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Exploring the Convergence Development Path of Television Media and New Media: Postprint

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Abstract

With the advent of the Internet era, new media has gradually become an indispensable component of people's lives and work, exerting substantial impact on the traditional media industry. Both traditional media and new media possess their respective advantages, and the integration of the two constitutes the optimal development paradigm. Currently, continuous efforts are being made to explore pathways for the integrated development of traditional and new media, both domestically and internationally. This paper primarily investigates and analyzes the relevant concepts of new media and traditional media, the primary issues confronting the convergence of traditional media (exemplified by television media) and new media, the necessity of integrated development of traditional and new media, and explores the pathways for the integrated development of television media and new media, with the objective of offering referential insights for promoting the integrated development of traditional and new media in our country.

Full Text

Exploring the Integration and Development Path of TV Media and New Media

Abstract: With the advent of the internet era, new media has gradually become an indispensable part of people's lives and work, generating significant impact on the traditional media industry. Both traditional and new media possess distinct advantages, and integrating the two represents the optimal development approach. Currently, both domestically and internationally, there is a continuous search for pathways to integrate traditional and new media. This paper analyzes the relevant concepts of new and traditional media, examines the main problems in the convergence of traditional media (using TV media as an example) with new media, discusses the necessity of integrated development,

and explores pathways for TV-new media integration, aiming to provide reference experience for promoting the integrated development of China's traditional and new media.

Keywords: TV; new media; convergence research

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In the new era, the development of science and technology and the popularization of networks have given rise to new media. New media represents a novel form of media based on internet broadband technology, digital production and transmission technology, and wireless communication technology, which has significantly impacted traditional media industries. To protect China's traditional media and better promote the development of both, it is essential to find a new development path that realizes the integrated development of traditional and new media. For TV media, it is necessary to actively create new audio-visual media industries, develop new audio-visual media services, and form complementary advantages and linked communication with new media, thereby promoting the rapid development of China's media industry.

Conceptual Definitions

In 1967, the CBS Technology Research Institute in the United States first proposed the concept of "new media" when publishing a plan to develop television video products, demonstrating that this concept emerged quite early. Currently, definitions of new media vary widely. In this paper, new media is defined as relative to traditional media: a media form that has developed alongside new technologies, new demands, new networks, and new information. Specifically, if television, newspapers, radio, and magazines are classified as traditional media, then computers and smartphones can be categorized as new media.

The concept of traditional-new media convergence can be divided into narrow and broad definitions. Broad media convergence refers to the mutual penetration and integration of all media and their related elements. Narrow media convergence refers to the merging of different media forms to create a new media form. Specifically, digital magazines, digital television, and mobile newspapers belong to the narrow definition of media convergence, while new media industry alliances fall under the broad definition.

Traditional Media Concept Traditional media primarily includes television, newspapers, radio, and journals. Television and radio belong to streaming media, while newspapers and journals are print media. Traditional media possesses its own advantages: newspapers are convenient for storage and reading, while journal content tends to be more professional. The content in newspapers

and journals is more authoritative and authentic. Their disadvantage lies in overly singular dissemination methods that cannot satisfy audiences' need for persistent attention. For television and radio, their transmission methods are no longer singular—they can disseminate sound, images, and text, more easily attracting audiences. However, with this transmission mode, audiences remain in a passive receiving state, unable to achieve interaction with media. Traditional media impacted by new media will be eliminated by this era if it cannot change in time.

Main Problems in TV-New Media Integration

Currently, China's path toward TV-new media integration remains in the preliminary exploration stage, with efforts still confined to single traditional media transmission platforms. Numerous problems persist in integrated development.

Overly Negative View of Traditional Media Capabilities In the current process of TV-new media integrated development, there is a tendency to one-sidedly negate the capabilities and advantages of TV media, mistakenly believing that integration means using new media as support to continuously develop new media. However, integrated development should fully leverage the strengths of both while avoiding their weaknesses, thereby identifying their respective positions and seeking suitable development models to promote mutual growth. New media's advantage lies in accessing more information and enabling rapid, anytime-anywhere dissemination with broader reach, while TV media can ensure the authenticity and validity of information—something new media lacks. Therefore, combined development can guarantee comprehensive, efficient information dissemination while ensuring reliability, thus better developing the media industry.

