

Strategic Exploration of Traditional and New Media Convergence Development in the Big Data Era: Postprint

Authors: Wang Genping

Date: 2023-10-08T00:00:00+00:00

Abstract

The advancement of science and technology, coupled with innovations in new media technology, has precipitated corresponding changes in the media landscape. The convergence of traditional and new media has emerged as the principal development trend in the media industry, exerting a profound impact on its innovative evolution. This paper conducts a systematic investigation into the convergence of traditional and new media within the context of the big data era, aiming to align with this developmental trend, accelerate the advancement of the media industry, and ensure that its evolution in the new era remains compatible with the contemporary developmental context.

Full Text

A Strategic Exploration of Traditional and New Media Convergence in the Big Data Era

Wang Genping

(Wushan County Media Convergence Center, Tianshui City, Gansu Province, Tianshui, Gansu 741000)

Abstract: The development of science and technology and the innovation of new media technologies have prompted corresponding changes in the media field. The convergence of traditional and new media has become the main development trend in the media industry, exerting a tremendous influence on innovative development within the media domain. This paper systematically investigates the convergence of traditional and new media against the backdrop of the big data era, aiming to align with this convergence trend, accelerate the development process of the media industry, and enable the industry's development in the new era to adapt to the contemporary contextual background.

Keywords: big data context; convergence characteristics; endogenous drivers; precise positioning; channel development

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2022)02-067-03

DOI: 10.19483/j.cnki.11-4653/n.2022.02.019

Citation Format: Wang Genping. A Strategic Exploration of Traditional and New Media Convergence in the Big Data Era[J]. China Media Technology, 2022(02): 67-69.

In the big data era, the convergence of traditional and new media has become the prevailing trend. Supported by big data technologies, this convergence exhibits a novel developmental state, providing robust support for the media industry's advancement. Therefore, in the new media environment, it is essential to systematically grasp the impact of big data technologies and investigate the integration of traditional and new media. This approach will facilitate the construction of a new media industry development planning system, promote the establishment of innovative media organizational models, enhance the comprehensive influence of the media industry, lay the foundation for innovative development in the new era, and accelerate the overall process of modern media construction.

1. Characteristics of Traditional-New Media Convergence in the Big Data Era

The convergence of traditional and new media in the big data era demonstrates new features and trends. Research on this convergence must consider the influence of the big data era to systematically explore the integration and gradually construct a comprehensive media convergence development planning system, thereby accelerating the media convergence process in the new era. The primary characteristics are as follows.

1.1 Improving Functions and Richer Experiences

The application of big data technology in the media field endows new media with instantaneous dissemination capabilities. Compared with traditional media, new media can reach a broader user base, with information spreading across more extensive ranges through internet platforms. The rational application of big data technology provides robust support for traditional media in the information age. Leveraging this support, traditional media can progressively improve its service functions while seeking convergence with new media, enabling audiences to obtain richer experiences. This facilitates high-quality development for traditional media in its collaboration with new media and generates greater overall influence [1].

1.2 Expanding Audience and Significant Value Enhancement

In the big data context, traditional media's exploration of convergence with new media leads to obvious audience expansion for both media forms. Information disseminates across broader ranges, significantly extending media influence and comprehensive value, thereby providing sound support for industry development in the new era. On the foundation of integrated development models, both traditional and new media can demonstrate clear expansion trends, offering favorable conditions for media industry advancement in the new era.

1.3 Increasing Interaction and Gradual Information Fragmentation

New media development enables the collection and sharing of fragmented information. In the convergence process, supported by big data information technology, communication increasingly emphasizes interactivity, creating interactive spaces for audiences and becoming a core focus of information dissemination. Simultaneously, both new and traditional media can organize and utilize fragmented information, demonstrating stronger information integration capabilities. They can adjust and summarize information according to evolving audience needs, thereby enhancing the comprehensive influence of information dissemination and laying a foundation for achieving high-quality news information development goals in the new era [2].

2. Endogenous Drivers of Traditional-New Media Convergence in the Big Data Era

Under the big data backdrop, the convergence of traditional and new media has gradually become an inevitable trend in the media field, driven by multiple forces. Analysis of these endogenous drivers reveals that they primarily involve public opinion drivers and technology drivers.

2.1 Public Opinion Driver

Social opinion orientation significantly influences media convergence. In the big data era, as information flow velocity increases, audience demands for information dissemination have markedly elevated. For traditional media information dissemination to gain audience support and recognition, it must attend to shifts in social needs. By exploring the organic integration of traditional and new media in response to public opinion demands, traditional media can accelerate its transformation toward a multimedia dissemination model. This innovation in media information dissemination methods achieves organic integration of broadcast television, newspaper distribution, and network communication, enhances comprehensive media influence, better addresses public information demands, and improves the overall effectiveness of media industry development.

