
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01464

On the Deep Convergence of Traditional Media and New Media in the All-Media Era (Postprint)

Authors: Li Ruisen

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

Abstract

In recent years, China's media industry has undergone profound transformations. The shift in news and information dissemination paradigms, the emergence of new media environments, and the proliferation of media outlets have all exerted significant impact on traditional media. As the post-80s and post-90s generations have become the primary audience, they have imposed even more diversified demands on traditional media. In the all-media era, the deep integration of traditional and new media will become the principal trend in the future development of China's media industry. This paper will examine the characteristics of the all-media era to analyze the possibilities, impacts, and pathways of such deep integration, thereby striving to enhance the development quality of China's media industry and enable it to fulfill its positive role in society.

Full Text

On the Deep Integration of Traditional and New Media in the All-Media Era

Abstract: In recent years, China's media industry has undergone profound transformations. Changes in news dissemination methods, the emergence of new media environments, and the proliferation of media outlets have all delivered strong shocks to traditional media. As post-80s and post-90s generations have become the primary audience, they have placed more diverse demands on traditional media. In the all-media era, the deep integration of traditional and new media will become the main trend in China's media industry development. This paper analyzes the possibilities, impacts, and pathways for deep integration of traditional and new media based on the characteristics of the all-media era, aiming to advance the quality of China's media industry development and enable it to play a positive social role.

Keywords: all-media era; traditional media; new media; deep integration

The emergence of the Douyin APP has redefined “short videos.” As a hallmark of new media, short videos now play a crucial role in news dissemination, information publicity, and advertising marketing, generating tremendous momentum and creating unprecedented competitive pressure for traditional media. However, the relationship between traditional and new media should not be adversarial, nor should it be about one eliminating the other. Instead, they should integrate with each other to jointly advance the development and progress of China’s media industry.

1. Comparative Analysis of Traditional and New Media in the All-Media Era

The term “all-media era” is not a precise academic definition but rather an applied concept in the media industry. In this era, multiple communication tools—including newspapers, magazines, television, internet, radio, and satellite—are encompassed, providing audiences with multi-sensory experiences that engage vision, hearing, and even touch, while meeting diverse audience needs. In the all-media era, the coexistence of traditional and new media often invites comparison, but they are not oppositional; they merely exhibit subtle differences in their development trajectories.

1.1 Definition and Classification Analysis of Traditional and New Media

Traditional media serves as the primary disseminator of national and social news, acting as a mainstream and positive guide for public opinion. New media, by contrast, is characterized by its speed and entertainment value in social information dissemination. Specific classifications are illustrated in Figure 1 [Figure 1: see original paper].

1.2 Comparative Analysis of Traditional and New Media

Traditional and new media differ in content, channels, and dissemination effects. Recognizing and acknowledging these differences is the first step toward enhancing their integration, as detailed in Table 1 .

Table 1: Comparative Analysis of Traditional and New Media

Media Category	Content	Channels	Effects
Traditional Media	Official statements and mainstream content such as news	Single but complex processes	Limited timeliness and impact

Media Category	Content	Channels	Effects
New Media	Social content and information	Diverse and fast channels	Strong timeliness, good effects

As shown in Table 1, traditional media typically disseminates official statements—for example, Foreign Ministry remarks on China-U.S. trade disputes—and mainstream content such as social and international news, like coverage of the Wenchuan earthquake. New media content, however, is more social and entertainment-oriented, with diverse dissemination subjects that include individual citizens. This has led to misinformation and rumors in new media content, negatively impacting social life. In terms of channels, traditional media relies on single channels like newspaper distribution but involves complex processes including news gathering, editing, and review. New media employs diverse channels such as WeChat and Weibo, leveraging network convenience for rapid dissemination and social discussion. Regarding effects, traditional media lags far behind new media in audience participation and topic discussion.

2. Advantages and Significance of Deep Integration in the All-Media Era

In the all-media era, both traditional media (newspapers, television) and new media (WeChat, Weibo, self-media) play vital roles in information dissemination. As traditional media companies have transformed in recent years—for example, *Qilu Evening News*—the boundaries between traditional and new media have gradually blurred, making integration increasingly evident.

