

# Exploring Transformation Pathways for Local Traditional Media in the Context of Media Convergence: Postprint

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## Abstract

Traditional media has encountered considerable development obstacles in the new era, particularly with the rise of new media, which has rapidly captured market share from traditional media. As media convergence accelerates, the challenges confronting traditional media continue to mount, especially for local traditional media, which faces an urgent need for transformation. Against this backdrop, local media must clearly comprehend the development landscape, meticulously analyze the characteristics of changes within the media domain, concentrate on audience preferences to pursue innovative transformation, and endeavor to establish a stable position during this period of rapid change. Accordingly, this study investigates methodologies for local media transformation within the context of media convergence, with the objective of facilitating the transformation and development of local media.

## Full Text

### Research on Transformation Pathways for Local Traditional Media in the Integrated Media Era

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**Abstract:** Traditional media face significant development obstacles in the new era, particularly with the rise of new media that has rapidly captured market share. As media convergence accelerates, the dilemmas confronting traditional media continue to mount, especially for local traditional media that urgently need transformation. In this context, local media must clearly recognize development trends, carefully analyze evolving characteristics of the media landscape, and focus on audience preferences to drive innovative transformation, striving to establish a firm foothold during this period of rapid change. Accordingly,

this paper examines transformation methodologies for local media within the integrated media framework, aiming to promote the developmental transition of local media.

**Keywords:** integrated media; traditional media; local media; media transformation

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Local traditional media stands at a critical juncture of survival. Failure to make appropriate adjustments in response to industry changes may result in displacement by competing media outlets. Within the integrated media landscape, traditional media creation concepts are merging with modern approaches, and new production technologies and models have emerged as primary competitive advantages. The fundamental weaknesses of local traditional media lie in their small user bases and extremely limited content, placing them at a clear disadvantage in attracting and retaining audiences. However, these media outlets possess the advantage of long-term user accumulation, and effectively leveraging these established audiences represents a crucial foundation for maintaining their market position.

In this increasingly complex information environment, public trust in media has declined as information authenticity faces constant challenge. Local traditional media must therefore prioritize information verification, resisting the temptation to follow trends blindly. Upon obtaining information, they must immediately verify its accuracy and ensure authenticity before publication. By consistently guaranteeing information reliability, local traditional media can earn greater audience recognition, thereby supporting their long-term development.

## 1. Main Characteristics of Media Development in the Integrated Media Era

### 1.1 Centralized Development

Although the current media landscape appears highly fragmented, continued development will inevitably lead to centralized patterns as various creation concepts and methods coalesce into established models. Overall industry transformation will thus center on this characteristic of centralization. For instance, short, concise, and refined videos have become the preferred content format for contemporary audiences, prompting many media organizations to focus on developing short-video production models. Local traditional media should similarly capitalize on short-video advantages through concentrated efforts and prioritized creation to capture user attention and expand their audience base.

Furthermore, as technological development encounters certain bottlenecks, the industry may experience temporary stagnation until these barriers are overcome. This period represents a critical node for content competition, and local traditional media must seize this strategic opportunity.

### **1.2 Content Authenticity Requirements**

In this new development period, information authenticity in online media has faced growing skepticism. The proliferation of information across cyberspace has complicated public discourse, making it imperative for local traditional media to ensure content authenticity. They must never blindly follow trends, but instead verify information accuracy immediately upon acquisition and only publish after guaranteeing reliability. As the media environment grows increasingly complex and information authenticity suffers, public trust in media declines accordingly. If local traditional media can consistently maintain information accuracy, they will gain greater audience recognition, positively impacting their development [2].

### **1.3 Accelerated Information Dissemination**

Integrated media development has transformed the media landscape, intensifying market competition. This evolution has established fixed developmental systems and characteristics that guide continued media reform. For local traditional media, grasping these key elements provides continuous momentum for growth, particularly amid fierce competition, facilitating new transformations to overcome development obstacles and ensure deeper progress [1]. Due to continuous breakthroughs in network technology, transmission speeds keep increasing, accelerating overall media development. Information spreads faster across networks, shortening the time required for public access and making timeliness crucial. Local traditional media must verify and report news events immediately, ensuring audiences receive accurate information promptly. Enhanced timeliness in information dissemination brings new developments, presenting both challenges and opportunities that necessitate continuous reform for local traditional media.

