
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01337

Postprint: Analysis of Challenges and Strategies for Traditional and New Media Convergence

Authors: Zhang Xiqiang

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

Abstract

With the rapid development of new media, achieving the convergence of traditional media and new media has gradually become a key focus of consideration and exploration in the development of traditional media. Building upon an analysis of the necessity for such convergence, this article provides an in-depth examination of its current feasibility and the challenges encountered, and proposes strategic recommendations for effectively promoting the convergence of traditional and new media to foster new development in traditional media.

Full Text

Preamble

Abstract: With the rapid development of new media, the integration of traditional and new media has become a critical focus for traditional media organizations seeking to evolve. This paper analyzes the necessity of such integration, examines its current feasibility, and delves into the challenges encountered in practice. It subsequently proposes strategic recommendations to effectively facilitate this integration and promote the renewed development of traditional media.

Keywords: traditional media; new media; media convergence; strategy

1. The Necessity of Traditional and New Media Integration

Integrating traditional and new media serves both as an objective requirement for expanding development pathways under new circumstances and as an effective means of enriching the contemporary significance of traditional media. However, this process demands sufficient motivation and firm conviction from

traditional media organizations to overcome various challenges. Only by thoroughly understanding and embracing the necessity of integration can these organizations muster the required drive and confidence. Currently, this necessity manifests in three key aspects.

1.1 Adapting to Objective Requirements of Media Industry Development

As a mass communication medium, traditional media possesses clear advantages in content quality but faces a significant development crisis amid growing audience adoption of online media. In this context, traditional media must leverage its resource strengths while actively pursuing integration with new media to align with industry evolution. Failure to adequately perceive and adapt to the advantages and influence of new media will inevitably result in developmental stagnation and eventual loss of market space.

1.2 Internal Need to Enhance Media Work Capacity and Effectiveness

The application of network technology and information technology in media production and editing has fundamentally transformed traditional media's operational thinking and methods, markedly altering content creation, distribution approaches, and communication effectiveness. If traditional media continues following outdated models, it will inevitably lose its resource and capability advantages, widening the gap with audience needs. Therefore, traditional media must seize the opportunity presented by new media integration to absorb technological and resource advantages, enhancing its development capacity and strengthening its market position through higher-quality content and more efficient dissemination methods.

1.3 Urgent Need to Accommodate Changing Audience Content Consumption Patterns

The rapid growth of new media has significantly transformed audience content consumption habits. On one hand, the fragmentation of audiences' daily lives and work schedules has made fragmented reading increasingly prominent, leaving less time for comprehensive reading. On the other hand, the diversification of media access channels enables audiences to consume content anytime and anywhere through their preferred platforms, intensifying competition among media outlets. Under these circumstances, traditional media must proactively adapt to integration requirements and adjust development strategies to accommodate evolving consumption patterns, thereby enhancing audience stickiness through more personalized and diversified access channels.

2. Feasibility Analysis of Traditional and New Media Integration

From a content perspective, integration represents a complementary fusion of communication strengths. Traditional media, particularly radio and television, have developed mature editorial thinking through long-term development, processing content based on factual accuracy and maintaining clear advantages in content reliability. New media, as an internet-based form, offers distinct immediacy and comprehensiveness in content processing and dissemination, enabling large-scale distribution within short timeframes. This complementarity creates favorable conditions for integration, allowing the combination of traditional media's standardized processing with new media's rapid dissemination to achieve high-quality content distribution at scale.

From a technological perspective, the maturity of digital technology provides crucial support for convergence. Digitalization represents a universal transmission format for both traditional and new media. As China's "triple network convergence" strategy gradually advances, the integration of broadcasting networks with the internet has become inevitable, making technical convergence increasingly feasible. Moreover, the strengthening of audiences' internet-based reading habits renders online integration more realistic and urgent.

From an audience perspective, diverse media needs create substantial space for integration. The key to media development lies in effectively serving audiences; failure to meet their needs inevitably erodes vitality. While new media development has challenged traditional media's market space, it simultaneously creates opportunities for transformation by enabling traditional media to better understand and satisfy audience demands. By grasping these needs and innovating content and methods to align with user preferences, traditional media can discover new growth opportunities and consolidate its influence.

3. Challenges in Traditional and New Media Integration

Despite its necessity and feasibility, practical integration remains challenging. Significant differences in development concepts and models between traditional and new media require not only sufficient motivation but also scientific strategies. Based on current practices, integration efforts face several major difficulties.

3.1 Unclear Integration Objectives

Clear objectives are essential for guiding integration efforts. Current initiatives primarily focus on method-level integration—such as establishing WeChat and Weibo accounts to expand audience reach—while rarely addressing content-level fusion. This reveals unclear integration goals and a shallow understanding of what to integrate and how to integrate it. For instance, although some regions have established media convergence centers integrating local radio, television, and newspaper resources, operations still follow traditional media models with

inadequate utilization of new media resources, resulting in superficial changes rather than substantive transformation.

3.2 Fragmented Media Development Forces

Integration essentially represents a consolidation of media development strengths. Only by integrating media organizations with different resource advantages can the synergistic effect of “1+1>2” be achieved and audience needs be better satisfied. Although some regions have established convergence centers to integrate local traditional media forces and explore new development pathways, actual operations still exhibit fragmentation. Different television channels and separate radio and television outlets maintain minimal communication and continue competing, resulting in dispersed development forces that cannot fully accommodate audience needs.

