

The Convergence and Interaction of New Media and Traditional Media (Postprint)

Authors: Lyu Yuhao

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Abstract

Traditional media has played a relatively significant role over the past few decades, and the widespread proliferation of new media has also subjected traditional media to certain impacts. To adapt to the evolving times and avoid societal obsolescence, the convergence of traditional and new media is imperative. Compared to traditional media, new media features faster dissemination speeds and more visualized information presentation. To better promote the transformation of new media, we must effectively integrate new media with traditional media. This paper primarily analyzes the development trends of traditional and new media convergence.

Full Text

Integration and Interaction Between New Media and Traditional Media

Author: Lü Yuhao, Cable Television Center, Daqing Oilfield Cultural Group, Daqing, Heilongjiang 163453

Abstract

Traditional media has played a significant role over the past several decades, but the widespread popularization of new media has also impacted it. To adapt to the times and avoid being abandoned by society, the integration of traditional and new media is imperative. Compared to traditional media, new media offers faster dissemination speeds and more visualized information. To better drive the transformation of new media, we need to effectively combine new media with traditional media. This paper primarily analyzes the development trends of traditional and new media convergence.

Keywords: New media; Traditional media; Integration; Diversified communication platforms; Talent

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Traditional media refers to the four major media forms: newspapers, magazines, radio, and television. Over the past several decades, traditional media has served as the mainstream in people's lives. Compared to new media, it is easier to preserve but inferior in dissemination speed and visualization of content. In the past, people had to wait for a certain period for news to spread. Today, due to the rapid development of networks, multimedia technology integrates various information forms such as text, images, and video into a cohesive whole, offering lively formats and fashionable content that provides audiences with rich, realistic visual experiences akin to being on the scene. However, traditional media has limited broadcast times and a weakening audience base. Nevertheless, traditional media is not without advantages—for instance, when people listen to radio in taxis, traffic updates and safety tips help drivers plan routes reasonably, something new media cannot match. Therefore, we must not abandon any communication form but should instead leverage their respective strengths, avoid weaknesses, and achieve effective integration.

1. Analysis of Collision and Complementarity in New Media and Traditional Media Integration and Interaction

1.1 Information Convergence

As a regularly published print medium, newspapers constitute an important component of traditional media due to their high frequency and large circulation. However, they require advance printing, lack interactivity and flexibility, and cannot meet people's daily needs. With the gradual integration of new media such as television, film, SMS, WeChat, and Weibo into people's lives, information dissemination has become faster, more accurate, and more effective compared to traditional newspapers, magazines, and radio. These new media forms have become attractive tools for information release and communication, making media convergence an inevitable trend.

1.2 Interactivity in Information Dissemination

In the era of new media, information release is more rapid and its reach more extensive. The development of networks enables people worldwide to receive messages instantly; news from society spreads to people's mobile phones in real time; internal company messages reach employees through corporate groups immediately; children's performance at school can be sent to parent groups,

allowing parents to receive updates about their children's behavior promptly.[2]
The emergence of new media has made life more convenient.

1.3 Complementary Advantages

Currently, competition between new and traditional media coexists. While most young people prefer new media, many middle-aged and elderly individuals still choose traditional media, each having its own advantages and disadvantages. In terms of information collection and dissemination, new media is characterized by rapid response and speed, with information transmission unrestricted by time or space, allowing messages to be received or published anytime, anywhere. In contrast, traditional media requires strict review before information release, and its credibility and brand influence, formed over the long term, represent tremendous value—this is traditional media's greatest advantage.

1.4 Commercial Objectives

The differences between new and traditional media can be broadly categorized into two aspects. First, taking advertising media as an example, when companies introduce new products or showcase technological achievements, new media allows clients to gain in-depth understanding of the intended message, leveraging its characteristics of fast dissemination and wide reach to achieve “everyone-to-everyone” communication. Second, advertising on traditional media is costly with no measurable feedback on effectiveness, necessitating the effective integration of new media technology with traditional media. For instance, before releasing information through traditional channels, messages can first be distributed via new media, and the combination of both approaches can optimize communication effectiveness.[3]

1.5 Diverse Perspectives

Authenticity is the lifeblood of news, and truthful information enables audiences to achieve emotional and value-based identification. Traditional media, primarily television and newspapers, remains the most authoritative choice. As technology continues to advance, new media has broken through traditional spatial limitations, presenting diversified communication methods that traditional single-form media can no longer satisfy. The rapid expansion of short-video platforms has made news content more humanized and attractive, forming multi-dimensional, multi-angle communication characteristics mediated through networks.

1.6 Civilian Autonomy

With the widespread application of the Internet, self-media has emerged and gradually entered an integrated network platform era based on individual networks. Self-media's interactive, civilian, and autonomous nature as a new media

form is deeply favored by the public, enabling ordinary people to exchange information with the outside world instantly and conveniently. A mobile phone itself constitutes an independent self-media platform, and the freedom and convenience of mobile media allow everyone to express their opinions freely on news events. With everyone having a voice and information being shared, anyone can become both a publisher and receiver of information.

