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## Reflection

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### Abstract

In the big data era, traditional media can no longer satisfy public demands, necessitating transformation within the context of short-video media convergence, innovation of development paradigms for television and broadcasting, and enhancement of audience ratings. Building upon this foundation, promoting integration between traditional and new media is essential to resolve developmental challenges within the media industry and provide requisite conditions for traditional media' s transition.

### Full Text

## Short Video Media Convergence: Reflections and Practices on Traditional Media Transformation

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**Abstract:** In the era of big data, traditional media can no longer meet people' s needs. It is necessary to achieve transformation of traditional media within the context of short video media convergence, innovate the development models of television and broadcasting, and increase audience ratings. On this basis, convergence between traditional and new media must be promoted to address problems in media industry development and create conditions for traditional media transformation.

**Keywords:** short video media convergence; traditional media transformation; theoretical and practical exploration; industrial transformation; transformation breakthrough

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In the era of media convergence, short videos have become the primary mode of information dissemination and an indispensable carrier. Under these circumstances, it is necessary to promote the transformation of traditional media, focusing on audience needs, distribution channels, and talent integration to continuously enhance media influence, thereby further advancing media convergence and transformation and providing reference value for the development of China's traditional media.

## 1. Characteristics of Traditional Media Transformation in the New Era

As media in different eras possess distinct development features, clarifying the core and characteristics of development is essential for transforming traditional media under short video media convergence. Media convergence typically centers on information, enabling innovation in traditional media technology and promoting transformation by addressing people's lifestyles and revolving around information content. Particularly as China's information technology continues to develop, people's pace of life accelerates, and channels for obtaining information multiply, leading to growing demand [1]. Therefore, to meet the requirements of short video media convergence, attention must be paid to speed, strengthening the integration of information content, and achieving innovation in traditional media.

## 2. Trends in Media Industry Development

### 2.1 The "Pan-Media" Trend

The current wave of new media primarily reshapes communication patterns, which can also be viewed as an opportunity for China's traditional media development. Particularly in the print media era, information dissemination models are constantly changing; previous media can no longer satisfy social development needs, and the "radiation-style communication" centered on newspapers has issues with time consumption, providing only block-time consumption models. Consequently, previous information dissemination methods and patterns in the new media era can no longer meet the demands of the times, reducing the effectiveness of information dissemination. Therefore, China's traditional news media must depart from the development characteristics of information technology, note the trend of generalization, and effectively expand the temporal and spatial dimensions of traditional media based on short video media convergence.

### 2.2 Resource Concentration in Dominant Media

Under the new media background, China's news information dissemination patterns have also undergone certain changes, which affect everyone's privacy security. Compared with traditional media resources, traditional media development under short video media convergence will continue to rise, thereby achieving effective integration of strategic resources. Since media convergence represents

the main trend in current media development and constitutes a key component of national strategy, relevant media enterprises must integrate resources in convergence development and promptly address emerging issues. Under these circumstances, central media and party newspapers at all levels, as mainstream media, must also acquire more resources in development to achieve scientific allocation of these resources.

### 2.3 The “Narrowing” Characteristic of Diversified Channels

Currently, diversification is the main trend in new media development. For China’s traditional media to achieve transformation under this background, it is necessary to deeply analyze the characteristics of new media development based on internet technology. Meanwhile, new media in their current rapid development also face issues such as information diversification. This development trend has relatively obvious international characteristics that will impact traditional media transformation under short video media convergence.

## 3. Transformation of China’s Media Industry

Nowadays, traditional media’s inherent development advantages no longer exist. To promote further new media development under this foundation, effective integration with traditional media must be facilitated, media industry development models must be innovated, and changes occurring in the new era must be clearly understood. First, forms have changed. When analyzing the current development situation of traditional media, new media has become the primary method of information transmission and the carrier of information integration, playing a leading role in the overall media industry. For traditional media to develop stably under this context, it must actively seek its own information and innovate media communication patterns while clarifying media development trends. Especially against the backdrop of new media emergence and development, new communication methods are increasing, with the “dialogue model” becoming one of them and already serving as people’s primary chat tool.

Second, under the transformation of communication patterns, changes in communication dominance will affect short video media convergence, primarily shifting from sender to receiver. However, this transformation has certain limitations; media development must comprehensively consider audience needs in daily life before updating news information content. Meanwhile, effective media convergence also influences communication methods, and media forms may also undergo transformation in this process. Particularly in the new era, various new information technologies have been effectively applied in the new media development field, enabling message dissemination through new media and promoting changes in traditional media forms to allow joint development between the two [2].

Third, news communication content is diversifying. As China’s media communication forms undergo reform and innovation, media communication content

and forms are also increasing, with multiple forms of integration occurring in actual development. This has, to a certain extent, achieved innovation in news communication patterns, promoted diversification of new media communication channels, and ensured scientific information integration. Simultaneously, the diversification of news content and communication forms can strengthen integration between old and new media, integrating important information onto a single platform. Media must achieve “cross-media” resource integration to further improve communication effectiveness.

## **4. Problems in Traditional Media Transformation Under Short Video Media Convergence**

### **4.1 Limited Media Expansion, Fusion Still in Infancy**

Although short video media convergence provides conditions for traditional media, certain problems remain in specific reform and integration. The primary purpose is to win audiences and obtain more traffic to provide a foundation for media’s own survival and development. This requires in-depth exploration of media convergence, but traditional media development remains troubled by a series of operational processes, causing media convergence to be limited only within the production framework of traditional media news. The convergence efforts made are merely a form of splicing and have not truly entered conceptual fusion; genuine fusion remains in its infancy.

