

# Analysis of the Complementary Advantages and Integration of Online Media and Traditional Media: Postprint

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

## Abstract

Prior to the era of self-media, the public could only obtain news information through newspapers, magazines, radio, television, and similar channels. Television, radio, and print media constitute traditional media. The advent of the self-media era has afforded the public greater opportunities to access information. However, there is no doubt that traditional media and online media each possess distinct advantages and disadvantages; to enhance public experience, complementary integration of their respective strengths is necessary. Research on the complementary advantages and integration of online media and traditional media holds constructive significance. Therefore, this paper briefly elaborates on the concepts of online media and traditional media, compares their respective strengths and weaknesses, and proposes several recommendations for consideration by relevant authorities.

## Full Text

### Preamble

**Title:** A Brief Analysis of the Complementary Advantages and Integration of Online Media and Traditional Media

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**Abstract:** Before the self-media era, the public could only obtain news information through newspapers, magazines, radio, and television—what we call traditional media. The advent of the self-media era has created more opportunities for the public to access information. However, traditional media and online media each possess distinct advantages and disadvantages. To improve audience experience, the two must complement and integrate their strengths. Research on this integration holds significant constructive value.

This paper briefly explains the concepts of online and traditional media, compares their respective advantages and disadvantages, and offers several recommendations for relevant departments.

**Keywords:** online media; traditional media; self-media; complementary advantages; integration

**CLC Number:** G229.1

**Document Code:** A

**Article ID:** 1671-0134(2021)03-049-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.03.010

**Citation Format:** Song Bo. A Brief Analysis of the Complementary Advantages and Integration of Online Media and Traditional Media[J]. China Media Technology, 2021(03): 49-51.

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## Introduction

Traditional media—television, radio, and print—once served as the only channels for the public to access news. As society progressed, demand for information sources grew more sophisticated, giving rise to online media. This development has brought considerable convenience, enabling faster and easier access to news while simultaneously challenging traditional media. Online media offers certain advantages over traditional media, yet also suffers from weaknesses such as insufficient authority, reliability, and inadequate review mechanisms. In this new environment, where public demands for news dissemination are higher than ever, the complementary integration of online and traditional media holds practical significance. This paper examines both media forms, proposes strategies for their integration, and aims to provide recommendations for improved news communication services.

## 3. Comparative Analysis

### 3.1 Advantages of Online Media Over Traditional Media

**3.1.1 Strong Timeliness** Online media demonstrates superior timeliness compared to traditional media. In the self-media era, online platforms deliver news with greater speed, offering immense convenience—especially for breaking, urgent, or dangerous situations where rapid information dissemination is critical. By breaking temporal and spatial constraints, online media enables real-time information transfer, allowing audiences to immediately perceive developments and access the latest news. This timeliness represents a key advantage of online media [2].

**3.1.2 Strong Interactivity** In the self-media era, anyone can publish information, making everyone a potential news disseminator. This characteristic

manifests as high interactivity. Online media strengthens communication between people, enhancing mutual interaction. For instance, during China's Two Sessions, Sina.com established a platform for delegates and the public to communicate online. This platform enabled delegates to understand public opinion in real time while allowing citizens to provide immediate feedback, greatly facilitating exchange and promoting news dissemination. Online media's interactivity allows audiences to express their views while browsing news, demonstrating freedom and fairness in public discourse.

**3.1.3 Temporal and Spatial Advantages** Online media possesses enormous information storage capacity. When audiences wish to browse news from a specific period, they can simply use search engines, demonstrating how online media breaks temporal and spatial limitations [3]. Traditional media, by contrast, imposes constraints: television dramas broadcast only a few episodes daily without viewer control; movies on film channels cannot be replayed after viewing; serialized novels require long waiting periods. Online media allows audiences to conveniently search for desired content—specific TV episodes, films, or novels—using search engines.

## 3.2 Disadvantages of Online Media

**3.2.1 Poor Information Authority** Online news is often cluttered with false information, undermining credibility. The fragmented and complex nature of online news creates poor authority and reliability, leading audiences to trust traditional media more. With longer histories, traditional media offer greater accuracy and established filtering mechanisms. Many online platforms publish false, low-quality, or fabricated content, significantly reducing public trust.

**3.2.2 Poor Information Depth** Many online media outlets lack robust filtering mechanisms and strict pre-publication review, resulting in content that hasn't undergone careful consideration. This leads to superficial information and uneven quality, failing to provide audiences with meaningful insights or provoke contemplation. Consequently, audiences remain skeptical of much online news, and their attention wanes while browsing [4]. While online media provides vast quantities of information, truly memorable and thought-provoking articles are rare, with much shallow content drowned out by public commentary.

