
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01338

A Preliminary Analysis of the Convergence Strategies of Traditional and Emerging Media Communication Channels: Postprint

Authors: Zhizhong Wang

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

Abstract

With the continuous development of Internet technology and the rapid proliferation of mobile devices and computers, emerging media has entered a new stage of development, exerting substantial impact on traditional media. The emergence of emerging media has transformed the ways in which people access information. Traditional media outlets that once commanded both authority and influence—such as radio, television, and newspapers—are gradually losing their competitive advantages, with shortcomings including delayed information dissemination, inadequate feedback mechanisms, and declining credibility becoming increasingly apparent. How to accelerate the integration of communication channels between traditional and emerging media, and to showcase the unique appeal of traditional media to audiences, constitutes a pressing issue requiring immediate attention.

Full Text

Preamble

Title: An Analysis of Integration Strategies for Traditional and Emerging Media Communication Channels

Abstract: With the continuous development of internet technology and the rapid proliferation of mobile terminals and computers, emerging media has entered a new stage of development, posing a tremendous impact on traditional media. The advent of emerging media has transformed how people access information. Traditional media that once commanded both authority and influence—such as radio, television, and newspapers—are gradually losing their competitive edge, with growing disadvantages including lagging information dissemination, untimely feedback, and declining credibility. How to accelerate the integration

of communication channels between traditional and emerging media, and showcase the unique charm of traditional media to audiences, represents an urgent issue that must be addressed today.

Keywords: traditional media; emerging media; communication channels; integration strategies

Classification Code: G206

Document Code: A

Article ID: 1671-0134(2019)11-040-03

DOI: 10.19483/j.cnki.11-4653/n.2019.11.008

Author: Wang Zhizhong

1. The Importance of Integrating Traditional and Emerging Media Communication Channels

Novel and convenient platforms such as Weibo, WeChat, and short-form video streaming have become increasingly favored by audiences. In August 2014, the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform reviewed and approved the “Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media.” Integrating traditional and emerging media not only aligns with the laws of news communication but also enables rational allocation of communication resources and maximum effective sharing. This allows traditional media to leverage convenient information technology for high-speed information dissemination channels, thereby strengthening audience feedback mechanisms, maximizing communication effectiveness, and enhancing media influence and reach. Ultimately, this expands the information coverage and media impact of emerging media, accelerates the realization of complementary advantages between the two, promotes transformative development in the media industry, and achieves mutual benefits.

As a medium for information dissemination, the press provides a solid and reliable platform for information distribution. Traditional media, with its long history, has established an extremely important position in audiences’ minds through the authority and influence of broadcast, television, and newspapers. Emerging media, as a new form of media born from internet technology, digital technology, and mobile communication technology in the era of big data, encompasses the internet, mobile internet, digital television and film, electronic magazines, and Weibo and WeChat clients. With the rapid development of modern internet technology and the proliferation of information technology, the integration of traditional and emerging media communication channels has become the mainstream trend in the current media industry. This integration holds significant practical importance. Moreover, it aligns with the principles of dialectical materialism. Dialectical materialism holds that the world is universally connected and eternally developing. The emergence of emerging media has brought intense impact to traditional media. In an era where everyone can be a “journalist,” traditional media seems to have lost some of its former influence. However, the evolution of media precisely follows the law of the negation of nega-

tion. In the wave of new things replacing old ones, traditional media cannot be completely replaced or abandoned but rather develops through continuous sublation. Therefore, we should leverage advanced internet technology in the current environment, respect the developmental advantages and directions of emerging media, follow the objective laws of traditional news communication, and comprehensively achieve complementary advantages between traditional and emerging media to vigorously promote the integrated development of their communication channels.

Currently, against the backdrop of the internet information age, network technology and digital technology are experiencing explosive growth, and the media landscape is undergoing profound adjustments and changes. Clearly, the rapid development of new media has brought extremely severe challenges and impacts to traditional media. From the current developmental pattern, traditional media is evidently at a disadvantage, while emerging media continues to gain audience preference.

