

## Strategic Research on Reconstructing Talent Advantages for Traditional Media in Transition (Postprint)

**Authors:** Zhou Lanlan

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### Abstract

Nowadays, with China's rapid economic development and the continuous advancement of network information technologies, new media technologies have been increasingly applied across various sectors in China, thereby accelerating the development of the media industry. Against this backdrop, the survival and development of traditional media are facing severe threats and challenges. Owing to the inherent advantages of new media—namely, its freedom from spatial and temporal constraints and its rapid information transmission capabilities—traditional media have also embarked on transformation initiatives. Traditional media undergoing transformation should establish an internet-oriented mindset that aligns with contemporary trends, enhance their integrated marketing models throughout the proactive transformation process, and require a substantial influx of new-type talents to inject fresh momentum into the transition, which would facilitate the establishment of a comprehensive talent cultivation system for all-media development. Only through such proactive transformation can traditional media avoid being eliminated amid the wave of new media.

### Full Text

#### Abstract

With China's rapid economic development and continuous advancement of network information technologies, new media technologies have been increasingly applied across all sectors, accelerating the growth of the media industry. In this environment, traditional media faces severe threats and challenges to its survival and development. Due to new media's advantages of being unconstrained by time and space and its rapid information dissemination capabilities, traditional media have embarked on transformation paths. During this transformation, traditional media should establish an internet-oriented mindset aligned with the

times, enhance their composite marketing models, and require substantial new talent to inject fresh vitality. This facilitates the establishment of a comprehensive all-media talent development system, enabling active transformation and preventing elimination in the new media wave.

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**Author:** Zhou Lanlan

## Introduction

In recent years, new media has continuously entered public consciousness and become integral to daily life, prompting many traditional media outlets to expand into websites, mobile platforms, apps, and WeChat official accounts. However, successful cases remain rare. The primary reason is that traditional media merely treat new media as a stepping stone—a channel for information dissemination—without adopting the inherent thinking patterns and operational models of new media into their own development. The most critical issue is the lack of new talent. Traditional media professionals, deeply influenced by conventional ideologies, lack pioneering and innovative spirit, resulting in slow transformation and development. Ultimately, future media competition will be a contest of talent. For traditional media to secure a position in social media development, they must leverage their reconstructed talent advantages and accelerate development pace. This paper analyzes strategies for reconstructing talent advantages in traditional media transformation.

## Challenges in Talent Retention and Development

One major cause of severe talent loss in traditional media is compensation, which represents the primary consideration for media professionals. During the rapid development period from 1998 to 2008, traditional media professionals experienced substantial income growth and significant benefits. However, since 2008, China's media industry has been severely affected by the economic crisis, leading to declining average incomes. In recent years, the continuous development of new media has further impacted traditional media, slowing economic growth and causing per capita income levels for media workers to persistently decline, failing to meet economic needs and resulting in talent drain.

Before 2010, traditional media monopolized information channels, and their timeliness, impartial reporting attitude, and public opinion guidance earned high social recognition for media practitioners [1]. After 2010, new media diversified information channels, reduced dissemination costs, and gradually di-

minished traditional media's monopoly. This weakened the original motivation for positive publicity and changed public opinion supervision, decreasing social recognition for traditional media professionals.

Prior to 2008, China's traditional media experienced rapid development with expanding scale and increasing institutions, offering bright career prospects. After 2010, new media economic growth severely impacted traditional media's development speed, causing economic decline and obstructing personal career development space for practitioners—another major factor driving talent loss.

## **Talent Requirements for Media Transformation**

Compared with self-media and new media, traditional media's broadcast efficiency lags significantly. Traditional media's inherent limitations have widened the gap with new media. For instance, when news appears on social media, traditional media must dispatch reporters for verification, travel to the scene, conduct interviews, return to write and edit drafts, and obtain approval before broadcasting. Meanwhile, new media platforms like Weibo and WeChat have already pushed the news out, causing traditional media to lose timeliness through their cumbersome verification, writing, and approval processes. Traditional media's information dissemination speed cannot match new media's, and its deep constraints by time and space have led to new media gradually replacing traditional media's position, making traditional media largely unable to meet current social development needs and hindering its own progress [2]. Traditional media must actively adjust to adapt to social development.

Future media competition will not be about weapons or means, but about talent. Only by strengthening talent cultivation and seizing the transformation opportunity to reconstruct and rationally allocate existing talent can traditional media drive development. Currently, traditional media's thinking remains constrained by conventional dissemination modes, limiting development direction. Therefore, professionals must break through traditional thinking, innovate, and overcome these limitations. Transformation requires new talent to inject fresh vitality.

