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Postprint: Measures for the Convergence Development of Traditional and New Media in the Context of Big Data

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Abstract

With the continuous development of the current socio-economic landscape, information technology has entered a stage of rapid advancement, and new media constitutes a modern technology established upon modern information technology. Given that information technology itself encompasses multiple dimensions, new media development is consequently subject to constraints from various factors, exhibiting characteristics of complexity and diversification. The rapid development of new media has rendered the transformation of traditional media inevitable. How to facilitate integration between traditional and new media during this transformation phase represents a key research topic across various sectors of society. The following discussion will explore primary strategies for the integrated development of traditional and new media within the big data context, and examine future trends in the integration of traditional and new media in conjunction with modern information technology.

Full Text

Preamble

Title: Integration and Development Measures for Traditional Media and New Media under the Background of Big Data

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Abstract: With the continuous development of current socio-economic conditions, information technology has entered a stage of rapid advancement. New media represents a modern technology established based on contemporary information technology. Since information technology encompasses multiple dimensions, new media development is constrained by various factors, exhibiting

characteristics of complexity and diversification. The rapid growth of new media has made the transformation of traditional media inevitable. How to promote integration between traditional and new media during this transformation phase has become a key topic of research across society. This paper explores the primary strategies for integrating traditional media with new media under the background of big data, examining future development trends for media convergence in combination with modern information technology.

Keywords: big data; basic types; new media characteristics; resource sharing; diversification

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As modern information technology continues to develop, the means of information exchange and communication are constantly changing. With new media gradually becoming popularized in society, people's lifestyles have been significantly transformed by new media technologies. However, the seriousness, impartiality, and rigor of traditional media remain deeply ingrained in the mindset of media consumers [1]. Therefore, for new media to develop smoothly in society, it cannot do without the support and assistance of traditional media. Consequently, it is essential to strengthen the integration between traditional and new media to promote the further development of modern media forms.

1.1 The Concept of New Media

The concept of new media was first proposed during the popularization of electronic information technology. In the late 1960s, new media gradually began to gain traction in Western information-based countries. However, due to the extremely rapid development of computer technology itself, with strong transformative and diverse characteristics, it has been difficult to establish a clear definition of new media, and people's understanding of the concept remains unclear [2]. Generally speaking, new media is considered a type of inherent communication method—a modern media form developed by new media relying on contemporary electronic information technology. In contrast to new media is traditional media, which is based on television, radio, and other means. Modern network technology, 3D technology, and digital technology are ultimately utilized to form special data transmission channels through the internet, thereby completing direct information delivery.

New media is not a static concept; rather, it is a relative concept that emerges in comparison with traditional media forms. With the continuous development

of modern science and technology, new media has evolved as a contemporary media form. Under the background of big data, new media possesses strong innovative capacity, which manifests not only in the innovation of communication forms but more importantly in its underlying theories and modern key technologies. This innovative capacity has certain regional and temporal limitations, making new media a concept formed within specific time frames and technical conditions [3]. New media technology in the big data era exhibits strong interactivity, which is the most prominent characteristic of new media. New media has transformed traditional information transmission methods, enabling direct communication between information senders and receivers without relying on excessive procedures, thereby facilitating information transfer. During this communication process, both information receivers and transmitters can exercise certain control over the transmitted information. Consequently, new media enables the transformation of identities between information parties, breaking down the barriers between fixed information transmitters and receivers and allowing information recipients to become information disseminators as well.

1.2 Basic Types of New Media

New media is a relatively broad concept that encompasses various forms, including Weibo, forums, various websites, electronic magazines, online games, and mobile text messages. Some of these belong to modern new media forms, others are new media software, and still others represent new media hardware and service forms.

1.3 Characteristics of New Media under the Background of Big Data

In the context of big data, new media is first and foremost not a fixed static concept. With the continuous evolution of modern science and technology, new media has emerged as a contemporary media form. Under the big data background, new media possesses strong innovative capacity, which is manifested not only in the innovation of communication forms but more fundamentally in its underlying theories and key modern technologies. This innovative capacity has certain regional and temporal constraints, making new media a concept formed within specific time periods and technical conditions [3]. Big data-era new media technology exhibits strong interactivity, which represents its most salient feature. New media has transformed traditional information transmission methods, enabling direct communication between information senders and receivers without cumbersome procedures. During the information transmission and communication process, both parties can exercise control over the information being transmitted. Therefore, new media facilitates identity transformation between information parties, dismantling the fixed barriers between information transmitters and receivers and enabling recipients to become disseminators.