2. Strategies for New Media and Traditional Media Integration and Interaction

Currently, mass media has entered the new media era, with network video, Weibo, WeChat, and other new media forms rapidly rising. This undoubtedly poses a significant challenge to traditional media. Compared to traditional media, new media is more convenient, richer, and more interesting, easily capturing people's attention. However, this does not mean traditional media is worthless; many local and municipal media still rely primarily on traditional media, which continues to enjoy public trust and holds certain market advantages. The integration of traditional and new media has become an inevitable choice.

2.1 Leveraging Unique Advantages

Compared to new media, traditional media has clear publication schedules and fixed timing and quantity. Moreover, traditional media practitioners possess professional news gathering and editing qualifications, have undergone specialized training, and accumulated substantial practical experience in journalism. They are familiar with industry norms and hold advantages that new media cannot easily replace. In contrast, new media platforms such as Weibo and Douyin, despite their vast information volume, present a mixed bag of content where truth and falsehood are difficult to distinguish. Exposed false information can easily cause public panic, confuse audiences, mislead public opinion, and become an unstable factor affecting social stability. Additionally, sensationalist "clickbait" headlines, while grabbing attention and arousing curiosity, trample upon journalistic authenticity and objectivity, seriously harming the public's right to know.

In integrating traditional and new media, the primary focus should be on content, fully utilizing and leveraging channel advantages and characteristics to meet user needs and provide good user experiences, rather than simply pursuing quantity. We must eliminate clickbait and false practices while balancing social and economic benefits. Furthermore, we must adhere to correct guidance of public opinion and ensure information accuracy, extending traditional media's strengths to new media platforms to make new media forms more authoritative, authentic, and positive. By combining traditional media's established advantages with new media, for example, after CCTV News joined Weibo, the platform's credibility increased because traditional media's participation made people trust Weibo more. Traditional media can edit a text post or publish a

video directly on Weibo to disseminate the latest news. This mutual combination maximizes both parties' strengths and makes life more convenient for the public.

2.2 Establishing a New Diversified Communication Platform

Without a convenient communication platform, news dissemination cannot generate its intended social and economic benefits. In the Internet environment, mobile digital media primarily relies on smartphones and tablets as carriers, with Internet communication occupying a dominant position. Mobile phones have become the main channel for audiences to obtain information, while audiences using traditional modes to watch news are decreasing. Therefore, for traditional media to continue developing, it must proactively build new media platforms to receive global news anytime, anywhere.

Establishing a communication platform is the first step for traditional media toward new media integration, requiring the promotion of shared integration of content, technology, talent, and other elements. Technology and content must be placed on equal footing. In this new media era, traditional media technology no longer meets current developmental needs. If people are traveling or in places inconvenient for receiving information, new media undoubtedly becomes the primary tool for disseminating messages. Consequently, we must construct a new technical system to provide strong support for media convergence. Technology and content serve as the two wings of media integration, equally important and indispensable.^[4]

2.3 Further Cultivating and Introducing High-end Converged Media Talent

Regardless of whether it is traditional or new media, people remain the decisive factor in content production. First, converged media talent must possess converged media thinking capabilities—not only breaking free from the constraints of old and new media to holistically consider their organic integration but also skillfully utilizing different media forms to ensure that text, images, video, and audio each serve their proper purpose. Second, they must have technical mastery of converged media, requiring proficiency not only in traditional text, image, video, and audio operations but also familiarity with new media technologies such as website design and maintenance, public account operation, client development and maintenance, H5 production, and mini-program application. Finally, they must have converged media content production capabilities. Converged media talent must understand both technology and media communication patterns, giving equal importance to both.

Different audiences have different needs, requiring us to adjust our technologies accordingly to create a media platform that satisfies most audience groups. For talent needed by media platforms, we should cultivate and identify individuals suitable for new media platforms to better align with development trends, while

also recruiting external talent to build a more professional journalism team that enhances the platform's communication power. Additionally, we can learn advanced technologies to strengthen our media platforms and retain needed talent. Incentive mechanisms can be implemented to stimulate these talents' potential, driving continuous innovation in national media convergence and accelerating the construction of new media forms.[5]

2.4 Strong-Strong Collaboration to Enhance Media Convergence

Regarding media convergence, we should actively pursue collaboration. For example, in recent years, many traditional media outlets have joined influential public platforms and established their own headline accounts. By leveraging technologies such as big data mining, intelligent classification, and precise push notifications, along with strong brand advantages, they deliver customized content to their clients or target audiences, achieving personalized push notifications and expanding their social influence.

In terms of technology application and innovation, we must strengthen cooperation with mature media platforms to achieve collaborative production and resource sharing before delivering content to the public, ultimately arousing audience interest and helping people experience the benefits of media convergence. With the development of the times and technological progress, the Internet has become the best tool for mass information transmission and communication. The emergence of new media has broken traditional single-mode communication, introducing new media forms, formats, and channels. The relationship between traditional and new media is not one of mutual replacement but rather one of interdependence and mutual learning. By integrating both, complementing each other's strengths and weaknesses, and leveraging respective advantages, we can form new media that better serves people's needs.

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Author Biography

Lü Yuhao (1973-), male, from Da'an County, Jilin Province, television editor. Research interests: television program editing and broadcasting.

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

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