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Key Issues and Strategic Considerations for the Convergence of Traditional and New Media: Postprint

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Abstract

To survive in the current wave of the media market, it is essential to achieve deep convergence between traditional media and emerging media. However, numerous challenges exist in this convergence process. Therefore, this paper conducts an in-depth analysis of the problems arising during the current convergence development of traditional and emerging media, identifies the key convergence points, and proposes relevant measures to promote effective convergence between traditional media and emerging media.

Full Text

Key Issues and Strategic Considerations for the Integration of Traditional and Emerging Media

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Abstract: To survive in the current media market wave, it is essential to achieve deep integration between traditional and emerging media. However, numerous problems exist in this integration process. Therefore, this paper conducts an in-depth analysis of the issues arising during the integration and development of traditional and emerging media, identifies key integration points, and proposes relevant measures to promote effective integration.

Keywords: Traditional media; Emerging media; Integration key; Operating platform; System innovation

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The rapid development of emerging media presents both a challenge and an opportunity for traditional media. However, this has created significant difficulties in the integration process between traditional and emerging media. Traditional and emerging media are not simply in a competitive relationship of one replacing the other, but rather require deep integrated development. Efforts should be made to promote the deep integration of traditional and emerging media, enabling the media industry to better adapt to the development trends of the new era and laying a solid foundation for the industry's progress.

1. Key Issues in the Integration of Traditional and Emerging Media

1.1 Lack of Top-Level Design Integration

During the integration of traditional and emerging media, numerous issues must be addressed. To achieve deep integration, proper design and planning must be conducted from the initial stage. Currently, the integration process lacks top-level design, which directly affects the effectiveness of media convergence. Although many traditional media outlets are continuously exploring and innovating, these efforts remain primarily at the conceptual level. Their development strategies lack in-depth consideration, with some simplistically viewing the internet merely as a tool for information dissemination. Some media organizations have not effectively explored how to achieve deep integration, lacking practical innovation, which hinders the progress of integration efforts.[1]

1.3 Unreasonable Media Management Mechanisms

Traditional media, with its long development history, has formed a relatively complete system and possesses highly professional teams. Consequently, it receives substantial human and material support within the media industry and serves as a crucial strategic platform for government public opinion guidance. However, traditional media also has inherent flaws, particularly its overly rigid and singular management mechanisms. For instance, talent recruitment in traditional media typically involves strict assessment criteria, with close correlation between positions and salaries. Such systems create difficulties in the integration process with emerging media.[2] Additionally, conflicts arise over the right to break news. Traditional media journalists must undergo multiple layers of review and approval before publishing content, with many articles requiring lengthy processes for release, and major information often appearing in headlines only the following day. In stark contrast, emerging media emphasizes timeliness

of information release, leaving traditional media in a passive position.

1.4 Lack of Resource Support

Integrating traditional and emerging media requires substantial resources for support, including human resources and financial capital. However, current integration efforts reveal that some media personnel' s ideological consciousness hinders deep integration. The continuous development of emerging media has caused a linear decline in traditional media circulation and significant audience loss. Although most traditional media organizations have recognized this issue and attempted to develop new media products, the editorial departments of traditional media and new media departments have not achieved effective integration, operating independently within their own divisions and preventing deep convergence. Traditional media staff cannot promptly change their perspectives or quickly learn relevant concepts and technologies from new media personnel, lacking deep consideration of media dissemination scope. Conversely, emerging media staff lack learning of traditional media' s editorial capabilities and in-depth news content mining, making integration difficult to advance.[3]

1.5 Lack of Clear Integration Objectives

The absence of clear integration objectives between traditional and emerging media makes convergence difficult to advance. The continuous development of information technology has also promoted the growth of emerging media, requiring traditional media to enhance its adaptability to the new environment. During integration, traditional media must gain in-depth understanding of emerging media' s characteristics to fully leverage their complementary roles. Therefore, clear integration objectives must be established before proceeding with convergence.

2. Strategic Considerations

2.1 Deep Top-Level Design Integration

Under the current integration landscape, effective top-level design for both traditional and emerging media is essential. Only through sound design can successful integration be fundamentally promoted. From the perspective of media industry development, traditional media' s advantages are continuously weakening while emerging media' s strengths become increasingly prominent. At the internet level, traditional and emerging media should achieve deep integration to complement each other' s advantages. Therefore, comprehensive top-level design for media integration is required from a holistic perspective. First, synchronize ideological concepts. During the overall planning of traditional and emerging media integration, top-level design of ideological concepts and thinking patterns is necessary to lay a solid foundation for traditional media' s transformation. This requires traditional media to adopt new thinking modes, including internet thinking and big data thinking, leveraging emerging media' s

s advantages to gain broader development space. Second, strengthen resource integration. The integration of traditional and emerging media necessitates effective resource consolidation. The top-level design process must comprehensively consider constructing an integrated system encompassing management systems, dissemination systems, organizational structures, and other aspects to ensure deep integration.[4]

2.2 Content as the Foundation of Media Integration

Content integration constitutes the most fundamental aspect of media convergence. Only when content achieves integration can true media integration be realized. Fundamentally, sustainable content dissemination requires media organizations to provide professional, high-level content based on audience reading habits. Only with high-quality content can media capture audience psychology, promote sustained attention to media information, and enhance media competitiveness. Emerging media primarily disseminates content through the internet and terminal devices, offering audiences not only rich and colorful visual information but also utilizing audio, video, and other formats to meet diverse needs while enabling active interaction with audiences online. This unique communication approach has made new media widely popular among the people, occupying a significant portion of the media market. Therefore, traditional media must seize this integration opportunity to effectively integrate new media's communication technologies and methods, adding rich dimensions to traditional media content broadcasting and achieving better dissemination to the public. While learning advanced technologies from new media, traditional media must also leverage its own strengths, relying on high-quality editorial standards and standardized editorial processes to create professional publications that offer audiences in-depth, valuable, high-quality reading materials. In the current new media era, greater emphasis is placed on personalized information acquisition, with audiences selecting content based on their interests, thereby increasing audience stickiness. Traditional media should utilize new media technologies to meet the needs of different audience groups and enhance user attention. Furthermore, new media strengthens interaction between media and audiences, requiring traditional media to actively engage users in interactive segments during integration, thereby achieving a transformation from one-dimensional to multi-dimensional convergence.[5]

