

Analysis of the Convergence Development of Local Traditional Media and New Media: Postprint

Authors: Zhang Jiguang

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

Abstract

At the current stage, numerous advanced and emerging technologies have been generated under the impetus of scientific and technological development and progress, and have been adopted across various industries. Propelled by these novel technologies, many sectors in China require technological reform and innovation; for instance, local traditional media operations within the country must undergo innovation and improvement driven by internet technology, computer technology, new media, and other such technologies. However, substantial resistance exists in facilitating the integrated development of local traditional media and new media, with significant challenges in areas such as insufficient cognition of new media technologies, inadequate emphasis, initial resource investment, and the positioning of new media technology applications. Consequently, this paper will investigate and analyze these dimensions, and propose corresponding strategies to substantively enhance the efficiency and quality of integrated innovative development between local traditional media and new media within China.

Full Text

Preamble

Title: An Analysis of the Integrated Development of Local Traditional Media and New Media

Abstract: In the current stage, advancements in science and technology have given rise to numerous novel technologies that are being adopted across various industries. Driven by these developments, many sectors in China require technological reform and innovation. Specifically, local traditional media operations must undergo transformation under the impetus of Internet technology, computer technology, and new media. However, significant obstacles hinder the integrated development of local traditional media and new media, including

insufficient understanding of new media technology, lack of adequate attention, and major issues related to initial resource investment and application positioning. This paper investigates these challenges and proposes corresponding strategies to enhance the efficiency and quality of integrated innovative development between local traditional media and new media in China.

Keywords: Local Traditional Media; New Media; Integrated Development

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2019)08-052-03

DOI: 10.19483/j.cnki.11-4653/n.2019.08.015

1.2 The Important Role of New Media in Local Traditional Media

Currently, the Chinese government attaches great importance to media convergence, as evidenced by policy guidelines aimed at promoting the integrated development of local traditional media and new media. These policies require local traditional media to actively construct new media layouts to facilitate this integration. Leading media organizations such as Xinhua News Agency, *People's Daily*, and CCTV have pioneered this transformation by launching mobile apps, WeChat official accounts, and web portals, establishing themselves as exemplary models of industry innovation. Subsequently, numerous local traditional media outlets, including *Shandong Radio Daily*, Hubei Radio Station, and *Wenzhou Metropolitan Daily*, have attempted to follow suit. However, these local media organizations have encountered significant challenges in their integration efforts, substantially slowing the pace of media innovation and development in China. Consequently, enhanced research in this area is essential to improve the efficiency and quality of media convergence.

The emergence of new media, driven by scientific and technological progress, has provided China's media industry with fresh momentum while fundamentally disrupting the forms and channels of local traditional media. Professionals working in local traditional media must develop a correct understanding of new media platform construction, recognizing that these platforms serve not only as multi-layered information distribution channels and revenue streams but also play crucial roles in other aspects.[1]

1.2.1 New Media Can Improve News Dissemination Timeliness

In news dissemination, timeliness is paramount—being first to report means capturing audience attention. When major political events or high-traffic incidents occur, the platform that reports first gains substantial viewership and shares, thereby seizing the initiative. However, many local traditional media outlets still prioritize broadcasting on local radio and television before releasing content on

new media platforms. This practice stems from a failure to recognize the rapid dissemination capabilities of local new media platforms and a reluctance to acknowledge new media's significance, treating it merely as a subsidiary or supplementary option to traditional media. Local traditional media should instead release breaking news first on new media platforms to leverage their speed, then provide detailed coverage through traditional channels. For instance, *Economic Daily* first publishes on Weibo to capture traffic before offering in-depth analysis in its newspaper edition. Similarly, *Guangzhou Daily* prioritizes its new media platform, providing 24-hour rolling coverage of trending news through its news app.[2]