## **2. Current Development Status of Local Traditional Media in the Integrated Media Era**

The rapid changes in the media landscape have caught many local traditional media outlets unprepared, leaving them struggling to respond. Overall, media convergence presents more opportunities than challenges for local traditional media, making concept transformation and production model adjustment critical entry points for development. To ensure steady progress amid reform, they must methodically implement each transformation initiative [3].

## 2.1 Cliff-like Decline in User Numbers

The mission of local traditional media is to tell local stories and share regional anecdotes with audiences, helping community members better understand their immediate surroundings. Traditionally, these outlets disseminated information through radio, television, newspapers, and periodicals—the primary channels for audience information access. However, the proliferation of online information and growing mobile user bases have reduced public dependence on traditional media. This impact proves fatal for local traditional media, as television, radio, newspapers, and magazines all face significant constraints. For instance, watching television requires a TV set, while reading newspapers requires purchasing them from newsstands, involving considerable time, effort, and money. Mobile devices eliminate these costs, making them the preferred choice for users. Consequently, local traditional media have experienced a cliff-like decline in user numbers.

## 2.2 Highly Limited Content Creation

Local traditional media face substantial limitations in content selection and thematic material. Their self-positioning explicitly defines their mission as focusing on local storytelling. However, in the internet era, people can transcend geographical boundaries to explore broader worlds, accessing out-of-province news and international programs that expand their lives and cognition. In this context, audiences increasingly prefer external content over local stories, yet local traditional media continue prioritizing local narratives as their core development focus, inevitably failing to attract broader user interest. Although some outlets have attempted content reforms, these efforts remain limited—often merely experimental changes without fundamental rethinking, resulting in insufficient follow-through and making transformation more difficult.

## 2.3 Rampant Plagiarism

As integrated media develops, many local traditional media have actively pursued transformation, producing numerous high-quality outlets that have attracted large audiences through distinctive creative concepts and formats. This success has prompted other local media to imitate these models, leading to increasingly serious plagiarism and creating a homogenized development landscape. As the industry evolves, these copycat media show clear unsustainability. Once audiences grow tired of their content and they can no longer produce novel, high-quality material, they quickly become market casualties. Real cases demonstrate this pattern: in 2015, South Korean media reported that Dragon TV's *Go Fighting!* completely copied MBC's *Infinite Challenge*, providing detailed evidence; similarly, media outlets that copied Liaoning TV's *Wang Gang's Weekend Stories* have since struggled. While plagiarism may not be surprising in the media industry—as many local traditional media begin their reform by copying successful programs to attract attention and generate profit—uncreative

duplication inevitably leads to elimination. Innovation remains the necessary path for media development [4].

#### **2.4 Outdated Creative Concepts and Formats**

New media formats show that audiences prefer short, refined videos—a key advantage of new media. Traditional media programs typically run about 20 minutes, while new media videos usually last within 20 seconds. As life rhythms accelerate and personal time decreases, audience preference for longer programs gradually diminishes in favor of shorter content, eroding traditional media's advantages. In fact, local traditional media's deficiencies in creative concepts and formats have long been apparent: program content has remained largely unchanged and conventional for years, with outdated formats causing audience visual fatigue and declining recognition. Many local traditional media have failed to recognize the negative consequences of this situation, resulting in slow transformation steps, insufficient innovation, and in some cases, self-imposed isolation and low enthusiasm. Combined, these factors increasingly expose local traditional media's weaknesses and inadequate development momentum.

### **3. Transformation Strategies for Local Traditional Media in the Integrated Media Era**

The integrated media era brings far more opportunities than challenges to the media field. By breaking down information dissemination barriers, integrated media enables global communication and promotes cultural fusion. For local traditional media, this also removes content limitations, allowing them to expand their creative scope infinitely rather than remaining confined to local stories—this should become a crucial entry point for their transformation.

#### **3.1 Innovate Creative Concepts**

Local traditional media transformation should begin with creative concept innovation, as novel concepts form the foundation for attracting audiences. In the integrated media environment, conceptual innovation helps generate greater traffic. For example, local traditional media can establish a creation approach centered on local stories while radiating outward to other narratives, introducing audiences to customs and cultures from other regions to satisfy their curiosity. Creative concepts should absorb new media philosophies, focusing on rich, refined stories while avoiding lengthy, tedious content. Particularly, explaining long stories in exhaustive detail reduces audience enthusiasm and fails to support development and innovation. Additionally, local traditional media must learn new integrated media creation concepts, especially traffic generation methods, and improve production formats accordingly to drive conceptual reform and achieve innovative development.

