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Postprint: Analysis of Traditional Media's Transformation Path in the New Media Context

Authors: Song Ping

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

Abstract

In recent years, with the development of network technology in China, people's reading habits have undergone substantial changes. The dissemination speed of online new media has continuously accelerated, communication forms have become increasingly flexible, and the emergence of mobile terminals has further expanded the scope of information dissemination for new media. In this context, traditional media must inevitably undergo transformation and upgrading, assimilating the advantages inherent in new media development, fully recognizing their own deficiencies, and leveraging strengths while circumventing weaknesses to secure a market foothold through successful transformational development. This study investigates the transformational development of traditional media against the backdrop of new media and proposes several transformation pathways, aiming to provide assistance for traditional media to acquire greater competitive advantages and development space within the new media environment.

Full Text

Analysis of Transformation Paths for Traditional Media in the New Media Context

Song Ping

Henan Radio and Television Station, Zhengzhou, Henan 450000

Abstract: In recent years, as network technology has developed in China, people's reading habits have undergone significant changes. New media platforms have accelerated their dissemination speed and introduced more flexible formats, while the emergence of mobile terminals has expanded the scope of information dissemination. In this environment, traditional media must undergo transformation and upgrading by absorbing the advantages of new media development,

fully recognizing their own shortcomings, and leveraging their strengths to secure a foothold in the market through successful transformation.

This study examines the transformation and development of traditional media within the new media context and proposes several transformation paths, aiming to provide guidance for traditional media to gain competitive advantages and development space in the new media environment.

Keywords: New media context; Traditional media; Transformation paths; Era development; Innovative system

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2021)05-094-03

DOI: 10.19483/j.cnki.11-4653/n.2021.05.030

Citation Format: Song P. Analysis of transformation paths for traditional media in the new media context [J]. China Media Technology, 2021(05): 94-96.

To achieve better transformation and development in the new media environment, traditional media should strengthen content quality management, continuously improve their intelligence capabilities, and develop effective transformation strategies and models using network information technology to facilitate successful upgrading in the new media landscape.

1. Analysis of Development Challenges for Traditional Media in the New Media Era

In the new media environment, traditional media faces numerous challenges that adversely affect its long-term progress. The main issues are as follows:

1.1 Declining Content Competitiveness

In the new media landscape, the proliferation and diversity of media platforms have highlighted the uniqueness of individual outlets, making them popular with audiences. New media platforms particularly excel at providing personalized services, producing novel and distinctive content with real-time characteristics that cater to users' fragmented consumption patterns. In contrast, traditional media content lacks competitiveness in this era, struggling to deliver targeted services based on audience needs. Its content tends to be monolithic and limited, failing to adapt to audience demands for personalization, which negatively impacts its services and overall development while diminishing its content competitiveness [1].

1.2 Outdated Development Concepts

Currently, most traditional media organizations have begun establishing their own client platforms and self-media channels. However, it is misguided to assume that simply adopting new media technologies and platforms equates to

entering the new media domain. In the new media era, audiences have diverse and multifaceted needs. If traditional media merely applies technology without transforming its underlying concepts, it cannot effectively provide personalized services or truly facilitate transformation.

2. Key Principles for Traditional Media Transformation in the New Media Context

To successfully transform in the new media era, traditional media should adhere to several key principles to enhance market competitiveness:

2.1 Embrace Thinking Innovation

Currently, Chinese traditional media primarily pursues transformation through self-built platforms, mobile apps, and WeChat official accounts. The first two approaches require substantial investment in human and material resources, while WeChat official accounts offer a more cost-effective alternative. In this context, traditional media should foster innovative thinking, applying big data technology to deeply analyze and mine audience preferences and characteristics. By using intelligent technologies to push relevant content and news information to audiences, media organizations can ensure targeted and real-time information delivery, guaranteeing effective communication while strictly controlling news content quality in the new media environment and achieving transformation goals with the support of advanced technologies and platforms [2].