### **2.1 Developing Internet Thinking**

Traditional media should integrate new media characteristics, actively leverage broadcast interactivity, and continuously reform content to meet contemporary development needs. By achieving a state of “you within me, me within you” integration, traditional and new media can jointly develop, promote, and supervise each other to better satisfy social needs and advance with the times.

### **2.2 Strengthening Composite Marketing Capabilities**

Traditional media previously separated content and operations management with non-interference, an independent business philosophy ill-suited for cur-

rent development. During transformation, absorbing new media dissemination forms has made traditional media realize that content and operational models should integrate. This requires professionals to both produce content and grasp opportunities to convert content into value, necessitating enhanced composite marketing capabilities to meet audience demands.

### **2.3 Acquiring New Technical Talent**

Continuous IT development and mobile internet technology application have transformed the media industry from cross-industry to all-industry development. This environment has changed traditional media's talent structure and types. While traditional media previously needed only single-skill editorial talent, current development requires additional positions such as data processing engineers, product managers, new media technology development departments, and new media designers. Only by strengthening and improving the traditional departmental talent system can traditional media leverage reconstructed talent advantages during transformation.

### **2.4 Enhancing Professional Expertise**

With rapid new network development, numerous live-streaming platforms have emerged (e.g., YY Live, Bilibili Live), creating popular hosts in gaming, sports, anime, and other fields. This phenomenon has been widely accepted by the public as a new and favored information dissemination form. In competition with new media, traditional media requires not only professionals skilled in writing, editing, and broadcasting who can apply network software, but also those demonstrating professional expertise at the content level. Traditional media professionals must strive to become expert media practitioners.

## **Strategies for Reconstructing Talent Advantages**

Transformation can begin with talent reconstruction. Currently, traditional media's shortcomings in compensation, development prospects, and social recognition deter many media professionals who have worked at internet companies and understand internet logic. Chinese university graduates learn outdated theoretical knowledge without contemporary new media thinking, making it difficult for traditional media to recruit all-media talent and match new media's talent update speed. The most effective transformation method is reconstructing existing talent through self-cultivation to drive development.

### **3.1 Orienting Talent Education Toward New and All-Media Goals**

Traditional media practitioners and leaders should train single-skill talent (e.g., broadcast, text, TV editors) in all-media multi-skills to meet development needs. When designing systems, leaders must fully consider all-media talent regulations, establish comprehensive assessment systems, retain existing department talent, and recruit urgently needed network designers and new media designers through

multiple channels. Targeted talent recruitment can inject new vitality into traditional media.

### 3.2 Introducing New Media Projects to Expand All-Media Teams

Traditional media should combine their structural characteristics with new media features to effectively promote transformation. WeChat's popularity has significantly changed lifestyles, and official accounts better meet current development needs while enabling effective composite marketing. Traditional media should leverage WeChat official accounts to drive transformation. For example, Guizhou Television intensified project talent recruitment, integrated and innovated content, and launched the new program "James Loves the Kitchen," creating an independent WeChat official account. The cooking program features Guizhou specialty products and culture, achieving excellent promotional effects. Audiences learn cooking while understanding Guizhou culture and specialties, expanding traditional media's composite marketing and enabling transformation toward tourism and e-commerce, increasing diversity and driving development.

### 3.3 Improving the Innovative Talent System

Today, people have gradually abandoned traditional educational concepts that used academic degrees and professional titles as talent measurement standards. Following principles of adapting to local conditions and seeking truth from facts, scientific development concepts should guide individual evaluation. In today's fierce media competition, traditional media's limited promotion space barely satisfies professionals' enthusiasm for transitioning to all-media roles. Using academic degrees and titles as employment standards makes it difficult to realize the principle of utilizing each person's talents [3]. Therefore, traditional media should strengthen team building, improve assessment standards for all-media talent, and establish talent systems that allow all-media professionals to stand out. Providing space for every media professional to demonstrate their talents facilitates building teams with professional news literacy and new media operation knowledge, driving active transformation and preventing elimination.

## Conclusion

In transformation, traditional media must maintain their established authority, credibility, and professionalism while integrating new media technology, developing from single industry forms to rich and varied media formats, strengthening reconstructed talent development, cultivating professionals' ideological awareness, and changing operational models. Only by cultivating traditional media talent toward all-media directions can talent fulfill its role, promote traditional media development, enable standout performance in fierce market competition, maintain a strong position, advance with the times, avoid elimination under new media trends, and achieve healthy development.

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(Author’ s affiliation: Guangdong Chashan Town Cultural Broadcasting and Television Service Center)

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

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