

Postprint: Strategic Analysis on the Convergence of Traditional and New Media in the Big Data Era

Authors: Fu Xiaoli

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

Abstract

Traditional media and new media exhibit substantial differences in their modalities. For an extended period, traditional media has wielded profound influence among audiences through its authority and credibility. With the continuous evolution of new media, the competitive advantages of traditional media have become increasingly less pronounced. Within the big data context, the question of how traditional media can leverage its inherent resources to achieve convergent development with new media assumes critical significance. This paper elucidates the impact of big data on media development, expounds upon the necessity and implications of traditional-new media convergence, analyzes the challenges confronting this integration, and proposes strategies for the integrated development of traditional and new media against the backdrop of big data.

Full Text

Abstract

Traditional media and new media differ significantly in their forms of communication. For a long time, traditional media has exerted profound influence on audiences through its authority and credibility. However, with the continuous development of new media, the advantages of traditional media are no longer prominent. Against the backdrop of big data, it is critically important for traditional media to leverage its favorable resources to achieve integrated development with new media. This paper elaborates on the impact of big data on media development, discusses the necessity and significance of integrating traditional and new media, analyzes the problems facing this integration, and proposes strategies for the integrated development of traditional and new media under the big data context.

Keywords: big data; traditional media; new media; integrated development; strategies

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2019)10-043-03

DOI: 10.19483/j.cnki.11-4653/n.2019.10.011

Author: Fu Xiaoli

In the era of big data, massive amounts of data information are generated daily, powerfully driving development across all industries. Big data can record people's daily activities, influencing and transforming every aspect of life, work, and learning. In this context, the traditional media industry has faced tremendous impact, making the integrated development of traditional and new media a crucial trend. Drawing on practical work and learning experience, this paper expounds on strategies for integrating traditional and new media under the big data background, hoping to provide reference for media convergence in China.

1. The Impact of Big Data on Media Development

1.1 Big Data's Influence on Media Development

As an intermediary and bridge for information transmission, media has become the primary means for people to obtain information. With the continuous development of network and information technologies, new media—relying on the Internet, digital television, and mobile smart devices—has demonstrated characteristics of interactivity, convenience, and instantaneity in its communication process, quickly gaining widespread popularity and recognition. Correspondingly, the advantages of traditional media have become less apparent, weakening its communication functions. As big data continues to evolve, people have more diverse channels for accessing information. Traditional media must have a clear grasp of the current situation, fully utilize the conveniences brought by big data, strive to achieve integration with new media, and promote the healthy development of the media industry.

1.2 Main Characteristics of New Media Under the Big Data Background

In the big data era, new media is no longer a static concept. With the continuous development and transformation of modern network technology, new media represents a new conceptual framework that has emerged relative to traditional theoretical concepts. Under the big data background, new media exhibits several key characteristics. First is innovation, which manifests not only in form but also in foundational theories and supporting technologies. This innovation possesses strong temporal and spatial characteristics, developing within specific historical periods and technological contexts. Second is interactivity. In the big data context, the boundaries between communication subjects and objects are no longer distinct; audiences can comment on, forward, and discuss informa-

tion, breaking the limitations of traditional media communication and enabling direct dialogue between communicators and audiences, which facilitates more convenient information exchange. Third is instantaneity. Under big data, information dissemination is no longer constrained by time and space, making communication more convenient and providing audiences with greater accessibility.

2. The Integration of Traditional and New Media

2.1 Advantages of Traditional Media

For a long time, traditional media has dominated the landscape, accumulating rich experience in media communication over its extensive development history. Although new media has significantly impacted traditional media in the big data era, the influence of traditional media' s layout, content, and stylistic features on the public cannot be ignored. Moreover, traditional media' s authority, credibility, and brand value remain prominent, and its leading position in China' s information transmission remains irreplaceable to this day. In the process of integrating traditional and new media, it is essential to optimize the allocation of traditional media resources, highlight its advantages, and create favorable conditions for the diversified development of China' s media industry.