2.2 Pursue Market-Oriented Development

The new media environment has fundamentally altered traditional media's information dissemination methods and approaches. The proliferation of self-media platforms has flooded the internet with news and information, exposing audiences to abundant content in their daily lives and easily fragmenting their attention. Consequently, they no longer rely solely on traditional media. Under these circumstances, traditional media must follow market-oriented development principles to achieve effective transformation and upgrading. This involves producing content according to market demands and audience requirements, disseminating news content in real-time to enhance loyalty among existing audiences while attracting new ones. Simultaneously, traditional media must meticulously and professionally craft high-quality news content that meets audience needs, thereby strengthening brand influence during market operations and achieving effective community-based operations and transformation [3].

2.3 Prioritize Technological Innovation

In the new media era, traditional media should emphasize technological innovation as a fundamental principle. Through reasonable technological innovation, they can provide high-quality, professional services to audiences while promptly

understanding and grasping their needs. Media organizations must focus on service quality and audience experience from multiple dimensions, integrating various traditional media service resources and advantages—for instance, by innovatively applying intelligent technologies, VR, AR, and other tools. Through scientific and high-quality service methods, they can improve overall service quality and effectiveness, ensuring successful transformation and upgrading while maintaining excellent service delivery.

3. Transformation Paths for Traditional Media in the New Media Context

To facilitate successful transformation in the new media environment, traditional media should emphasize the application of intelligent technologies, strengthen content quality management, and employ diversified approaches to enhance transformation outcomes, improve current development status, and continuously optimize transformation paths and models to achieve desired goals [4].

3.1 Apply Intelligent Measures Appropriately

Facing the impact of new media, traditional media should base their transformation on valuable content while focusing on technological accumulation to enhance core competitiveness. During this process, technology should serve as the driving force to provide personalized and humanized services, improving service quality and audience appeal while meeting user needs. Compared with traditional media, the new media era features mobility and socialization, enabling accurate information dissemination. In this context, traditional media should conduct precise positioning to address current technological deficiencies while fully recognizing the value of big data technology in transformation. They should establish big database systems according to users' personalized and unique needs, systematically and accurately grasping user characteristics and interests through big data mining and analysis methods to provide targeted services. Specifically, technology should be treated as the driving force of transformation, with active application of intelligent and big data technologies. Through analysis and research of various data information, content data can be innovated rationally. Additionally, big data technology can be used to interpret and analyze various information contents, understanding audience groups' personalized needs while collecting their social characteristics and experience requirements through big data models. By leveraging the authoritative advantages of traditional media, organizations can provide excellent experiences for customers, thereby enhancing service effectiveness while ensuring high influence [5].

3.2 Center on Audience Groups

To gain transformation advantages in the new media era, traditional media should genuinely place users at the center, enhancing their experience based on audience needs to attract new audiences while strengthening loyalty among existing ones. During transformation, traditional media should develop a concept centered on audience experience, utilizing advanced technologies to formulate transformation strategies and plans to ensure effective upgrading. Moreover, during transformation, they should leverage internet, big data, and IoT technologies to create information resource sharing systems, particularly intelligent technologies for content production and manufacturing. Implementing these in transformation work can help better retain users while enabling reconnection through intelligent system matching. First, audiences should be treated as the core component, emphasizing their experience with traditional media. Starting from audience pain points and extending services according to their actual needs can satisfy personalized and unique service demands [6]. Second, using big data information resource sharing platforms, historical data should be imported to strengthen interface construction, effectively aggregating media and internet resources while continuously expanding information development and management functions. Meanwhile, during content production, platform construction should be strengthened by creating intelligent news clue decision-making platforms, editing platforms, and distribution platforms. This ensures that traditional media can progress toward intelligence and personalization during information dissemination, guaranteeing editorial efficiency and effectiveness while applying big data and intelligent technologies to design personalized news editing terminals. This enables accurate pushing of various news information and services to potential audiences, expanding audience reach while meeting fundamental needs. Finally, during platform construction, attention should focus on retaining users and audiences, particularly core users. Data information can be analyzed and collected through technology, using big data distribution models and algorithms to accurately depict audience habits and analyze audience behavior trajectories from multiple dimensions. This ensures accurate marketing and management while providing diversified and intelligent services to audiences [7].

