

Media Convergence in the New Media Environment: Exploring Development Paths for Traditional Television Media Postprint

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Abstract

In recent years, China's media technology has undergone tremendous transformations under the influence of the media convergence environment. Media convergence has emerged as the mainstream trend in contemporary media development, progressively supplanting traditional media communication modalities and content. The scope of media dissemination has been substantially expanded, with new media becoming the principal vehicle for current information transmission across various categories. Nevertheless, the actual enhancement effects have yet to achieve anticipated levels. Owing to the persistent competitive relationship between new media and traditional television media, numerous challenges persist in the practical promotion and application of new media. Concurrently, traditional television media has experienced a continuous contraction in audience scope under the strong impact of new media, establishing a relationship of mutual constraint between the two media forms. Therefore, to ensure sustainable development for both media types, effective integration is imperative to draw upon each other's strengths and foster the joint development of new media and traditional television media. Based on this premise, this paper explores the development pathways for traditional television media against the backdrop of media convergence within the new media environment.

Full Text

Preamble

Media Convergence in the New Media Environment: Exploring Development Paths for Traditional Television Media

Abstract: In recent years, China's media technology has undergone tremendous changes under the influence of media convergence, which has become the

mainstream trend in contemporary media development, gradually replacing traditional media dissemination methods and content. While the scope of media communication has expanded significantly, with new media becoming the primary channel for information dissemination, the actual gains have yet to meet expectations. The persistent competitive relationship between new media and traditional television has created numerous problems in the practical promotion and application of new media, while traditional television's audience base continues to shrink under intense impact from new media, resulting in a mutually constraining dynamic. Therefore, to ensure sustainable development for both media forms, effective integration is essential to leverage their respective strengths and compensate for weaknesses, thereby fostering mutual growth. Against this backdrop of media convergence in the new media environment, this paper explores development pathways for traditional television media.

Keywords: new media environment; media convergence; traditional television media; development pathways

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Currently, China's media industry has entered an era of coexistence between traditional television and new media. On one hand, new media has delivered a strong shock to traditional television's market share; on the other hand, it has strengthened exchanges and cooperation among traditional television outlets. Based on this dual relationship of competition and collaboration, continuous integration and development have emerged. Traditional television cannot achieve sustainable development without drawing upon new media's advantages in convenience, efficiency, and richness, while new media requires partnership with traditional television to enhance its own influence and competitiveness. Consequently, the convergence of traditional television and new media holds critical significance.

1. Analysis of Traditional Television Media's Current Development Status

1.1 Continuous Outflow of Professional Talent from Traditional Television to New Media

Regardless of industry, talent represents the key factor in competition. Historically, traditional television media held absolute advantages in both the quantity and quality of professional talent. However, many professionals from traditional television are now continuously joining the new media industry due to various influencing factors. If traditional television media fails to intensify innovation and reform its traditional work methods and incentive mechanisms, its revenue

will continue to decline, further diminishing its appeal to professional media talent and prompting a mass migration to new media [1]. Under new media' s influence, the status of traditional television media in China is gradually declining, yet many television outlets remain complacent and resist innovation and development. Their lax quality control over program content has resulted in increasing numbers of shoddy television programs, leading to diminished audience expectations and continuously shrinking market share, while their social influence and credibility steadily weaken [2].

1.2 Declining Ratings of Traditional Television Media

Confronted with the current era of media convergence, traditional television media faces enormous impact and challenges from new media, with television ratings continuing to decline and market share showing a year-by-year downward trend. Particularly after the arrival of the information age, networking and informatization have fundamentally changed people' s lifestyles. New media enables increasingly rapid information dissemination, allowing individuals to participate actively in information propagation rather than passively receiving information as traditional television audiences do, unable to express their views and opinions on news events. This has led more audiences to focus on new media while traditional television' s status continues to decline [3].

2. Analysis of New Media' s Current Development Status

With the development of modern information science and technology, computer network technology has improved substantially, and emerging media based on computer and network communication technologies have consequently achieved rapid growth. New media utilizes the internet to provide people with richer and more diverse services—including news, video, and games—through multiple terminal devices such as mobile phones, tablets, and laptops. These offerings have made contemporary lifestyles more colorful, allowing audiences to watch programs of interest anytime via new media, adjust viewing progress according to their preferences, and customize interfaces to their liking, all of which enhance user appeal [4]. Currently, new media has become widely integrated into people' s daily lives and work, fundamentally transforming traditional lifestyles. However, the development of new media has also generated numerous problems, such as increasing amounts of false news and information that impact social stability, and many criminals using new media networks to commit fraud, posing serious threats to people' s property security. Therefore, under the backdrop of this new era, effective integration of traditional television and new media is necessary to optimize the development environment for new media while driving innovation in traditional television and promoting creative development in media convergence [5].

3. The Significance of Media Convergence

3.1 Optimizing Information Dissemination Structure

The convergence of new media and traditional television media provides audiences with greater freedom in media selection, transforming the previous single-choice model into a two-way selection between audiences and media. This optimizes the communication structure. When audiences actively select media, they can directly participate in the information dissemination process, interacting, commenting, and providing feedback directly. The boundary between audience and media gradually blurs, as audiences can participate in various stages of media information dissemination—receiving, feeding back, and sharing information simultaneously. The larger the readership, the more resources are shared [6].