### 3.2 Innovate Creative Formats

Creative format innovation is crucial, as traditional formats suffer from low efficiency and poor effectiveness. Local traditional media must learn new production formats to improve program quality. For instance, when acquiring program resources, they should utilize online tools effectively, as many opportunities appear and disappear in an instant. Failure to seize these cycles means missed opportunities. After discovering information resources online, they should immediately conduct on-site investigation and verification before reporting. Alternatively, when obtaining quality creative resources, they can engage with audiences online to discuss issues from viewers' perspectives, providing creators with additional insights. In such an environment, local traditional media development becomes more efficient, enabling them to gradually establish a firm foothold amid fierce competition [5].

### 3.3 Introduce New Technologies

In the integrated media era, new technology applications expand local traditional media's creative formats, making technological innovation a key development focus. New technologies primarily refer to online media technologies. Local traditional media should actively build their own network platforms to engage closely with audiences, understanding their perspectives on events or their needs, then adjusting content and direction promptly based on feedback. In the integrated media environment, audiences prefer interacting with media, and such interaction enhances recognition. Therefore, local traditional media should actively apply new technologies to content creation, leveraging technological advantages to boost audience recognition and expand their user base. Furthermore, they should actively collaborate with new media industries and enterprises to build comprehensive development momentum, combining new media strengths with traditional media advantages to further expand their influence.

### 3.4 Stay Close to Audience Life

Local traditional media should increase audience engagement, creating more works that reflect grassroots living conditions and genuinely connecting with ordinary viewers to form close ties with community groups. This approach earns greater audience recognition. For example, by constantly paying attention to stories among local residents, conducting on-site investigations immediately when events occur, interacting with local communities, and understanding audience perspectives before reporting, local traditional media can seamlessly strengthen audience connections. By guiding and creating programs based on authentic grassroots life, they can resonate with viewers who become more willing to participate. Such participation fosters closer communication between local traditional media and audiences, positively impacting overall development.

### 3.5 Develop Online Interaction

Local traditional media should actively build their own online platforms, inviting guests to interact with audiences during programs to create more accessible, interactive, and participatory broadcasting. Traditional interaction methods primarily relied on telephone connections that limited audience participation, whereas live streaming now enables universal involvement. For instance, when supervising government affairs or reporting news—such as introducing new government policies or inquiring about administrative service issues—hosts can invite enthusiastic viewers to interact with guests, allowing online audiences to ask questions that guests answer. This “immersive” interaction not only deepens public understanding of government policies and services but also enhances recognition of local traditional media. Unlike standard live streaming, local traditional media can provide targeted explanations for audience questions, strengthening connections with communities. They should actively construct online platforms using messaging and live streaming to attract more users and drive development.

### 3.6 Diversify Program Content

Single program content inevitably fails to satisfy audience needs. Local traditional media should actively create diversified content with rich variety to meet diverse demands. For example, programs can incorporate news, entertainment, travel, and food content, with each type corresponding to a specific section that audiences can select based on preferences. This increases program novelty while improving quality. When creating diversified content, they can reference new media formats, learning from new media content patterns and adopting advantages like short production cycles and efficient broadcasting to gain greater audience appeal.

### 3.7 Leverage Local Characteristic Advantages

Different regions possess distinct characteristics, and highlighting these features is key to local traditional media transformation. Local traditional media should cultivate and showcase locally distinctive programs that reflect regional traits to achieve reform and innovation. For example, ethnic minority regions can leverage their cultural characteristics—such as Mongolian areas drawing upon rich music, culture, and tourism resources to create unique cultural programs with regional advantages. Such initiatives will undoubtedly generate strong audience interest and promote sustainable local traditional media development.

In conclusion, the integrated media era presents a crucial development period for local traditional media, making adherence to innovation an inevitable requirement. Therefore, local traditional media must clearly recognize development trends, pursue innovative growth, and continuously adapt to the new media environment. By learning from new media advantages, leveraging their own strengths, building diversified program creation systems, and focusing on serving the public, traditional media can provide quality content to audiences,

escape their current predicament, and welcome a new dawn.

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

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