3.3 Leverage Internet Technology for Transformation

Traditional media should actively utilize the internet to develop effective transformation strategies in the new media era, with mobile clients as the main component and internal communication and profit models interacting positively. First, during transformation, multimedia technology, big data technology, and virtual reality technology should be applied according to audience cognitive characteristics to build a sound ecosystem and create a sustainable business model that automatically matches audience information. Specifically, relevant public data systems should be used to comprehensively grasp various resources and information about audience groups, seizing development opportunities within

the context of smart city construction to build robust intelligent development platforms and position themselves as operators in intelligent urban development. Second, they should respect and support internet development patterns, forming new service concepts and creating internet-based information service business models and systems that reasonably develop profit-sharing forms with audiences. This not only enhances transformation and competitive advantages in the new media environment but also continuously increases user numbers to achieve ultimate user retention and development goals [8].

3.4 Strengthen Content Quality Management

Network development has impacted traditional media, particularly as network platforms offer convenience and editability, leading audiences to pursue higher quality content. Traditional media relies on produced content for opinion guidance, but during its development, it has lacked high-value news content and information, making it difficult to drive public opinion effectively. In the new media environment, hot content that can generate traffic receives widespread attention and recognition from audiences. Therefore, traditional media should transform according to their circumstances in the new media environment by strengthening content assessment and comprehensively excavating valuable information to attract audience attention. It is recommended that traditional media strictly implement content assessment according to their needs, enhancing core competitiveness by excavating valuable clues and fundamentally improving competitive effectiveness. Simultaneously, they must deeply adjust information dissemination forms and techniques in the new media era to meet people's personalized and unique needs while adapting to modern communication conditions.

Furthermore, when selecting information dissemination platforms, traditional media should utilize existing platforms, targeting users as the core objective. Through good connections with audiences, ordinary users can be transformed into loyal fans of traditional media. From the perspective of specific manifestations, traditional media should actively learn from the diversified characteristics of new media in communication development, adapting to the demands of era development and user needs. While enriching traditional media content, they should ensure content production quality, reform and innovate relevant information collection and dissemination models to guarantee better information dissemination and content production in the new media environment [9]. For example, during news content production, video and audio formats can be employed. In terms of writing style, traditional didactic approaches should be changed to actively learn from aesthetically pleasing and entertaining content in the new media environment, using simple, plain, and interesting language for news reporting. This creates vivid and engaging content while enhancing audience loyalty to traditional media. Additionally, traditional media should utilize new media platforms and systems to strengthen news copyright management, reasonably protecting original content while developing proper copyright aware-

ness. This not only improves and innovates traditional media news content but also prevents infringement of original copyrights. Moreover, a sound long-term integration system should be established between traditional media and new media platforms to promote new media progress. In an environment of information redundancy, disseminating high-quality news information and content enables communicators to stand out in the competitive landscape and leave deep impressions on users, forming an effective content quality management model. Especially in recent years' information-redundant new media environment, reasonably producing high-quality content enables information disseminators to stand out in competition and, to a certain extent, drives successful transformation and upgrading of traditional media.

In summary, Chinese traditional media faces numerous difficulties and challenges in the new media context. To achieve better transformation and upgrading, they should adhere to principles of technological innovation and thinking innovation, gaining competitive advantages through various innovative approaches. Simultaneously, they must actively build relevant development platforms, enhance the quality of content produced by traditional media, and ensure that traditional media can improve production capacity and competitiveness through reasonable methods in the new era.

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Author Biography: Song Ping (1982-), female, from Pingdingshan, Henan,

Assistant Editor. Research focus: Television news.

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Source: ChinaXiv – Machine translation. Verify with original.