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Exploration and Research on the Convergence Development of Local Traditional Media and New Media: Postprint

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Abstract

The convergence of local traditional media and new media is an inevitable choice in Internet development. At present, traditional media's communication modes, concepts, and content production struggle to adapt to the new era's development, necessitating continuous innovation and reform that transforms the media industry's market structure. Based on this, the author draws upon personal professional experience to conduct a detailed analytical study on the integration and development of local traditional media and new media, offering references for relevant fields.

Full Text

Preamble

Abstract: As the era continues to evolve, internet technology is gradually being innovated and applied across various domains of daily life, thereby meeting people's practical needs. Influenced by the internet, people's lifestyles, consumption patterns, learning methods, and production modes have undergone tremendous transformations. Consequently, the integrated development of traditional media and new media has become an imperative for their transformation and growth.

Keywords: local traditional media; new media; integrated development

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1. Analysis of Advantages, Characteristics, and Disadvantages of Local Traditional Media and New Media

1.1 Local Traditional Media

Traditional media refers to established information dissemination channels such as newspapers, television, radio, magazines, and other familiar forms of mass communication. Over time, traditional media has permeated every aspect of daily life and maintains a relatively fixed audience base, particularly among older demographics who generally show lower acceptance of new media and prefer traditional outlets. Throughout its development, traditional media has evolved to meet practical needs and formed distinct advantages. Specifically, these include: first, its dissemination methods are widely accepted and universal, such as television, newspapers, and radio; second, it enjoys stable viewership and a loyal audience; and third, it has developed a mature operational model and technical system through long-term growth. However, traditional media also exhibits notable drawbacks. Its dissemination time is limited by its inherent nature, its formats are relatively singular, it requires complex receiving equipment, and it suffers from poor interactivity with audiences [1].

1.2 New Media

New media represents novel communication methods derived from the gradual development of internet technology. Due to its inherent characteristics, new media possesses numerous advantages, including diversified dissemination channels, rapid transmission speed, extensive reach, high operational efficiency, and strong audience interactivity. It also offers excellent compatibility and sharing capabilities, effectively meeting contemporary demands. The strengths of new media are difficult for traditional media to match. For instance, emerging platforms such as Weibo, WeChat, live streaming services, and mobile applications have fueled the rapid expansion of new media, transforming conventional information dissemination patterns and fully leveraging internet advantages. Through continuous development, these platforms optimize their functions to provide timely information that satisfies current demands. Moreover, new media's strong interactivity enhances communication and exchange with audiences, fulfilling people's need for engagement. Nevertheless, new media has its own shortcomings. Its vast information volume and lack of oversight during dissemination can undermine its credibility.

2. Problems in the Integrated Development of Local Traditional Media and New Media

2.1 Inefficient Resource Integration and Utilization

Traditional media possesses abundant resources that could enhance utilization efficiency when shared with new media after effective integration. However, in

actual practice, low integration efficiency between the two leads to unreasonable resource allocation and suboptimal information sharing, making it difficult to meet current demands.

2.2 Low Professional Level of Staff

The effective development of new media must be founded on talent, which drives continuous innovation and facilitates the integration of traditional and new media, ultimately promoting media industry prosperity. In reality, the shortage of advanced professional talent represents a critical weakness in new media development, particularly in technical development and support, directly impacting integrated growth.

2.3 Traditional Content Concepts Lack Innovation

Currently, local traditional media's control over local new media constrains the latter's development within traditional paradigms, directly affecting growth efficiency. For example, most new media platforms exhibit conventional development thinking and inherent deficiencies, struggling to keep pace with evolving trends [2].

3. Effective Strategies for Integrated Development of Local Traditional Media and New Media

3.1 Improve Relevant Mechanisms and Systems to Enhance Integration Efficiency

For local media and new media to develop effectively and rationally, institutional improvement is fundamental to integration. Relevant personnel should implement reasonable and effective innovative integration based on actual conditions.

First, existing assessment and management systems should be refined. Standardized evaluation systems can motivate local media to strengthen their capabilities and standards, providing momentum for development and encouraging employees to maximize their professional expertise. This fosters innovation and reform, strengthens integration between local traditional and new media, leverages respective advantages, adapts to changing times, and meets contemporary demands.

Second, effective incentive mechanisms should be established. Robust incentive systems serve as powerful measures to motivate staff, providing new impetus for the development of local traditional and new media. Effective incentives can improve employee benefits, attract advanced talent, prevent brain drain, and ensure stable development. Although traditional media's market share is gradually shrinking, its regional influence remains substantial. This influence

can be harnessed to promote new media platforms, enhance their credibility, and utilize new media's characteristics to transform traditional media's development concepts and directions toward diversified operations. For example, new media platform promotion, advertisement design, and webpage linking can actively gain public recognition, attract business investment, and continuously enhance overall competitiveness to meet current developmental needs [3].

3.2 Strengthen Resource Integration, Optimize Resource Allocation, and Achieve Information Sharing

During the integration process, emphasis should be placed on resource consolidation and utilization to fully leverage advantages for mutual development. Traditional local media possesses substantial information resources, but its utilization efficiency is constrained by inherent limitations such as limited 版面空间, time restrictions, and audience constraints. Therefore, resources should be reasonably integrated and optimized to strengthen allocation and achieve sharing. This enables information resources to transcend temporal and spatial limitations, utilizing new media's characteristics to break spatial constraints and maximize resource value. In practice, traditional media's information resources can be integrated through new media to optimize functionality, highlight strengths, and achieve communication objectives. Furthermore, continuous development should facilitate synchronization of information resources—including video, text, and image resources—to fundamentally achieve simultaneous sharing, improve utilization efficiency, ensure timeliness, and satisfy current demands.

3.3 Actively Improve the Professional Level and Quality of Staff

All industries depend on talent for stable development, and the media sector is no exception. For new media to achieve sustainable growth, staff must possess strong professional skills and practical abilities to transform traditional development models and concepts.

Therefore, talent team building should be actively pursued. High-quality personnel can drive sustainable development of both traditional and new media. Specifically, this can be approached through: first, strengthening recruitment by emphasizing candidates' practical and professional abilities to ensure rapid adaptation and effective performance; and second, providing effective training for existing staff to enhance their professional knowledge and capabilities. Through continuous training and innovation, staff awareness and competence can be elevated to build a mature talent team equipped with high-quality editing skills, operational expertise, innovative consciousness, and other relevant abilities to meet current demands [4].

3.4 Actively Innovate and Strengthen Local Cultural Construction

Influenced by the internet, media dissemination faces no boundary restrictions. However, new media remains subject to regional limitations, particularly regard-

ing regional cultural characteristics. Therefore, new media should fully leverage geographical advantages to create unique cultural resources unavailable to other platforms. By utilizing local culture, regional features, and related content, information construction can be strengthened to demonstrate distinctive charm during development. This enhances the advantages of both new and traditional media, promotes mutual integration, and achieves win-win outcomes. In the current era, information content represents the core of new media competitiveness. New media should leverage its strengths, flexibly utilize local content, highlight regional cultural characteristics, and actively exploit internet advantages to produce more profound and distinctive media content that attracts audience attention.

In summary, the integrated development of local traditional media and new media is an inevitable trend in the new era and the ultimate direction of media industry evolution. Particularly in the “all-media” era, people’s lifestyles and communication media have transformed dramatically. To keep pace with the times, traditional media must integrate with new media, learn from each other’s strengths, and drive innovation in the media industry.

References

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

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