

An Analysis of Innovative Thinking in Traditional Media from the Perspective of Media Convergence: Postprint

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Abstract

With the continuous development of new media, the importance of news editing has become increasingly prominent. The impact of new media has imposed higher requirements on the competency, innovative consciousness, and convergence capability of traditional media editors. In the process of integrated development between traditional and new media, it is essential to adopt a holistic perspective, fully recognize the influence of media convergence on traditional media, and explore the transformation, integration, and innovation of traditional media editing work in the converged media era. This article elaborates on the impact of media convergence on traditional media, analyzes the dilemmas faced by traditional media against the backdrop of media convergence, discusses the principles that should be followed in the integration of traditional and new media, and focuses on research into innovation strategies for traditional media within the context of media convergence.

Full Text

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Abstract: With the continuous development of new media, the importance of news editing has become increasingly prominent. The impact of new media has placed higher demands on the competency, innovative consciousness, and integration capabilities of traditional media editors. In the process of integrated development between traditional and new media, it is essential to adopt a holistic perspective, fully recognize the impact of media convergence on traditional media, and explore the transformation, integration, and innovation of traditional media editing work in the convergence era. This article elaborates on the influence of media convergence on traditional media, analyzes the dilemmas

facing traditional media in this context, discusses the principles that should guide the integration of traditional and new media, and focuses on innovative strategies for traditional media under media convergence.

Keywords: media convergence; traditional media; innovative development

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In today's environment of highly developed information dissemination, media's influence on people's lives is growing increasingly significant. Regarding the development of the media industry, traditional media has clearly fallen behind emerging media. In recent years, under the influence of the vigorously promoted "Triple Network Convergence" strategy, traditional media has begun seeking opportunities for integration with new media, leveraging the latter's advantages in content and dissemination methods to expand its development pathways. However, due to the inertial thinking formed through long-term development, traditional media has demonstrated a clear lack of adaptability to media convergence. Undoubtedly, new media's advantages in expanding information access channels and improving dissemination efficiency highlight the necessity for traditional media to continuously innovate to keep pace with the times and provide more authentic and reliable news information. To better achieve the goals of media convergence development, traditional media must accurately grasp the impact of convergence on its development and seek new approaches and methods for integration.

Challenges Facing Traditional Media

Lack of Timeliness New media development relies on Internet advantages, enabling rapid information dissemination. When news events occur, they can be quickly broadcasted, allowing audiences to promptly view, forward, comment on, and exchange information. Compared with new media, traditional media requires information collection, processing, and publication, resulting in slower dissemination speed. Meanwhile, audiences cannot forward or exchange information, leading to low engagement. With high Internet penetration in China, new media has a broad audience that can access information quickly, making information release highly efficient. Under these circumstances, traditional media has faced tremendous impact.

High Degree of Freedom in Content and Form In traditional communication, information consumption primarily occurs through print formats, with content dominated by text and images that cannot display diverse information for readers, imposing numerous restrictions on content and freedom. In the new media context, people can access information through smartphones and computer clients, breaking temporal and spatial limitations and enabling

commentary and interaction, creating a sense of participation in information dissemination. Traditional media content and forms are relatively monotonous, with one-way information flow preventing interaction among readers. New media can also leverage big data advantages by analyzing audience characteristics to ensure scientific media development. New media information also features shareability, allowing audiences to forward information as needed and form discussion circles. Clearly, new media possesses distinct advantages in both content and form, demonstrating interactivity and shareability during dissemination.

Catering to Audience Needs In new media dissemination, strong consideration is given to audience information needs, with impactful headlines and content that enable broader and faster information spread. Traditional media, constrained by dissemination methods and thinking, produces relatively rigorous news reports that fail to achieve strong appeal.

Audience Differentiation and Decline In traditional media development, there are clear communication subjects and objects, with audiences passively receiving news information without the ability to independently select, comment, or exchange. New media has broken the boundaries between communication subjects and objects; audiences are no longer merely information receivers but can also publish and comment on information. They can select content according to their preferences, gradually forming differentiated audience segments. New media platforms can precisely push information to audiences, which traditional media cannot match. Additionally, audiences can share information in social circles, expanding the breadth and depth of communication. Traditional media development primarily highlights content without enabling in-depth information exchange and sharing, affecting the vitality and efficiency of information dissemination and resulting in audience differentiation and decline.