2.1 Severe Resource Scarcity Across All Aspects

To rapidly and high-quality complete the integrated development of traditional and emerging media, substantial investment in human resources, technical resources, financial resources, and other support is essential. However, in the current media industry, corresponding resources remain relatively scarce, which constitutes an important reason why the integrated development of traditional and emerging media has fallen into difficulty. The media industry currently faces the dilemma of massive talent drain, with an increasing number of media professionals choosing to leave due to low salaries, poor benefits, high work pressure, and heavy workloads. Although universities have widely established journalism and communication programs and increased the cultivation of master's and doctoral students in these fields, media talent produced by higher education institutions lacks practical experience to a certain extent, making it difficult for them to immediately contribute upon entering the media industry—this is also an important reason for the talent shortage in the media world. Furthermore, with the rise of the self-media industry, advertisers are gradually favoring new media with high communication efficiency and broad reach, making it difficult for traditional media to compete for advertising revenue. This has also led to traditional media, under the current state management and enterprise operation model, facing increasingly severe funding shortages and development budget constraints, which is detrimental to industry development. Due to the lack of financial and technical resources, traditional and emerging media cannot achieve deep integration. To solve this problem, integration must be pursued in terms of concepts, ideas, and technical content to achieve organic integration between traditional and new media.

2.2 Weak Top-Level Design for Integration

To achieve integrated development of traditional and emerging media, relevant design and planning must be well-prepared from the initial stage of integration. However, from the current situation, the two have not achieved in-depth top-level design during the integration process, which has diminished the effectiveness of media integration to some extent. First, traditional media still maintains a sense of superiority that has persisted for centuries. It must be acknowledged that traditional media indeed possesses certain credibility and social status. In today's era of information explosion, when a news story emerges, people still expect mainstream media to speak out, which sufficiently demonstrates traditional media's position in the audience's mind. However, this has also led to blind confidence among some traditional media professionals, thereby hindering the integration of the two media forms. Second, insufficient attention and low acceptance of media integration among leadership constitute another obstacle to media integration. In actual integration work, the lack of planning and design and the absence of media integration consciousness result in a specific integration process that lacks strategic thinking, merely treating the internet as a tool for information dissemination without actual innovative strategies, making it impossible to truly achieve integrated development and reach ideal goals.

2.3 Conflicts Between Internal Industry Systems

Currently, an important problem in the media industry is the phenomenon of "fusion without integration" between traditional and emerging media. The reason for this phenomenon lies in certain conflicts between internal industry systems. For example, there is a lack of integration mechanisms between traditional and emerging media, and integration restrictions exist. Against the current internet backdrop, the traditional system cannot meet the development needs of the media industry. As contradictions between old and new systems intensify, conflicts of interest among various parties also hinder the integrated development of traditional and emerging media. This will lead to various media and their communication channels operating independently, which is extremely detrimental to the prospects of media communication channel integration.

3. How to Enhance Awareness of Integrated Development

3.1 Establishing a Solid Integrated Development Philosophy

Before achieving integrated development of traditional and emerging media communication channels, we must first base ourselves on the advantages, disadvantages, development laws, and actual conditions of both. From leadership to grassroots employees, everyone should establish a solid integrated development philosophy and integration thinking, thereby breaking through the current development model where traditional and emerging media merely coexist side by side without effective integration and reform. Firmly establishing an integrated

development philosophy is the internal driving force for achieving organic integration of traditional and emerging media. Therefore, we must essentially break the existing parallel development state, strengthen the integrated development philosophy, focus on resource consolidation, and achieve shared integration of information content, technology application, and talent management to ensure the healthy integrated development of communication systems and channels and promote the establishment and improvement of management systems.

3.2 Enhancing the Awareness of Leveraging External Forces for Development

Promoting the integrated development of traditional and emerging media cannot realistically rely solely on the research and development strength of media professionals within the media industry. In actual integration development, we should also strengthen internal industry construction and promote the enhancement of technology research and innovation capabilities. Media should leverage the rapidly developing internet technology of today, rely on the advantages of the broader social environment and research technology, and utilize mature technology platforms to push the integration development of both into a substantive work stage. Only by leveraging external forces can we achieve rapid integration of traditional and emerging media, give full play to the advantages of both, and thus achieve the ideal goal of 1+1 being greater than 2.