2. Differences between Traditional Media and New Media

To successfully integrate traditional and new media under the big data background, it is first necessary to fully understand the characteristics of both media forms, analyze their respective advantages and disadvantages in the information transmission process, and leverage strengths to compensate for weaknesses during integration, thereby achieving continuous improvement.

2.1 Different Audience Groups

In terms of primary audiences, traditional media, with its long history in social development, has influenced several generations through broadcasting, television, and other means, establishing a strong audience foundation. These audiences have now evolved into primarily middle-aged and elderly groups, whose main characteristic is relatively fixed personal habits that are difficult to change. The primary audience for new media consists of modern young people, who are generally more willing to accept various new media forms in society. Consequently, there exists a tremendous difference in audience demographics between traditional and new media [4].

2.2 Different Communication Methods

The difference in communication methods represents the most significant distinction between traditional and new media. Traditional media primarily utilizes broadcasting, magazines, and other media for information transmission. Although the transmission scope may be limited by various factors and the speed is relatively slow, information transmitted through traditional media possesses good breadth and depth. New media's primary information transmission method is the modern internet, utilizing various modern social platforms such as Weibo, forums, and bulletin boards. Compared with traditional media, information transmitted through these methods lacks certain depth but demonstrates greater innovation and more timely transmission speed, enabling people to learn about the latest developments immediately.

3.1 Achieving Media Resource Sharing

The integration of traditional and new media can effectively promote resource sharing between both parties, thereby making full use of existing media resources to achieve joint development and promotion of the same resources through mutual collaboration. The social benefits generated after the integration of new and traditional media far exceed those of either party alone. Through resource sharing, the target audience and media market can be maximally expanded. For example, a certain satellite TV station cooperated with Taobao to sell peripheral derivative products on the e-commerce platform, which not only effectively expanded sales channels and generated additional revenue but also provided Taobao with excellent advertising effects and established a positive e-commerce image while promoting products on the program.

3.2 Diversified Product Forms

The integration and development of new and traditional media have gradually moved beyond the single form of newspaper-internet integration, beginning to generate more diverse media products and evolving toward greater diversification and richness. Traditional media forms such as newspapers and television with text and images are being transformed into modern technological forms including online videos, electronic magazines, audio newspapers, and virtual reality, which are widely disseminated on modern social media platforms like bulletin boards, Weibo, forums, and friend circles. Different social platforms can utilize their unique methods to maximize the diversification of converged media product forms, covering all aspects of traditional media.

3.3 Comprehensive Digitalization of Integration Carriers

An important reason for promoting the integration of traditional and new media is the current big data background. Under this background, the rapid advancement of modern scientific and technological means, particularly internet technology, provides necessary technical support for the integration of new and traditional media [5]. In the big data era, network technology updates rapidly and data information changes frequently, placing higher demands on the development of the modern media industry and significantly influencing information receivers' needs for information. Currently, the launch of every social software or related platform attracts widespread attention from various media. WeChat, as a relatively typical social software, generates widespread attention on other platforms with each new function release, simultaneously influencing and creating new demands among audiences.

4.1 Integration of New Media and Traditional Personal Media Transmission Units

The integration between new media and traditional personal media transmission units generally places user experience at the core. Users are not merely the subjects receiving information but also possess distinct personalized characteristics. For example, Baidu, as the world's largest news and media content database, continuously optimizes its functions during users' information search process through the establishment of data chains. Users can configure the system's news functions according to their own ideological consciousness, transforming the original attributes of news and thereby reshaping the news browsing system.

4.2 Integration of New Media and Network Media

As internet technology continues to develop, new media has gradually acquired convergent characteristics, beginning to form a relatively stable aggregation unit. The innovation demonstrated by new media in the media industry primarily involves the organic combination of multiple different elements to form a chain-like industrial development model. Furthermore, the diversity of new media content

is to some extent determined by the dissemination of social communication information. New media can organically combine multiple different media forms based on traditional media content, helping to break through the limitations of information content in traditional media and incorporating voice, images, and other elements to form a news subject that integrates multiple types of news content.