2.2 Technology Driver

Technology serves as an endogenous driver propelling the convergence of traditional and new media. In the big data era, technological transformation and the widespread application of internet information technology in the media field have drawn significant attention to information technology development, making technological innovation mainstream. This requires traditional and new media to construct new information dissemination models based on technological innovation to provide high-quality media information services for the public. For instance, traditional media information dissemination can leverage App technologies, artificial intelligence, virtual reality, and live streaming technologies to achieve integration with new media, providing audiences with better audiovisual experiences and promoting comprehensive innovative development based on media convergence [3].

3. Development Strategies for Traditional-New Media Convergence in the Big Data Era

The organic integration of traditional and new media has become a crucial trend in media industry development in the big data era, imposing new requirements on both media forms. To promote innovative media industry development, systematic investigation of this convergence is necessary to facilitate the construction of new media convergence models, leverage big data technology advantages, and substantially improve comprehensive convergence effectiveness. The following strategies are proposed.

3.1 Precise Positioning and Interpretation of Traditional Media Essence

In promoting convergence, precise positioning of integration points is essential. Selecting appropriate entry points to determine convergence plans can improve effectiveness and ensure that traditional-new media convergence based on big data technology generates sound developmental performance [4]. First, systematic thinking must be applied from an all-media context to analyze convergence issues comprehensively. This ensures systematic exploration of media convergence and enables the discovery of new development paths from a symbiotic perspective, thereby enhancing media development effectiveness and forming stage-specific influence. During this process, audience needs must be systematically analyzed to select content of interest, determine the convergence dissemination direction, and revitalize media resources according to demand positioning. This promotes the integrated application of traditional and new media resources, improves comprehensive convergence effectiveness, enhances audience attraction, and elevates overall convergence development levels.

Second, target audiences should be refined to seek convergence paths according to their needs. In exploring convergence development, attention must be paid to analyzing target audience needs, grasping their dynamic changes in the big data

era, exploring appropriate media positioning, and conducting accurate audience analysis. Based on audience demand points, suitable convergence transformation positioning should be selected to establish a continuously hierarchical and refined information dissemination system, effectively achieving logical consistency between theory and practice in the convergence process and enhancing comprehensive influence.

Finally, costs must be carefully planned and controlled. Chinese media currently implements an enterprise management model, introducing market operation logic during development—establishing media companies and allocating profits proportionally for platform maintenance and development. This requires media platforms, while creating substantial economic and social benefits, to prioritize social benefits in the convergence process. By leveraging big data technology to effectively revitalize media resources and control operational costs through integrated development, benefits can be increased and market competitiveness enhanced [5].

3.2 Digital-First Approach and Construction of Personalized Service Systems

Convergence should explore the construction of digital service systems. Only by actively strengthening information technology application and building information-based, digital integrated service models can personalized service systems be constructed under big data technology support to improve comprehensive service development effectiveness [6]. In actual service optimization, digital technologies should be introduced according to actual conditions to actively explore comprehensive personalized service system construction.

First, an active convergence mindset must be maintained. Traditional and new media should correctly position the impact of the big data era, shift from passive convergence concepts based on realistic development needs, actively explore digital information technology application, and formulate active convergence plans. By grasping the frontier context of digital technology, new concepts and technologies can be rationally applied in active convergence to explore new paths for media convergence dissemination development in the self-media context.

Second, convergence platforms should be created to leverage supporting forces. The organic convergence of traditional and new media is not simply merging information dissemination but requires systematic analysis of big data era information technology application. With digital service system construction as the foundation, internet platform service models should be explored to gradually evolve traditional and new media into an integrated whole through new service platforms. During platform creation, main media strengths and operational characteristics should be thoroughly examined against the big data backdrop, particularly selecting highly attractive content according to audience needs to ensure that media convergence can further demonstrate its media culture shaping functions [7].

Finally, personalized push models should be developed to highlight service specificity and effectiveness. The transition from traditional information dissemination to modern mass communication, especially under Web 2.0's influence, enables big data technology in the media field to capture and systematically integrate audience reading behavior trajectory data. This allows intelligent judgment of audience reading habits and preferences based on past dissemination behavior. On this foundation, more precise content can be pushed to promote convergence development, providing endogenous drivers for information dissemination, improving comprehensive effects, maximizing information dissemination quality optimization, and comprehensively accelerating the overall media convergence process.