3.3 Strengthening Internet Thinking

The integration of traditional and emerging media cannot be separated from the strong support of internet technology. Therefore, in the integration process, we should further strengthen internet thinking. Using internet technology optimization to transform traditional media and applying advanced internet thinking is an important process for achieving early integration of the two. In integration practice, we must face up to the obvious advantages of emerging media, increase attention to user experience, establish user awareness, strengthen media feedback mechanisms, and meet the diverse needs of audiences. We should leverage emerging media's inherent advantages of fast dissemination and large information volume to maximize the benefits of their combination, thereby establishing brand image and expanding influence scale.

4.1 Establishing an Integrated Development Philosophy

In the integrated development process of traditional and emerging media, we should first base ourselves on the development laws and actual conditions of both to implement a top-down, in-depth integrated development philosophy and thinking. This integrated development philosophy should not only be reflected in leadership but also penetrate every employee in the media industry and be manifested in every news report. For example, the “central kitchen” — a new-generation content production, dissemination, and operation system constructed

through the strategic cooperation between *People's Daily* and Zhuhai City on September 8, 2018—serves as a successful model of media integration.

At the current stage, we should first follow the communication laws of traditional news media and the development laws of emerging media, and carry out timely reforms based on actual conditions. We should consistently uphold the integrated development philosophy, combine the advantages of traditional and emerging media, learn from each other's strengths, conduct optimization analysis, thereby promoting complementary advantages between traditional and emerging media, maximizing the communication advantages of mass media, and improving media news business output as well as the credibility and influence of the media itself.

4.2 Innovating Integration Systems

To achieve high-level integration of traditional and emerging media communication channels, we must deeply integrate experience into management and pursue timely, coordinated, and efficient development within the framework of the national basic system, constructing new rules and innovating integration systems. In promoting the integrated development of traditional and emerging media, we should explore the laws of news communication and emerging media development, establish a modern news communication management system and operation mechanism with Chinese characteristics, and thereby build a modern scientific communication system that is diverse in form, integrated in development, and possesses strong vitality and influence.

4.3 Balancing the Relationship Between Cultural Undertakings and Cultural Industries

As an important channel for social culture and value output, mass media holds extremely important value and function in constructing pseudo-environments and agenda-setting. To achieve the integration of traditional and emerging media communication channels, we must build a sound and complete law enforcement management system, operational system, and enterprise management system according to relevant central policies, thereby creating an industrial entity where public welfare undertakings and commercial operations complement each other, and promoting a coordinated and sustainable development pattern for the media industry and press, publishing, broadcasting, and film departments. While implementing the reform and development of cultural industries, we should blaze new trails, emphasize continuous progress and reform innovation in cultural industries, and thereby avoid the problem of neglecting cultural undertakings due to excessive pursuit of cultural industries.

4.4 Building an Advanced Communication System to Promote Media Industry Progress

As an inevitable trend in today' s media world, the organic integration of traditional and emerging media communication channels represents an important turning point for achieving diversified and integrated information development. The content integration and management integration generated in the actual development process have laid a solid foundation for innovation in the media market. Moreover, the popularization of smart terminals and the development of modern information technology have brought numerous audience groups to China' s media industry, and these audiences' demands for media content have also promoted the integrated development of traditional and emerging media communication channels.

At present, building a modern communication system is the basic guarantee for achieving integrated development of traditional and emerging media. Media channels can use modern information technology and big data analysis to improve news quantity and quality, tailor more convenient and content-rich news product information for audiences, ensure user experience, thereby changing traditional communication models and promoting continuous progress in the media industry.

