

## Exploring the Convergence of Traditional and New Media Under the “Internet Plus” Background: A Postprint

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### Abstract

The development of computer and network technologies, coupled with the widespread adoption of smart terminals, has rendered new media an indispensable component of both daily life and professional work. The emergence of new media has disrupted the conventional models and structures of traditional media, empowering every individual to function as a news spokesperson capable of publishing and commenting on news anytime and anywhere through social software platforms. The advent of these new media has exerted a profound impact on traditional media, thereby necessitating a re-examination of the convergence between old and new media. This paper primarily conducts a specific analysis of the pathways for convergence between traditional and new media within the “Internet Plus” framework, aiming to contribute to the promotion of their integrated development.

### Full Text

## Exploring the Integrated Development of Traditional and New Media Under the “Internet Plus” Background

**Abstract:** With the development of computer and network technologies, coupled with the popularization of smart terminals, new media has gradually become an indispensable part of people’s lives and work. The emergence of new media has shattered the original patterns and structures of traditional media, enabling everyone to become a news spokesperson who can publish and comment on news anytime, anywhere through social software. This dramatic impact necessitates a re-examination of the integration between old and new media. This paper provides a specific analysis of the pathways for integrating traditional and new media under the “Internet Plus” background, aiming to contribute to the promotion of their convergent development.

**Keywords:** “Internet Plus” ; Traditional Media; New Media; Integrated Development

By Ji Li

Under the “Internet Plus” background, media is no longer an “official” privilege—everyone can become a media practitioner, and media’s role in people’s lives is increasingly significant. As social and economic development place higher demands on quality of life, media serves not only as a means to improve living standards but also as an important pathway aligned with era development. The emergence of new media has enriched people’s lives while impacting traditional media, enhancing the speed of information acquisition and dissemination, and expanding media’s sphere of influence. Since new media itself requires internet technology support, “Internet Plus” technology plays a crucial role in the integration of traditional and new media [2]. This integration helps transform operational and management models, promotes economic development across industries, and is vital for traditional media innovation [3]. Moreover, internet-based integration represents both the demand and direction of contemporary media development.

## 1. The Significance of Traditional and New Media Integration Under the “Internet Plus” Background

We have entered the information network era. The emergence of new media has profoundly influenced people’s lives, providing new development opportunities and space for traditional media while simultaneously imposing higher demands. The differences between traditional and new media manifest not only in communication methods but also in communication concepts. Their integration can enable better media dissemination and development in the “Internet Plus” era.

### 1.1 Enhancing Media Development Speed

The development and popularization of internet technology have gradually rendered traditional media’s communication methods obsolete, unable to meet public needs for news publishing and acquisition. New media’s emergence poses enormous challenges to traditional media while providing broader development space [1]. Therefore, traditional media must absorb new media’s advantages and pursue convergent development through continuous innovation aligned with era demands. Simultaneously, traditional media development must leverage network advantages to achieve common development with new media through internet platform applications.

### 1.2 Meeting Era Development Requirements

Under the “Internet Plus” era, internet technology and smart terminals are penetrating various industries, providing favorable conditions for internet-industry

integration. Traditional media's integration with the internet enhances information acquisition and dissemination speeds while expanding media's influence. Since new media requires internet technology support, "Internet Plus" technology plays a crucial role in this integration [2]. This integration helps transform operational and management models, promotes economic development across industries, and is vital for traditional media innovation [3]. Moreover, internet-based integration represents both the demand and direction of contemporary media development.

## 2. Pathways for Traditional and New Media Integration Under the "Internet Plus" Background

The arrival of the "Internet" era has created development opportunities for new media. To adapt to era development, most media continuously innovate technology in fierce market competition to obtain economic and social benefits. Some media companies, seeking to satisfy broad audience demands, have abandoned traditional media, causing new media to develop toward marketization with certain limitations and short-sightedness. In fact, the integration of the two deserves further in-depth research, holding considerable importance for media's sustainable development.