2.1 Integrating Customer Resources to Increase Advertising Revenue

Deep integration effectively promotes resource consolidation and enhances the quality of China's media industry development. Traditional and new media target different audiences—middle-aged and elderly versus younger demographics. Through deep integration, media companies can combine these customer groups for advertising and promotion, expanding advertisers' reach and increasing media companies' economic returns.

2.2 Enhancing Content Authenticity and Reliability

Leveraging traditional media's high standards for news gathering and editing, deep integration can improve content review and editorial processes, thereby enhancing authenticity and reliability to create positive social guidance. For instance, coverage of the Shenzhen quadruplets case demonstrated how integration enables follow-up and in-depth reporting, restoring truth for audiences, reducing reversed news stories, and maintaining media credibility and authority.

2.3 Broadening News Information Dissemination Channels

Integration effectively broadens news dissemination channels. By combining traditional and new media channels, news can be disseminated across multiple platforms simultaneously. After *Qilu Evening News* achieved integration, it utilized WeChat public accounts, the “Qilu Yidian” APP, and its original newspaper platform to significantly expand its reach. This not only addresses traditional media’s timeliness deficiencies but also delivers news more quickly and effectively, enhancing media credibility and influence.

3. Analysis of Difficulties in Deep Integration

Deep integration is not achieved overnight. The long-standing inappropriate competitive relationship and early public discourse that positioned them as oppositional have exacerbated hostility between the two. This creates numerous difficulties in the integration process.

3.1 Difficulty in Constructing and Integrating Management Mechanisms

Traditional media typically operates through large newspaper groups or news centers with specialized departments responsible for clue collection, interviewing, editing, proofreading, and layout, producing serious news reports with significant social value. New media, however, focuses on public sharing—“sharing fresh things around you,” as Weibo describes—often lacking in authenticity and literary quality, with relatively loose and casual management mechanisms. Finding common ground is challenging because they face different social environments and audiences; improper changes could harm development. Thus, management mechanism integration presents a major difficulty.

3.2 Shortage of Integration Talent Affecting Depth and Quality

Traditional media professionals possess solid news gathering and editing skills but lack new media operational capabilities, unfamiliar with styles that attract online audiences or with editing public accounts and other new media operations. For example, on new media platforms, audiences prefer government reports presented visually through images for clarity and time efficiency, yet traditional journalists simply copy newspaper articles directly to public accounts. Conversely, new media staff lack skills in information screening and news gathering. Both systems lack converged media talent, hindering integration depth and quality.

3.3 Integration Concepts and Ideologies Need Improvement

Many view integration as simple “1+1=2” —merely combining resources and channels for better dissemination. They fail to recognize it as creating new media operation and management models. This misconception affects integration

depth, leaving it superficial and severely limiting the integration and effectiveness of all media functions.

4. Pathways for Deep Integration in the All-Media Era

Deep integration is an irreversible trend and an inevitable requirement for industry development. This process requires participation from government agencies, corporate entities, and media practitioners. Specific pathways include:

4.1 Innovating Management Mechanisms to Enhance Cohesion and Scientific Rigor

Integration requires innovative management mechanisms. Traditional media companies should establish dedicated new media departments within their organizational structure, with employees following company management regulations to achieve standardized operations. Additionally, local governments and industry associations should formulate guidelines for local integration development. *Qilu Evening News* exemplifies successful integration: it established specialized departments for its “Qilu Yidian” APP and WeChat public account while sharing news information from its call center. After obtaining information, print, client, and public account editors work simultaneously, tailoring content to their platform’s characteristics and target audiences. This model enables orderly operations and solidifies its position as Shandong’s largest and most influential mainstream newspaper.

4.2 Strengthening School-Enterprise Cooperation to Cultivate High-Quality Converged Media Talent

Cultivating converged media talent is an urgent requirement. To overcome integration challenges, school-enterprise cooperation is essential. By partnering with universities, companies can provide internship opportunities, helping students familiarize themselves with different platforms through job rotations and develop converged media thinking. Through three to four years of cultivation, this approach produces strong talent while building student loyalty, creating a long-term talent development mechanism that provides robust support for deep integration.

