

---

AI translation · View original & related papers at  
[chinaxiv.org/items/chinaxiv-202310.01458](https://chinaxiv.org/items/chinaxiv-202310.01458)

---

## Preliminary Exploration of Development Directions of Traditional Media in the New Media Era (Postprint)

**Authors:** Wu Guoqin

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

### Abstract

With the continuous development of science and technology in China, new media, with information technology as its primary benchmark, has experienced extremely rapid growth. Currently, new media has posed a severe impact on traditional media, and against this backdrop, media convergence has become the main trend of present development. In such an era, traditional media faces increased challenges, yet it has also gained numerous opportunities. How to leverage these opportunities to achieve transformation and development constitutes a significant issue that traditional media must currently address. Based on this, this paper primarily discusses the specific directions and pathways for the development of traditional media in the new media era.

### Full Text

#### Preamble

**Theoretical Research · Media Convergence: A Preliminary Exploration of Traditional Media's Development Direction in the New Media Era**

*ChinaXiv Cooperative Journal*

**Abstract:** With the continuous development of science and technology in China, new media—marked by information technology—has experienced extremely rapid growth. Currently, new media has posed serious challenges to traditional media, making media convergence the main trend in development. In this era, traditional media faces more challenges but also gains many opportunities. How to utilize these opportunities to achieve transformation and development is a crucial issue that traditional media must address. Based

on this context, this paper discusses the specific directions and pathways for traditional media development in the new media era.

**Keywords:** new media; television media; development path breakthrough; innovation capability

**CLC Number:** G206

**Document Code:** A

**Article ID:** 1671-0134(2019)08-058-03

**DOI:** 10.19483/j.cnki.11-4653/n.2019.08.017

**By Wu Guoqin**

The emergence of new media and the development of traditional television media are not moving in opposite directions. At present, new media has brought a more convenient and faster era, while traditional media appears somewhat weaker. However, in the long run, traditional media will also usher in new development opportunities as long as it continuously adapts to current social needs. Even seemingly contradictory things can promote each other, and traditional television media must meet challenges, draw lessons from new media, and advance with the times to seize new opportunities in development.

## 1. The Impact of the New Media Era on Traditional Media

Traditional media is a product of industrial civilization—an information collection and dissemination institution established through high cost barriers, forming a sustainable business system through advertising revenue. New media, by contrast, fully utilizes internet transmission, data, intelligence, and other technologies to build a new information collection and interaction system where everyone can participate, forming a sustainable business system through benefits from information services and commercial activities.

### 1.1 Declining Influence of Traditional Media

As Chinese society continues to progress, people have gradually entered the digital information age—an era of information explosion where many communication media are constantly updating and developing. With the popularization of information technology, electronic products such as computers have become even more influential. Traditional televisions and radios have gradually become weaker as they struggle to meet social demands. This is particularly true among younger demographics, where the television—as a typical traditional medium—is rarely used. Currently, most young people own smartphones, reducing their demand for traditional media even further. While television remains an important tool for obtaining information and entertainment among older groups, and household television ownership has increased significantly, becoming a necessity in every family, the actual time households spend watching television has declined substantially, reflecting that television's influence has greatly diminished.

## 1.2 Deficiencies in Traditional Media Content and Form

As the times develop, the volume of information dissemination continues to increase. While traditional media generally aims to disseminate news and entertain the public, its program content and formats are relatively monotonous. Therefore, in this information explosion era, younger groups find single forms rather dull. Moreover, because each audience member has different interests, traditional television programs struggle to meet all viewers' needs. For instance, when broadcasting sports events, traditional media can only select the most high-profile matches for broadcast, making it difficult for viewers to watch other competitions. Due to program duration limitations, traditional media can only broadcast the most essential parts rather than complete coverage, representing a content limitation of traditional media [1]. In the new media era, young audiences find singular formats tedious, and because viewership interests vary widely, traditional television programming cannot satisfy everyone.

## 2.1 Severe Audience Loss and Weakened Interactivity

One of new media's advantages is its flexibility—audiences only need a mobile device to access advanced internet technology anytime and anywhere to obtain information they care about or watch videos of interest. Traditional media, relying primarily on conventional carriers, can generally only be accessed at fixed locations. If users want to watch videos, they can only do so in scenarios with traditional media television to receive information. Moreover, new media devices generally enable two-way information transmission, allowing users to provide real-time feedback and comments while obtaining information. Such two-way transmission is relatively complex on traditional media devices. Although many traditional media have launched interactive models with audiences, resource limitations prevent them from being as intuitive and concise as new media, causing traditional media to lose favor among younger demographics. Currently, most traditional media audiences consist of older individuals, but as traditional media continues to develop, it may cause difficulties for these older users—for example, being unable to use high-tech remote controls—creating a risk of losing this demographic as well.

