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Postprint: Research on the Convergence of Traditional and New Media

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Abstract

General Secretary Xi Jinping has consistently placed great emphasis on the convergence of traditional and new media, delivering an important speech at the 19th National Congress of the Communist Party of China that profoundly elaborated on the tasks, concepts, and overall layout requirements for media convergence development. This important speech charted the course for the convergence of traditional and new media. Based on the strengths and weaknesses of traditional and new media, this paper analyzes the value of media convergence development, discusses the problems therein, and proposes pathways for the convergence development of traditional and new media.

Full Text

About the Integration Development of Traditional and New Media

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Abstract

General Secretary Xi Jinping has consistently emphasized the integration of traditional and new media, delivering an important speech at the 19th National Congress of the Communist Party of China that profoundly elaborated on the tasks, working concepts, and overall layout requirements for media convergence development. This speech has pointed out the direction for the integration of traditional and new media. Based on an analysis of the respective advantages and disadvantages of traditional and new media, this paper examines the value of their integrated development, discusses the problems encountered in this process, and proposes pathways for achieving such integration.

Keywords: Traditional media; Development value; Enhance awareness; Conduct interactive activities; Build integration system

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1. Analysis of Advantages and Disadvantages

In the context of integrated media development, it is essential for the media industry to clearly understand the respective strengths and weaknesses of old and new media. Only on this basis can we promote their integration and achieve mutual interaction and complementarity, advancing the industry toward full media convergence.

1.1 Traditional Media: Strengths and Weaknesses

Strengths: First, traditional media possesses profound cultural heritage and, before the emergence of new media, served as the primary platform for information distribution, transmission, and audience access. Second, it has accumulated abundant resources over its long history in China, including human, material, and financial resources that provide continuous support for further industry development. Third, traditional media commands a large and stable audience base. Through years of development, it has cultivated a diverse audience, and under government guidance, most people still regard traditional media as their main source of news. Fourth, traditional media has developed a relatively mature and well-established operational system, including scientific and standardized evaluation and development mechanisms.

Weaknesses: Despite these advantages, traditional media also exhibits certain developmental limitations. First, its technology updates slowly. Unlike new media's information delivery and operational models, traditional media's operational patterns and information dissemination speed have not fundamentally changed with new technological support. Second, its information delivery mode is singular, relying on traditional carriers such as newspapers, radio, and television, which results in slow information transmission. Third, its information presentation lacks novelty. For instance, newspapers primarily present information through text with images, a model that fails to engage certain audience segments.

1.2 New Media: Strengths and Weaknesses

Strengths: New media, built upon the foundation of traditional media and guided by digital, network, intelligent, and mobile technologies, accelerates information dissemination and meets diverse audience needs. First, supported by multiple technologies, new media enables rapid information transmission, facilitating both distribution and access to satisfy varied group requirements. Second,

new media offers diverse presentation modes, including pure text, text with images, audio, and video. For example, a news story can be delivered through audio, short video, or traditional media channels, broadening the audience and enhancing information novelty. Third, supported by big data, cloud computing, and artificial intelligence, new media possesses vast information resources and storage capacity, providing continuous data streams for effective information transmission.

Weaknesses: Like traditional media, new media has its own disadvantages. As an emerging field, its information delivery model lacks standardized regulation, resulting in uneven information quality that creates confusion in the media landscape. For example, new media's low-barrier, civilian-oriented model allows every individual to publish information and express opinions. Due to varying educational levels among publishers, information quality is inconsistent, potentially misleading audiences and damaging the professional brand image of media institutions. Therefore, the industry should promote the integration of traditional and new media, maintain strict standards, and build unique brands to strengthen public opinion guidance and enhance core competitiveness.

2. The Value of Traditional and New Media Integration

Under the integrated media framework, media convergence enhances industrial development momentum and improves media product marketing, yielding diverse advantages. First, by recognizing the strengths of both traditional and new media, the industry can promote transformative development, reconstruct its structural model, and align with market trends. For instance, adopting integrated media thinking can drive systemic reform and structural reorganization. Second, media organizations can identify their positioning in the integrated environment, using their professional and rigorous news models to strengthen public opinion guidance, purify media platforms, and create new corporate images that better adapt to market development. Third, integrated platforms can accelerate information transmission, enrich content, improve presentation quality, and exert leading effects, thereby enhancing core competitiveness. In summary, the fusion of both media forms injects continuous momentum into industry development, pushing it toward internationalization, marketization, and intelligence.