2.3 Enhancing Professional Competence of Practitioners

Against the backdrop of the new media era, competition in the media industry is intensifying, and audience demand for information quality is gradually increasing. Therefore, during the integration of traditional and emerging media, it is necessary to create more diverse and targeted products to meet the needs of varied audience groups. This requires both traditional and emerging media to strengthen the cultivation of composite talents. From the traditional media perspective, there is a need to enhance learning of relevant emerging

media technologies, continuously update professional knowledge and concepts, and improve operational proficiency. From the emerging media perspective, it is essential to continuously strengthen professional knowledge and theory, particularly mastering news theory and industry knowledge thoroughly to achieve both breadth and depth in media integration. Fundamentally, all media personnel must establish internet thinking in their work to adapt to current developmental needs, effectively leveraging the advantages of both traditional and emerging media to satisfy the actual needs of the people and fully utilize emerging media technologies to promote deep integration.[6]

2.4 Strengthening Media Credibility and Influence

To promote the integrated development of traditional and emerging media, it is essential to adhere to fundamental principles. Excessive focus on internet hotspots and traffic trends should be avoided, as over-pursuit will lead to declining media credibility. Traditional media must not prioritize personal interests over social benefits or one-sidedly chase hotspots and traffic, creating news content of no social value or even triggering negative public opinion. The fundamental purpose of integrating new media advantages into traditional media is to ensure news content production keeps pace with the times, achieves higher quality, and delivers greater social value, thereby contributing to the improvement of national quality. It is crucial to vigorously promote and disseminate China's excellent traditional culture to enhance the ideological realm of citizens. Therefore, during integration, traditional and emerging media must uphold moral bottom lines, ensuring created content possesses authenticity, objectivity, and reliability, thereby effectively improving media dissemination capabilities and fulfilling the social responsibilities shouldered by media professionals.

2.5 Establishing Capital Operation Platforms

For traditional media to achieve better development, it must cooperate with the internet to realize deep integrated development. This requires involving corporate entities outside the system to establish capital operation platforms. Consequently, issues such as enterprise units being managed as public institutions and enterprises lacking innovation capabilities have emerged. To address these problems, enterprise groups need to undertake further construction efforts and build sound corporate governance structures. Scientific systems should serve as the foundation to attract investors and enable in-depth cooperation with internet companies across multiple fields. High-quality traditional media enterprises should be encouraged to accelerate shareholding system reforms and actively go public, expanding capital market channels for integrated development and promoting effective transformation of traditional media. Beyond listing, relevant enterprise groups can also integrate into online media project investments through establishing industrial funds and merger & acquisition funds, or participate in other high-return investment projects. This enables effective mergers and acquisitions of key internet assets to obtain substantial user resources and

traffic, expanding traditional media's industrial chain beyond content and channels to achieve effective layout of integrated businesses. Additionally, diversified investments in real estate and other fields can generate higher profits, providing adequate financial support for the upgrading and transformation of traditional media.[7]

2.6 Utilizing the Internet to Enhance News Media Dissemination

During the integration of traditional and emerging media, it is imperative to abandon outdated concepts and avoid complacency. Media organizations must establish more open-minded thinking, actively utilize advanced information technologies, and leverage the internet to expand content dissemination channels, thereby achieving effective news media communication. Traditional media can fully utilize resource-sharing dissemination methods, using the internet to deeply integrate with emerging media and realize cross-regional integrated development. This requires strengthening the updating of thinking patterns, actively learning advanced knowledge and concepts, paying greater attention to news media communication models, proactively understanding current market dynamics, carefully analyzing market demands, and scientifically reforming internal management to continuously optimize management models and methods. While updating ideological concepts, it is essential to maintain adherence to national policies. The internet should be used to establish professional news development teams that create high-quality news works meeting integration needs, achieving deep integration across different media. In the media era, greater emphasis is placed on achieving information resource sharing to promote deep integration between traditional and emerging media.[8]

2.7 Strengthening Institutional Innovation in the Media Industry

During the integration of different media, it is necessary to strengthen innovation in traditional industry systems. Through innovation, structural optimization and effective allocation and integration of resources can be achieved. Fully utilizing internet thinking to adapt to the needs of the converged media era, enterprises' internal structures should be scientifically adjusted and improved. This approach provides institutional guarantees for converged media development. First, media operation processes can be adjusted to effectively utilize new media's communication characteristics and audience reception methods for secondary development of traditional print resources. Under such complementary advantages, high-quality works can be created in converged media development. Second, internal structures should be perfected, requiring not only improvements to internal management systems but also adjustments to personnel to achieve effective resource allocation. Third, break down restrictive barriers. In the converged media era, greater emphasis is placed on achieving information resource sharing to promote deep integration between traditional and emerging media.

In summary, considering the conditions of the new era, it is clear that the in-

tegration of traditional and emerging media represents an inevitable trend of development. Although current integration results are not yet significant, traditional and emerging media must work together to strengthen top-level design, rationally allocate and utilize resources, thereby enhancing the competitiveness of China's media industry.

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