

Postprint: Discussion on the Convergence Practice of Traditional Media and New Media Platforms

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

Abstract

The integrated development of traditional media and new media aligns with the direction of converged media development in the new era; it represents both a requirement for traditional media to leverage new technological means to enhance their operational quality, and an inevitable choice for new media to compensate for their inherent lack of depth. This paper, drawing upon the convergence practice of traditional media and new media platforms in new rural construction, conducts an in-depth analysis of the problems and dilemmas confronting traditional media and investigates their underlying causes. Through examining the predicaments of traditional media, the functions and characteristics of new media platforms, the risks associated with media convergence, as well as the advantages and misconceptions surrounding media convergence, it dissects the convergence practice and emerging trends between traditional media and new media platforms. Following an elaboration on the concepts and approaches for constructing a converged media platform, the paper further concentrates on demonstrating and endeavoring to resolve the issue of reconstruction.

Full Text

Exploring the Integration Practices of Traditional Media and New Media Platforms

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Abstract: The integrated development of traditional media and new media aligns with the direction of media convergence in the new era. It represents both a requirement for traditional media to leverage new technological means to enhance operational quality and an inevitable choice for new media to compensate for its lack of depth. This paper examines integration practices between

traditional media and new media platforms in the context of new rural construction, deeply analyzing the problems and dilemmas faced by traditional media and exploring their root causes. By examining the predicament of traditional media, the role and characteristics of new media platforms, the risks of media convergence, and the advantages and misconceptions of integration, this study dissects practical integration efforts and emerging trends. After elaborating on the concepts and approaches for constructing converged media platforms, the paper focuses on demonstrating and attempting to resolve the question of how to achieve reconstruction.

Keywords: Traditional Media; New Media Platforms; Integration; Practice

Classification Code: G222.3

Document Code: A

Article ID: 1671-0134(2021)12-083-03

DOI: 10.19483/j.cnki.11-4653/n.2021.12.025

Citation Format: Deng Xinhui. Exploring the Integration Practices of Traditional Media and New Media Platforms[J]. China Media Technology, 2021(12): 83-85.

Introduction: The Evolution of Media Convergence Strategy

In 2014, China proposed its media convergence strategy, prompting traditional media organizations at central, provincial, municipal, and county levels to experiment with new media platforms. This initial phase involved building “two micros and one terminal” (Weibo, WeChat, and news apps) platforms and innovating “central kitchen” mechanisms, essentially completing the “first half” of media convergence. On January 25, 2019, the Political Bureau of the CPC Central Committee held a collective study session at the People’s Daily, setting higher requirements for media convergence and signaling the beginning of the “second half.” The current challenge lies in how to promote deeper integration between traditional and new media, a topic of heated discussion and urgent resolution. In recent years, new media has developed rapidly, particularly in rural areas where integration with traditional media can effectively drive local economic development and enable deeper understanding of grassroots conditions, thereby advancing China’s media industry. Although traditional media faces numerous difficulties in converging with new media, the trend and direction of integration have become irreversible. Media convergence represents both an extension of mobile internet and information technology innovation in the media field and a crucial strategic deployment at the national level.

Advantages of Media Integration

Channel Integration and Accessibility The proliferation of mobile phones across both urban and rural areas has transformed information access. People

can now obtain needed information anytime and anywhere via mobile devices, eliminating the past limitation of receiving information only through specific media at fixed times and locations. Furthermore, 4G networks have created opportunities for new media platforms on mobile terminals while providing traditional media audiences with faster and more convenient channels for accessing news.

Enhanced Audience Interaction In rural areas, media organizations have developed closer relationships with local communities. News gathering and reporting primarily focus on the same geographic region, covering events closely related to people's daily lives, enabling media to better understand public needs and authentic living conditions. In the era of converged media, audiences have gained discourse power, fundamentally changing the subjects of public discussion. This shift has compelled traditional media to reconstruct their relationship with audiences by actively building bridges for interaction. Through platform-based development, traditional media has achieved real-time communication with audiences. Via WeChat, TikTok, and similar platforms, audiences can generate content anytime and provide feedback in comment sections, allowing media organizations to absorb experiences and continuously improve, thereby narrowing the distance between media and the public.

Innovation in Content and Form Following integration, the professional editorial team becomes stronger and more prominent in its gathering and editing advantages. Underpinned by the authority and credibility of traditional media, organizations can strictly control news quality, leading to significant breakthroughs in content. Integrated media can employ technologies such as animation, virtual imaging, and short videos, combining audio, text, and video to compensate for traditional media's shortcomings and expand audience reach. The content and forms of dissemination are relatively simple, eliminating cumbersome processes like layout design and ensuring information timeliness. Audiences can access news and express opinions anytime and anywhere through tablets, mobile phones, and other electronic devices.

Challenges and Misconceptions in Integration

Personnel Quality Deficits Most media practitioners in rural areas lack sufficient experience and are primarily familiar with traditional media workflows and operational skills. New media development relies heavily on professional technical talent, but current personnel quality cannot meet these needs. Most network technicians come from the computer industry but lack media industry experience and professional media technology expertise, creating obstacles to integration. The most prominent issue is that traditional media lacks clear understanding of new media technology and cannot fully grasp the concept of integration, resulting in unscientific cognition.

Unclear Integration Objectives Rural media organizations suffer from unclear integration objectives, primarily because traditional media develops slowly while new media evolves rapidly. Current research lacks clear achievements in new media development, and traditional media's vision for the future remains ambiguous, limiting the integration process. This disparity in development speeds has led to confusion about ultimate goals.