### 2.1 Transforming Traditional Media Concepts

Concept is the guidance and foundation for action; therefore, integration must begin with conceptual transformation. New concepts should be based on era development demands, strengthened through analysis of internet platforms and technologies, and integrated with media development to innovate and optimize marketing and management methods for both traditional and new media, better satisfying "Internet Plus" era demands. Media convergence can continuously expand media space and markets. Additionally, the integration process must emphasize high talent requirements, enhance talent cultivation, build a high-quality and high-skill team, and improve integration efficiency and quality. We must also optimize media integration systems to enable all-around development [4].

### 2.2 Emphasizing Interaction and Building Robust Social Networks

Traditional media lacks strong interactivity, creating deficiencies in social network construction. To achieve better development, we must expand information dissemination scope and increase user numbers. For instance, Alibaba, as a typical integration case, attracted numerous traditional media users in a short time, effectively occupying traditional media territory. Moreover, it utilized internet technology to accurately position itself under the "Internet Plus" background. With new media technology development, users have become news spokespersons, receiving news faster with elevated status, able to switch freely between publishers and receivers. Therefore, integration must first attract audience at-

tention, stimulate product interest, and build robust social networks. From China's media development perspective, social elements exist in product development, enabling closer user-media engagement. Sharing products on media platforms enhances inclusiveness. For example, *The Paper* has established a follow-up section where users can track, question, and answer hot topics after watching news, enabling user participation. Hot news can also be shared on social platforms like WeChat and Weibo, inviting netizen discussions. This more social approach provides ample momentum for integrated development.

### 2.3 Leveraging Respective Advantages to Enhance Product Quality

Both traditional and new media possess distinct advantages. Traditional media has stronger authority, with all news content having sufficient theoretical basis and greater authenticity. In new media, everyone can become a news publisher, making authenticity verification extremely difficult [5]. However, new media holds stronger advantages in dissemination speed and scope, along with interactivity and immediacy, yet cannot match traditional media's authenticity and credibility. Therefore, media product promotion must emphasize product upgrading. For example, the *New Culture Daily* has launched a mobile client based on traditional media, allowing users to browse news via mobile terminals, update by pulling down, and open a user feedback section to solicit improvement suggestions, continuously optimizing the product and enhancing user satisfaction.

### 2.4 Emphasizing Industrial Convergence and Promoting Diversified Industrial Chain Development

Under the "Internet Plus" era, traditional media must fully leverage its advantages to enhance competitiveness. Although new media has fast dissemination and strong interactivity, it cannot convert loyal traditional media users because it lacks sufficient authority, and many traditional media users distrust new media information. Traditional media, after decades of development, possesses good authority and credibility, so we must utilize these advantages to promote integration. For example, Mango TV's *Happy Shopping* program combines internet shopping with television branding, achieving cross-industry, cross-regional, and cross-media integrated development through chain operations and TV shopping. Through traditional and new media integration, *Happy Shopping* innovatively launched a mobile shopping model, providing more convenient shopping experiences while opening new avenues for integration. Additionally, in cross-industry development, traditional media must appropriately absorb e-commerce experience to enhance credibility and authority, better attracting consumers.

### 2.5 Improving Service Quality and Optimizing Media Platforms

Media under the "Internet Plus" era must adhere to a customer-centered service approach; therefore, improving service quality must be the priority in integration. We can create interactive platforms to conduct user follow-ups or receive

feedback after launching new products, providing favorable basis for subsequent work. Simultaneously, integration must also emphasize integration with other fields, utilizing big data and internet technology for real-time dynamic monitoring of market changes to better serve customers and enhance innovation capabilities. This high-quality service approach helps media grasp user needs, establish good user-media relationships, and promote healthy media development.

In summary, internet technology development has facilitated new media's emergence, and new media's advantages in immediacy and interactivity have posed enormous impacts on traditional media. To promote better media development, we must emphasize traditional and new media integration, fully leverage both media's respective advantages, eliminate existing drawbacks through integration, innovate communication methods, perfect service models, enhance information authenticity, immediacy, and authority, provide the public with more complete media forms, and promote media industry development.

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

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