3. Problems in Integration Development

3.1 Conceptual Lag

The rapid development of new media has impacted media practitioners' work and divided traditional media's audience base, necessitating a transformation in thinking and operational models. However, some media organizations and practitioners currently adopt a wait-and-see attitude, failing to establish integrated media thinking to promote convergence. This not only affects industry

development trends but also hinders practitioners' future prospects, primarily due to conceptual lag and insufficient understanding of integration trends.

3.2 Bland Content

Content serves as crucial support for media development, which should be authentic, life-oriented, healthy, educational, and socially responsible to guide the public. However, as a latecomer with a civilian, low-barrier model, new media often lacks guidance and authenticity, resulting in unengaging content. In this context, professional media institutions must enter new media platforms, reform their content under the integrated media framework to enhance authenticity, authority, education, and guidance, thereby purifying new media platforms and promoting healthy industry development.

4. Pathways for Integration Development

4.1 Enhancing Awareness of Integrated Media Concepts

In the integrated media development process, media organizations should establish integrated concepts to safeguard the convergence of old and new media. First, they must recognize the respective advantages and disadvantages of both media forms and understand the necessity of integration, acknowledging that convergence represents the future trend and preparing for transformation. Second, media organizations should adhere to several principles in integrated development: maintaining correct guidance by leveraging traditional media's strengths to strengthen information leadership; emphasizing advanced technology adoption such as big data, cloud computing, and AI to innovate operational models; and ensuring content authenticity by upholding professional ethics to produce truthful, life-oriented content that attracts audiences and builds brand image.

4.2 Managing Key Relationships

In integrating new and traditional media, it is essential to properly manage three key relationships: defending position versus capturing market, correct guidance versus unified benefits, and innovation drive versus public opinion management. First, regarding defending position versus capturing market: as new media and integrated models shrink audience size and market share, media organizations must adjust their relationship between maintaining traditional positions and capturing new markets, adopting the principle of "wherever users are, we must be there" to demonstrate integration advantages. Second, regarding correct guidance versus unified benefits: media development must uphold the principle of Party media management. While online and traditional news differ in carriers, content, and forms, they must maintain correct guidance as the bottom line, prioritize social benefits, and unify social and economic benefits to build brand image. Third, regarding innovation drive versus public opinion management: while encouraging mainstream media innovation and diverse information

delivery, media organizations must also strengthen management, promoting innovative development while maintaining effective public opinion oversight.

4.3 Conducting Integrated Media Interactive Activities

In the integration process, media organizations should leverage new media's diverse presentation modes (audio, video, etc.) to promote news across multiple platforms and enhance development effectiveness. This requires not only adopting integrated media technologies and transforming practitioners' thinking but also promoting interaction between traditional and new media for coordinated development. For example, traditional media's strong information delivery capabilities can be used for advertising and brand building, while new media platforms can facilitate interactive communication between media personnel and audiences, broadening information resources and achieving integration. Additionally, media organizations must focus on talent cultivation, enhancing practitioners' language arts capabilities to deliver information effectively, conduct integrated media interactive activities, and exert leadership effects to enhance core competitiveness.

4.4 Building an Integrated Media Development System

Under the dual-media convergence framework, media organizations should build an integrated development and evaluation system supported by big data, cloud computing, and AI technologies. First, **content integration**: content remains the core of media development. Traditional media's authenticity should combine with new media's delivery methods to achieve content production integration, enabling diverse transmission through electronic newspapers, digital television, and other methods to attract public participation. Second, **channel integration**: during integration, media organizations should enhance authority, scientific rigor, and legality, purify new media platforms, and utilize new media's interactive and personalized delivery models to build diverse information transmission and access platforms for audiences. Third, **market integration**: under dual-media convergence, media organizations should use digital and network technologies as innovation points, seize integrated media opportunities, transform operational deficiencies, develop competitive digital products, expand market channels, build brand images, and attract audience attention to promote internationalization, marketization, and intelligent development.

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