

An Analysis of Issues in the Convergence of Traditional and New Media: Postprint

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Abstract

Currently, as economic development and technological advancement continue, various industries are actively seeking novel collaborative models. At present, new media primarily manifests through multimedia and Internet-based platforms, presenting a significant developmental opportunity for traditional broadcast media such as radio and television. Consequently, the convergence of traditional and emerging media has become an inexorable trend that aligns with the defining characteristics of our era. Therefore, it is imperative to precisely identify both equilibrium points and key leverage points, striving to construct a systematic and scientifically grounded development pathway characterized by complementary advantages and robust functionality, thereby fostering the sustained enhancement of comprehensive competitiveness within the media sector. This article elaborates on the respective strengths of traditional and new media, and proposes concrete strategies for their integration and development.

Full Text

Analysis of Integration and Development Issues Between Traditional and Emerging Media

Abstract: With ongoing economic development and technological progress, industries across the board are seeking new models of collaboration. Currently dominated by multimedia and internet-based forms, emerging media present significant development opportunities for traditional broadcasting and television media. This makes the integration of traditional and emerging media an inevitable trend that aligns with the characteristics of our era. It is therefore essential to identify the right balance and focal points, striving to build a systematic and scientific development path with complementary advantages and improved functionality, thereby continuously enhancing the comprehensive competitiveness of the media industry. This paper focuses on the respective

strengths of traditional and new media, proposing specific strategies for integration and development.

Keywords: Traditional media; Emerging media; Integration; Development issues

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In recent years, the rapid development of new media has severely impacted the traditional media industry, fully leveraging the “fast” characteristic of news and greatly satisfying audiences’ actual information needs. Local television stations have experienced noticeable declines in viewership ratings and advertising revenue, with a significant reduction in self-produced programs. While new media undoubtedly possesses its own advantages, traditional media will not disappear as a result. General Secretary Xi Jinping has specifically issued important directives to promote the integrated development of traditional and emerging media. This “integration” represents an effective combination of the two, neither a forced grafting nor excessive dependence of traditional media on new media, but rather a mutually complementary relationship where both parties learn from each other’ s strengths and develop together.

1.1 Advantages of Traditional Media

Traditional media maintains a solid audience base. Whether newspapers, television, or radio, these platforms have long relied on established audience groups accumulated over many years. Although print media audiences have been continuously diverted by new media in recent years, causing numerous challenges, a large segment of loyal audiences still prefers traditional media due to lifestyle habits, environmental factors, and age demographics.

Traditional media possesses substantial strength and mature teams. Through long-term development, traditional media organizations have established highly sophisticated systems, elite professional teams, relatively high levels of expertise, robust editorial management structures, and strict information control mechanisms, all of which ensure the accuracy and proper orientation of information dissemination. Generally, false or inaccurate information is rare.

Traditional media holds certain authority and clear social responsibility. These organizations maintain a clear understanding and accurate positioning of infor-

mation dissemination, with editors possessing high comprehensive qualities and strong political awareness. Under years of supervision by relevant authorities, media organizations and practitioners have developed a strong sense of responsibility, commanding certain authority among audiences and enjoying high levels of public trust.

1.2 Advantages and Characteristics of New Media

New media offers rapid dissemination. New media personnel can publish and update information at any time using mobile communication devices and networks, unrestricted by time slots or physical space. The speed of information dissemination is remarkably fast compared to traditional media, fully leveraging the “fast” characteristic of news and greatly satisfying audiences’ actual information needs.

New media demonstrates strong interactivity. Compared with the one-way communication of traditional media, the interactivity of new media is more dynamic and engaging. As new media continues to evolve, this interactivity has become increasingly robust, progressing from initial user comments and community exchanges to short videos and live streaming. Everyone can fully express themselves and share their genuine thoughts and opinions online. The role of the audience has transformed from passive recipients to active participants, fundamentally changing their relationship with media.

New media exhibits greater diversity in form. Traditional media is typically constrained by its medium—for instance, newspapers can only provide text and images, radio only audio, and television only video. New media completely breaks these limitations by effectively combining images, sound, and video. In recent years, based on network communication forms, innovative formats such as webcasting and H5 have emerged, enabling diversified dissemination on a single platform and providing audiences with more choices.

Brevity gives new media greater vitality. Compared with traditional media, new media places greater emphasis on audience experience. Short messages are fragmented and incomplete, but in essence, they spare audiences from having to extract core information from lengthy texts themselves, making it convenient for them to quickly identify key information—this is precisely why many people prefer using new media.

