

# Exploring the Convergence Development Path of Traditional and New Media Under Big Data: Postprint

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## Abstract

With the advancement of the times and the rapid development of the Internet in China, the application of big data technology across various industries has become increasingly prevalent and is manifested in people's daily lives. In this context of the big data era, traditional media in China have undergone innovation, presenting numerous development opportunities and challenges. Developing traditional media and promoting new media based on Internet big data technology can not only satisfy people's diverse reading needs but also offers strong rapidity and convenience in dissemination, thus gaining widespread public favor. Practice has demonstrated that only by achieving the integrated development of traditional and new media under big data can the sustainable development of the media industry be fundamentally promoted.

## Full Text

### Preamble

**Title:** Exploring the Integration and Development Path of Traditional and New Media Under Big Data

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**Abstract:** With the progress of the times and the rapid development of the Internet in China, the application of big data technology across various industries has become increasingly widespread and is reflected in people's daily lives. Against this backdrop, traditional Chinese media have encountered both innovative development opportunities and numerous challenges. Developing traditional media and promoting new media based on Internet big data technology not only satisfies people's diverse reading needs but also offers rapid dissemination and convenience, making it popular among the public. Practice demon-

strates that only by achieving the integrated development of traditional and new media under big data can we fundamentally promote the sustainable development of the media industry.

**Keywords:** big data; traditional media; new media; integrated development; path

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## Main Text

Compared with traditional media technology, big data technology and new media development will face numerous opportunities and challenges. Under such circumstances, ensuring the healthy and orderly development of the new media industry and exploring integration paths for traditional and new media under big data can achieve this goal. This paper first introduces the advantages of integrating traditional and new media under big data, then explores effective paths for this integration, and finally proposes future trends for such development.

### 1.1 Achieving Shared Media Resources and Information

Practice shows that through the integration of traditional and new media under big data, people can not only share media information and resources but also fundamentally achieve efficient utilization of limited news information and resources. Guided by unified objectives, the sharing, development, and integration of traditional and new media under big data can be rapidly realized. The collaboration between traditional and new media under big data yields significantly better results than either alone, maximizing the exploitation of shared information and resources to develop the new-era media consumer market [1].

As a major media application, each new feature and module launched by WeChat becomes a news hotspot and influences audience information needs to a certain extent [3]. Achieving the integration of traditional and new media under big data can form a digital development situation for integrated carriers, satisfying the diversified needs of media audiences.

### 1.2 Promoting Diversified Development of Media Product Forms

The integration of media in contemporary network contexts has long broken away from the inherent model and corresponding scope of “newspaper-network integration,” entering a region of diversified development for networked media

products and resources. By realizing the integration of traditional and new media under big data, effective transformation can be achieved from traditional media's text and images to contemporary networked video, audio, and even 4D sensory experience products. The emergence of audible newspapers, three-dimensional newspapers, iPad terminal media, WeChat, QQ, and various social platforms has realized the diversified development of networked media convergence products [2].

### **1.3 Forming a Digital Development Situation for Integration Carriers**

Practice demonstrates that achieving modern media integration requires the development and application of big data technology. Specifically, only with the continuous development of science and technology and the rational application of Internet technology can we provide guarantees for the integration of traditional and new media under big data. The development and updates of the contemporary big data era not only determine the integration of old and new media but also affect the satisfaction and changing demands of contemporary media audiences. The release and creation of new media software and platforms attract different media audiences, and WeChat represents a successfully operated major media application in China [3].

### **2.1 Enriching Media Content Selection Based on Big Data Technology**

To achieve the integration of traditional and new media under big data, regional radio and television traditional media programs must enrich media content selection based on big data technology and continuously improve internal media content quality. Specifically, production teams should expand the scope of media topics according to contemporary development trends and new hotspots to meet the public's diverse demands for program content, and plan and produce more in-depth, excellent programs [4]. Additionally, new media programs have high information dissemination efficiency, which originates from the application and development of big data technology. Therefore, production teams must collect and organize big data through new media platforms while achieving the integration of traditional and new media, conduct feedback work well, understand audience demands for media content, and design media program themes and content that most appeal to audiences.

### **2.2 Breaking Traditional Media Broadcast Patterns Based on Big Data Technology**

To achieve the integration of traditional and new media under big data, regional radio and television traditional media programs need to break traditional media broadcast patterns. Specifically, in the design and optimization of regional radio and television traditional media news content, many production teams adopt traditional production-broadcast integration methods for program content broadcasting. However, this work requires high professional standards from

journalists, making it easy to produce inadequate news content quality and inability to unify news program production, resulting in decreased media broadcast quality. To address this issue, production teams must establish and improve contemporary news production-broadcast separation mechanisms based on big data network technology, verify them in practical work, and delegate some news content broadcasting to professional independent producers to solve problems such as insufficient funding and low personnel quality, improve editing efficiency, and complete the separation of collection, editing, production, and broadcasting [5].

