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## Integration Paths for Traditional and New Media in the “Internet Plus” Era (Postprint)

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

### Abstract

With the continuous development and advancement of science and technology, propelled by network technology and information technology, China has entered the “Internet Plus” era, wherein the Internet has permeated various industries with an increasingly prominent role. Particularly in the media industry, “Internet Plus” has created favorable conditions for the convergence of traditional media and new media. This article outlines “Internet Plus”, expounds upon its significance for media convergence, analyzes the current state of convergence between traditional and new media, and proposes pathways for their convergence in the “Internet Plus” era, aiming to provide valuable insights for the convergent development of traditional and new media.

### Full Text

## Integration Paths for Traditional and New Media in the “Internet Plus” Era

**Abstract:** With the continuous development and advancement of science and technology, propelled by network and information technologies, China has entered the “Internet Plus” era, where the Internet has permeated various industries with increasingly prominent effects. This is particularly evident in the media industry, where “Internet Plus” has created favorable conditions for the convergence of traditional and new media.

This paper provides an overview of “Internet Plus,” elaborates on its significance for media convergence, analyzes the current status of traditional and new media integration, and proposes integration pathways for traditional and new media in the “Internet Plus” era, aiming to offer valuable insights for their convergent development.

**Keywords:** “Internet Plus” ; traditional media; new media; convergence

**Classification Code:** G206

**Document Code:** A

**Article ID:** 1671-0134(2019)09-048-03

**DOI:** 10.19483/j.cnki.11-4653/n.2019.09.011

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In the current context, media's importance in people's lives has become increasingly prominent. Particularly as living standards continue to rise, demands for quality of life grow daily, making media a crucial means for satisfying people's aspirations for a high-quality life. The convergence of traditional and new media must align with contemporary social development trends. Under the influence of new media, traditional media faces tremendous impact. To promote the healthy development of the media industry, pathways for traditional and new media convergence should be constructed. In practice, however, various factors have created numerous challenges in the convergence process, requiring comprehensive consideration and dynamic regulation to facilitate smooth integration—a necessity that aligns with the inevitable requirements of media development in the “Internet Plus” era.

## 1. Overview of “Internet Plus”

The Internet originated in the 1990s, but the concept of “Internet Plus” is relatively recent. In March 2015, Premier Li Keqiang introduced the “Internet Plus” strategy in the government work report, marking the Chinese government's emphasis on this initiative. In essence, “Internet Plus” leverages the advantages of network technology to appropriately penetrate other industries, enhancing overall economic benefits and social value. At present, “Internet Plus” has exerted tremendous influence across all sectors. As its application continues to develop and expand in both breadth and depth, we can anticipate that “Internet Plus” will have even broader prospects in the future, benefiting the integrated development of China's industries.

## 2. Significance of “Internet Plus” for Media Convergence

### 2.1 Driving Media Reform

In the current stage, traditional media's dissemination speed and formats can no longer satisfy society's fundamental development needs, primarily because Internet technology development has posed numerous challenges to traditional media. In this new era, the Internet has expanded space for new media dissemination. For traditional media to survive and develop, it must undertake reform and innovation based on current development realities. Simultaneously, strengthening the effective application of “Internet Plus” technology and combining it with the advantages of Internet platforms holds positive significance for the convergent development of traditional and new media.

## 2.2 Keeping Pace with the Times

Internet technology has gradually permeated various industries. The development of “Internet Plus” has enhanced the integration degree between the Internet and other sectors. Under the application of Internet technology, traditional media can effectively combine and interweave information and related technologies. Emphasizing the practical application of “Internet Plus” technology and conducting comprehensive optimization and upgrading helps improve current Internet development models, enhance overall economic benefits, and promote the orderly development of industry work—aligning with the trend of the times.

