and enable real-time interaction between listeners and hosts; (2) Launching mobile apps that combine big data and artificial intelligence for user profiling based on diverse and personalized audience needs, enabling targeted broadcast push services. These services expand into traffic inquiries, music appreciation, and chat programs to satisfy personalized demands across different age and interest groups. (3) Achieving resource synergy where $1+1>2$: advertising center staff possess resource advantages while arts centers have program production experience. Once activity intentions emerge, both parties collaborate, complementing each other's strengths with early arts center involvement to create more relevant programs that accurately meet needs. This synergy enhances program quality, increases ratings, attracts advertisers, and creates a virtuous cycle.

2.2 Expanding Media Convergence Scope, Enhancing Large-Scale Event Planning Capacity

Traditional media should expand its convergence scope and improve multi-platform communication effectiveness through new media thinking. First, the pattern of traditional media converging with new media platforms has initially formed. To deepen strategic convergence layout, precise positioning and scope expansion are necessary to establish a multi-dimensional communication system. Traditional media should become producers of literary and artistic works and fine arts rather than mere distributors of cultural activities. This requires understanding the market and audience needs, actively planning events rather than passively waiting for clients.

For instance, Heze Television's 2020 “Family Military Medal” series program demonstrated this capacity. Other positive energy and educational activities such as red song competitions, traditional culture events, and classic recitation readings have both ratings and market potential. The arts center should proactively plan rather than reactively wait. Good programs generate higher ratings, which naturally attract advertisers—creating a virtuous cycle.

2.3 Using New Media as Communication Carrier, Actively Integrating Large Media Elements

Traditional media's multi-dimensional communication in the new era requires abandoning traditional thinking and strengthening new media application within a large media mindset, highlighting new media platforms' carrier advantages to support traditional media's professional and authoritative strengths. For example, a broadcast television station livestreams programs on multiple portal platforms like Sina and Tencent, clips highlights from long programs for short-video platforms like Douyin and Kuaishou, and attempts to build its own app integrating news, video on demand, government affairs handling, and lifestyle services to maintain user stickiness. This approach not only enriches traditional media's communication forms but also significantly enhances communication power through multi-platform convergence.

2.4 Strengthening New Media Application, Accelerating Transformation and Development

Transformation and development constitute crucial content for traditional media's innovative development and necessary strategic measures. Factors such as increasingly narrow communication scope, single carrier platforms, and limited media elements constrain traditional media's survival and sustainability. Therefore, in multi-dimensional communication, traditional media should strengthen new media application, continuously integrate new media elements, adhere to digital transformation requirements, and fully leverage digital broadcasting media's positive role to enhance influence across broader audience groups and achieve transformation goals. For example, digital broadcasting platforms like Qingting FM enable traditional media to achieve multi-platform communication and satisfy diverse audience needs.

When building new media platforms for multi-dimensional communication, traditional media must adhere to bottom lines, maintain local focus, and actively promote local economies, feature products, and urban night economies. By finding suitable platforms for cooperation, optimizing content, and emphasizing user interaction and interface optimization, traditional media can build advantageous brands and continuously enhance influence through multi-platform communication to support transformation. For instance, seasonal programs, large-scale events, or the Heze Spring Festival Gala require identifying highlights for extensive promotion across all platforms—public accounts, Douyin, Kuaishou, mobile stations, news, newspapers, and scrolling subtitles should all become promotional tools. The 2021 Heze Spring Festival Gala's musical sitcom "Love Fills the Sheep Soup Restaurant," featuring Taiwan compatriot Gao Binghan, created a climactic moment, and subsequent news coverage on CCTV's news channel generated 1 million clicks.

2.5 Emphasizing Both Content and Channels, Securing Audience Position, Perspective, and Time

The debate over whether “content is king” or “channel is king” remains eternal in the media industry. Historical analysis of film, television, and gaming industries reveals that channel-advantaged vendors more easily succeed. However, for traditional media, content takes priority—content can adapt to any channel without being affected by channel transformations. For local traditional media, developing local characteristics is paramount. Heze, Shandong is a hometown of opera, and “Splendid Opera Garden” is the most popular local program, consistently attracting full houses during recordings. The approach combines appreciation and competition formats: competition programs maintain audience attraction through confrontations and climactic moments, while formats can incorporate new elements such as children’s competitions and family contests to broaden and deepen opera audiences. Throughout the year, various opera competitions can be held, such as youth actor grand prizes and top ten local opera performers. Appreciation programs focus on opera analysis with low appreciation thresholds but high artistic standards, inviting representative masters of various opera genres to interpret classic repertoires through different genres on the same stage, allowing audiences to see the program’s dedication and more surprises. In 2019, “Splendid Opera Garden” introduced full-length operas into the studio, enabling complete presentation of Heze’s eight major traditional and classic opera genres while enriching television screens and satisfying audiences’ opera cravings.

Conclusion

In summary, traditional media’s innovative development hinges on actively constructing a multi-dimensional communication system within a large media mindset while consolidating traditional media advantages. However, traditional media still faces practical challenges such as unreasonable positioning and lack of comprehensive integration when converging with new media platforms. To address these issues, traditional media must identify focal points for multi-dimensional communication system construction through precise positioning, deepening convergence layout, strengthening new media application, and accelerating transformation and development, thereby achieving successful transformation.

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Note: Figure translations are in progress. See original paper for figures.

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