5. Main Strategies for Integrated Development of Traditional and New Media

5.1 Guide Public Opinion and Occupy the Dominant Position

Both traditional and new media have effectively improved the overall quality and efficiency of information transmission. As a modern information transmission method, new media possesses certain technical advantages in competition. However, the quality of information transmitted through new media currently cannot be guaranteed, hindering its further development. To meet the requirements of the big data background and provide more professional information for people, new media should fully incorporate the public opinion guidance function of traditional media to make transmitted information more in-depth and improve the overall quality of new media information transmission. Simultaneously, communication methods should be improved to help new media develop toward greater authenticity, fully leveraging the interactivity of new media.

5.2 Precise Positioning and Personalized Services

For new and traditional media to successfully integrate under the big data background, relevant media staff should first continuously identify their current roles. While maintaining depth in information transmission, they should fully utilize their advantages and maximize their value. For traditional media, it is necessary to transform current information transmission forms, starting from the present social background and meeting audience information needs based on current societal demands. During the integration process, both parties should identify their positioning to provide distinctive services for audiences and jointly promote the overall development of the media industry. In practical integration, traditional media should adapt to the times, follow the current digital-first media transmission principle, and reasonably utilize information technology to analyze media audience preferences and tendencies, thereby meeting the information requirements of different social groups and providing personalized information services. New media should follow a data-oriented approach during integration, providing distinctive new services with clear personalities. By enhancing the depth of transmitted information, it can expand audiences and improve media service quality. Both parties should utilize their advantages and modern information to provide personalized services that effectively combine new and traditional media, thereby improving the overall quality of the industry.

5.3 Improve Quality and Carry Out Technical Integration

As an information transmission industry, the knowledge level and professional competence of media practitioners play an important role in the integration process of new and traditional media. Therefore, during integration, efforts should be made to form professional media teams, promote experience exchange and learning between new media practitioners and traditional media practitioners, and facilitate integration by improving overall professional standards and competence. Additionally, during the exchange and learning process, cross-operation between new and traditional media should be promoted to form a co-management model with traditional media as the main body and new media as the supplement, jointly constituting a modern business model [1].

Technical integration is also a key focus in the integration of new and traditional media. Traditional media can disseminate its in-depth and broad information using modern communication methods of new media, which helps integrate the communication means of both parties. For example, some influential magazines and print media can undergo information-based transformation through modern means and information technology, fully utilizing their influence to explore new development paths by establishing official Weibo accounts and other interactive platforms. New media platforms are relatively advanced technologically but need to improve the authenticity of transmitted information by integrating with traditional media information.

5.4 Establish Platforms and Integrate Resources

With the continuous development of new media, the means for people to obtain information have gradually become more abundant, with news content primarily accessed through search technology and reading. To meet the requirements of the times, traditional and new media should consider people's potential needs for news during integration by building news information exchange platforms to facilitate cultural exchange among media users, thereby providing better experiences for information receivers. In building such platforms, it should be noted that news information exchange platforms should enable users to break free from real-life constraints and engage in more free information exchange online. This exchange can help information receivers with similar interests communicate their views on information, promoting cultural dissemination. Furthermore, traditional media should fully utilize its advantages in content construction during integration, combine them with the technological advantages of new media, effectively link the strengths of both parties, implement complementary resource advantages, and achieve win-win outcomes.

Conclusion

In the current big data background, the new media industry has promising development prospects, posing both significant challenges and new development opportunities for traditional media. Therefore, it is necessary to continuously

promote good integration between new and traditional media, reasonably utilize modern internet science and technology, leverage the advantages of both parties, compensate for disadvantages, achieve complementary integration and common development, and further promote the media industry to develop in a direction that aligns with the current social background. In terms of integration strategies, it is first necessary to emphasize public opinion guidance to improve the authenticity of information dissemination by new media. Second, parties should identify their positioning and analyze audience information needs based on big data to provide personalized services. Third, the professional competence of practitioners should be continuously improved to build a diversified media system. Finally, cooperation between organizations and resource integration should be used to further promote the integration of traditional and new media. In summary, the integration of new and traditional media is an essential requirement for future media development. Only by clarifying the fundamental purpose of integration and continuously improving the basic competence of media practitioners can we truly promote the sustainable development of the media industry.

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

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