

## Exploring the Transformation Path of Traditional Media in the New Media Era: Postprint

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### Abstract

The maturation and gradual commercialization of 5G technology have exerted profound influences on the media industry. Against this backdrop, how to adapt to the new media era and achieve successful transformation has become a core issue of concern for traditional media in their development process. This article, set against the background of the new media era, comprehensively explores the fundamental approaches to traditional media transformation from multiple perspectives, actively promotes the innovation and development of traditional media, aiming to provide references for the conduct of related practical work and to continue to fulfill the role of traditional media in economic development and social life.

### Full Text

#### Abstract

The maturation and gradual commercialization of 5G technology have profoundly impacted the media industry. Against this backdrop, how to adapt to the new media era and achieve successful transformation has become a core concern for traditional media in their development process. This article, set in the context of the new media era, comprehensively explores the fundamental approaches to traditional media transformation from multiple perspectives, actively promoting innovation and development in traditional media. The aim is to provide references for relevant practical work and enable traditional media to continue playing its role in economic development and social life.

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## Introduction

In the new media era, traditional media must gradually shift their mindset to maintain social influence and competitiveness, attempting to present media content innovatively to continuously meet users' information acquisition needs in the new media environment. This article takes this as its entry point, analyzing the necessity of traditional media transformation in the new media era, systematically examining the current state of transformation, adjusting approaches, absorbing beneficial past experiences, and adopting practical methods to promote innovation and transformation of traditional media in this new context.

As traditional media, they also bear significant social responsibilities, serving as a platform for China' s political, economic, and cultural outreach and as a foundation for enhancing national soft power. The transformation of traditional media in the new media era largely breaks temporal and spatial constraints, enabling traditional media to play its role in broader fields and to showcase China' s economic development achievements to the world in faster, more efficient ways, deepening international understanding of China and contributing positively to reform, opening-up, and national image building.

## 1. The Necessity of Traditional Media Transformation in the New Media Era

Analyzing the necessity of traditional media transformation in the new media era helps relevant media organizations gradually recognize the urgency and significance of their transformation, facilitating rapid ideological shifts and laying a solid foundation for subsequent transformation and innovation efforts.

According to data released by relevant authorities, China has 900 million internet users. With the continuous maturation of hardware technology and software applications, new media platforms keep emerging. Leveraging their powerful timeliness and interactivity, these emerging media have effectively satisfied public demands for information analysis and acquisition, gradually becoming the mainstream mode of information dissemination. Under these circumstances, traditional media such as newspapers, radio, and television news have seen their appeal to the public gradually diminish, their audience base shrink, and consequently their influence decline, with advertising revenues continuously falling. In some regions, newspaper media have even faced closure. For instance, the cessation of the well-known newspaper *Oriental Morning Post* largely illustrates the predicament traditional media face in the new media era. To adapt to new changes in media work and preserve their advantages, relevant personnel must actively shift their thinking, deeply recognize the necessity of transformation, and through the integration of old and new media—adding media Weibo

accounts, WeChat official accounts, and other forms—rely on new media technologies to innovate media formats while ensuring content quality, thereby continuously expanding their influence and gaining more initiative in fierce market competition.

## 2. Current Status of Traditional Media Transformation in the New Media Era

To maintain social influence and competitiveness, some traditional media have attempted transformation, achieving certain results and accumulating relevant experience. However, practical realities reveal that problems still exist in the transformation process. Sorting out the current status of traditional media transformation and systematically summarizing past transformation efforts significantly enhances the effectiveness of transformation and innovation for traditional media in the new media era.

Compared with foreign countries, China's traditional media transformation started relatively late with slightly insufficient experience, but through prolonged practical exploration and multiple beneficial attempts, it has made major breakthroughs and progress. Particularly noteworthy is China's enormous electronic product user base, whose vast market has become a powerful driving force for traditional media transformation. As new media continues to mature, an increasing number of traditional media have begun attempting transformation. Sorting out the basic situation of traditional media transformation in the new media era enables periodic summarization of experiences, providing reference for deeper transformation and media innovation while guiding traditional media to adopt more appropriate transformation methods and avoid blind transformation.