2.2 The Necessity of Integrating Traditional and New Media

From the perspective of new media' s advantages, it possesses strong capabilities in data management and analysis, enhances communication with audiences, improves the relevance and effectiveness of data processing, continuously refines communication methods and structures, and optimizes information dissemination workflows. Furthermore, new media promptly addresses audience feedback, providing them with higher-quality services—an area where traditional media falls short. For a long time, constrained by technology and space, traditional media could not obtain and feedback information in a timely manner during communication, limiting its development potential. New media encompasses extensive content; by integrating network technology with multimedia, social software such as Weibo and WeChat has become an important carrier for information communication, transforming how people live, learn, and interact, and driving the rapid development of information dissemination. Although new media has obvious communication advantages, its authority needs improvement, and it lacks original news content. Some new media platforms disseminate entertainment, pornographic, and other types of news information for economic gain, arousing audience resistance and negatively affecting the long-term development of the media industry. New media' s development cannot succeed without traditional media' s support; only through mutual integration and coordinated development can they promote the standardized and healthy development of news media and advance the continuous progress of the media industry.

2.3 The Significance of Traditional and New Media Integration

The development of big data has provided technical support for new media, which has integrated into people's daily lives and work with its powerful advantages. New media platforms not only facilitate convenient communication but also offer rich, personalized content. Moreover, new media emphasizes the effective application of new technologies, which helps improve media communication forms and organizational structures, creating a favorable media environment. Essentially, the differences between traditional and new media are quite pronounced. Traditional media serves as the foundation for information dissemination, while new media technology helps enhance the efficiency of social information transmission. In other words, the primary stage of social development and its forms can be represented through traditional media, and intensifying traditional media promotion can effectively promote social stability. From the public's perspective, people have stronger identification with traditional media and express viewpoints more objectively. In the big data context, traditional media should strengthen its integration with new media platforms, leverage their respective advantages, and achieve mutual progress.

3. Current Status of Media Convergence

3.1 Deepening Media Integration

The development of big data has brought continuous technological innovation. To adapt to social development trends, traditional and new media must strengthen resource integration and leverage their respective advantages to promote mutual development and progress. In reality, an increasing number of traditional media outlets have begun utilizing new media's strengths to enrich news content and forms, using new media platforms to disseminate news information and expand its influence. In the continuous integration process, organizational structures and systems are gradually improving, and building network platforms has become an advanced stage for every traditional media's integration with new media. Major media outlets have strengthened social interaction by establishing online platforms, which has changed the direction of public opinion to some extent, expanded news influence among the public, and promoted the organic integration of traditional and new media.

3.2 The Arrival of the Omnimedia Era

In the continuous integration of traditional and new media, China has entered the omnimedia era, which combines multiple media forms to fully leverage different resources' advantages. The main characteristic of omnimedia is that "one person can be multiple media owners." In other words, in the omnimedia era, staff members not only perform traditional media work but also concurrently undertake new media tasks. Traditional media possesses fixed social resources and communication channels, while new media offers fast transmission speed, multiple channels, and wide coverage. Through the integration of these two

media forms, omnimedia platforms achieve the integration of advantageous resources. In the omnimedia development stage, the importance of talent has become increasingly prominent. Only by substantially improving their information gathering and editing capabilities and new media operation skills can staff members work effectively and promote the effectiveness of media integration.

4. Problems in Media Convergence

4.1 Lack of Clear Integration Objectives

In the integration process of traditional and new media, both parties act for their own survival and development without clear objectives. Under such circumstances, media integration lacks effective guidance, easily becomes shortsighted, and results in poor operability, which is detrimental to normal integration development. Since new media developed relatively late, its management systems are not sufficiently standardized, and relevant legal and regulatory constraints are inadequate, leading to unsystematic rules in new media market operations. Moreover, when integrating traditional and new media, the importance of prioritizing traditional news information becomes more apparent. Regarding human resources, integration demands higher comprehensive capabilities from talent, and new media's late start requires more talent support in integrated development. Overall, the lack of clear integration objectives increases contradictions between traditional and new media integration, posing a problem that media convergence must confront.