Key Issues in Traditional Media Development Under Media Convergence

For a considerable period, traditional media has held a dominant position in public opinion guidance, largely determining how people understand news. Traditional media information collection and publication require strict review, possessing strong authority and professionalism, but its timeliness and interactivity are insufficient, undoubtedly affecting its overall dissemination effect. New media provides an open platform for the public, where people can freely publish relevant information through smart mobile devices such as phones and tablets, particularly when encountering emergencies or hot news where new media platforms' speed advantage becomes more apparent. In the media convergence era, people pay greater attention to information and can express their views on news events, transforming traditional point-to-point communication and expanding information dissemination scope. In this context, traditional media's dominance in public opinion guidance is no longer evident, with new media gradually leading new public opinion trends, posing new challenges for traditional media.

Highlighting the Status of Audience in Media Development The emergence and rapid popularization of new media have broken the role boundaries between subject and object in media communication. Audiences are no longer merely receivers of media information but may also serve as creators and disseminators. For example, audiences upload wonderful content from their lives to cyberspace through self-media terminals for others to browse and appreciate. Clearly, the impact of new media on audience role transformation will radiate to traditional media as media convergence deepens. Under such circumstances, traditional media must fully grasp audience psychological characteristics, enhance interactive functions in media development, guide audiences to actively participate in traditional media dissemination and interaction, and improve audience enthusiasm and identification with traditional media.

Deeply Exploiting and Utilizing Inherent Media Development Advantages Through long-term industry development, traditional media has accumulated rich media development resources, which constitute important capital for participating in media convergence. In the process of media convergence, traditional media must seek corresponding development paths from these excellent resources, highlighting traditional media advantages to win better development opportunities and space. For instance, traditional media can leverage its professional advantages in content production to satisfy audience demand for authoritative and accurate information with high-quality content.

Implementing Adaptive Strategies Although media convergence creates favorable opportunities for traditional media innovation, seizing and utilizing these opportunities requires traditional media's own accurate grasp and scientific application. In other words, if traditional media merely recognizes the development trend of media convergence but cannot quickly step out of its comfort zone to achieve self-breakthrough, it will be difficult to realize sound development. Therefore, to adapt to media convergence trends, traditional media must undertake necessary and active innovation in technology, talent, concepts, and models, adopt a proactive posture to grasp development opportunities, and achieve major breakthroughs through active innovation.

Emphasizing the Unity of Artistry and Journalism In the integration of traditional and new media, full consideration must be given to basic audience needs, emphasizing coordinated development of artistry and journalism to provide a favorable news environment for audiences. Traditional media news design should fully draw on new media characteristics to help audiences better access news information. In media convergence, the role of media in disseminating news information must be fully manifested; format should not be emphasized at the expense of news dissemination effectiveness. Although traditional media faces numerous constraints such as layout, time, and content, it possesses stronger intuitiveness and offers editors greater creative space. In design, traditional media should highlight its own advantages, continuously optimize news

layout design, and enhance the integration effect of content and form expression.

Paths for Innovative Development of Traditional Media Under Media Convergence

Content Convergence In the development of both traditional and new media, content remains paramount. High-quality content is the key factor in attracting audiences and the inexhaustible driving force for media development. New media stands out precisely because it meets audience needs by providing targeted information services that enhance audience loyalty and dependence. Traditional media possesses strong authority and credibility. Against the backdrop of highly integrated media information, it should focus on integrating advantageous resources, leveraging new media platforms to develop audience-interesting resources while deeply mining information from new media resources. It should closely monitor changing audience interest characteristics, such as tracking and reporting on hot news to excavate new information content. Using new media platforms like Weibo, WeChat, and social networking sites to search for topics of interest to people, traditional media should emphasize audience psychological needs in news editing and production to strengthen information interactivity. Due to new media's inherent characteristics, its authority and credibility are somewhat insufficient; traditional media can conduct secondary information processing to reflect new media platform interactivity and guide audience discussion and exchange.