1.2.2 New Media as an Effective Platform for Netizen Interaction

Traditional local media typically follow a one-way communication model— “we publish, you read” or “we produce, you listen”—with minimal interactivity. Continuing this approach in new media platform construction would lead to failure. Therefore, when building new media platforms, local traditional media must consider user needs, preferences, characteristics, and feedback to deliver genuinely appealing content. The “Toutiao” app exemplifies this strategy, utilizing big data and artificial intelligence to aggregate user preferences and deliver personalized news, rapidly capturing the domestic new media market with over 600 million registered users. Additionally, netizens can comment in real time, enabling platform operators to monitor and understand public sentiment to guide local discourse. This underscores the necessity for local traditional media to properly understand new media to fully harness its potential.[3]

1.3 New Media as a Crucial Window for Understanding and Guiding Public Opinion

In recent years, breaking news has increasingly spread through online channels, particularly Weibo and WeChat Moments. The 2017 “plastic seaweed” incident, which began as a video on WeChat Moments, caused significant economic damage to Fujian's seaweed industry. In the Internet era, individuals can create public opinion through new media, potentially triggering mass incidents. Research indicates that over 50% of mass incidents are instigated through new media. Traditional media should therefore shift their opinion-leading role to new media platforms, leveraging their own credibility to guide public discourse. Since public opinion originates on the Internet, solutions must also be found there. Currently, most traditional media fail to recognize new media's power in guiding public opinion and neglect monitoring efforts, making it difficult to steer local public opinion in constructive directions.

2.1 Local Traditional Media' s Unclear Positioning of New Media

Following the integration of local traditional media and new media, a standard configuration of “two micro-ends and one client” has emerged—referring to local WeChat official accounts, Weibo accounts, and news apps. While substantial human, material, and financial resources have been invested in these platforms, few have evolved into high-traffic platforms. The root cause lies in local traditional media' s unclear positioning of new media. For example, some local media operate a WeChat account primarily for local political news, a Weibo account for interesting anecdotes, and a client app that covers everything from political news to criminal cases to community services, with content repeatedly broadcast across radio, newspaper, and television platforms. Local traditional media must clarify the purpose and positioning of their new media platforms to develop them into high-traffic platforms.[4]

2.2 Rational Positioning of New Media

To successfully build new media platforms, local traditional media must address gaps in their existing news, radio, and television services while aligning with their primary operational direction. For instance, Hubei' s local traditional media created the Changjiang Cloud client app, positioned to serve all residents of Hubei Province with mobile access to political news. The renowned platform The Paper primarily serves organizations needing daily political updates, while Chongqing' s “Heshilao” web platform focuses on resolving civil disputes in collaboration with local courts and justice departments, broadcasting cases to educate citizens. These platforms have precise positioning, serving specific industries or purposes, and have gained publicity through local radio, television, and newspapers, gradually becoming well-known, high-traffic new media platforms.[5] In 2015, a video-making app was launched with a maximum duration of three minutes, yet its high-quality production earned industry acclaim. Other successful cases include Suzhou Daily Newspaper Group' s “Home in Suzhou” app, which records daily life and organizes community activities, gaining support among elderly users. *Guangzhou Daily*, ranked second among China' s major comprehensive daily newspapers in 2018, positioned its WeChat official account to “serve the local community” with content including local news, weather, road safety, food safety, and entertaining videos. This precise positioning generated revenue for the newspaper, with its WeChat official account' s earnings increasing by 65% in December 2018 compared to the previous year. Therefore, if local traditional media have adopted new media but failed to generate revenue, they should reconsider whether their new media positioning is rational and scientific.

3.1 Insufficient Initial Investment

Constructing new media platforms requires substantial funding for new technologies, equipment, and intelligent systems. For example, Quanzhou' s local

traditional media spent 4 million RMB solely on software development and programming for its mobile app, excluding subsequent operational and promotional costs—a significant burden for a local media organization.[6] Moreover, new media platforms require considerable time to become profitable, and developing them into well-known, popular brands demands continued investment. Some local traditional media cannot sustain the construction of information exchange platforms due to funding shortages during integration, preventing the continuous development of news clients and data centers. Promotion and cultivation of new media require substantial capital and technical talent; without these, new media fails to generate economic benefits. In today's profit-oriented environment, this has made some local traditional media increasingly cautious about new media integration.