3.2 Guiding Public Opinion

After media convergence, media can fully leverage its function in guiding public opinion, closely connecting government and the populace through media channels that serve as hubs and linkages. For media, better control over public opinion orientation represents a fundamental requirement of the media industry. With support from internet infrastructure, communication between government and citizens is no longer constrained by time and space, enabling the public to learn the truth about events in the first instance [7].

3.3 Strengthening Communication Effects

The effective integration of new media and traditional television media substantially enhances audience initiative, elevating audience status and enabling them to browse information while simultaneously evaluating, providing feedback, and offering suggestions. The greater the number of readers who provide feedback and interact, the broader the scope of information dissemination becomes. This allows information collectors to gather and extract more reader data with greater simplicity, lower costs, and higher accuracy, while target audiences become more extensive [8].

4. Analysis of Traditional Television Media Development Paths Under Media Convergence

4.1 Expanding Development Paths and Strengthening Cooperation with New Media

The 21st century is an era of openness and win-win cooperation, with sharing and collaboration being the themes of development in the new era. Therefore, traditional television media must integrate and develop through strengthened cooperation and exchange with new media to promote mutual progress. Currently, most traditional television media in China have established cooperative relationships with new media; for instance, video websites such as Tencent and

Youku have reached cooperation agreements with CCTV, and traditional television outlets like CCTV and provincial satellite channels are gradually entering online media platforms to further strengthen information dissemination. Additionally, some powerful television media have constructed their own new media platforms, enabling them to publish exclusive information through their own network platforms. For example, CCTV has built an exclusive APP and maintains independent promotional platforms on multiple video websites, which not only broadens audience reach but also enhances its influence. Consequently, facing the new era of media convergence, traditional television media must learn to cooperate with new media to create win-win outcomes [9].

4.2 Continuously Deepening the Scope of Convergence Between Traditional Television and New Media

Traditional television media must recognize the importance of integrated development with new media and use this as a foundation to continuously deepen the scope and fields of convergence. For example, traditional television media can broadcast quality television programs on buses to understand audience viewing habits regarding news programs, thereby enabling targeted cooperation. Television media can also transfer its content to new media platforms, which not only increases new media's audience and traffic but also promotes its own development. Meanwhile, new media must actively cooperate with traditional television media to obtain more official information and resources, such as weather forecasts and traffic information, further expanding its information functions and successfully achieving integrated development [10].

4.3 Mutual Learning Between Traditional Television and New Media

Television media and new media share an interdependent relationship and cannot replace each other in future development. Therefore, to achieve effective integration, both must learn from each other and leverage respective strengths to compensate for weaknesses, thereby adapting to the demands of the new era. In addition to fully utilizing its traditional advantages, traditional television media must continuously learn from new media's strengths in speed, interactivity, and open sharing, strengthening interaction and communication with audiences to comprehensively understand their actual needs and produce innovative, quality television programs based on audience preferences to stimulate viewer interest. Simultaneously, while leveraging its own advantages, new media must also learn from traditional television media's strengths, strictly controlling program quality, optimizing ideological content to better align with mainstream themes, and further purifying the production and dissemination environment and channels to achieve collaborative development between traditional television and new media [11].

4.4 Traditional Television Media Must Focus on Building Online New Media Platforms

Currently, new media has significantly impacted traditional television media development. Faced with this situation, television stations must transform traditional development concepts, continuously innovate television media development models, and actively construct online new media platforms to expand from television broadcasting to network dissemination. This enables more viewers to download and stream their favorite programs on demand, thereby increasing program ratings and maximizing television program value. For example, CCTV has proposed a “platform-network integration” development strategy and built multiple platforms including video mobile newspapers, network video cloud platforms, CCTV mobile television, and CCTV.com. These platforms provide audiences with comprehensive news information containing graphics, audio, and video, enabling more convenient information browsing and effectively promoting the media convergence development of traditional television [12-13].

4.5 Traditional Television Media Must Adhere to a “People-Centered” Innovation Philosophy

The current era features a hundred flowers blooming across multiple media forms, with increasingly fierce competition among them. For traditional television media to complete transformation and development during this period, it must adhere to a “people-centered” development philosophy, treating audiences as the primary focus of information resource transmission. Television program production should center on serving audiences, using the audience as the foundation. Through two-way integration between television and the internet, audiences can be guided to participate in the entire program process, forming positive interaction to understand their actual needs and further research the value-added potential and development space of television programs. By leveraging complementary advantages and interactive communication, the integrated development of traditional television and new media can be promoted. Simultaneously, various information resources must be efficiently integrated, and the sources of physical communication resources optimized and expanded to enrich news reporting content. Using emerging media such as Weibo and WeChat, traditional television programs can be integrated with online hot topics to innovate television media development models [13-15].

In conclusion, the progress and development of traditional television media cannot be separated from new media. To achieve media convergence development, traditional television media must adapt to the trend of media convergence, draw upon new media’s advantages in convenience, efficiency, and richness, continuously innovate and reform, integrate the strengths of old and new media, and promote its own development. Meanwhile, new media also needs to cooperate with traditional television media, with both parties continuously expanding development paths, deepening convergence scope, enhancing their own influence and competitiveness, and promoting the steady development of China’s media

industry.

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

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