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Reflections on the Convergence of Traditional and New Media: Postprint

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Abstract

With the development of new media, people's lifestyles have undergone substantial changes, and new media has gradually emerged as the dominant force in the media market, thereby exerting a certain influence on the development of traditional media. In response, traditional media must engage in reflection and research regarding its own development, implementing effective measures and strategies for reform and innovation. The integrated development of traditional media and new media constitutes an important pathway for promoting the mutual development of both. This paper provides a detailed exploration of the integrated development of traditional media and new media.

Full Text

Abstract

The rise of new media has significantly transformed people's lifestyles, with new media gradually becoming the dominant force in the market and consequently impacting the development of traditional media. In response, traditional media must critically examine its own development trajectory and implement effective measures for reform and innovation. The convergence of traditional and new media represents a crucial pathway for promoting the mutual development of both forms. This paper provides a detailed exploration of the integration and development of traditional and new media.

Keywords: Traditional Media; New Media; Convergence Development; Reflections

1. Concepts of New Media and Traditional Media

New media has emerged as a product of technological advancement and the rapid development of new technologies and information. Broadly defined, new

media refers to media forms that are relatively novel and innovative compared to traditional media, characterized by their association with new technologies, ideas, and trends. Contemporary examples include smartphones, digital television, and internet TV. Media convergence encompasses two dimensions: first, the mutual integration of all media-related elements, and second, the merging of multiple media forms into a new integrated media format.

Traditional media comprises established media forms that have persisted over time, such as newspapers, radio, and periodicals. These can be categorized into print media (newspapers, journals, magazines) and streaming media (broadcast, television, radio). With a long developmental history, traditional media is characterized by authenticity, reliability, and authority, earning widespread public trust and popularity. However, the continuous progress of new media has exposed weaknesses in traditional media, including single-mode transmission, limited information selectivity, and relatively passive audiences. Consequently, reform and innovation in traditional media have become inevitable trends.

2.1 Strengths and Limitations of Traditional Media

Traditional media has demonstrated remarkable staying power throughout its history, underpinned by several distinct advantages. First, it maintains authoritative content, as news gathering and editing rights in China are regulated by laws, regulations, and policies that mandate authoritative content. Second, traditional media possesses mature operational mechanisms and professional journalism philosophies, having established codes of conduct and press review systems that substantially safeguard its credibility and authority [2]. Third, it enjoys strong brand recognition, having developed extensive coverage and large customer bases over time, thereby creating powerful brand awareness and significant public influence.

However, with the ongoing development of traditional media—particularly following the emergence of new media—its inherent limitations have become increasingly apparent [3].

2.2 Strengths and Limitations of New Media

Compared to traditional media, new media exhibits more pronounced advantages. Technologically, new media operates primarily through communication networks using computers, mobile phones, and other terminals as platforms, enabling significantly faster information dissemination [4]. In terms of reception methods, the proliferation of smartphones, computers, digital televisions, and other smart terminals has made information access more flexible and convenient, freeing audiences from temporal, spatial, and locational constraints and allowing them to receive global information instantaneously. Regarding information presentation, new media offers more diverse display methods with greater timeliness and interactivity than traditional media [5].

Nevertheless, despite its rapid growth in recent years, new media faces certain limitations. Its relatively short development period has prevented the formation of fixed models and established institutional norms. Additionally, issues such as low content originality and insufficient brand credibility represent significant factors limiting new media's development.

3. Current Status of Traditional and New Media Convergence

The 18th National Congress of the Communist Party of China emphasized leveraging new technologies and applications to innovate media communication methods, promoting deep integration of traditional and new media across content, channels, platforms, operations, and management to cultivate a diverse, technologically advanced, and competitive new mainstream media matrix. In recent years, China has actively explored media convergence, with central media playing a leading and guiding role. However, due to the rapid development of new media and the weaker optimization advantages of local media compared to regional media groups, the overall outcomes of media convergence have not been entirely satisfactory, with several problems and deficiencies remaining.

For instance, awareness of and commitment to media convergence remain insufficient. While traditional media recognizes the necessity of reform and innovation amid new media's rapid growth, industry leadership's low awareness of media convergence has hindered effective implementation. Furthermore, the form of convergence between traditional and new media presents certain problems [6]. For example, the question of which medium should assume the leading role in integrated development remains unresolved, thereby affecting the convergence process. Current reliance on regulations and rules alone to govern media convergence is unlikely to produce ideal results. Regarding convergence methods, issues such as media function allocation and resource utilization remain unresolved, further impeding integrated development.

4. Specific Pathways for Traditional and New Media Convergence

The key to traditional and new media convergence lies in the concept of "integration" itself. Media convergence development constitutes a complex, long-term, and comprehensive systematic project as well as a dynamic developmental process. To promote deeper and broader integration between the two, effective measures and rational pathways must be adopted. The following sections propose several specific pathways for traditional and new media convergence.

4.1 Establishing Media Industry Alliances

Establishing media industry alliances represents an important pathway for promoting convergence under the backdrop of media integration. Amid the rapid

development of new media, traditional media must leverage its strengths—such as content authority and abundant resources—to establish new media industry alliances that facilitate its own development. Regarding traditional academic journals, which possess strong academic characteristics, forming academic journal new media alliances can help them better respond to new media impacts, with new media providing technical support and network operational assistance to enhance academic journal dissemination. As technology providers, new media should establish cooperative relationships with traditional media based on mutual dependence and shared risk. This approach can effectively promote integration between traditional and new media.

4.2 Improving Laws and Regulations for Media Convergence

Media convergence cannot be achieved overnight. To facilitate its development, relevant laws and regulations must be improved and perfected to provide institutional support. Under media convergence, copyright issues have emerged as a prominent new challenge. Existing copyright protection technologies no longer meet current media convergence needs, and intellectual property protection has become increasingly difficult [7]. Consequently, enhanced copyright protection is necessary, such as strengthening protection of internet publishing copyrights and properly regulating digital copyright transfer and authorization issues.

4.3 Strengthening Macro-Regulation by Government Departments

During media convergence, relevant departments should play an active guiding and regulatory role. For example, macro-control measures can be employed to guide the development of the new media market, and relevant management departments can formulate appropriate digital publishing access policies to ensure the accuracy, authenticity, and reliability of new media content, thereby guaranteeing that digital products in the publishing market comply with relevant national regulations and policy requirements.

4.4 Developing Scientific and Appropriate Media Convergence Plans

Media convergence is imperative. Therefore, media industries must establish new concepts of media convergence and implement effective measures to promote its development. For instance, comprehensive convergence plans should be formulated based on the characteristics and actual conditions of media convergence to ensure its smooth and effective implementation. To this end, traditional and new media must jointly establish an organizational structure adapted to media convergence. Traditional media typically organizes itself around three major divisions: editorial, administrative, and marketing. However, this structure no longer suits convergence development and should be replaced by organizational structures that draw on advanced media management concepts, eliminating information boundaries and enabling media convergence to respond rapidly to user and market demands, thereby providing more efficient and real-time me-

dia services. Additionally, cultivating talent relevant to media convergence is necessary to meet the developmental needs of integrated media.

The realization of traditional and new media convergence represents an inevitable trend in response to contemporary development. Currently, while China's new media has experienced rapid growth, it remains relatively immature without fixed models. Conversely, traditional media has developed fixed models, rich experience, extensive coverage, and stable customer bases over its long history. Therefore, integrating the two holds significant importance for achieving mutual success.

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