4.2 Backward Management Mechanisms and Chaotic Integration Processes

Due to various factors, traditional media suffers from unreasonable management mechanisms and personnel allocation, lacks effective assessment of practitioners, and exhibits poor content coherence and low work efficiency. Driven by network and information technologies, new media has emerged, but its management mechanisms remain imperfect, with increasingly exposed problems in market operations. Without established rules and regulations, media practitioners cause confusion in traditional and new media integration. For instance, regarding the same news event, which medium—broadcast television or computer/mobile clients—has priority broadcasting rights or information control? Due to incomplete institutional systems, ambiguous situations often arise in practice, and media practitioners tend to drift with the tide, making decisions based on subjective judgment.

4.3 Incomplete System of Professional and Technical Talent

Since most media practitioners have adapted to traditional media's communication forms and are thoroughly familiar with related technologies, new media's emergence has disrupted this pattern. New technologies and concepts continuously integrate into the media communication process, placing higher demands

on media professionals. Currently, however, the talent organizational structure for new media remains incomplete and its functions are not fully developed. During new media operations, some practitioners have relatively poor adaptability, are unskilled in system operation, become helpless when facing system failures, and lack professional knowledge in new media's technical fields, thereby slowing the pace of traditional and new media integration.

4.4 Weak Innovation Consciousness

In the development of local media, emphasis should be placed on media diversification trends. However, actual conditions show that the integration of old and new media is generally unsatisfactory, exhibiting problems such as incomplete content production, serious lack of distinctive characteristics, and absence of localized features, which constrain the integrated development of old and new media. Fundamentally, media practitioners lack innovation consciousness and thinking, and have insufficient understanding of their respective advantages and disadvantages during integration, negatively affecting practical work.

5. Strategies for Integrated Development Under Big Data

5.1 Break Through Traditional Concepts and Eliminate Ideological Barriers

As an inevitable product of scientific and technological development, new media has evolved based on traditional media. New media places greater emphasis on user experience, enhancing effective media interaction by strengthening communication among audiences and between communicators and audiences. In media integration development, traditional media staff must fully recognize new media's advantages, promptly transform traditional concepts, establish a "people-oriented" philosophy, fully consider audience characteristics, leverage their own strengths, and advocate diversified cooperation models. Traditional and new media can achieve complementary advantages to enhance their influence in the media industry. Traditional media has a long development history, has established certain brand effects, and possesses abundant resources, giving it strong credibility and influence among the public. In terms of communication methods, traditional media has formed fixed channels with relatively single approaches, while new media, supported by network and information technologies, offers more diverse and pluralistic channels with strong timeliness, providing audiences with greater convenience but lacking relatively in brand effect and credibility. In traditional media's market-oriented development, it must fully utilize new media's advantages, leverage the strengths and synergy of both, and provide audiences with a favorable media environment.

5.2 Actively Introduce Advanced Technology to Achieve Technical Integration

In the integrated development of traditional and new media, technical deficiencies constitute a major challenge. New media relies on advantages in big data, Internet, and cloud computing. In media integration development, it is necessary to break free from previous conceptual constraints, formulate technical standards considering all media, and ensure smooth integration between traditional and new media. Utilizing innovative video terminals and mobile terminals can help increase viewership, stimulate audience participation enthusiasm, and gain widespread audience recognition. Traditional media must also focus on content production, leveraging new media's advantages in its large user base and mobile terminals, as well as its timeliness and interactivity in information release, to disseminate information to audiences promptly. New media must also draw on traditional media's authority and brand effects, use innovative technical means and communication channels, deeply study audience feedback, provide audiences with rich and diverse information, enhance audience dependence and loyalty, and promote the healthy development of information dissemination.