We must clearly recognize that the arrival of the new media era has tremendously impacted the traditional media industry. To cope with external environmental changes, traditional media must shift their concepts, adopt integration approaches, and make necessary adjustments to brand operation methods and content presentation pathways, actively promoting self-transformation from multiple perspectives. For example, during integration, traditional and new media resources can be consolidated to form a new “content + channel” mechanism. More and more traditional media are building three-dimensional media frameworks through Weibo, WeChat official accounts, videos, and other formats to meet diverse groups' information acquisition needs and provide more personalized reading services. This allows users to independently select and query content by logging into client ports, ensuring user initiative and creating a positive user experience. Throughout the transformation process, we must emphasize the role of technology, integrating cloud computing and big data technologies with daily operations to conduct systematic analysis of traditional media transformation through more modern technological means, and adopt corresponding measures for regulation and optimization based on analytical results.

Taking Guangdong as an example, as a region where newspaper culture is popular in China, it currently has 216 newspaper media outlets with massive circulation. In the new media era, the newspaper industry has gradually declined, its influence has decreased, and newspaper media revenues have continuously fallen, with some regional newspaper media facing closure. To maintain development, Guangdong newspaper media shifted their thinking, attempted integrated development in the new media era, actively explored new paths, and cooperated deeply with major internet platforms to successfully create new media brands. As a well-known newspaper media group in Guangdong, Southern Media Group was relatively passive in its development during the early new media era due to strategic positioning issues, and its market influence declined. Based on this situation, Southern Media Group boldly explored new models, forming an online-offline integrated platform of “Southern Newspaper + APP” that fully meets the reading needs of different age groups and demographics. Its market influence has steadily increased, profits have grown, and it has become a typical case of successful traditional media transformation in the new media era.

### 3. Basic Approaches to Traditional Media Transformation and Innovation in the New Media Era

Traditional media transformation and innovation in the new media era involves multiple aspects. To ensure orderly transformation and adapt to new media era development patterns, relevant media must ideologically recognize the necessity of transformation and adopt practical measures to solidly promote innovation and transformation.

#### 3.1 Creating Distinctive Products

In the new media era, the public can quickly access relevant content through the internet and other channels according to their needs. The emergence of diverse information presentation methods such as video and images has gradually enhanced new media’s appeal, making it the primary channel for public information acquisition. Particularly with the popularization of smartphones—according to relevant statistical departments, China has over 900 million smartphone users—new media’s influence has significantly increased. The public can access various types of information anytime and anywhere via smartphones. However, influenced by multiple factors, traditional media such as newspapers, television, and radio increasingly fail to meet public information needs in terms of breadth and depth, making it difficult to present more content to the public.

Based on this reality, traditional media transformation should build upon past experiences to gradually create distinctive products. For example, *People’s Daily* has highly integrated online resources to create Weibo and WeChat official accounts as well as electronic newspapers, gradually building an autonomous and efficient traditional media transformation mechanism. As the 5G era approaches, smartphones will undoubtedly become key to traditional media transformation.

In response, an increasing number of traditional media are beginning to lay out their strategies, further extending news content, continuously expanding the depth of news information, stimulating public reflection, and using content advantages to capture public attention, gradually forming their own distinctive products to drive transformation. Beyond this approach, media should also segment users for precise communication, improve smartphone client applications and mobile websites, and fully utilize technological dividends to drive industry-wide transformation.

