

How Traditional Media Can Achieve Convergence and Break Through in the Post-Print Era of the Small Screen Age

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Abstract

In recent years, the domestic socio-economic landscape has experienced rapid development and advancement, with one of its significant manifestations being the extensive proliferation of various intelligent terminal devices. Consequently, the development of traditional media has entered an entirely new “small-screen era.” This era is characterized by numerous features absent in traditional media, encompassing the convenience and immediacy of information reception, as well as enhanced interactivity between media and the general populace. In essence, the advent of the “small-screen era” has presented both certain opportunities and unprecedented challenges for the development of traditional media. The information consumption habits of the general populace have undergone substantial transformations, necessitating that traditional media comprehend these shifts, overcome existing developmental predicaments, adapt to the “small-screen era,” and secure corresponding development. Therefore, this paper will systematically investigate and analyze how traditional media can achieve integration and breakthrough in the small-screen era, with the primary objective of providing reference points for the modernization and development of traditional media.

Full Text

How Traditional Media Can Achieve Integration and Breakthrough in the Small Screen Era

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Abstract: In recent years, China’s socio-economic development has advanced rapidly, with one of its most significant manifestations being the widespread proliferation of various intelligent terminal devices. This has ushered traditional media development into an entirely new “small screen era.” This era possesses

numerous characteristics that traditional media lacks, including the convenience and immediacy of information reception, as well as enhanced interactivity between media and the general public. In essence, the arrival of the small screen era has brought both certain opportunities and unprecedented challenges to traditional media development. The public's information consumption habits have undergone substantial changes, requiring traditional media to grasp these shifts, break through existing developmental constraints, adapt to the small screen era, and achieve corresponding growth. Therefore, this paper systematically investigates and analyzes how traditional media can effectively integrate and achieve breakthroughs in the small screen era, with the primary objective of providing references for the modernization of traditional media.

Keywords: small screen era; intelligent terminal devices; traditional media; integrated development; breakthrough development

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1. Constraints Faced by Traditional Media Development in the Small Screen Era

1.1 Difficulty Ensuring Timeliness

In the small screen era, it is evident that the dissemination speed of various news and information has become exceptionally rapid, with timeliness growing increasingly critical. However, traditional media operations require multiple procedural steps in practice, including interviewing, writing, reviewing, dubbing, and editing. Essentially, traditional media work typically involves broadcasting only after a considerable period following news events, following systematic production processes, with broadcast times showing clear limitations. According to the 34th "Statistical Report on Internet Development in China" released by the China Internet Network Information Center (CNNIC) in 2014, as of June 2014, mobile phone usage among netizens' internet devices reached 83.4%, surpassing traditional PC usage of 80.9% for the first time. By contrast, the small screen era, supported by various intelligent terminal devices, can present relevant news and information almost instantaneously. Moreover, unlike traditional media, information in the small screen era also supports user-initiated replay and follow-up tracking. Overall, the inherent information lag of traditional media has become more pronounced in the small screen era, making its timeliness incomparable to that of small screen mobile terminals. This represents one of

the primary issues currently facing traditional media development [2].

1.2 Overly Traditional Mindsets

Most work is concept-driven, which demonstrates that mindset is crucial for any undertaking. With the arrival of the small screen era, traditional media faces increasingly severe competition and inevitable downward pressure. In this environment, traditional media must adopt “new media thinking” and “converged media thinking” to seek new development models. In the small screen era, the public’s thirst for information and news is extremely high, with vast numbers of people constantly scrolling through their mobile phones daily in search of more news and visual content. However, at present, traditional media mindsets remain excessively conventional, failing to effectively break free from established work patterns. This has caused traditional media news and information to gradually lose competitiveness and fail to capture audience interest. Compounding this problem, the technological means employed by traditional media are relatively outdated, without forming effective technical pathways suited to the small screen era, which negatively impacts the future development of traditional media.