5.3 Highlight Content Advantages and Play a Guiding Role in Public Opinion

In the big data era, people can become information disseminators by leveraging new media's communication advantages. While this facilitates information transmission, it also affects the authenticity of disseminated information. Whether in traditional or new media, false information may trigger significant public opinion and negatively impact social stability, affecting media integration effectiveness. In the integration process, ensuring content accuracy and comprehensiveness is essential for gaining audience recognition. Media integration development must highlight content advantages, emphasize content review, objectively view news events, promote and disseminate positive social energy, and play a good guiding role in public opinion.

5.4 Integration of Two Media Industries

Traditional and new media have substantial differences in form and also differ in industrial form, which adversely affects their integration. To promote organic integration, it is necessary to advance the integrated development of both media industries, promptly remove obstacles in industrial integration, seek more cooperation opportunities, continuously enhance the market competitiveness of media integration, and secure a position in the fierce market competition environment. In industrial integration development, traditional and new media must continuously seek new breakthroughs to provide audiences with diversified news information, thereby meeting people's basic needs and promoting a virtuous cycle of information dissemination.

5.5 Cultivate Interdisciplinary Talent for Media Integration

Under the big data background, the integrated development of traditional and new media places increasingly high demands on talent, requiring greater efforts to cultivate interdisciplinary talent for the new era. Current traditional media practitioners exhibit uneven overall quality and lack comprehensive talent who understand technology and are good at creation and innovation. In media integration, on the one hand, professional media technical talent should be recruited from universities to inject continuous vitality into media integration development; on the other hand, it is necessary to strengthen the improvement of existing staff's theoretical knowledge and professional skills, change media workers' mindsets, and provide reliable talent support for media integration. Traditional media should establish clear reward and punishment systems based on its development situation to enhance practitioners' enthusiasm and initiative. Additionally, it should strengthen exchanges and cooperation among similar media to continuously improve employees' comprehensive qualities during media integration.

In summary, in today's era of rapid big data technology development, media integration is an inevitable trend of social development. The big data context provides technical support for traditional and new media integration, which helps leverage both media's advantages, enhance media authority, credibility, and public opinion guidance effects, disseminate the Party and state's guidelines, policies, and routes, and meet the basic news needs of the broad populace. However, many problems remain in the integration process, requiring practitioners to promptly transform concepts, actively introduce advanced technology, emphasize industrial integration, cultivate interdisciplinary talent, and continuously improve the overall effectiveness of media integration to promote its healthy development.

References

- [1] Wu Huijuan. Obstacles and Feasibility Analysis in the Integration of Old and New Media[J]. *Journal of Hubei University of Science and Technology*, 2017, 37(5): 136-139.
- [2] Yang Chunzhu, Li Zhihong. Research on the Integration Development Model of Traditional Media and New Media Based on Big Data Background[J]. *News Dissemination*, 2017(4): 51, 53.
- [3] Chen Shoufu. Development Strategy of Traditional Media and New Media Integration Under Big Data Background[J]. *Jianghuai Tribune*, 2016(4).
- [4] Chen Yan, Lu Yu, Liu Wang. Discussion on the Integration Development of Traditional Publishing and New Media Under Big Data Background[J]. *Research on Transmission Competence*, 2018, 2(23): 135.
- [5] Huang Yao. Research on the Development Strategy of Paper Media and New Media Integration—Taking WeChat as an Example[J]. *Journal of News Research*,

2017, 8(10): 29-30.

[6] Zhao Tailin. The Integration Development of Traditional Media and New Media Under Big Data Background[J]. Technology and Economic Guide, 2017(7).

[7] Ma Lina. On the Integration Development of Traditional Media and New Media[J]. Journal of News Research, 2017, 8(9): 292.

[8] Zhang Yan. Research on the Development Strategy of Traditional Media and New Media Integration Under Big Data Background[J]. Research on Transmission Competence, 2018, 2(7): 74.

(Author' s Affiliation: Shanxi Datong Radio and Television Station)

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

Source: ChinaXiv –Machine translation. Verify with original.