3.3 Inadequate Personnel Quality

Broadcasting and television professionals have accumulated rich media literacy through long-term practice, enabling them to work systematically according to established rules. However, under convergence conditions, previous competencies may become obsolete, creating skill gaps that constrain innovative practices. For example, some personnel lack sensitivity to audience content consumption habits and interests in the convergence era, producing content that poorly matches audience needs and significantly limiting integration progress. Additionally, some media workers hold subjective biases against new media approaches, excessively rejecting new forms and creating ideological obstacles to integration.

3.4 Insufficient Media Convergence Innovation

The value of integration lies in consolidating media resources to achieve greater development functions. However, current practices reveal prominent issues of inadequate innovation motivation and limited innovation capacity. On one hand, staff typically work according to established goals and content, paying insufficient attention to new problems and situations, thereby missing innovation opportunities. On the other hand, long-standing operational thinking significantly constrains innovation capacity, yielding few breakthroughs. For instance, traditional media innovation primarily manifests as diversified distribution—placing the same content on both traditional platforms and new media channels like WeChat and Weibo. While this accommodates diverse audience needs, it results in obvious content homogenization that fails to meet demands for high-quality media content.

4. Strategies for Traditional and New Media Integration

The integration of traditional and new media represents a combination of development concepts and methods requiring time to achieve genuine realization. Ad-

Addressing the aforementioned challenges requires in-depth analysis of integration obstacles and their root causes to explore more scientific and effective solutions.

4.1 Establish Clear Media Convergence Objectives

Objectives drive development. Only by resolving the problem of unclear goals can integration be effectively implemented. Broadcasting organizations should scientifically define development strategies based on audience demands in the convergence era, specifying integration objectives within clear strategic frameworks. Simultaneously, they must maintain objective and comprehensive understanding of media convergence, firmly grasping the core development theme to avoid losing direction and positioning during integration.

4.2 Consolidate Media Development Forces

Facing a diversified media landscape, integration cannot remain superficial or formal; it must achieve genuine content convergence to form consolidated development strength. Broadcasting media should continuously identify, integrate, and absorb each other's advantageous resources under unified coordination from convergence centers, forming powerful media convergence entities. Additionally, different media outlets and channels within the same organization should strengthen regular cooperation and exchange, integrating forces to explore greater development space and create better directions for new growth.

4.3 Enhance Staff New Media Literacy

To help staff adapt to convergence needs and transform media work thinking, broadcasting organizations should strengthen training in new media knowledge and skills, providing platforms for smooth transition. For example, organizing visits to leading new media companies for cross-disciplinary idea exchange can update media thinking and habits. Additionally, encourage experience sharing through regular themed training sessions on media convergence, summarizing weekly work to enrich integration experience and gradually elevate staff thinking. To accelerate adaptation, new media literacy indicators can be incorporated into performance evaluations to motivate proactive engagement.

4.4 Strengthen Media Convergence Innovation

Innovation represents a key task in integration. To enhance convergence innovation, broadcasting organizations should focus on strengthening both innovation awareness and capacity. First, recognize industry development trends and reinforce innovation responsibility. With new media rapidly developing and traditional media audiences declining, only by leveraging integration opportunities to enhance innovation capacity and provide superior resources can organizations retain audiences and consolidate influence. Second, actively learn from new media dissemination experience to innovate media content. With more diverse

media options available, audiences consistently favor platforms providing high-quality content. Therefore, broadcasting entities should leverage their content advantages through innovation to enhance audience stickiness. Third, actively explore interactive media services to highlight audience engagement. Audience satisfaction serves as the key metric for integration effectiveness; traditional media should utilize new media methods to open diverse interactive channels, enabling good communication between audiences and staff to facilitate better integration.

References

- [1] Li Ping. Brief Discussion on the Dilemmas and Strategies of Traditional and New Media Integration [J]. *Communication Power Research*, 2019, 3(13): 77.
- [2] Liu Yi. Current Status and Dilemmas of Traditional and New Media Integration [J]. *Communication Power Research*, 2018, 2(23): 70.
- [3] Tang Lianhui. Analysis of Dilemmas and Countermeasures for Traditional and New Media Integration [J]. *News Research Guide*, 2018, 9(14): 148-149.
- [4] Min Yong. Reflections on the Integrated Development of Traditional and New Media [J]. *China Media Technology*, 2018(5): 44-45, 88.
- [5] Sui Aijun. Discussion on the Integration Development Path of Traditional and New Media Under Big Data [J]. *Media Forum*, 2019(17): 40-41.
- [6] Liu Xin. Accelerating New Media Development to Promote Media Convergence—Taking the Media Convergence of Fuling Radio and Television Station as an Example [J]. *New Media Research*, 2019(14).
- [7] Chen Juan. Practical Discussion on the Construction of County-Level Media Convergence Centers [J]. *Modern Economic Information*, 2019(14): 469.
- [8] Zhu Xiangming. Current Status and Dilemmas of Traditional and New Media Integration [J]. *Communication Power Research*, 2019, 3(19): 82.

(Author' s affiliation: Anhui Radio and Television Station)

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

Source: ChinaXiv –Machine translation. Verify with original.