4.3 Improving Integration Thinking to Achieve “1+1>2”

The industry must improve integration thinking, abandoning the notion that integration is simply additive. Industry associations should lead through knowledge sharing and training, helping practitioners understand integration’s substantial benefits and advantages in information dissemination and public opinion guidance, thereby encouraging continuous improvement in converged media capabilities.

4.4 Enhancing Journalists' News Gathering, Editing, and Information Verification Capabilities

In the all-media era, anyone with a smartphone and internet connection can become an information disseminator, breaking traditional media's monopoly but also creating rumors and reversed news that damage media credibility and journalists' professional image. Journalists must continuously improve their gathering, editing, and verification capabilities, professionally collecting and editing news from multiple perspectives to restore truth while ensuring timeliness. They should fulfill General Secretary Xi Jinping's requirements of "footwork, mental effort, writing ability, and vision" to serve as positive guides for public opinion and true journalists for the people.

4.5 Integrating Communication Channels and Leveraging New Media Platforms

As public willingness to participate in news creation grows, integration should emphasize channel consolidation, utilizing new media platforms to give ordinary people more voice. This enhances news interactivity, helping journalists understand event contexts through public discussion to inform subsequent investigations. New media channels are also popular among young people, promoting information dissemination within this demographic and exerting positive social influence.

4.6 Emphasizing Short Video Utilization and Implementing a "Fragmented" Integration Strategy

Integration should emphasize short videos to accommodate fragmented reading habits. This requires journalists to possess strong editing skills to clearly present news events within one-minute videos that capture attention. Implementing a "fragmented" integration strategy demands synergy between traditional and new media to continuously improve short video quality based on network dissemination characteristics and reading habits, increasing audience engagement. For example, *People's Daily* introduced short video reporting for National People's Congress coverage, significantly increasing young people's attention and participation in national affairs.

Conclusion

In the all-media era, the boundaries between traditional and new media will further dissolve, gradually moving toward deep integration. Major domestic media outlets such as *People's Daily*, *Qilu Evening News*, and China Bilingual News have all strengthened their converged media development models, using new media platforms like Weibo, WeChat, and even Douyin to increase their visibility among young people, meeting the demands of the era and younger audiences. Traditional and new media exhibit significant differences in content, channels, and effects, each with distinct advantages and disadvantages—

precisely why deep integration is essential in the all-media era. However, this integration is not achieved overnight but is a long-term and challenging process. It faces difficulties in management mechanisms, talent, and conceptual barriers that require joint efforts from the media industry, government, and practitioners to overcome. Therefore, pathways to deep integration require innovative management mechanisms, emphasis on university talent cultivation, effective use of short videos and other new media formats, and continuous improvement of journalists' capabilities to ultimately achieve a "traditional media + new media > 2" integration effect. Deep integration in the all-media era is not simple addition but represents the future development trend and overall upgrade of the media industry.

References

- [1] Zhang Yanping. Deep Media Integration Requires "Top-Level Design" [J]. China Newspaper Industry, 2019(9): 30-32.
- [2] Gu Jiayun. Analysis of Problems and Strategies for Deep Integration of Traditional Media Under New Media Environment[J]. New Media Research, 2019, 5(6): 81-82.
- [3] Liu Ping. Analysis of Optimization and Transformation of News Editors in the Converged Media Era[J]. News Research Guide, 2019, 10(8): 140.
- [4] Gao Songjian. Research on Deep Integration Development of New Media and Traditional Broadcasting Media[J]. West China Broadcasting TV, 2018(23): 34-35.
- [5] Zhu Xingchun. Analysis of Integration Strategies for Traditional and New Media in the All-Media Era[J]. West China Broadcasting TV, 2018(17): 46, 52.
- [6] Zhao Lei. Comparison, Integration, and Development of Traditional and New Media Based on the All-Media Era[J]. TV Guide, 2017(16): 178.

(Author' s Affiliation: Xinjiang Production and Construction Corps 10th Division News Center)

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

Source: ChinaXiv –Machine translation. Verify with original.