### 3.2 Integrating Brand Resources

For a long time, traditional media primarily relied on advertising or distribution revenues as their main income sources. The new media era has caused traditional media revenues to shrink. To ensure profit margins and enhance profitability, traditional media should leverage brand advantages during transformation, continuously deepen brand cultivation, complete resource integration, form diversified industrial chains, and broaden profit spaces while meeting public demands. For example, one newspaper, during its transformation process, cooperated deeply with e-commerce platforms and related industries based on local economic development realities to form a dedicated platform for introducing various enterprises and products, integrating more resources, extending the media industry chain, and broadening media content—producing profound impacts on the healthy and rapid development of traditional media.

### 3.3 Emphasizing Content to Meet Public Information Needs

In the new media era, traditional media transformation should further highlight the public's position, base transformation on public demand, and premise transformation on providing satisfactory information. Under this guidance, traditional media should, according to public demand and relying on their accumulated experience, excel at news discovery and commentary to enhance content appeal. Taking *The Paper* as an example, in the field of people's livelihood news, it real-time publishes recruitment information, traffic conditions, and other information on its WeChat official account, Weibo, and website to provide more life-oriented services for the public. In terms of content expression, it adopts colloquial expressions, introduces internet slang or emojis, and presents information content in more flexible forms. For instance, the article *Let's "Call" for the 19th Party Congress* uses this approach to enliven serious content, making it easier to attract public attention and enhance audience appeal, thereby largely achieving traditional media transformation.

### 3.4 Achieving Cross-Platform Operations

In the new media era, user experience has gradually become a key focus of media development. Continuously enriching forms, innovating content, and catering to different users' information acquisition needs has profound implications for traditional media. Achieving this goal depends on traditional media's platform

building. Through new technological means, particularly big data technology, media can monitor user habits and feedback, make flexible adjustments accordingly, and form effective interaction between users and media, which has profound implications for traditional media transformation and expands influence.

From past experience, the integrated development of traditional media in the new media era requires substantial capital. Using capital as a bond, media can continuously expand influence through mergers and acquisitions, completing transformation in a short time and achieving organic integration between traditional and new media. Due to deep capital participation, to ensure capital utilization efficiency, it is necessary to fully draw on past beneficial experiences to further clarify capital utilization methods and the feasibility of capital participation in integration. With the improvement of the financial system, China's capital market order has been established and improved, featuring highly transparent and fair pricing, standardized and liquid shares, and diverse payment instruments—all of which provide numerous conveniences for traditional media integration. Meanwhile, considering that the integration of media enterprise management mechanisms is crucial for advancing media convergence, necessary countermeasures should be adopted during actual integration processes to innovate and transform management mechanisms, thereby promoting in-depth integration development.

Traditional and new media differ not only in content, channels, and business models but also in deeper issues, namely significant differences in management mechanisms and incentive systems. Capital markets require more complete corporate governance mechanisms, which helps media groups establish modern enterprise systems. The standardized and normalized requirements for corporate governance can create conditions for traditional media to transform their operational mechanisms. Simultaneously, introducing market-oriented incentive mechanisms such as equity incentives can lay a solid foundation for effective integration between traditional and emerging media.

### **3.5 Enhancing Talent Attraction**

Traditional media must deeply recognize the impact of talent loss on themselves. From multiple levels, they should improve talent recruitment and cultivation, reduce turnover rates, maintain workforce stability, and enhance competitiveness through talent composition to promote stable transformation in the new media era. Guided by this thinking, on one hand, traditional media should shift their mindset, establish more comprehensive compensation and promotion mechanisms, systematically improve staff benefits and welfare, and enhance daily management and team building to continuously increase talent attraction and boost staff sense of belonging and identification. On the other hand, they should strengthen performance evaluation, build smooth promotion channels, strictly implement assessment procedures, and conduct position promotions based on staff daily performance and work effectiveness. This not only helps retain talent but also enables high-quality talent to enter traditional media management

levels, greatly benefiting traditional media transformation in the new media era.

## Conclusion

In the new media era, traditional media transformation has profound implications for traditional media's own development. Through transformation, media can maintain influence on the public, thereby capturing more market share and promoting healthy, rapid development of traditional media itself.

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

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