
AI translation · View original & related papers at
chinaxiv.org/items/chinaxiv-202310.01851

Some Reflections on the Development of Media Technology in the Converged Media Environment: Postprint

Authors: Wang Duo

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

Abstract

With the development of Internet technology and multimedia technology, new media forms have gradually taken shape, exerting a profound impact on the development of traditional media. This paper first expounds on the concept of integrated media, analyzes the characteristics of traditional media development in the integrated media era, and finally proposes pathways for the development of traditional media in this context. It is hoped that this research will provide valuable insights for the advancement of media technology in the integrated media environment.

Full Text

Preamble

Title: Thoughts on Media Technology Development in the Converged Media Environment

Abstract: With the development of internet technology and multimedia technology, new media forms have gradually emerged, exerting a tremendous impact on traditional media. This paper first elaborates on the concept of converged media, analyzes the characteristics of traditional media development in the converged media era, and finally proposes pathways for traditional media development in this new context. It is hoped that this will provide valuable reference for media technology development in the converged media environment.

Keywords: Converged Media; Media Technology; Development

Author: Wang Duo

With the changing times, the converged media era has emerged, particularly since the early 21st century when network technology began to demonstrate its

transformative power. Traditional media has been gradually infiltrated by new media such as online media, with many core domains undergoing fundamental shifts. Internet and other new media have permeated people's daily lives, altering lifestyles and influencing the norms and models of traditional news reporting. This paper analyzes and explores the new concepts and practices of news reporting within the converged media environment.

1. The Concept of Converged Media

At present, there is no universally accepted definition of converged media, and scholars hold varying perspectives. Some view converged media as an emerging mainstream media form with strong market penetration and influence, shaped by the interaction and competition among multiple media types. Others emphasize the “convergence” aspect, focusing on integrating teams, workflows, and resources in editorial processes, as well as coordinating product development, sales, technical services, and market research, all centralized on a unified platform. Regardless of these differences, the development of converged media technology fundamentally relies on integration with traditional media technologies, forming complementary advantages in communication to achieve “content integration, promotional synergy, and shared benefits.”

In the converged media environment, the integration and development of traditional and modern media transforms market competition from single-media to multimedia-based models, fostering innovation and development in the information market. Converged media does not exist in isolation but rather represents the coordinated development and mutual reinforcement of multiple media forms, achieving significant enhancements in value, functionality, and methods. In terms of resources, the integration of physical assets from traditional media with resources from new media enables transformation and upgrading of service models. Regarding integration methods, traditional media staff can collaborate with websites, using new equipment during field interviews to provide materials to media outlets simultaneously, thereby achieving parallel development of traditional and new media. This approach significantly reduces human resource investment while providing effective guarantees for information security and reliability.

2. Characteristics of Traditional Media Development in the Converged Media Era

In the converged media environment, news communication integrates internet technology to improve news sharing efficiency and facilitate communication between journalists and audiences, as well as among audiences themselves. Specifically, media technology in the converged media era exhibits three primary characteristics.

2.1 Sharing Capability

In the converged media environment, the integration of traditional media resources and information establishes a shared manuscript pool for strategy, collection, editing, and distribution across newspapers, websites, terminals, and micro-media platforms. For instance, *People's Daily* has developed a “central kitchen” system that transforms the traditional “collect-edit-distribute” structure by integrating workflow resources to achieve perfect integration of media technologies. This system is built upon a chief editor's dispatch center responsible for strategic decision-making, adjustments, task supervision, and command, providing reliable guarantees for data collection, decision-making, and information release. The operational mechanism typically employs a linkage platform comprising technical departments, interview centers, and editing centers that can issue commands and process information. Staff are drawn from departments covering newspapers, websites, terminals, and micro-media, forming a new working model controlled by the chief editor's dispatch center. These departments process and handle media information according to instructions, with all materials stored directly in a backend news database. The editorial offices of the newspaper, People's Daily Online, and the new media center are primarily responsible for selecting and comprehensively utilizing manuscripts, which can be published directly or used as raw materials for information products that are then promoted across domestic and international platforms.

2.2 Speed and Timeliness

Given current information development trends, the “two micros and one end” (Weibo, WeChat, and client applications) have captured the market through their significant speed advantages. In this context, news dissemination must prioritize timeliness. For a long time, traditional media's development has been constrained by transmission speed, making it unable to meet current development requirements, necessitating urgent transformation of news communication methods. The converged media environment provides a reference path for traditional media development. By leveraging the advantages of self-media, traditional media can also achieve rapid information dissemination and enhance market competitiveness through their authoritative status. In recent years, as many newspapers, radio stations, and television platforms have launched Weibo, WeChat, and client applications, traditional media has entered a new development model with greatly improved news update speeds and dissemination effectiveness. Users can enjoy high-quality information while freely expressing their viewpoints, breaking temporal and spatial limitations and enhancing public opinion guidance. In the converged media environment, the speed advantage of traditional media has become prominent.