3.3 Quality Focus and Development of Audience Participation Channels

Based on repositioning traditional-new media convergence in the big data era, practical work should focus on product quality improvement to construct specialized information presentation systems that serve audience participation. This enables media information dissemination to present a diversified and interactive development trend, achieving better development results [8].

First, systematic excavation of content innovation and personalization features is necessary. In the mass information dissemination era, information was a scarce resource, and audiences could only obtain main information from traditional media passively without forming personalized demands. In the internet and big data era, dissemination channels have become diversified and convenient, allowing audiences to receive information anytime and anywhere. This has rendered traditional media information presentation methods unable to meet new era demands, making the construction of new dissemination systems a key concern. Therefore, in the new digital and internet-based dissemination context, attention must be paid to the innovation and uniqueness of information dissemination content to generate strong audience attraction. This encourages active audience participation in information acquisition, achieves high-quality information dissemination through broad participation, and enhances comprehensive development effectiveness.

Second, information value should be discovered and media information value excavated. The big data era witnesses massive data information dissemination on platforms, allowing some erroneous and confusing information to enter public production and life, causing adverse effects. Under these circumstances, traditional-new media convergence must focus on media news information dissemination advantages, actively excavate news reports, and make objective and accurate judgments on massive news information. Through comprehensive on-site reporting, in-depth news event tracking, and objective news analysis, valuable information can be discovered and disseminated with quality, maximizing news information influence and improving comprehensive dissemination effects. This leverages convergence advantages for exclusive reporting and in-depth in-

terpretation, revealing and disseminating news value, and effectively driving high-quality news dissemination development goals [9].

Third, news content should be presented professionally. The media industry bears the important responsibility of guiding public opinion. Therefore, in promoting traditional-new media convergence in the big data era, the importance of professional news information presentation must be recognized. This ensures media advantages in an era where everyone is a news disseminator, forming benign public opinion guidance, strengthening professional mechanisms and guidance functions in news reporting, and effectively reducing adverse effects caused by serious news deficiencies. Through seeking deep media integration, comprehensive news information dissemination effects can be gradually improved, accelerating the modernization and development process of the media industry.

Conclusion

In summary, the widespread application of big data technology has impacted traditional media development. Based on innovative media field development using big data technology, scientifically sound media industry development plans should be formulated in the new era to construct a new media industry development planning system. This ensures support for media industry development. On the foundation of traditional-new media convergence, the comprehensive development process of the media industry should be accelerated. In the new era, research should focus on the integrated application of traditional and new media, constructing new media convergence planning systems and formulating innovative media development schemes. This will enable the media industry to achieve innovative development goals in the big data era and provide higher-quality media industry information dissemination services for audiences.

References

- [1] Huang Mengmeng, Huang Yao. Development Strategy of Traditional and New Media Convergence in the Big Data Era[J]. West China Broadcasting TV, 2021(3): 51-53.
- [2] Lu Jun, Han Zhenzhen, Gao Jian. Development of Traditional Print Media and New Media Under Media Convergence Background—Taking the Big Data Public Opinion Information System of Farmers' Daily as an Example[J]. China Media Technology, 2020(11): 56-58.
- [3] Ling Yunpeng. Measures for Traditional and New Media Convergence in the Big Data Era[J]. Journalism Research, 2020(14): 247-248.
- [4] Zhou Ying. Research on Development Strategy of Traditional and New Media Convergence in the Big Data Era[J]. Satellite TV & IP Multimedia, 2020(6): 172-173.
- [5] Xue Qianlin. Convergence Development of Traditional Publishing and New Media in the Big Data Era[J]. China Media Technology, 2020(3): 50-52.
- [6] Tang Xiangli. Exploring the Convergence Development of New Media and

- Traditional Media in the Big Data Era[J]. News Tide, 2020(3): 37-39+45.
- [7] Yu Lei. Feasibility Analysis of Traditional and New Media Convergence in the Big Data Era[J]. Journalism Research, 2019(21): 245+247.
- [8] Fu Xiaoli. Analysis of Strategies for Traditional and New Media Convergence in the Big Data Era[J]. China Media Technology, 2019(10): 43-45.
- [9] Jin Ke. Exploring the Path of Traditional and New Media Convergence in the Big Data Era[J]. Public Communication of Science & Technology, 2019(15): 78-79.

Author Profile: Wang Genping (1974-), female, from Tianshui, Gansu, is a senior reporter and director of the Editorial Planning Department. Her research focuses on the convergence development of traditional and new media supported by big data.

(Responsible Editor: Yang Hu)

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

Source: ChinaXiv –Machine translation. Verify with original.