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Post-print: Integration of Online News Media and Traditional News Media

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Abstract

Since the early 20th century, traditional news media has exerted a profound influence on people's lives, enriching their cultural and spiritual experiences while disseminating diverse information. With the advent of the Internet era, online media rapidly captured the market through its distinctive communicative capabilities; nevertheless, traditional media continues to wield considerable influence over the public by virtue of its inherent authenticity and authority. For the news media industry to achieve further development in the new era, effective integration of traditional and new media is imperative. Accordingly, this paper examines the necessity of such integration, analyzes the current state of integration between online news media and traditional news media, delineates the characteristics and limitations of both media forms, and proposes integration strategies for reference.

Full Text

Integration of Online News Media and Traditional News Media

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Abstract: Since the early 20th century, traditional news media has exerted tremendous influence on people's lives, enriching cultural and spiritual experiences while disseminating information. In the Internet era, online media has rapidly captured market share through its unique communicative properties, yet traditional media maintains substantial influence through its authenticity and authority. For the news industry to achieve further development in this new era, effective integration of old and new media becomes imperative. This paper examines the necessity of such integration, analyzes the current state of convergence between online and traditional news media, elaborates on their respective characteristics and deficiencies, and explores integration strategies for reference.

Keywords: online news media; traditional news media; integration strategies; resource sharing; complementary advantages

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At present, news media has become a primary channel for disseminating social information. Against the backdrop of continuous Internet development, online news media is accelerating its growth. Network-based news dissemination offers characteristics such as online interactivity, multiple channels, wide diffusion, and rapid propagation. As online news media rapidly develops, it has gradually surpassed traditional news media, capturing approximately seventy percent of market share and consequently undermining the authenticity and authority of traditional media. However, due to political factors, copyright protection, and recognized authority, traditional news media retains societal affirmation. Therefore, for an extended period, neither online nor traditional news media will replace the other; rather, mutual integration and accommodation represent the general trend. Only through such convergence can a solid foundation be established to promote healthy media development, maximizing the advantages and benefits of integration while improving relevant work efficiency and quality. Thus, exploring the integration of online and traditional news media holds significant importance today.

1.1.1 Characteristics of Online News Media

First, online news media operates free from temporal and spatial constraints while offering rapid dissemination. Journalists can discover and report news anytime and anywhere via the Internet, and audiences can quickly browse real-time news online without restrictions. Major international conferences or sporting events, for instance, can be transmitted globally through network media for universal access. Second, since online news media primarily spreads through networks, it significantly reduces human and material resources consumption while diversifying news content beyond single dimensions. Editors and journalists can rapidly produce new news packages using online compilation systems, saving time and effort while enhancing audience acceptance. Third, online news media enables quick information retrieval, storage, and organization. As network news operates through virtual space, audiences can store news they wish to view but cannot access immediately, browsing at their convenience. This feature also allows rapid searches for desired information, making online news media both popular among audiences and aligned with national sustainable development strategies.

1.1.2 Shortcomings of Online News Media

Despite its numerous advantages, online news media is not without flaws [1]. First, it cannot fully guarantee authenticity, as some outlets exaggerate or deliberately hype events or individuals for personal gain, preventing the public from accessing genuine news. Second, the extremely rapid dissemination of online news leads to the gradual erosion of independent discovery and creative spirit, fostering excessive dependence on networks.

1.2 Characteristics and Shortcomings of Traditional News Media

1.2.1 Characteristics of Traditional News Media Traditional news media comprises three main types: television, radio, and newspaper. Although public dependence on these mediums is weakening, they still bear substantial information dissemination responsibilities [2]. First, newspapers convey information through vivid, detailed text, with important news possessing higher collection value. Television remains a mainstream medium that effectively stimulates audiences' visual and auditory senses. Second, traditional news media maintains a stable audience base, a stable journalist team, and extensive news sources—advantages that online news media cannot match.

1.2.2 Shortcomings of Traditional News Media First, traditional news media struggles to guarantee timeliness. Constrained by time and space, it cannot report news anytime and anywhere, often covering events several days after occurrence [2]. Second, traditional news media often features homogeneous content lacking innovation, facing difficulties in achieving multimedia dissemination. In this new era, as most people prefer network media, traditional news media appears inadequate in meeting audience demands. Finally, the news information obtained through traditional media is limited and suffers from certain time lags, failing to satisfy the needs of those with spontaneous lifestyles.

2. Why Traditional News Media Can Remain Resilient Amid Online News Media Development

2.1 Powerful Content Production Capability of Traditional News Media Despite online news media's vigorous development and market capture, numerous original first-hand reports still originate from traditional news media [3]. Research from multiple universities confirms that even top-ranked new media in the United States has limited content production capacity and remains heavily dependent on traditional news media—particularly true in China where traditional media holds greater advantages. Furthermore, although traditional news media lags in timeliness of news updates and releases, it demonstrates greater height, breadth, and depth in news reporting. While online news media often provides “news fast food,” traditional media can invest more effort and practice in investigation and interviews, ensuring more profound and comprehensive coverage.

2.2 Professional Journalism Concepts and Operations in Traditional News Media To effectively implement journalistic professionalism principles, traditional news media has established numerous operational mechanisms, primarily involving code of conduct formulation and professional association creation. Additionally, in terms of journalism specialization, traditional news media has gathered many professional, outstanding communication workers who have received both specialized training and education in professional ethics and norms—personnel who play crucial roles in traditional media development.