## 2.2 Lack of Innovative Talent Cultivation in Traditional Media

For traditional media to advance with the times, absorb new media's advantages, and meet current challenges, selecting relevant talent is extremely important. Currently, many traditional media departments still have deficiencies in talent quality selection, with relatively backward recruitment and training processes and insufficient investment. This situation has caused severe talent loss in traditional media and created development difficulties. Therefore, traditional media needs to select more comprehensive talent and conduct all-media direction training for current staff—only then can it find its own development path

and promote transformation. Management needs to attach greater importance to talent rather than focusing solely on economic benefits, because only more high-quality, comprehensive talent can bring more innovation and ideas to help traditional media continuously develop.

### **2.3 Poor Flexibility of Traditional Media, Difficulty in Keeping Pace with Trends**

The greatest difference between traditional and new media is convenience and flexibility. New media's devices and technologies are relatively advanced, developing faster, and their advantages of flexibility and speed make them more popular among younger groups. Currently, information dissemination platforms such as WeChat and Weibo have considerable user bases, making rapid information transmission the hallmark of this era. However, traditional media's information transmission disadvantages are more obvious. Therefore, to achieve development, traditional media must meet the requirements and characteristics of the times and advance with the times rather than remaining stagnant [3].

### **3.1 Utilizing New Media to Enhance Traditional Media Influence**

In the new media era, while most new media has posed tremendous challenges to traditional media, it has also created more innovative opportunities for traditional media's development. Traditional media should understand the opportunities brought by the new media era and effectively utilize the advantages they bring to comprehensively enhance their influence [4]. Traditional media must correctly understand the differences and commonalities between direct profit and influence enhancement. For example, new media such as mobile newspapers, portals, and news push notifications can generate profit to some extent, but using official Weibo or WeChat accounts makes profit targets difficult to achieve. The most fundamental task of using new media is to enhance traditional media's influence and expand its reach. Traditional media must realize that using official Weibo or WeChat accounts is not about using its influence and authority to enhance new media, but rather using these platforms to further enhance traditional media's influence across different platforms.

Due to constraints such as timeliness, traditional media's exclusive news generally cannot be reported first through print media. In such cases, making full use of new media platforms like QQ and WeChat for immediate push notifications is more reasonable. Although there are clear differences between traditional media's readership and online audiences, pushing the same news to different platforms with higher efficiency can broaden the audience base. News pushes through different platforms can truly serve as guide reading for traditional media content. After pushing, conducting in-depth exploration and reporting of exclusive news in traditional media can stimulate audiences' impulse to purchase and watch traditional media, thereby achieving the goal of expanding traditional

media' s influence [5]. Moreover, in the new media era, communication and interaction are highly valued. Traditional media should deeply understand this opportunity, use new media platforms such as WeChat official accounts and Weibo to enhance communication with readers, enable traditional media audiences to interact more directly and closely with editors, and achieve deeper-level exchanges. This can enhance traditional media' s influence while strengthening cohesion among different audience groups. In the new media era, television media' s primary task is to strengthen continuous integration with new media to enhance its adaptability. Only by developing together with new media can television media promote win-win outcomes and strengthen mutual progress. This requires relevant technical personnel to continuously explore and learn, find integration points between the two, and promote coordinated progress between new media and television media [6].

### 3.2 Fully Leveraging Traditional Media' s Public Opinion Guidance

For different new media platforms, traditional media has gradually lost its news timeliness, but its authority and professionalism remain insurmountable for current new media. Although traditional media can no longer meet most readers' needs for news acquisition, if audiences want to focus on the information content behind news stories, they still need traditional media for deep exploration and analysis. Using traditional media for in-depth reflection on news information is something new media cannot achieve. Therefore, traditional media needs to utilize its advantages of authority and professionalism, employ socialist core values and scientific thinking patterns, and help audiences rationally view the truth behind news amidst the complex and diverse news information on new media, thereby comprehensively enhancing its influence [4]. Traditional media can conduct deep exploration of news and express its own attitudes and positions, fully leveraging its public opinion guidance power, which can continuously consolidate its professionalism and authority [7].

### 3.3 Freemium Development Model

In the current new media era, different traditional media are actively working to transform and innovate, leading to many novel development methods. However, scientific profit models are relatively backward, mainly because most media currently compete over free versus paid content. While traditional media deeply considers whether to charge, different new media are using traditional media' s news content for free. In fact, free and paid are not contradictory—traditional media can adopt a freemium development model, applying different profit models to different content.

First, using a completely paid model, traditional media can sell content on new media platforms, charging on a monthly or yearly basis. This model only suits a very small number of traditional media that possess in-depth reporting

value or scarce news resources. This primarily requires traditional media itself to have high-quality original information resources and to maintain dominance and authority in certain special fields [8].

Second, a VIP model can be used, charging some VIP audiences. Generally, traditional media publishes relatively homogeneous information content on new media platforms. If some guide-reading push content can be appropriately added, free readers and viewers must pay to access deeper content.