### **4.2 Uneven Convergence Speed**

Since media convergence speed is affected by characteristics of different economic and cultural regions, failure to innovate under this background will lead to imbalanced transformation of traditional media. Moreover, regions with underdeveloped technology are still in the adaptation stage. This phenomenon is particularly evident in national media convergence practice, where short video media convergence speed is not sufficiently uniform.

## **5. Value Dimensions of Media Convergence**

### **5.1 Credibility Value**

In the big data era, various media forms and communication methods have been effectively innovated. In news reporting, traditional media possesses significant credibility. Particularly when integrating traditional media news content, layer-by-layer strict review is required before reporting, which can strengthen the objectivity and impartiality of this content and actively leverage the competitive advantages of traditional media itself. In specific new media integration, new channels such as live streaming and short videos can be incorporated to merge traditional media credibility, thereby further enhancing the overall effect of converged media and strengthening reporting capabilities.

## 5.2 Value of Media Resources

For converged media development, media resources constitute the main content and play an important resource value in traditional media transformation, promoting effective integration of traditional media and live streaming, short videos, and other content. This actively leverages the advantages of new media in traditional media transformation, allowing better integration of different resources, expansion of channels, continuous improvement of media content coverage, and enrichment of information resources [3]. Particularly traditional media resources need to focus on reporting major events, and the government should provide resource support for traditional media on this basis to continuously enhance the authority of traditional media resources. Additionally, traditional media in development can utilize forms such as live streaming and short video reporting to actively leverage its own resource advantages.

## 5.3 Content Generation Value

Live streaming and short videos can effectively process media content, primarily by strengthening the novelty and richness of traditional media while ensuring content forms. For example, when innovating live streaming and short video content, new media technology can be used to optimize pictures, text, and other content. “Internet celebrity language” and other methods can also be employed to further improve and expand media content, thereby continuously increasing the value of media information.

## 6. Measures for Traditional Media Transformation Under Short Video Media Convergence

Traditional media innovation must address economic, operational, and strategic aspects, update operational models, and achieve improvement of key content. The main purpose is to increase advertising revenue while improving economic benefits, thereby further increasing overall audience ratings. Currently, some traditional media, in their efforts to strengthen influence, disregard program quality, which affects the stable development of China’s traditional media in the era of “eyeball economy.” Blind short video media convergence and development will also affect audience taste. Traditional media must break single business models, explore new development models, innovate application concepts, permeate new technology into the media industry, and analyze the series of changes occurring within it.

In the context of short video media convergence, major media need to clarify that the emergence of new things does not equal the demise of old things; rather, it brings new opportunities for media industry transformation and development. Media professionals in the new era need to update their thinking patterns promptly, explore new sustainable development industries based on original forms, achieve effective application of new operational models, and improve plans for the stable development of China’s media industry. Simultane-

ously, in specific convergence, innovation must be achieved to ensure traditional media diversification. Various foreign media in development must also penetrate into local media to find suitable industrial development models under the broad background of media convergence, further promoting the process of traditional media transformation [4].

### 6.3 Learning from Foreign Journalism Education Experience

As media convergence develops, previous media communication methods can no longer meet social development requirements. Against this background, major journalism schools and departments in the United States have explored traditional media transformation methods to keep pace with the times, accurately identifying development trends and constructing journalism education systems. Some universities have also newly established media convergence majors, integrating social media, media convergence, and other content into traditional journalism education and communication. Surveys have found [5] that the Missouri School of Journalism had already established majors related to media convergence in 2005. The curriculum content is relatively rich, not only adding skills in television and newspapers but also promoting effective integration of journalistic professionalism and internet technology. Primarily in the context of new media development, it emphasizes the importance of high-level integration of various media, providing conditions for traditional media transformation.

Therefore, under the background of short video media convergence, China needs to analyze the characteristics of new media and achieve integration of social media, media convergence, and other content. During this process, campus converged media experimental platforms can be built to simulate environments where video, audio, text, and other news elements converge, promoting traditional media transformation in China.

### 6.4 Actively Transforming Service Consciousness

The effective application of information technology in various fields has also provided technical support for building converged media platforms. When traditional media uses forms such as live streaming and short videos to disseminate news content, it must deeply explore the advantages of converged media technology and reasonably utilize various media to continuously promote media content. For example, mobile terminals can be used to effectively disseminate different information. Simultaneously, traditional media can leverage various resource advantages on mobile terminals to build their own media platforms and promptly recommend the latest news and related content to mobile users.

During this process, media professionals must also apply technical perspectives to discover convergence points between traditional and new media based on comprehensive mastery of converged media platform technology. Naturally, strengthening emphasis on media promotion planning is also key for media to improve competitiveness. To meet audience requirements, media must scientif-

ically apply novel and unique promotion forms to improve and promote media content. From a professional perspective, concise promotional language can be extracted to meet current media audience reading needs. Finally, attention must be paid to the innovation and promotion of converged media forms to better enhance media convergence effects and achieve traditional media transformation.

In the new era of continuous scientific and technological innovation and development, traditional media must undergo transformation [6]. Simultaneously, it must grasp the dynamic direction of media development convergence, create diverse forms and high-quality broadcast television programs based on actual audience needs, and thereby continuously strengthen the communication power of China's traditional media.

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

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