## 3. Principles for Media Convergence in the “Internet Plus” Context

### 3.1 Upholding the Central Position of News and Public Opinion

In the “Internet Plus” context, the boundaries between dissemination subjects and objects in new media are no longer distinct. Audiences not only receive information but also participate in, disseminate, and publish it. Traditional media must grasp audience psychological characteristics, enhance interactivity, and guide audiences to actively participate in traditional media dissemination and interaction, thereby boosting their enthusiasm and sense of identification. While new media platforms offer advantages in immediacy and convenience, their relatively short establishment period results in insufficient credibility. Some new media platforms, in attempts to please audiences, disseminate false information and gradually lose public trust in news dissemination. Traditional media should clarify its advantages, fully demonstrate its authority and credibility, correctly guide public opinion, and foster a healthy news atmosphere. Moreover, traditional media must fully utilize “Internet Plus” advantages, unify news layout design with network interfaces, and appropriately add interactive columns, link indicators, and other features according to news characteristics to strengthen interaction between editors and audiences, expanding traditional media’s influence among the public.

### 3.4 Unity of Artistry and Journalistic Quality

In the convergence of traditional and new media, full consideration must be given to audience needs, emphasizing the coordinated development of artistry and journalistic quality to provide audiences with a favorable news environment. Traditional media news design should fully draw upon new media characteristics to manifest the role of media in disseminating news information. Continuously optimizing news layout design and enhancing the integration effect of content and form expression helps audiences better access news information.

## 4. Main Problems in Traditional and New Media Convergence

### 4.1 Insufficient Internet Thinking

The convergence development of traditional and new media in the “Internet Plus” context cannot succeed without support from network information technology. Effective Internet application helps strengthen traditional media’s dissemination power while alleviating contradictions between traditional and new media. At present, Internet thinking is not fully applied, with many traditional media practitioners maintaining a wait-and-see attitude, which increases the difficulty of convergence development. In terms of quality, traditional media possesses strong security, while new media can provide stable technical support. Effectively combining both helps optimize organizational processes. In the convergence development of traditional and new media, neither should be exclusively emphasized. Due to emotional factors, staff often prefer using traditional media for information dissemination and have weaker short-term acceptance of digital media. Conversely, based on trust in new media technology, practitioners typically use new media technology for promotion, a mindset that restricts the integration of traditional and new media.

### 4.2 Fusion Quality Failing to Meet Expectations

The convergent development of traditional and new media should gradually expand information channels and dissemination formats, improve information collection quality, minimize the transmission of low-quality information, and ensure unity in convergence forms. In actual fusion processes, information published by traditional media is highly professional and covers extensive fields, facing fewer restrictions during dissemination. In the “Internet Plus” context, new media has more diverse manuscript sources, increasing the difficulty of distinguishing authenticity. Selecting high-quality information from massive amounts becomes particularly important.

### 4.3 Incomplete Technology in Platform Construction

Simplistic platform construction cannot effectively meet the basic requirements of media convergence. In new media usage, network and database technologies primarily display information content. Staff must also strengthen website content maintenance and enhance online-offline communication to create more favorable conditions for new and old media convergence development, achieving optimal convergence development. In traditional and new media convergence, inadequate technical levels affect platform construction effectiveness, with low correlation between various platforms increasing technical integration instability. Additionally, the convergence development lacks sound work mechanisms, cannot effectively improve media editors’ work quality, and needs improvement in organizational structure, position setting, incentive measures, and other aspects, constraining traditional and new media convergence development.

## 5. Countermeasures for New and Traditional Media Convergence in the “Internet Plus” Era

### 5.1 Improving Convergence Management Mechanisms

In the “Internet Plus” context, the convergent development of traditional and new media demands higher standards for management systems. Gradually improving convergence management mechanisms lays the groundwork for development. Mechanism determination must comprehensively consider multiple factors to ensure operability. Traditional media development should consider prospects, combine its own characteristics, emphasize management model innovation, create favorable conditions for convergence development, reflect era development features, and achieve rational human resource allocation and optimization. In new media development, management system formulation should combine technical development characteristics, innovate mechanism content and forms, demonstrate technical advantages, and continuously satisfy audience demands for information dissemination. Traditional and new media should rationally allocate talent, optimize talent resources according to development needs, and maximize talent effectiveness in media convergence.