Misconception 1: Traffic-Only Mentality Some media organizations firmly believe that traffic is the sole measure of influence, obsessing over click counts and follower numbers while losing their sense of purpose. Others focus only on traffic without concern for direction, exploiting hot topics without principles, hyping celebrity gossip, and disseminating vulgar, harmful, garbage, or false information to cater to curiosity and sensationalize pornography and violence. Some practitioners lack internet thinking, simplistically viewing integration as merely extending newspaper, radio, and television content to new platforms—a simple addition rather than a revolution in media operation and management models. These erroneous concepts seriously affect deep integration and the realization of media's role in the new era.

Misconception 2: Shoddy Production and Weakened Quality Pursuit With new media's development, some media organizations have weakened their pursuit of high-quality work. They mistakenly believe that simple likes and shares on social media indicate audience satisfaction, unaware that such content may never break through “information cocoons” and might remain completely unknown to broader audiences. Some news organizations one-sidedly emphasize all-in-one journalists, requiring text reporters to handle photography and video while ignoring the professionalism of visual reporting. Veteran journalists cherished language, spending time and effort carefully crafting words to achieve objectivity, truth, and accuracy—a “craftsmanship spirit” that converged media practitioners should learn and carry forward.

Misconception 3: Complete Internetization at the Expense of Traditional Platforms Some media organizations one-sidedly interpret convergence as “mobile-only,” prioritizing new media dissemination while believing traditional platforms like newspapers, radio, and television have diminishing influence. Consequently, they neglect content quality control on traditional platforms and treat traditional reporting perfunctorily. This phenomenon has gradually exposed problems in recent years, with traditional media reports containing numerous errors, “advanced blackening” and “low-level reddening” incidents occurring frequently, and positive reports triggering online public opinion crises, resulting in lost agenda-setting capacity and public opinion guidance ability.

Misconception 4: Impatience and Abandonment of Investigative Traditions In the new media era, with rapid information dissemination, some

media and journalists have developed negative attitudes toward investigation and research, viewing speed as the sole criterion for news reporting. They erroneously believe that “fragmented dissemination” suits fast-reading needs and focus exclusively on capturing “first landing points.” Regarding time-consuming investigative reporting and in-depth coverage as wasteful and ineffective, they have weakened research traditions and lost the traditional advantages of news media in their rush for quick results.

Strategies for Deep Media Integration

Production Integration Media organizations should strengthen cross-platform production coordination, adopt a user-demand orientation, achieve integration of media product forms and content, and present diversified products and services. Relying on traditional media’s brand effect, content can be strategically segmented across different platforms. Rural media should intensify integration with central, provincial, and municipal media while forming synergies with village and township WeChat public accounts to enhance news propaganda effectiveness.

Market Integration Creating a sound market competition environment enables effective cooperation between traditional and new media for mutual promotion and benign development. Establishing a comprehensive market management system that moderately relaxes market access while strengthening supervision can constrain behaviors such as publishing false information or deliberately creating sensational topics, thereby promoting fair competition and cooperation. Traditional media should leverage its long-established credibility and influence to achieve diversified service development and cultivate user stickiness.

Technology Integration Rural radio and television stations should establish mobile client applications and promote them through Weibo, WeChat public accounts, and forums. Beyond text promotion, local stations can utilize short videos, which satisfy fragmented and fast-paced information needs while more easily capturing audience attention. Additionally, when organizing characteristic cultural activities, broadcasting staff can disseminate content through live streaming.

Platform Integration Current media convergence trends include platformization, mobility, and intelligence. Traditional media should strengthen internet thinking, adapt to internet logic, and transform platforms with single news and information functions into comprehensive platforms integrating information, social networking, and life services, providing users with more extensive and personalized services. Rural media should actively build comprehensive service platforms and government affairs platforms, effectively

connecting and scientifically integrating various resources to improve information release functions. They should also actively develop party and government affairs disclosure services and e-commerce services to promote local economic development, enabling local mainstream media to achieve an innovative “news + government affairs + services” model. Through innovative convergence thinking and focusing on news planning, media organizations should promote deep integration of news elements, full sharing of reporting resources, and interconnectivity of various media to achieve “one-time collection, multiple generation, diversified dissemination, and all-round coverage.”

Talent Innovation To promote innovative integration development, media organizations must first prioritize recruiting new media talent, particularly in technology, management, and operations, to meet audience personalized needs and enhance news experiences. Second, they should improve existing personnel’s comprehensive media literacy through training in journalism and new media operations to build a high-quality converged media talent team. Finally, establishing sound talent evaluation and promotion mechanisms can provide media professionals with broader development space.

Conclusion

Both technological and social development are driving industries to break down sectoral barriers and embrace the coming era of convergence. Facing the situation of cross-sectoral business penetration, traditional media has begun integrating with new media in content, channels, and users, giving rise to new media forms. In fact, since the early 21st century, China has proposed the triple-network convergence of telecommunications, broadcasting television, and the internet. Only in recent years has this model been promoted nationwide, rapidly advancing national informatization and enabling China to demonstrate advantages in global information technology competition. Similarly, between old and new media, we must keep pace with media development, continuously seek integration pathways, optimize industrial value chains, and meet audience and market demands. In this new era of social transformation, traditional and new media should adapt to developmental needs, overcome limitations through mutual cooperation, create new development models through complementary advantages, address various new problems in media development, and comprehensively promote deep media convergence. Driven by various factors, media convergence requires strengthened practical exploration and deeper investigation into content production and market development. Through dialectical thinking about the strengths and weaknesses of existing models and grasping their applicability, we can ultimately achieve vertical development goals and remarkable integration results.

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(Responsible Editor: Yang Hu)

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

Source: ChinaXiv –Machine translation. Verify with original.