2.3 Brand Recognition and Advantage of Traditional News Media Media brand identity represents a culture and taste that transcends time and space, with strong brands enhancing audience loyalty. Most traditional news media has undergone long-term development and operation, enjoying substantial influence and recognition among audiences—brand effects not easily surpassed by online news media [4]. Particularly in the current media industry characterized by complexity, product diversity, and oversupply, traditional news media proves more attractive and trustworthy to audiences. In summary, although online news media has captured some market share, traditional media's brand, authority, resources, and talent represent unmatched advantages that prevent market elimination. For healthy development in this new landscape, traditional media must actively improve its traditional strengths and enhance core competitiveness to remain resilient against online media impact.

3. The Necessity of Integrating Online and Traditional News Media

The necessity of integrating traditional and online news media manifests in several aspects. First, mutual dependence: online news media developed based on traditional media, and the two depend on each other. While traditional media's audience primarily comprises elderly demographics [5], rapid scientific and technological development has given rise to online news media. Though relatively new, its fresh content and new media technology support have attracted considerable attention, particularly among younger groups. Although new media has gained certain audiences, the two complement each other with extremely close connections. Second, audience dependency: as China's network technology develops rapidly, the public gradually accepts online news formats, with these audiences largely migrating from traditional media. Finally, neither can replace the other. Despite online news media developing from traditional media, it cannot completely replace it. Traditional media spreads through newspapers and television, while online media uses the Internet. Though both utilize relevant mediums, their dissemination methods differ significantly, yet both adhere to the principle of serving the people.

4. Integration Pathways for Online and Traditional News Media

Beyond their similarities, online and traditional news media exhibit clear differences, making integration possible. Although traditional media lacks the

information volume and speed of online media, it maintains a stable audience. Despite online media's advantages, its information dependence necessitates traditional media's support. Therefore, integrating the two enables complementary advantages.

4.1 Strengthening Newspaper-Network Integration Today's rapidly evolving information technology provides a solid foundation for traditional news media development, while fast-growing online media creates significant impact [6]. Therefore, when exploring integration, the key lies in combining their respective strengths by strengthening integrated newspaper-network development, bridging the gap between old and new media and making them more closely connected. Simultaneously, traditional media's information resource advantages can enrich online media resources, innovating and enriching news information connotations while accelerating traditional media dissemination speed.

First, in strengthening newspaper-network integration, traditional media can use online platforms to effectively disseminate news information, accumulate various information, collect news resources, broaden original dissemination channels, enrich work content, and retain existing audiences. Second, to enhance traditional media influence, real-time information can be obtained through networks to disseminate global major events and conferences using traditional reporting formats, enabling traditional media to better leverage online media advantages to access the latest news content and information, thereby strengthening information influence in traditional media development. Additionally, in the integration process, to accelerate online media development and enhance information influence, good cooperative relationships can be established with traditional media to present online media information through authentic text content, enabling mutual reinforcement and achieving win-win effects through authentic text and broadcast formats.

4.2 Effective Resource Sharing Between Both Media Integrating the two media types requires effective resource sharing, transforming competitive relationships into mutually beneficial cooperation to achieve complementary advantages and collaborative progress. During specific integration processes, close communication and cooperation should facilitate exploration of channels and methods for win-win outcomes in this new era, improving development efficiency. Using information resource sharing as an example, traditional media can disseminate information through networks, reducing human and material resource consumption. To satisfy audiences' diverse news demands in online media development, online media content must be enriched and information volume increased by integrating traditional news information resources and news information methods, ultimately breaking previous limitations and freeing both media from temporal and spatial constraints to maximize integration benefits and positivity [7]. During resource sharing, to effectively eliminate ideological monopoly, integration of quality content and ideas with reasonable sharing methods is necessary to present the characteristics of both media's

news resources, fully leveraging their advantages through substantial content and ideological integration to promote mutual progress.

4.3 Strengthening Technical Complementarity Between Both Media

The rapid development of media science and technology has enriched the structure of news communication media. Therefore, traditional news media should deepen its understanding of online news media's technological dissemination advantages. Essentially, the two are not in opposition but can learn from each other and complement each other's strengths. In fact, one medium cannot easily replace another, though its influence may be significant. Indeed, even the newest technologies are constantly changing and relative concepts [8]. As long as traditional news media recognizes and masters the technological advantages of online news dissemination, it can leverage advanced network technology to maximize its brand, human resources, and capital advantages, overcoming the deficiencies of ordinary network information to become a fully public, reliable, and secure comprehensive information transmission medium in fierce market competition. Against the backdrop of continuous new technology development, boundaries between the two media will be broken in diversified media development. News communication technology development represents an inevitable trend; rather than adversaries, the two are cooperative partners. For example, *People's Daily* has opened its own WeChat public account and Weibo account using new media technology, with both promoting and influencing each other in joint news reporting. Through new media technology, *People's Daily* can update news messages in real time, grasping and releasing first-hand information while actively communicating and interacting with audiences to attract more attention and enhance competitiveness. Therefore, both should complement each other technically, with traditional media seizing this opportunity to develop alongside online media through network technology advantages.

In the Internet era, people's information demands continue growing. Online news media features personalization, autonomy, retrievability, large capacity, interactivity, real-time capability, diversity, and openness—all severely impacting traditional news media development. Traditional media should take the initiative, leveraging its existing brand, resource, and talent advantages to actively transform its concepts and enhance competitiveness through new methods and technologies, striving to secure its position in the network era. Simultaneously, we must clearly recognize that effectively integrating online and traditional news media resources represents an inevitable path to promoting healthy development of China's news industry. This paper has primarily explored the advantages and disadvantages of both media types, understanding their similarities and differences. Integrating these differences can achieve mutually beneficial effects. Through newspaper-network integration, resource sharing, and strengthened technical complementarity, effective media integration can be achieved to promote healthy development. In conclusion, online and traditional news media need to achieve common progress through competition and integration.

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

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