1.3 Urgent Need to Improve Human Resource Allocation

In any undertaking, relevant practitioners serve as organizers, implementers, and guides of work content, and this holds true for traditional media as well. In the development process of the traditional media industry, most employees are specialized in news, interviewing, and editing. Under such circumstances, it becomes difficult to form a tightly integrated whole across the multiple work segments of traditional media, naturally resulting in pronounced developmental lag. Currently, the shortage of professional talent has become a major obstacle hindering traditional media development. Furthermore, from the perspective of the external media development environment, traditional media faces increasingly fierce competition across various fields. There is an urgent need for versatile composite talents familiar with society, understanding of grassroots conditions, and possessing both writing capabilities and marketing skills. However, such talents tend to gravitate toward new media or converged media for employment, exacerbating the severe shortage of human resources in traditional media [3].

1.4 Erosion of the Advertising Market

To this day, the most important business and economic source in traditional media development remains advertising revenue, constituting the primary operating income. However, after entering the small screen era, many advertising clients have become dissatisfied with the actual promotional effectiveness of traditional media. Consequently, advertisers have begun seeking alternative promotional channels, leading to a severe decline in traditional media’s main advertising business. Although some traditional media have initiated certain changes in their advertising operations, the effectiveness of these measures has

been relatively low. Over time, various small screen intelligent terminal devices, represented by mobile phones, have demonstrated increasingly obvious advantages in advertising, including diversified formats, broader information capacity, and lower advertising costs. Traditional media' s advertising business has been severely eroded, with some entities inevitably facing ultimate elimination.

2. Strategies for Traditional Media Integration and Breakthrough in the Small Screen Era

2.1 Exploring a Path to Sustainable Development

As a domestic media organization, identifying its own advantages during practical development is extremely important and necessary for traditional media. The arrival of the small screen era has begun to weaken many of traditional media' s advantages, even causing them to gradually disappear. Traditional media currently still maintains relatively strong characteristics of authority and rigor. In subsequent media integration processes, it is essential to effectively maximize strengths while minimizing weaknesses, using practical work as the vehicle for continuous innovation and development to extend advantages and compensate for weaknesses. Over time, traditional media integration can develop its own unique advantages and attract specific modern audience groups, which is crucial for traditional media to achieve integration and breakthrough in the small screen era.

2.2 Avoiding Formalism

Media integration and breakthrough represent a “good path” for modern media development. However, it must be noted that different types of traditional media cannot blindly pursue integrated development and breakthrough. Instead, they need to identify, address, and prevent problems during practical development to promote traditional media growth in the small screen era. Failure to do so will result in varying degrees of formalism, which not only fails to achieve the primary objectives of new traditional media development but also leads to severe waste. Liu Xiaojie, Vice President of the Zhejiang Provincial Newspaper Association, once stated: “Driven by the global trend of media convergence, large-scale media integration has become an inevitable trend, but we must not integrate for integration' s sake” [5].

2.3 Breaking Down Barriers in Small Screen Era Traditional Media Integration

The so-called media integration is actually a new media development concept emerging under the background of the information age, with its prerequisite being the effective integration of traditional media. Therefore, in the process of achieving integration and breakthrough in the small screen era, traditional

media must earnestly accomplish integration work, enabling different types of traditional media to break down barriers between them. From another perspective, this essentially means allowing the fresh elements and vitality of the small screen era to enter into traditional media.

For example, Ruian Daily Co., Ltd. has actively adopted internet thinking in its practical development process, successfully breaking down barriers between different traditional media. Subsequently, it achieved organizational restructuring, provided transformation support, rebuilt its communication system, realized deep integration, constructed an intelligent platform, and aggregated user development, thereby effectively transforming traditional media.

2.4 Maximizing Strengths and Minimizing Weaknesses in Media Integration

It is widely recognized that internet-related industries are currently developing at a rapid pace in today's era, and the integrated development of traditional and emerging media now confronts us. As early as 2014, General Secretary Xi Jinping emphasized the integration of traditional and emerging media at the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform. For traditional media, integration with emerging media has become a significant and profound transformation [4]. Traditional media must attach sufficient importance to this shift and gradually embark on a path of diversified industries to achieve modern sustainable development. This has been an important development principle consistently upheld across different domestic sectors and industries, and it remains exceptionally important and necessary for both current and future media development. Simultaneously, it is essential to recognize the importance of "integration and cross-boundary collaboration" during practical development and actively participate in modern media development trends.