### 3.4 Precise Audience Targeting

In the new media era, competition among different media is extremely fierce, primarily concerning competition for audiences and readers. To gain more audiences and readers, traditional media needs to conduct strict and meticulous exploration of audience psychology and develop strategies based on these psychological changes to attract more attention. Strict analysis of audiences and readers—including their thinking patterns, knowledge structures, economic foundations, and social conditions—is also crucial, as these factors generally greatly influence audiences' choices and information reception. Therefore, traditional media can conduct detailed segmentation based on audience age, income, gender, occupation, etc. For example, for lower- and middle-income groups, traditional media can focus on reporting news content closely related to people's interests at lower prices. For high-end audiences, it can report more economic investment and financial information at appropriately higher prices. Moreover, content targeting audience groups can have different degrees of information selection. For instance, lifestyle content should focus on audience requirements, mainly reporting news closely related to audience life, and preferably selecting “three closeness” social news (close to reality, close to life, close to the masses).

### 3.5 Strengthening Talent Cultivation and Technology Enhancement

In the highly competitive new media era, television traditional media must improve practitioners' quality and professional capabilities from different aspects and angles to inject more effective power and development ideas into the industry. In the new media era, traditional media can select talent with more innovative thinking abilities, particularly those with efficient learning capabilities who can quickly learn advantages that new media has but traditional media lacks. Simultaneously, traditional media needs to select editors with more professional qualities, making traditional media's news content more attention-grabbing, professional, and in-depth. Raising the entry threshold for the traditional media industry is also a fundamental method for improving staff quality. Traditional media can reasonably increase recruitment conditions and standards, selecting employees with higher professional quality, creativity, and learning abilities. Only then can it inject fresher and more effective power into traditional media. Moreover, more learning and training opportunities should be provided to vet-

eran employees, organizing exchange studies to learn from new media' s shining points, continuously improving traditional media' s shortcomings, and enabling traditional media to gain new life and development [9].

### 3.6 Innovating Traditional Media Content and Form

Many traditional media contents are relatively singular, with serious deficiencies in innovative development. Therefore, management needs to continuously explore, increase emphasis on talent, cultivate innovative thinking abilities, and improve content screening and editing efficiency for traditional media. For traditional media, its content can learn from new media' s content editing and dissemination methods. However, traditional media must pay attention to controlling message sources and truly understanding what news content audiences need and care about through market research, trying to cater to audience tastes and selecting content that can enhance traditional media' s ratings and circulation. For content that does not meet the requirements of the times, supervision or elimination should be implemented as much as possible to ensure traditional media can guarantee its correctness while delivering more meaningful news to audiences.

### Conclusion

The new media era brings not only shocks to traditional media but also more opportunities and challenges. Traditional media must advance with the times, improve outdated models, learn from new media' s advantages, more comprehensively explore the breadth and depth of information, and insist on its own authority and professionalism. It should use new media platforms to enhance its dissemination power, influence, and audience quality, fully leverage its public opinion guidance power, help readers and audiences conduct deep exploration of news content, provide audiences with reflection and warnings, conduct audience segmentation, precisely target audience groups, produce news content more suitable for different groups, improve talent selection and training, and innovate its news content and formats. Only in this way can traditional media achieve sustainable development in the new media era.

### References

- [1] Xiang Ying. Development Direction of Media in the Digital Age: The Convergence of Traditional and New Media [J]. *Communication Power Research*, 2019(18): 83-84.
- [2] Chen Jingjing. Analysis of Development Direction of County-level Television Stations in the New Media Era [J]. *News Communication*, 2018(24): 112-113.
- [3] Zheng Ailing. New Opportunities for Traditional Media Development in the New Media Era [J]. *Digital Media Research*, 2018, 35(11): 1-3.
- [4] Li Siyu, Fan Huijuan, Xu Yanlin. Exploring the Development Direction of Public Meteorological Television Services in the New Media Era [J]. *Low Carbon World*, 2018(11): 288-289.

- [5] Zhou Shuang. Reforming Development Direction to Break Through Development Dilemmas—Response Strategies of Traditional Media Under the New Media Background [J]. *Journal of News Research*, 2018, 9(16): 256.
- [6] Yin Shixue. On the Development Direction of Party Newspapers in the New Media Era—Taking Minzu Daily as an Example [J]. *Urban Party Newspaper Research*, 2018(8): 69-70.
- [7] Liu Liming. Analysis of Development Direction of Local Party Newspapers in the New Media Era [J]. *Journal of News Research*, 2018, 9(13): 254.
- [8] Xu Li, Tang Yingjia. Transformation and Development Direction of Traditional Sci-tech Journals in the Media Era [J]. *China Management Informationization*, 2018, 19(18): 68-69.
- [9] Wang Ying. Research on Development Direction of Traditional TV News Communication in the New Media Era [J]. *Journal of News Research*, 2018, 7(4): 96.

(Author' s Institution: Benxi Radio and Television Station)

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

*Source: ChinaXiv –Machine translation. Verify with original.*