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The Status Quo and Dilemmas of Traditional and New Media Convergence: Postprint

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Abstract

This paper proceeds from the current state of traditional media and new media convergence, analyzes the challenges confronting this convergence at the present stage, and finally proposes countermeasures grounded in practical realities. It aims to provide reference insights for the convergence and development of traditional and new media, integrating the developmental advantages of both media forms to achieve their integrated development and comprehensive construction.

Full Text

The Current State and Dilemmas of Traditional Media and New Media Convergence

Abstract: This paper examines the current state of convergence between traditional and new media, analyzes the dilemmas facing this integration, and proposes practical strategies for advancing the process. The aim is to provide reference points for the convergence and development of both media forms, combining their respective strengths to achieve comprehensive integration and construction.

Keywords: traditional media; new media; convergence status; convergence dilemmas

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Traditional media refers to conventional communication channels such as television, radio, and newspapers, while new media encompasses emerging information dissemination methods based on information technology, electronic technology, and the internet, transmitted through various terminal devices including

mobile phones, computers, and mobile clients. Given new media's evident advantages in both current application and future development, traditional media must converge with new media to maintain its relevance. However, several structural challenges impede this integration.

1.1 Technology Revolution Driving Media Convergence

The continuous improvement of information technology and rapid development of internet systems have significantly enhanced the level of integration between traditional and new media. Network proliferation has improved the resource allocation structure for both dissemination methods and created a robust platform for their communication and development. Consequently, numerous national news organizations have established online platforms to gather public opinion and understand audience needs for current affairs information, demonstrating that network development has comprehensively propelled media convergence [?].

1.2 The All-Media Era Has Arrived

The all-media era marks a period when various media communication methods enter systematic resource integration, forming a landscape of co-development and mutual convergence that truly pushes media dissemination toward informatization and diversification. Currently, many local mainstream media outlets have established all-media news centers during the convergence process, simultaneously increasing traditional media practitioners' understanding of new media and vice versa. Building upon this foundation, they have actively promoted innovation in concepts, institutional mechanisms, and management methods, creating new communication formats, expanding dissemination channels, and effectively unleashing news productivity. Indeed, media development is now steadily advancing toward the goal of "one-time collection, multiple generation, and all-media distribution."

2.1 Weak and Lagging Institutional Mechanisms and Process Reengineering

Traditional media management systems remain rigid, characterized by inadequate staffing allocation, lack of standardized performance evaluation, and flawed compensation distribution mechanisms. These shortcomings reduce the rationality of human resource allocation and diminish the normative efficiency of workflow coordination [?]. New media systems, by contrast, suffer from insufficient standardization, primarily because their relatively short development history has left them without adequate legal and regulatory constraints, resulting in an unregulated operational market and lack of institutional guidelines. A critical issue in the convergence management system involves determining which side possesses priority rights in news dissemination and where talented personnel should be allocated. From a developmental perspective, new media—having started more recently—requires more outstanding talent to drive its growth and

offers broader prospects. In summary, imperfect management systems and talent allocation conflicts will hinder effective media convergence.

2.2 Urgent Need to Strengthen Talent Support and Intellectual Capacity

The professional competence of media practitioners directly affects their adaptability and comprehensive skills in the workplace, encompassing work attitude, knowledge level, and technical proficiency. During the convergence process, both traditional and new media practitioners exhibit insufficient professionalism. Traditional media staff, lacking understanding of new media, may demonstrate unskilled operational methods and inadequate responsiveness when undertaking new media construction tasks [?]. Conversely, new media practitioners, unfamiliar with traditional media, may struggle to properly handle practical issues and operations in traditional media contexts. Furthermore, both groups share a common deficiency in mastering and researching the core technologies of new media development. While most computer professionals can grasp these technologies, media practitioners from both camps lack deep cognitive understanding, preventing them from making strategic decisions in media convergence and executing them effectively.

2.3 Lack of Distinctiveness in Development Paths and Content Production

Clear development goals for media convergence have been established from the central government to provincial and municipal levels: full coverage of converged media centers at the county level, diversified development at the prefecture level, and “central kitchen”-style all-media command centers and development groups at the provincial level. However, current integration efforts suffer from insufficient distinctiveness in development paths and content production, manifesting as inadequate local depth, lack of characteristic cultivation, and imperfect content creation [?]. This deficiency also appears in the superficial mutual borrowing between the two media forms, where new media merely serves as a display platform for traditional media without adopting its specific information-gathering methods. Consequently, media convergence lacks innovative thinking, as neither side has integrated its own shortcomings with the other’s strengths.

3.1 Establishing Sound Management Systems

Effective media convergence requires establishing robust management systems to guide co-development and comprehensive integration while ensuring institutional enforcement. Traditional media management must innovate according to developmental trends and future needs, transforming conventional management concepts to keep pace with the times, improving management methods, formulating standards aligned with contemporary demands, and refining employee evaluation and human resource allocation mechanisms. New media management systems must standardize themselves according to IT development levels

and future requirements, continuously exploring suitable regulations while enhancing their advantages to better satisfy public demand for novel information dissemination methods. Regarding talent allocation, traditional and new media must coordinate and rationally distribute human resources based on actual needs and developmental conditions, truly using outstanding talent to drive media convergence [?].

3.2 Conducting Professional Training for Media Practitioners

The professional competence of traditional and new media practitioners directly impacts the development of both media forms and their convergence, necessitating specialized training to enhance professionalism and build a specialized workforce. Specifically, this requires establishing training and management systems for both groups to improve new media skills and digital literacy. Traditional media practitioners need training in new media knowledge to master its dissemination and development methods, while new media practitioners require education in traditional media's information collection and processing techniques. Additionally, communication platforms should be created to facilitate mutual learning and effective problem-solving discussions. Performance evaluation systems can also be established to regularly assess practitioners' work, providing effective supervision that enhances motivation and initiative while laying a human resource foundation for media convergence.

3.3 Enhancing Distinctiveness in Development Paths and Content Production

To advance media convergence, practitioners from both fields must jointly enhance the distinctiveness of development paths and content production, promoting diversified development. The current convergence process suffers from insufficient distinctive characteristics, as mutual borrowing remains superficial. Rapidly developing information technology and increasingly pervasive network systems provide favorable conditions for media convergence. Practitioners must leverage these advantages to address issues including imperfect management systems, insufficient professional competence, and unclear integration goals [?]. Simultaneously, traditional media should break conventional development patterns by actively adopting new media's development and information-gathering methods, while new media should support traditional media's development by providing technical and financial assistance. This will help traditional media integrate into the new era, adapt to contemporary developmental demands, and achieve comprehensive co-development. In summary, while the overall convergence situation shows positive momentum, numerous issues remain that require practitioners from both sides to adopt targeted solutions based on actual conditions, thereby comprehensively promoting media convergence and laying a technical foundation for China's information industry while driving diversified information dissemination.

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