3. Specific Implementation Strategies for Traditional Media Integration and Breakthrough in the Small Screen Era

3.1 Seeking Innovative Development Comprehensively, Multi-dimensionally, and Deeply

For any enterprise or sector, the key to survival, development, and status lies in the reform and innovation of management concepts, with implementation requiring innovation in business approaches, content, and models. Therefore, in the practical process of traditional media integration and breakthrough in the small screen era, relevant personnel must conduct high-quality resource integration, subsequently pursuing innovative development through joint ventures, partnerships, and other models to create distinctive brands suitable for traditional media development in this new era. On this foundation, it is also nec-

essary to strengthen marketing communication awareness and implement new marketing strategies [6]. Distinctive proprietary brands will generate positive industrial cluster effects, and relevant personnel must conduct long-term online and offline operations in subsequent development while properly planning corresponding long-term and short-term development strategies. Only in this way can the series of work proceed effectively, minimizing various resource losses during integrated innovation development and breakthrough processes.

3.2 Leveraging Strengths to Develop New Media Business

In recent years, domestic traditional media development has encountered considerable pressure. Although it has begun to venture into new media business, the pace of related business development has been relatively slow, and the depth of new media business operations in actual development has been noticeably insufficient. This has resulted in numerous shortcomings in the series of new media businesses involved in traditional media's integrated innovation development process. Compared with mature new media businesses, traditional media struggles to attract modern audiences in terms of both model and content.

In response to this situation, relevant personnel in traditional media must also focus on developing new media business during the small screen era development process. They should effectively tap into the market potential of a series of new media platforms such as mobile television, IP television, and digital television libraries. Additionally, certain resource investments are required to properly allocate resources [7], optimizing and improving relevant hardware and software conditions. This is crucial for traditional media development and will significantly enhance its business development capabilities [7].

3.3 Proactively Building New Investment and Financing Platforms

In the actual development process of traditional media, constraints from overly traditional mindsets and other factors make it difficult to secure adequate support for integration and breakthrough efforts in the small screen era, with funding being the central issue. Currently, to promote traditional media development, the state encourages the formation of a cultural industry pattern featuring joint development of multiple ownership systems during the traditional media integration process. Under the support of this policy, traditional media in the small screen era development process should leverage the powerful forces of capital and funding to proactively build corresponding investment and financing platforms. This will accelerate the realization of cultural asset securitization, cultural resource capitalization, and cultural product financialization, providing appropriate carriers and support for traditional media integration development [8].

3.4 Strengthening Talent Team Construction

In promoting traditional media integration in the small screen era, the talent team constitutes one of the most fundamental elements. Without this, achieving traditional media integration and breakthrough is impossible. Moreover, as time progresses, market competition has shifted from economic and resource competition to competition for human resources. Under the small screen era, traditional media operation and development methods and talent management approaches can no longer meet the demands of the times, which represents one of the primary reasons for the scarcity of human resources in traditional media's integrated innovation development process.

Therefore, in the process of traditional media integration and breakthrough in the small screen era, it is necessary to emphasize and strengthen talent team construction. This includes launching talent training and development programs adapted to the small screen era and establishing corresponding systems in the series of talent cultivation efforts to ensure adequate human resources in the traditional media sector. For instance, unblocking employee growth channels, strengthening prospective training, and planning talent career paths can help cultivate composite media talents as quickly as possible [9]. Additionally, it is necessary to build corresponding digital platforms that enable traditional media practitioners to conduct simulated practical training and learning, ultimately growing into professional traditional media practitioners with strong comprehensive capabilities. This also represents one of the primary measures for traditional media to seek new development at the current stage.

In summary, the arrival of the small screen era has significantly impacted traditional media work, with numerous young people gradually disconnecting from traditional media. Living in the small screen era requires focusing on its primary characteristics and advantages and applying them scientifically and rationally to further solidify the foundation for traditional media development. Additionally, traditional media and relevant practitioners need to adopt a broader and more far-reaching perspective, liberating their thinking while enhancing cohesion to break free from current constraints and predicaments.

Moving forward, it is also necessary to strengthen conceptual and technological support, gradually forming a path suitable for traditional media survival and development.

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