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An Analysis of the Convergence Path of Traditional and New Media: Postprint

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Abstract

With the rapid development of the era and swift innovation in science and technology, digital media has become the prevailing trend at the current stage. However, as media continues to advance, it is imperative to integrate the advantageous functions of traditional media and leverage modern media information technology to achieve the convergence of traditional and new media, thereby effectively addressing the issues between media technology and media industry development. This paper first expounds upon the necessity of traditional and new media convergence, conducts an in-depth exploration of the pathways for such convergence, and provides valuable references for the development of China's media convergence era.

Full Text

Preamble

Journal: ChinaXiv Cooperative Journal, Integration and Development · Research

Title: Analysis of Integration Paths for Traditional and New Media

Abstract: With the rapid development of the era and swift technological innovation, digital media has become the prevailing trend. However, as media continues to advance, it must combine the advantageous functions of traditional media with modern information technology to achieve integration between traditional and new media, effectively addressing issues at the intersection of media technology and industry development. This paper first elaborates on the necessity of traditional and new media integration, then conducts an in-depth exploration of integration paths, providing valuable references for China's media convergence era.

Keywords: traditional media; new media; integration path; analysis

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However, traditional media possesses advantages that new media lacks. Therefore, on the basis of achieving full integration between old and new media, it is essential to thoroughly explore and effectively absorb the operational strengths of traditional media. For instance, credibility and authority represent unique advantages of traditional media that new media does not possess, disseminated to audiences through newspapers, television, and other forms. Traditional media development should foster strengths while circumventing weaknesses, leveraging internet technology to achieve seamless alignment with new media, thereby providing high-quality and efficient information services for news audiences.

The emergence of new media is inevitable. Traditional media should actively observe the communication methods and channels of new media, carefully considering and identifying which approaches suit their own characteristics. Although new media has significantly impacted traditional media, the two should not adopt a hostile stance. By continuously learning from and absorbing each other's strengths, they can accelerate integration speed and effectiveness in the media convergence era, achieving a win-win situation. New media can leverage the authoritative and public characteristics of traditional media to expand its reach, as exemplified by CCTV's WeChat official accounts and major news enterprises' Weibo accounts. Since information cannot be preserved long-term and disseminates instantaneously, traditional media must adapt to development trends, continuously learn from new media development models, and utilize modern network technology to overcome current limitations. By fully embracing network technology, traditional media can open up broader spaces and welcome new development prospects.

For example, by utilizing network technology, local television stations can achieve synchronized live broadcasting with online platforms and enable historical playback, allowing more people to access content and ensuring information availability.

1. Necessity of Traditional and New Media Integration

With continuous social and technological development, the rise of mobile communications and the internet has led to the emergence of digital new media. The new media era has spawned numerous social software platforms, such as WeChat, Weibo, and smartphone technologies. Before new media's emergence, traditional media relied on television, radio, magazines, and newspapers for information dissemination. However, due to the passive nature of information reception, it has been impacted by new media's flexible role transformation between information publishing and dissemination, compelling both to achieve

advantage integration based on adapting to era development. Traditional media can no longer satisfy the development needs of the social cultural industry' s commercialization era; it must comprehensively integrate with new media to enhance influence in the media convergence era, occupy larger market shares, and improve competitiveness.

Based on current world economic development, advanced information and digital technologies have altered the excessive protection of traditional media forms over the media industry. However, we must also fully utilize traditional media advantages, employing new media development models to achieve full media integration. Amid continuous conflicts between the two media types, media transformation strategies are continuously proposed. Through integrating both media, we can address lagging traditional media development issues, which has received widespread recognition and support, achieving digital transformation.

2.1 Fully Exploring Own Advantages

Although traditional media development cannot fully meet current era demands, it possesses advantages that new media lacks. Therefore, on the basis of achieving full integration between old and new media, it is essential to thoroughly explore and effectively absorb the operational strengths of traditional media. For instance, credibility and authority represent unique advantages of traditional media that new media does not possess, disseminated to audiences through newspapers, television, and other forms. Traditional media development should foster strengths while circumventing weaknesses, leveraging internet technology to achieve seamless alignment with new media, thereby providing high-quality and efficient information services for news audiences.