Simple Superposition Without True Integration Currently, the most common integration methods include electronic newspapers, official WeChat accounts, and QR codes. These merely represent simple superposition rather than true integration, failing to organically integrate media resources and production factors. This simple, superficial stacking does not exert its true effectiveness and fails to form a unified systemic mechanism.

Lack of Overall Planning and Clear Positioning The integrated development of TV and new media lacks unified planning, clear positioning, and overall strategy. Without these, this already long and tortuous integration path becomes even more difficult. Research on convergence and development planning reveals that this integration road is lengthy and winding, and without clear positioning and holistic planning, the journey becomes even more challenging.

Lack of Professional Technical Capability In the 21st century, network science and technology have developed rapidly, with mobile internet integrating

into people' s daily lives. Consequently, traditional media have all developed and integrated toward new media through network technology. Traditional media suffer from single communication methods, high publicity costs, technical deficiencies, and inherent constraints, making significant development difficult.

Outdated Management Systems Traditional media industry development options are relatively singular, with management approaches mostly focusing on message transmission pathways. However, with internet development and the emergence of new media and mobile networks—characterized by low information dissemination costs, broad coverage, and rapid transmission—traditional media management systems have become highly unsuitable and difficult to adapt to new media development needs.

Unclear Profit Objectives With the rapid development of internet technology, new network media technology and enterprise development models have fundamentally changed. Traditional media' s market influence and share have become very small, a trend that will gradually expand with the times. Although traditional media' s advertising effects and publicity cannot match new media technology, traditional media still maintains influence, so its advertising revenue is not necessarily weaker than new media. Therefore, clarifying profit objectives can not only promote enterprise development and integration with new media technology but also enable coordinated development between new media technology and traditional media methods. Compared with traditional media, new media technology offers faster, broader information dissemination and greater information volume, breaking traditional information dissemination methods like newspapers and magazines. In the new media technology environment, everyone is both an information disseminator and receiver—something traditional media cannot achieve.

The Necessity of TV-New Media Integration

Network new media technology is the inevitable product of computer technology and network technology development, as well as an inevitable product of era progress. Traditional media primarily disseminates information through newspapers, magazines, radios, and broadcast television. However, with continuous scientific and technological development, network technology and mobile network technology have integrated into people' s lives, becoming closely related to daily existence. People have gradually become accustomed to obtaining desired information through these network methods—these are the information dissemination methods of new media technology. Both traditional media methods and new media technology are products of social and era development, with essential differences and respective characteristics. Only through integrated and coordinated development can traditional and new media achieve win-win outcomes. Allowing everyone to choose their preferred media method to receive needed information, with both complementing each other and progressing together, represents the future development direction of information media.

Development Directions for TV Media Integration

Television is our traditional method of receiving information media. However, with era development and technological progress, the birth of new media has brought both tremendous challenges and great opportunities to TV media. Although TV cannot match network new media in information dissemination breadth and speed, network new media information is too abundant and mixed with much false information. Conversely, TV disseminated information has high credibility. Therefore, for TV to continue moving forward, it must integrate with network technology to compensate for its shortcomings.

Mobile TV Platforms Currently, China's mobile internet users have exceeded 800 million, with networks entering millions of households and becoming indispensable to daily life. Particularly with smartphone development and the implementation of mobile fee reduction and speed increase policies, mobile phones have become increasingly important. Therefore, combining TV with mobile networks to create an entirely new mobile TV, allowing people to watch television via mobile phone networks, will bring new development opportunities to TV stations and represents an important direction for sustainable TV development.

Network TV Clients With network technology development, network television has also become an indispensable entertainment method in daily life. Therefore, using new network technology to develop network TV clients can not only increase TV station ratings but also represents important network technology for TV stations' sustainable development.

Network technology development has not only changed people's entertainment methods but also changed information reception patterns. Therefore, this has brought tremendous challenges to TV stations as traditional media but also represents significant opportunities. Consequently, TV stations integrating with network technology and using new network media technology to create entirely new mobile TV platforms and network TV platforms represents a new development direction for TV stations—combining their advantages with new media technology to achieve sustainable development.

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

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