**3.2.3 Poor Information Rigor** Many online websites and publishers fail to thoroughly investigate stories, merely republishing and disseminating information through other channels. Much online content is plagiarized rather than original, reflecting poor rigor in online media.

## 4. Analysis of Traditional Media's Comparative Position

**4.1.1 Depth and Authenticity** Traditional media demonstrates depth and breadth in text, ideas, and audio, providing audiences with deeper reflection and

enlightenment. While online media often presents fragmented content, traditional media pursues greater authenticity in news tracking and reporting. When investigating enterprises, for example, traditional media conducts thorough research and in-depth understanding before producing concise, rich, and accurate reports that offer authoritative, authentic, and precise coverage.

**4.1.2 Quality Comparison** Many online media outlets lack strict review and filtering processes, whereas traditional media implements rigorous pre-publication review with multiple layers of scrutiny. Language, content, and layout are carefully considered, with non-compliant materials eliminated. Only articles and news meeting quality standards are published, making traditional media superior in authenticity and quality. Traditional media's strength lies in transmitting completely accurate ideas and information, protecting audiences from misinformation.

**4.1.3 Authority Comparison** Online media cannot compare with traditional media in terms of authority. Audiences place greater trust in news from traditional sources. China Central Television, for instance, represents a highly authoritative and trusted traditional media outlet [5].

## 4.2 Disadvantages of Traditional Media

**4.2.1 Weak Timeliness** While rapid and convenient news dissemination represents an online media advantage, traditional media suffers from poor timeliness. Information publication and propagation are slower compared to online platforms.

**4.2.2 Weak Interactivity** Previously, traditional media showed no particular weakness in interactivity, but the internet era has revealed significant shortcomings. Traditional media interacts and communicates with the public less frequently, using more limited methods that lag behind contemporary trends. Although many traditional media outlets now adopt various methods to increase public engagement, participation remains low and effectiveness is limited.

**4.2.3 Outdated Reporting Forms** Compared to online media's swift, convenient, and diverse reporting forms, traditional media has long maintained a "I write, you read" and "I speak, you listen" approach. This outdated format no longer gains public recognition, requiring traditional media to make corresponding changes.

## 5. Recommendations for Integration

This section proposes recommendations for integrating online and traditional media based on their respective strengths and weaknesses, including improving management and supervision mechanisms, enhancing professional competence,

and combining online media's timeliness and convenience with traditional media's authority and reliability.

### **5.1 Improve Media Management Mechanisms**

The new environment has witnessed rapid online media development and growing audiences, but also exposed many flaws. Some online platforms disseminate vulgar or negative information without review, misleading the public. Others illegally republish original content, and with rapid propagation, such plagiarism causes adverse effects and degrades information quality. To achieve complementary integration, media management and supervision mechanisms must be improved, establishing and perfecting relevant legal systems to protect the interests of both online and traditional media and ensure their healthy development.

### **5.2 Enhance Media Professional Competence**

Integration should be people-centered, improving the overall quality of media professionals. The industry should understand practitioners' needs and difficulties through seminars and in-depth communication, creating suitable growth environments and solving real-world problems. This fosters a sense of belonging and mission, enabling professionals to contribute meaningfully to media integration.

To elevate professional standards, media organizations must establish training and assessment systems [6]. Both traditional and online media should conduct pre-employment training, requiring certification before practice. Regular professional training should combine theoretical knowledge with practical skills to cultivate competent professionals. Post-employment assessments with rewards and penalties can motivate continuous learning and active contribution to media integration.

### **5.3 Integrate Online and Traditional Media**

Online media's timeliness and traditional media's authority should be strategically integrated. By analyzing audience patterns for online and traditional media consumption, organizations can allocate resources effectively. For breaking or urgent events, online media should provide immediate brief reports leveraging its speed, while traditional media can deliver in-depth investigative coverage later. This temporal coordination combines online media's timeliness with traditional media's authority.

## **Conclusion**

In summary, online media offers superior timeliness, interactivity, and freedom from temporal-spatial constraints, but suffers from information clutter, superficiality, and poor rigor. Traditional media provides greater depth, accuracy, and authority, but lags in timeliness, interactivity, and format innovation. Only by

continuously improving management systems, cultivating high-quality talent, and integrating online media' s timeliness with traditional media' s authority can we achieve effective complementary integration and maximize the strengths of both.

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

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