3.2 New Media Investment Channels

According to data from the China Internet Network Information Center, 647 million Chinese people used the Internet to access information in 2018, with over 500 million using mobile devices. As new media audiences continue to grow, local traditional media should strengthen integration with new media, enabling mutual enhancement and common development. The primary task is to build new media platforms on the foundation of traditional media to reduce investment costs. Additionally, the government should increase financial support to facilitate the integration and transformation of local traditional media and new media. For example, to promote this integration, Jiangsu Province's municipal committees, governments, and finance departments allocated special funds to *Changzhou Daily*, local broadcasting, and television stations for new media platform construction. New media platforms' content sections, technical support, and talent acquisition were designated as key support projects, with funding appropriately 倾斜 to build scientifically positioned, rationally structured new media platforms as the mainstream for local traditional media development, thereby promoting integration.[7]

4. New Media Promotion

With the emergence of converged media, new media platforms have been gradually established, but their integration with traditional media requires support in technology, systems, organization, and industry. Therefore, corresponding government policies are needed to promote their development and integration. However, new media platforms also require effective promotion to achieve desired results. Promotion can be conducted through competitions and awards or by offering gifts and prizes to attract public attention. Political new media platforms must first obtain approval from relevant government departments before using administrative measures to ensure all employees follow and download the platform. Lifestyle-oriented new media platforms can collaborate with local educational institutions, supermarket chains, and service industries to strengthen promotional efforts. Thus, intensifying promotional activities during the initial

stage is essential.

For example, *People's Daily* has consistently ranked first among China's major comprehensive daily newspapers' WeChat official accounts, with readership reaching 8.558 million and likes totaling 150,000, making it China's most influential new media platform. Since its inception, the account has emphasized promotion, first by encouraging all employees to share it on their WeChat Moments and contacts, then by collaborating with disciplinary committees to organize "Local Unit Efficiency Evaluation" campaigns using WeChat voting, which increased followers by 100,000. It also partnered with educational institutions for "Education Rising Star" competitions via WeChat voting.

Similarly, *Urban Express* official account's news readership reached 962,000, surpassing *Guangzhou Daily*. This success stemmed from its 2018 partnership with party committees and national student union departments to launch the "2018 University Student Holiday Practice Team" campaign on its WeChat platform, which attracted nearly 500,000 followers. Another example is Dezhou Radio Station's "Download Dezhou App, Win Prizes" campaign targeting all city residents.

References:

- [1] Wang Yong. Research on the Development of Radio and Television Full Media in China Under the Background of Media Convergence [D]. Wuhan: Wuhan University, 2013.
- [2] Wang Yali. Research on Newspaper Media Apps Driven by Media Convergence Policies Since the 18th National Congress [D]. Chongqing: Sichuan International Studies University, 2017.
- [3] Zhang Qiang. Analysis on the Path and Strategy of Integrated Development of Traditional Media in Ganzi Tibetan Region [J]. *Journal of Xichang University (Social Science Edition)*, 2017, 29(4): 46-49.
- [4] Xia Wei. Analysis on the Integrated Development of Traditional Broadcasting and Television and New Media in the New Media Era [J]. *Journal of News Research*, 2018, 9(11): 246-247.
- [5] Xu Haizhen, Wang Qian. Analysis on the Product Model of "Internet + Government Affairs" for Local Media [J]. *China Prefecture City Journalists*, 2018(9): 13-14.
- [6] Qin Lei. Research on the Current Situation and Development Strategy of Government New Media Platform Construction Under the Background of Media Convergence [D]. Wuhan: Wuhan University, 2018.
- [7] Cao Jidong. Analysis on the Integration Path of Traditional Media and New Media [J]. *Publishing Wide Angle*, 2014(Z2): 14-18.

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

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

Source: ChinaXiv – Machine translation. Verify with original.