4.5 Leveraging Big Data and Cloud Computing to Promote News Production

Nowadays, big data and cloud computing technologies represent the general trend driving internet development and constitute important guarantees for achieving high-speed news production. Cloud computing and big data technology are representative products of modern science and technology and network technology under high-speed development, and they have produced extremely profound impacts on modern social production and news data integration processes. Therefore, the integration of traditional and emerging media can leverage big data and cloud computing technology to promote the quality and efficiency of news production, ensure improved data processing capabilities, and achieve integrated development of resource advantages. Using storage advantages can further consolidate the information resource advantages for integrated development, uncover hidden news value under the big data technology background, achieve integrated development and efficient, high-quality development of news information, and promote the development of the entire news media communication channel.

4.6 Utilizing Advanced Technological Advantages for Channel Expansion

Currently, technologies such as Weibo, WeChat, and short-form video streaming occupy important positions in people' s lives, and these clients are also impor-

tant channels for audiences to receive information. To achieve media integration, we cannot ignore the role of internet technology and emerging technology platforms. To expand mass communication channels, we can set up official accounts on Weibo and WeChat platforms to expand user scale, thereby maximizing information dissemination effectiveness. Due to the rapid development of internet technology with short update cycles but strong vitality, leveraging these platforms can undoubtedly achieve rapid dissemination of relevant information, expand communication scale and efficiency, and enable news communication to have broader influence.

4.7 Conducting Comprehensive Reform and Development Through Advanced Internet Technology

In the information age environment, internet technology has integrated into every household and plays an important role in daily life. To promote the integrated development of traditional and emerging media, we must effectively utilize the advantages of mobile internet technology. Given the current situation where everyone has a smartphone and every family has computers and tablets, we can use these primary means for people to access information resources to promote the integration of both. As the basic entry point to the internet, mobile client technology has already developed quite maturely. Therefore, we should emphasize the construction of mobile websites, enrich their information content, and create high-quality, premium services to expand the influence of mobile terminals and rapidly promote media development.

4.8 Fully Leveraging the Role of Market Mechanisms

Media integration work cannot be separated from Party leadership. To promote integrated development, we must actively grasp development directions, create favorable conditions, and strive for technical support. As national leaders have emphasized, we should follow the laws of news communication and emerging media development rather than ignoring or eliminating the role of market mechanisms or violating the development laws of emerging media, thereby achieving complementary advantages and reaching the desired integration effects.

As an important development trend for future media industries, the integrated development of traditional and emerging media is imperative and cannot be delayed. In today's rapidly developing modern society, technological progress and the swift development of the media industry have made the integrated development of traditional and emerging media both imperative and urgent. How to achieve rapid and efficient development requires profound reflection from media workers. We must recognize the advantages of both media forms while accurately identifying their shortcomings, learn from each other's strengths, fully utilize modern technology, grasp audience psychology, and comprehend policy connotations. Only then can we ensure that the two promote and integrate with each other, ultimately creating a harmonious and civilized public opinion envi-

ronment and laying a solid foundation for the transformation and development of both traditional and emerging media.

References

- [1] Zheng Chaomu. An Analysis of Integration Strategies for Traditional and Emerging Media Communication Channels [J]. *Communication Power Research*, 2019, 3(23): 78.
- [2] Yan Sanjiu. Research on the Integration Development of Traditional and Emerging Media Channels in China [J]. *Modern Communication (Journal of Communication University of China)*, 2016, 38(7): 1-8.
- [3] Xie Lan. On the Dilemmas and Strategies of Traditional and New Media Integration [J]. *New Media Research*, 2016, 2(7): 72, 74.
- [4] Hu Zhengrong. Key Issues and Paths for Traditional and Emerging Media Integration [J]. *News and Writing*, 2015(5): 22-26.
- [5] Zhao Ning. Discussion on Integration Strategies for Traditional and Emerging Media Communication Channels [D]. Beijing: Beijing Institute of Graphic Communication, 2015.
- [6] Lin Anquan. Development Status and Dilemmas of Omnimedia Under the Trend of Media Convergence [J]. *West China Broadcasting & TV*, 2015(8): 9, 12.

(Author' s affiliation: Taiyuan Education Television Station, Shanxi Province)

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

Source: ChinaXiv –Machine translation. Verify with original.