### 5.2 Enhancing Editors’ Comprehensive Abilities

In the current new media era, news editors’ work content has undergone significant changes. Faced with massive news information, news editors should emphasize capability transformation. Regarding news content, they must consider integration effects between columns. New media era development has increased information processing difficulty. News editors must substantially improve their comprehensive professional levels, strictly control news content in specific work, emphasize innovation capability and comprehensive ability cultivation, flexibly apply various news materials, reasonably integrate their own news concepts, and satisfy the public’ s basic news demands. By analyzing audience age, hobbies, cultural backgrounds, and other factors, they can explore deeper needs, conduct targeted services, invite notable figures for special reports, conduct in-depth excavation of certain news events, leverage traditional media’ s authority and public opinion guidance, and establish a favorable brand image.

### 5.3 Emphasizing Technology Integration Between Traditional and New Media

In the “Internet Plus” context, editors must strengthen effective docking between traditional and new media, expand news editing methods—for instance, using WeChat to strengthen text layout or relevant software to enhance material collection. News editors must comprehensively improve their overall abilities, emphasize flexible use of relevant knowledge, and create favorable conditions for media convergence development. Additionally, they should appropriately use special effects like picture-in-picture and screen splitting, with lens connections fully considering audience visual psychology. All these new media application

abilities require news editors to acquire through independent study and training. Simultaneously, they should adopt reasonable reporting methods, safeguard the public's right to know, give play to the frontline role of editing work, create more platforms to guide public participation in social affairs discussion, promote effective integration of traditional and new media technology, disseminate positive social energy, and optimize overall information dissemination effects.

#### **5.4 Coordinated Development with New Media Platforms**

In the “Internet Plus” context, the role of news and public opinion has become increasingly prominent. In traditional media work, news and public opinion work must promote innovation in a series of aspects—content, form, concept, and method—to enhance relevance and effectiveness. According to audience characteristics, they should actively adapt to personalization and segmentation trends to construct a new pattern of news and public opinion guidance. They must emphasize effective utilization of new media platforms, integrate their own advantageous resources, enhance practical application effects of Internet technology, promote innovation in reporting concepts, dissemination content, and methods, and leverage traditional media's immediacy, authority, and reliability to occupy a favorable position in fierce media competition and win ideological discourse power. While broadcasting news, traditional media can also use Weibo, WeChat, and other platforms to release leadership current affairs information, achieving real-time reporting effects.

#### **5.5 Industrial Convergence and Building Diversified Industrial Chains**

In the “Internet Plus” era, traditional media should emphasize effective utilization of its own advantages. Through long-term development, traditional media possesses strong advantages in both information dissemination channels and brand value. The convergent development of traditional and new media should emphasize industrial convergence to form diversified industrial chains, enabling more sustainable development. For example, Mango TV leverages its audience advantages by launching Happy Shopping programs. Under the application of television brands and online shopping, the program type is positioned as a media retail model, achieving integrated development across different regions, industries, and media. Furthermore, in cross-industry convergence, media can learn from and borrow e-commerce development concepts to transform their own advantages and achieve integrated development across multiple industries.

#### **5.6 Forming Online-Offline Interactive and Coordinated Development Platforms**

New media development relies on Internet advantages. In development, traditional media should emphasize carrier construction to form an online-offline joint development model. When building Internet platforms, traditional media should adhere to their own development concepts, continuously expand business models, strengthen optimal allocation of distribution team resources, and

establish brand development advantages. They must emphasize effective utilization of “Internet Plus” technology, analyze audience age, hobbies, cultural backgrounds, and other factors to explore deeper needs, conduct targeted services, invite notable figures for special reports, conduct in-depth excavation of certain news events, leverage traditional media’s authority and public opinion guidance, and establish a favorable brand image.

In summary, the convergent development of traditional and new media cannot be accomplished overnight but requires a lengthy process. It demands efforts from every practitioner and needs to forge a sustainable development path through continuous reflection, innovation, and integration.

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