#### **2.4 Enhancing the Vitality of Traditional Media Based on Big Data Technology**

To achieve the integration of traditional and new media under big data, it is necessary to enhance the vitality of traditional media and inject fresh blood into new media. New media represents a modern media form, but whether it is WeChat, Weibo, or other new media software, all have evolved from innovative development of traditional media and formed through the combination of traditional media and network big data technology. In this integration process, regional radio and television program content and new media resources also need continuous integration, and must give full play to the guiding function of traditional news media to ensure new media develops in the correct direction, preventing undesirable media 舆论 from disturbing China's current media development pace and ensuring the orderly development of new media. Additionally, to ensure traditional media maintains vitality, it is necessary to rely on new media to highlight media content, strengthen information feedback, integrate and optimize old and new media content, and enhance the comprehensiveness and timeliness of media news information [7].

#### **2.5 Providing Personalized Services Through Precise Positioning Based on Big Data Technology**

To achieve the integration of traditional and new media under big data, it is necessary to provide personalized media information services through precise positioning based on big data technology. Specifically, in the process of integrated development, Chinese new media workers must conduct self-positioning according to specific work content to ensure the depth and breadth of media information dissemination and fully demonstrate the advantages and value of media work itself [8]. Traditional media is the same; media workers must select content according to the characteristics of the times for macro self-positioning to meet audience demands for media information and content. The integration of old and new media requires media workers to strengthen self-precision positioning, clarify service priorities, provide audiences with personalized and comprehensive services, and promote the orderly development of the new media industry. Furthermore, in the process of integrated development, traditional media workers must follow the core principle of "digital first" based on big data

technology applications, understand audience hobbies and needs in diversified data, and then formulate targeted media information service plans. Ultimately, through the launch of personalized services, the integration development of traditional and new media can reach a new height and improve media work quality.

## **2.6 Achieving Media Medium Convergence Based on Big Data Technology**

To achieve the integration of traditional and new media under big data, media medium convergence must first be realized. In the big data era, the speed of media information dissemination in China is accelerating, which is conducive to the integrated development of traditional and new media. However, the established media platforms also pose challenges to this integration. To fundamentally meet people's needs for accessing media resources, old and new media need to combine development trends of the times on the basis of integration, highlight characteristics, and realize the application of modern information technology to promote the sustainable development of the media industry. Specifically, first, big data technology must be used to highlight the advantages of media innovation as the core work to promote media industry development. Second, the value and advantages of old and new media must be clarified, integration development plans must be formulated on the basis of understanding social development laws, and stable development of both must be ensured to ultimately achieve advantageous integration of media mediums.

## **2.7 Effectively Creating Media Exchange Platforms Based on Big Data Technology**

To achieve the integration of traditional and new media under big data, it is necessary to create effective media exchange platforms. Specifically, with the continuous development of new media in China, people's demands for ways to access media resources are increasing. People can obtain diversified information content through information searches to keep up with the times. While integrating old and new media content, it is also necessary to combine people's demands for media information. Through the application of big data technology, people can obtain more and more services and can conduct in-depth analysis of media resources, creating favorable conditions for the integrated development of traditional and new media. All these requirements demand the effective creation of media exchange platforms based on big data technology. On such platforms, people can communicate and exchange various media resources and content without the constraints of real-world conditions. At the same time, people can also share their opinions and ideas during communication and exchange to achieve the dissemination goal of cultural information. This can not only fundamentally improve audience cultural literacy and levels but also promote the integrated development of old and new media through communication and promotion.

### 2.8 Strengthening Professional Media Literacy Based on Big Data Technology

To achieve the integration of traditional and new media under big data, it is necessary to strengthen the professional media literacy of media workers. On new media platforms, there exists the problem of “amateur” individuals reporting news information and resources. They may use humorous and witty language to attract audience attention, causing audience diversion from traditional media news reports, as these individuals take attracting audience attention as their only goal, overly pursuing humorous language without focusing on the authenticity of news reports [9]. To achieve the integrated development of traditional and new media under big data, this problem must be eliminated, and traditional media workers must continuously improve their own literacy and professional capabilities to achieve accurate commentary on reported news events and content. While continuously improving their professional levels and literacy, traditional media workers must also enhance their language communication abilities to provide audiences with good experiences. Traditional media workers should analyze “amateurs” to absorb their advantages, form a natural and interesting hosting style, learn from others’ strong points to offset their own weaknesses, and meet the aesthetic needs of audiences in the new media era. Additionally, new media workers must ensure that news content conforms to mainstream values and social development views when reporting news events, and must always adhere to the principles of ensuring content authenticity and authority when releasing media content.

### 3. Trend Analysis of New Media and Traditional Media Integration Development Under Big Data Background

Traditional media needs to continuously explore while developing, and reasonably...

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

*Source: ChinaXiv – Machine translation. Verify with original.*