
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01789

Research on the Convergence of New Media and Traditional Media in the Context of Big Data: Postprint

Authors: Shan Dan

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

Abstract

With the continuous development of big data technology, the widespread adoption of the Internet, and the increasing maturity of technologies, the emergence of new media has become an inevitable trend in media development. The rapid development of new media has exerted a profound impact on traditional media, rendering the transformation of traditional media an unavoidable imperative. Consequently, the integration of new media and traditional media represents a critically important task and an inevitable outcome of media development under the current circumstances. This paper provides a brief introduction to new media and a general analysis of the advantages of media convergence, and undertakes a series of investigations into strategies for integrating new media and traditional media, specifically addressing the current state of media convergence in China.

Full Text

Exploring the Integrated Development of New Media and Traditional Media in the Context of Big Data

Abstract: With the continuous development of big data technology, the proliferation of the internet, and the maturation of related technologies, the emergence of new media has become an inevitable trend in media evolution. The rapid growth of new media has profoundly impacted traditional media, making its transformation an unavoidable imperative. Consequently, the integration of new media and traditional media represents a critically important task and the inevitable outcome of media development under current conditions. This paper provides a brief introduction to new media and a general analysis of the advantages of media convergence, then explores a series of integration strategies

for new media and traditional media tailored to the present situation of media convergence in China.

Keywords: big data; new media; traditional media; media convergence

Chinese Library Classification: G206

Document Code: A

Article ID: 1671-0134(2018)11-039-02

DOI: 10.19483/j.cnki.11-4653/n.2018.11.001

Author: Shan Dan

Currently, big data technology and new media technology continue to develop and expand, gradually transforming how information is disseminated and exchanged. The emergence of new media has brought tremendous changes to people's lives. However, the authority, impartiality, and rigor of traditional media remain firmly established among media consumers. The development of new media must rely on traditional media. Therefore, the integration of new media and traditional media constitutes a significant issue for media development. Under the background of the big data era, effective media convergence work can better achieve sustainable development in the media industry.

1.1 Concept and Characteristics of New Media

The concept of new media was initially proposed by Long Goldmark of the CBS Technical Research Institute. However, to date, there remains no precise definition of the concept. Some current journals feature "New Media" columns, and terms like digital television, mobile TV, mobile media, blogs, and podcasts abound. Consequently, "new media" functions more as a medium that can provide personalized content to media consumers.

New media in the big data era has two distinct characteristics: First, it can fully carry all media forms that traditional media convey, such as text, images, video, and audio. Second, it is interactive with media audiences, differing from traditional media in terms of reception terminals, program transmission carriers, and viewing formats.

1.2 Basic Types of New Media

New media primarily includes: portals, email, search engines, virtual communities, online games, blogs, podcasts, WeChat, mobile text messages, mobile TV, Internet TV, digital TV, mobile newspapers, and online magazines. Among these, some constitute new media forms, some represent new media software, and others belong to new media hardware and services.

2. Current State of Media Convergence in China in the Big Data Era

Against the backdrop of big data, media development primarily manifests as a convergence phenomenon between new media and traditional media, making

integrated development a crucial task for the media industry. However, according to the current state of media convergence in China, significant issues persist in this important work, particularly regarding the understanding of the significance and importance of integrating new media and traditional media.

First, a substantial number of media professionals lack clear objectives for media convergence, hindering its rapid development. Second, media workers demonstrate insufficient understanding of the big data era and inadequate mastery of big data technology; their comprehensive capabilities require improvement. Finally, the management systems and institutions for media convergence remain imperfect and require further strengthening and improvement, along with appropriate and effective adjustments to traditional management models.

3.1 Achieving Resource Sharing in Media

During the integration process of traditional and new media, media resources can be shared to maximize the utilization of limited news resources. Under unified objectives, traditional and new media can achieve maximum resource sharing, development, and integration. Through mutual collaboration, they can produce synergistic benefits exceeding the sum of their individual effects. This approach optimizes the use of shared resources and helps maximize the expansion of media consumer markets. For example, the cooperation between China's Hunan TV and Taobao allows various cooperative brands of Hunan TV, as well as peripheral derivative products featuring Hunan TV's well-known artists and popular program brands, to be sold on Taobao. This collaboration not only broadens sales channels for Hunan TV's products and generates considerable revenue but also provides excellent advertising effects for Taobao in jointly prepared television variety shows, injecting substantial entertainment and fashion elements into Taobao and establishing its e-commerce image.

3.2 Diversification of Product Forms

Media convergence has long transcended the basic form of “newspaper-network integration,” entering a trend of diversification in media product forms. Traditional media's text and images have evolved into video, audio, and even entirely new 4D sensory experiences. Newspaper QR codes, audio newspapers, three-dimensional newspapers, iPad terminal media, Weibo, WeChat, QQ, social networking sites, social platforms, and Internet television—different media forms, mobile terminals, and internet platforms have maximized the diversification of media convergence product forms, touching upon almost all traditional media categories.