2.2 Industry Integration Path

Since entering the new era, no clear boundary exists between traditional and new media, which are continuously blending. Media enterprises must integrate traditional media resources, continuously expand service channels, and actively promote industrial convergence, thereby significantly enhancing traditional media' s market competitiveness. For traditional media, the most prominent manifestation is the nation' s soft power, while also showcasing its hard power to audiences. When promoting media industry integration, expansion should occur within copyright 许可的范围, focusing on developing new media products, integrating media resources and technologies, and accelerating the establishment of network interactive platforms to achieve mutual integration between traditional and new media. For example, traditional bookstore business models can hardly achieve good economic benefits anymore; therefore, we can utilize today' s advanced e-commerce technology to establish online shopping platforms, promoting integration with physical stores to enhance economic efficiency.

2.4 Technology Integration Path

As the dominant force in the social environment, digital technology in the big data information era relies on massive data to continuously drive rapid media industry advancement. The continuously growing data types and information volumes have revolutionized media resource acquisition channels, and traditional media can no longer meet the high data volume demands of the era. The information era exhibits data diversity characteristics, mainly reflected in data processing methods and data acquisition channels. By leveraging modern digital technology to effectively refine and apply data, we can provide key momentum for media industry development. To achieve effective integration between traditional and new media, we must fully rely on prominent digital technology advantages, implementing measures such as reforming organizational structures, media industries, and building new media organizations.

2.5 Cross-boundary Integration Path

In the media convergence environment, to transform into a network platform-based media, the media industry must continuously innovate, break traditional model limitations, and provide a favorable environment for achieving cross-boundary integration as quickly as possible. Especially for traditional media development, under the strong impact of the new media era, it has fully grasped enormous opportunities and challenges. Through innovative attempts in communication forms and reporting concepts, it has laid a good foundation for emerging media in social development and communication, becoming a pillar supporting media convergence. With rapid era development, traditional media increasingly urgently seeks transformation development at both practical and theoretical levels. In this environment, through joint national and industry efforts, bold experiments are being conducted in media industry development. Cross-regional, cross-field, and cross-industry integration constitutes cross-boundary integration. The emergence of cross-boundary integration holds significant meaning for continuously spreading positive social energy, consolidating and strengthening mainstream ideological public opinion, and enhancing discourse power in cyberspace. Meanwhile, the accelerated process of integrating media resources also benefits from cross-boundary integration, which restructures the new and old media market and management sectors within the current media landscape.

2.6 Capital Integration Path

As an important financing method for new media enterprises, capital integration provides strong momentum. Through effective approaches such as listing, acquisition, and financing, we can continuously enhance China's media influence, improve competitiveness on the international media stage, and gain initiative. Integrated financial capital relies on internet technology to drive and promote media industry development. The publishing industry must broaden its perspective, not highly depend on state financial support, but also innovate

funding integration methods to provide solid financial support for opening up good development prospects. By financing traditional media enterprises, providing appropriate preferential policies, discounts, and reductions, we can provide effective impetus for capital integration of traditional media enterprises.

2.7 Chinese-Western Integration Path

Selectively absorbing the merits of foreign media development for continuous media integration can enhance the core competitiveness of Chinese media and seize a worldwide media position. Currently, under the tremendous driving force of rapid international economic development, the trend of integration between Chinese and Western new media enterprises is becoming increasingly evident, gradually creating a situation of mutual integration and influence.

To enhance media industry competitiveness, we must optimize the allocation of new and old media resources to continuously accelerate cultural integration. In any media form, media content serves as the key point for attracting users. Only through innovative and rich news content can better user stickiness be achieved, presenting good news effects, enabling establishment in the increasingly intensified media industry competition, and gaining certain industry status. Through long-term development, traditional media resources have accumulated on a large scale. New media, being in its early development stage, lacks sufficient content resource accumulation, resulting in inadequate content resources when publishing news information. Therefore, through cultural content integration between traditional and new media, resource integration can be achieved, promoting media convergence development. By excavating excellent cultural resources in traditional media and building branded national culture, we can accelerate media industry upgrading. The integration of spirit, culture, and other forms represents the essence of traditional media and serves as an important approach to broadening media communication channels, enriching communication content, and providing higher-quality information services for human development.

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

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