Channel Convergence Media convergence has not only changed information dissemination methods but also significantly influenced audience reading habits. Under new circumstances, traditional media must not only focus on content construction but also gradually adapt reading methods to align with audience habits. New media offers multiple advantages, including broad information coverage, fast dissemination speed, low cost, and diversified forms, unrestricted by location or time. Traditional media dissemination channels are relatively singular, significantly affected by time and space, resulting in low overall dissemination efficiency. In the integrated development of traditional and new media, digital technology platforms should be constructed to leverage new media platform advantages, providing users with more convenient access methods that actively reduce dissemination costs and promote dissemination effectiveness. Traditional media can build unique terminal platforms for mobile and network applications, using new media to publish news information, understand actual user needs, conduct extensive content promotion, increase information interaction intensity, and ensure effective news information promotion. This approach can largely compensate for traditional media shortcomings and improve news transmission effectiveness.

Market-oriented Operation Convergence In market-oriented operations, effective integration of personalized services achieves operational convergence. Under the media convergence background, audience segmentation becomes more

pronounced, with information presenting fragmented characteristics, gradually replacing traditional media's integrated development model. Regarding profit models, reliance on advertising alone is no longer sufficient, as new media platform operation models have become more diversified. Moreover, media convergence can satisfy users' personalized needs and achieve profitability through user payment. As science and technology mature, providing targeted services is essential for quickly capturing markets. Analyzing and researching audience characteristics and habits while focusing on their internal needs aligns with current traditional media development models. Traditional media should emphasize rational application of new media technology to provide impetus for its own transformation and upgrading. Relying on market advantages and changing operation models to meet market demands, traditional media should form diversified, cross-media, and cross-regional development, seek more cooperation opportunities with new media, and continuously enhance market competitiveness in media convergence to secure a place in the fierce market competition environment. Traditional and new media must continuously seek new breakthroughs in industrial convergence development to provide diversified news information for audiences, thereby satisfying people's basic needs and promoting a virtuous cycle of information dissemination.

Creating News Effects with Open Thinking From the current perspective, new media represents an inevitable trend of the times. Traditional media must promptly transform its thinking concepts and meet new media challenges with a positive mindset. Both new and traditional media have their own advantages. In the integration process, traditional media should actively interface with new media. On one hand, regarding information reporting methods, traditional media journalists should change the theory-supported model. For instance, in newspaper editing, they should learn from and draw on new writing styles, fully consider basic audience characteristics, minimize and avoid using obscure words, and attract public attention through theme selection. On the other hand, they should promptly seize hot information, analyze and research topics of public concern, and conduct follow-up reports on hot events.

Cultivating High-quality Talent Teams The media convergence context places higher demands on the comprehensive qualities of traditional media staff. Media convergence requires media professionals with strong theoretical knowledge and practical abilities, along with higher requirements for innovative development, necessitating more high-quality professionals. Traditional media should align with media convergence development characteristics and focus on talent team building. On one hand, it should recruit professional media talents to provide continuous vitality and momentum for integrated development. On the other hand, it should intensify internal talent cultivation, strengthening their professional knowledge and practical experience to achieve innovative thinking. In traditional media convergence development, institutional culture construction should be emphasized. Based on its own development situation, traditional

media should establish clear reward and punishment systems to improve staff enthusiasm and initiative. Additionally, it should strengthen exchanges and cooperation among similar media to continuously enhance personnel comprehensive qualities in the media convergence process.

In summary, with continuous scientific and technological development and progress, the integration of traditional and new media represents an inevitable trend of the times. News audiences have undergone significant changes in spiritual needs. Traditional media must continuously adjust its market operation methods to secure a place in the broader context of media convergence, promote higher-level development, disseminate more valuable news information, spread positive energy, and achieve both economic and social value while continuously enhancing its comprehensive competitiveness.

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