2.1 Ambiguous Integration Objectives

When effectively integrating new and traditional media, numerous problems and deficiencies remain, such as uncertain integration objectives. Some traditional media organizations pursue integration merely to follow trends or respond to directives from higher authorities, without truly understanding the genuine meaning of integrated development. Consequently, they fail to grasp the key elements necessary for successful media convergence.

2.2 Weak Integration Awareness

Weak integration awareness inevitably leads to several problems. First, some traditional media organizations have not identified the root causes of their development constraints. Second, staff members lack a strong sense of responsibility and have not thoroughly explored the depth of traditional media reform, preventing them from promptly and effectively addressing various issues in traditional media operations. Finally, when impacted by new media, some traditional media organizations' first reaction is not to pursue integration but rather to drive their own survival and development through conventional business models.

2.3 Institutional and Mechanism Defects

The effective integration of traditional and new media requires innovation in relevant systems and mechanisms. Currently, some institutional frameworks in traditional media still constrain the vigorous development of the industry, particularly under the continuous progress of the market economy. For traditional media to achieve long-term development in the information age, ensuring timeliness and accuracy of information is crucial, while simplifying previously complex management mechanisms.

3. Specific Measures to Promote Integrated Development of Traditional and New Media

In the new media environment, traditional media must adapt to the trends of the times and leverage the significant advantages of new media to integrate resources and overcome current challenges. Previously, central and some provincial traditional media have shown foresight by building their own mobile platforms and internet TV platforms, continuously working to integrate traditional and new media. However, due to limited resources, insufficient talent, technology, and capital reserves prevent them from quickly establishing and operating their own online platforms. Therefore, how can traditional media successfully complete this internal transformation and achieve mutual benefit and win-win development through integration with new media? The author elaborates on the following aspects.

3.1 Correctly Understanding New Media

Regarding the integration of traditional and new media, relevant personnel must recognize the tremendous advantages of new media and treat it as an independent entity. Currently, micro-communication serves as an important carrier, primarily through platforms like WeChat and Weibo, with its user base growing annually—this represents the current state of new media development in China. During cooperation between traditional and new media, we must clearly understand and attach great importance to new media's substantial advantages. New media is critical to the future development of traditional media; if effective integration cannot be achieved, traditional media will inevitably encounter

numerous difficulties in its future development. Although the emergence and development of new media have brought significant challenges to traditional media, they have also created development opportunities. Therefore, practitioners should correctly understand the impact of new media on traditional media.

As new media continues to develop, traditional media's audience share is being divided once again. Moreover, the rapid growth of new media has gradually eroded traditional media's exclusive advantage in broadcasting television programs. To prevent further deterioration, traditional media practitioners must transform their thinking, keep pace with the times, and effectively integrate new media development with urban traditional media. By leveraging new media's resource advantages, traditional media can upgrade and transform to achieve better development. Only by correctly understanding new media development can we bring positive impacts to traditional media and better serve the general public.

3.2 Innovating Institutional Mechanisms and Development Concepts to Enhance Market Adaptability

Throughout its long-term development, traditional media has undergone multiple transformations but has not broken through institutional constraints or fully participated in market competition, resulting in ineffective integration with new media. Therefore, continuous innovation, improved legislation, and abandonment of temporary management models are necessary. Based on market development changes, we must establish long-term management mechanisms that satisfy the needs of the media industry, thereby greatly enhancing media self-discipline.

On the other hand, we must reform old systems, continuously optimize and improve personnel management, streamline institutions, and accelerate organizational restructuring and reform according to modern enterprise management concepts to continuously improve work efficiency and adjust work models. To enhance market competitiveness, we must actively establish long-term mechanisms for emerging media and market competition, encouraging new media to actively participate in market competition. This will not only improve the dissemination efficiency of traditional media but also enhance the authority of emerging media.

3.3 Developing Targeted Comprehensive Development Plans

The traditional media industry must further explore specific plans and programs for integrated development based on public needs and its own market positioning, assigning corresponding responsibilities to individuals with clear division of labor to ensure organic integration and long-term development of both media forms.

3.4 Comprehensive Exploration and Deep Integration of Content

On one hand, we must further improve the value of information by continuously deepening content mining and promoting the continuous improvement of reporting concepts. On the other hand, we should comprehensively integrate news and non-news information, continuously supplement and improve promotional content, expand service areas, and provide audiences with more personalized, diverse, and comprehensive services.