3.3 Comprehensive Digitalization of Convergence Carriers

A crucial factor driving media convergence is the arrival of the big data era. The rapid development of technology, particularly the swift advancement of

the internet, along with continuous network technology development and improvement, provides important guarantees for media convergence. Big data era updates constantly influence media industry development and affect media audience demands. Every software release attracts pursuit from various media consumers. Taking WeChat as a highly successful app in China, each new feature it launches becomes daily news headlines or search hotspots, simultaneously influencing audience group demands. Even when it changes audience needs, viewers develop new demands for media forms, particularly regarding media information content.

4.1 Clarifying the Direction of Media Convergence

Smartphone cameras represent a basic function where the clarity of photos and videos and color processing technology fully meet network dissemination requirements. Integrating information channels constitutes an important approach to enhancing media information interactivity and discourse power.

Second, integrating dissemination pathways. In today's society permeated and covered by networks, media utilizes this highly inclusive channel for dissemination and development. Mature science and technology provides technical support for effective media transmission. In the convergence of traditional and new media, we should establish media forms more easily accepted by audiences, such as online video, audio, and images.

4.5 Integrating Media Resources and Innovating Business Models

Information content construction represents a major advantage of traditional media, while new technologies of the big data era constitute a primary advantage of new media. Integrating these two advantages through powerful combination can effectively compensate for their respective shortcomings while improving media flexibility, satisfying both traditional and new media strengths. Furthermore, innovating media business models represents a crucial task. First, achieve precise targeting in advertising placement by innovating, pricing, and distributing advertisements according to different audience needs. Second, attempt paid reading models while ensuring the news value of paid content, conducting in-depth exploration of paid reading news content to increase economic returns for the media industry. Third, utilize big data technology to fully leverage technology and resources, enhancing media authority, advancement, and influence.

In summary, in the big data era, the integration of new media and traditional media is an inevitable process in media development. Only by clarifying the purpose of media convergence, improving media workers' omnimedia capabilities, and effectively integrating media channels can we truly promote healthy and rapid development of the media industry.

References: [1] Wu Zhaohan. Discussion on Integration Strategies of Traditional Media and New Media under Big Data Background [J]. China Newspaper Industry, 2017(24).

- [2] Zhang Suqiu, Gu Jiang. Characteristics, Dynamics, and Paths of Traditional Media and New Media Integration in the Big Data Era [J]. Modern Economic Research, 2015(11).
- [3] Wang Yong. Integration of Traditional Media and New Media under Big Data Background [J]. China Media Technology, 2018(4).
- [4] Huang Xiaoxin, Liu Jianhua, Lu Jianfeng. Current Status, Problems, and Trends of Media Integration Innovation in China [J]. China Media Technology, 2017(4).

(Author' s Affiliation: Shenyang Conservatory of Music)

On August 18, 2014, the fourth meeting of the Central Leading Group for Comprehensively Deepening Reform reviewed and approved the “Guiding Opinions on Promoting the Integrated Development of Traditional Media and Emerging Media,” which clearly stated that we must follow the laws of news communication and the development patterns of emerging media, placing equal emphasis on technology construction and content construction.

4.2 Enhancing Media Workers' Omnimedia Capabilities

In the big data era, information dissemination and communication channels develop and update rapidly, and audience demands continuously evolve. Facing growing audience needs, media workers must possess diversity in media work. In this era of multi-channel information acquisition, to satisfy various audience demands, we must be audience-oriented and strengthen the construction of media product relevance and timeliness. Media workers should diligently study professional knowledge, improve their professional competence, update and perfect their existing media knowledge structure, promptly renew work concepts, achieve diversified and flexible mastery of language skills, learn and continuously practice new media technologies, and proficiently master the performance and usage techniques of new media equipment. Based on reality, they should promptly seize opportunities of the era, continuously strive to meet audience needs, and consequently provide audiences with more complete and better services. Through systematic and comprehensive analysis of traditional media advantages and accurate grasp of traditional media essence, combined with omnimedia requirements and big data era characteristics, efficient and accurate integration with new media can effectively combine traditional and new media.

4.3 Strengthening Interaction Between Traditional and New Media

Although China' s traditional media is gradually weakening and its shortcomings are becoming increasingly apparent, many aspects remain praiseworthy and worth learning from. In the big data era, new media development demonstrates advantages such as high efficiency, diverse media forms, and rich, flexible content. Strengthening interaction between traditional and new media can greatly promote the media convergence process, fully utilizing big data era technolo-

gies to effectively integrate traditional media' s print and web versions with new era tablets and smartphones, creating innovative, fully functional media platforms that meet audience needs, and actively building media diversity and media brand influence.

4.4 Integrating Information and Dissemination Channels

First, integrate information channels. Influenced by big data technology, media information channels have gradually shifted from traditional computer PC terminals to smartphone terminals. While networks constitute the primary dissemination channel for new media currently, future development trends indicate that new media information channels will lean more toward mobile terminals like smartphones. Photo and video capture functions of modern smartphones represent basic features where clarity and color processing technology fully meet network dissemination requirements.

Second, integrate dissemination pathways. In today' s society permeated and covered by networks, media utilizes this highly inclusive channel for dissemination and development. Mature science and technology provides technical support for effective media transmission. In the convergence of traditional and new media, we should establish media forms more easily accepted by audiences, such as online video, audio, and images.

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

Source: ChinaXiv –Machine translation. Verify with original.