2.3 Interactivity

In the new context, information transmission methods have undergone significant changes, shifting from traditional unidirectional models. The converged

media environment emphasizes information feedback, improves push efficiency, and strengthens communication with users. Currently, the sheer volume of information makes it impossible for users to absorb everything, leading them to selectively consume content that interests them. If media development fails to consider user preferences and concerns, it will result in user loss, which is detrimental to long-term media technology development. To address this, media development must emphasize interaction with users, fully leverage the effectiveness of comment sections, and utilize big data and cloud computing technologies to achieve “precise push” of news information based on user interests, thereby enhancing user engagement and loyalty—particularly crucial in the converged media environment. In this era, people can use mobile terminals to access information in real-time and freely express their views through converged media platforms, thereby improving interactive effectiveness. This phenomenon demonstrates that interactivity is essential for traditional media development.

3. Paths for Traditional Media Development in the Converged Media Era

3.1 People-Oriented Approach

With the popularization of smart terminal devices, multimedia usage has become an indispensable part of life among young populations. This demographic emphasizes personalized development and hopes to participate in viewing, reading, and commenting according to their interests, engaging in news reporting based on personal preferences. A key concept of the converged media era is “audience-centric,” meaning that information needed by the audience must be shared through news reporting under any circumstances, enabling audience participation. The people-oriented approach primarily involves treating the audience as partners in news source verification, information processing, and material selection. While traditional news reporting emphasizes timeliness, with journalists primarily writing content to attract users, the converged media environment has fundamentally transformed this working model. Journalists now report to the public through images and text while sharing relevant information with others in real-time, enabling the public to promptly understand news events while allowing journalists to incorporate personal insights and related information.

3.2 Broadening Media Channels

In the converged media era, the prevalence of tablets and smartphones enables a single device to accomplish multiple communication tasks, providing users with diverse tool options. News dissemination cannot be limited to a single tool; broadening media channels is essential to meet diverse user needs. Therefore, new practices in news reporting should expand coverage areas and employ multiple tools, which can effectively broaden journalists’ reporting perspectives and help them understand that various tools are available for news reporting.

A news photograph provides visual understanding; charts enable clear visualization of data and statistics; audio lends authority and credibility; animation innovates news reporting; and video and links provide background information, enhancing the appeal and credibility of news. Relying solely on pen and notebook produces only text reports, making detailed coverage of breaking events impossible. In the converged media era, using multiple tools for news reporting helps journalists comprehensively reconstruct events during material collection, organization, and dissemination.

3.3 Emphasizing News Practicality

Currently, social media exhibits strong openness and interactivity, sparking public discussion about the functions of journalists. News dissemination must emphasize practicality rather than merely attracting attention or increasing readership. In contemporary society, many individuals without professional journalism training can clearly understand what information the public needs and when they need it. They upload videos, images, and blogs to the internet, creating news events that generate intense online rendering, sustained traditional media follow-up, and public commentary. Anyone can now access current news reports through various tools. Professional journalists can still provide credible, valuable news to the public and leverage their advantages to deliver practical, high-quality information, demonstrating professionalism and utility. While anyone can publish information through new media, professional journalists, constrained by time and resources, must verify information for authenticity and accuracy before publication. Traditional media development should emphasize professionalism, fully leveraging its dissemination channels and authoritative advantages to provide high-quality news information to users.

In conclusion, media technology development in the converged media environment faces tremendous opportunities and challenges. Media professionals must fully utilize traditional media advantages to provide new development directions for media technology. They should emphasize integrated development of news publishing, cultural communication, media technology, and market innovation to deliver high-quality news information to users. As converged media technology continues to develop and deepen, future efforts should focus on building new information chains, continuously innovating development approaches for media technology in the converged media environment, promoting theoretical and practical innovation in media technology, and providing effective guarantees for socialist cultural construction.

References

- [1] Rong Zibing. Approaches to Skills and Quality Training for Traditional Media Editors and Journalists in the Converged Media Era[J]. *Science and Technology Communication*, 2014(24): 212-213.
- [2] Bao Gaoqi. Innovative Paths for Television News Programs in the Converged Media Era—A Case Study of Phoenix TV’ s “All Media, All Time” Program[J].

Communication and Copyright, 2015.

[3] Li Xiang. Basic Status and Development Trends of New Media Communication in the Internet Age[J]. News Communication, 2015.

[4] Zhang Zhen. Characteristics and Paths of Traditional Media Development in the Converged Media Era[J]. Heihe Journal, 2018.

[5] Li Ting. A Preliminary Exploration of Innovative Paths for New Media News Narrative Strategies in the Converged Media Era[J]. Journal of News Research, 2018.

[6] Liu Zhao. An Analysis of Communication Characteristics and the Reconstruction of Editorial Thinking from the Perspective of Converged Media[J]. Publishing Science, 2015.

[7] Shen Hongxing. Innovative Transformation of Thematic Reporting in the Converged Media Era[J]. Huanggang Daily.

(Author Affiliation: Ma' anshan Broadcasting and Television Station Technical Center)

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

Source: ChinaXiv – Machine translation. Verify with original.