3.5 Building a Highly Professional and Comprehensive Talent Team

Media integration development helps staff master and understand more advanced new media technologies while fostering innovation awareness and modern enterprise management concepts. Therefore, based on collecting and understanding the actual needs of the public and the current development status of traditional media, we must continuously develop and introduce new technologies, organize relevant staff to participate in modern enterprise management training, continuously improve professional competence, introduce more high-end talent, enhance overall technical capabilities, expand talent reserves, and provide necessary human resources support for the integrated development of new and traditional media.

3.6 Better Interaction with Audiences Through Integration

Broadcasting time slots and page layouts inevitably constrain traditional media, limiting interactivity. Through effective integration with new media, we can quickly expand interaction channels. Many media organizations have made significant efforts in this regard. For example, in APP applications developed by new media, in addition to news and information, there are live radio and television broadcasts, audio and video on-demand services, etc. This creates a second platform for communication and interaction with audiences. Through these platforms, audiences can actively participate in media activities and discussions, transforming from simple information receivers to two-way information exchangers.

3.7 Continuously Improving Information Dissemination Speed

Emerging media offers numerous advantages, including fast information dissemination, large information volume, and wide dissemination range, which are gradually being recognized by the public. Therefore, the effective integration of traditional and new media can greatly enhance news timeliness. First, traditional media editors and reporters must transform their concepts and can boldly attempt to introduce relevant information provided by “citizen journalists,” promptly reporting social emergencies and on-site news through official new media channels, while strictly controlling information quality throughout this process.

3.8 Maintaining Authority and Enhancing Credibility

In recent years, new media has flourished, but numerous problems and deficiencies remain. Traditional media possesses rich, authoritative, and credible information resources. In integrated development, traditional media must adhere to an integrated development direction, boldly apply new technologies, mechanisms, and models, and follow the transformation from “traditional” to “emerging.”

3.9 Creating Localized Mobile Clients

Under the new media trend, traditional media must create localized and lifestyle-oriented APPs to achieve remarkable success. Relying solely on new media platforms can only produce temporary effects. From a long-term development perspective, we must promote full integration and development of new and traditional media by building lifestyle-oriented APPs. Currently, some urban traditional media have begun dedicated research and development, significantly promoting the development of lifestyle APPs and achieving notable results. For example, “Wireless Suzhou” is a mobile urban lifestyle client developed by Suzhou Radio and Television Station, featuring multiple functions including QR codes, gaming, public transportation, taxi services, live broadcasting, bicycle sharing, information, community reporting, social circles, book libraries, news forums, TV shopping, weather, water utilities, electricity, movie tickets, subway information, violation inquiries, and traffic conditions. The application is freely downloadable on iPad, iPhone, and Android platforms, effectively achieving global synchronous broadcasting of Suzhou radio and television programs. It integrates mobile screens, computer screens, the internet, broadcasting networks, communication networks, and television screens, realizing the “three screens and three networks” convergence. Through the effective application of the “Wireless Suzhou” platform, Suzhou Television Station’s news and information can be disseminated more quickly, enabling people to access urban public information in the shortest possible time without time or space constraints, better serving the general public and bringing great convenience. Thus, we can see that only by focusing on localized and lifestyle-oriented mobile clients can traditional media achieve long-term development. We can learn from other cities’ successful experiences and combine them with local traditional media conditions and regional customs to create unique and personalized mobile clients, thereby promoting the integrated development of traditional and new media.

3.10 Developing Interactive New Media

Through information exchange and interaction, audiences gain a sense of participation and satisfaction, enhancing content interactivity, experience, and shareability. Based on the characteristics of different media channels and user profiles, we can create diverse content forms that encompass and integrate both traditional and new media, meeting audiences’ diverse content experience requirements. In terms of technology application and innovation, traditional media

should strengthen cooperation with mature converged media platforms, leveraging the latter' s technical advantages to support their own content innovation, greatly driving traditional media to use new technologies for content innovation and advancing media convergence.

3.11 Diversified Information Release Channels

Media professionals can only achieve expected results and objectives by selecting reasonable information dissemination and communication channels. In addition to radio, television, newspapers, periodicals, and new media, effective cooperation and exchange represent the fastest way to expand traditional channels and the necessary path to diversify information transmission channels.

Conclusion

In summary, the effective integration of emerging and traditional media requires continuous improvement and optimization from both sides, learning from each other' s strengths, clarifying integration objectives, and striving to achieve diversified communication content. As society develops toward pluralism, relevant media organizations must continuously enhance their sense of responsibility while strengthening political and overall awareness. Furthermore, we must continuously innovate relevant systems to safeguard the effective integrated development of both media forms.

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

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