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Research on Media Convergence Strategies in the Internet Environment (Postprint)

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Abstract

With the rapid emergence and vigorous development of Internet-based new media, the impact on traditional media's development is growing with each passing day. Confronted with the impact and challenges posed by new media, and in response to the swift transformation of media communication patterns in contemporary society, traditional media must contemplate how to adapt to the developmental characteristics of new media, actively devote themselves to media convergence, proactively achieve complementary advantages with new media, and continuously advance new momentum for media development under the new circumstances.

Full Text

Preamble

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Abstract

With the rapid rise and vigorous development of new media carried by the Internet, traditional media faces mounting challenges. In response to the swift transformation of media communication patterns in contemporary society, traditional media must consider how to adapt to the characteristics of new media development, actively engage in media convergence, achieve complementary advantages with new media, and continuously advance new developments in media under the new circumstances.

Keywords: Internet; Media Convergence; Strategy

2. Strategies for Media Convergence in the Internet Context

Media convergence in the Internet context has become imperative, yet the question of how to facilitate this convergence and what path it should take still requires careful consideration and earnest practice from media professionals. The author believes that, under current circumstances, the path to media convergence should focus on the following aspects.

2.1 Philosophy First: Establishing “Internet Thinking” for Media Convergence

Philosophy guides action, and any action must be directed by a certain mindset. In the process of promoting media convergence under the current Internet context, media practitioners must strive to establish an integrated development philosophy, persistently advance complementary advantages and integrated development between traditional and new media, and strengthen Internet thinking. From leadership to frontline journalists, all must continuously enhance the philosophy of leveraging external forces for development, cultivate new concepts and understandings of integrated traditional and new media development, and truly promote media convergence in practice with Internet thinking to continuously enhance the productivity of China’s journalism industry.

The development of emerging media such as Weibo, WeChat, and various apps has profoundly transformed news communication and production methods, as well as the landscape and survival state of traditional media. According to statistics, China’s mobile news users have exceeded 500 million, accounting for over 70% of all internet users. Under the tremendous impact of new media, traditional media faces increasingly severe challenges, including declining portal value, massive user loss, and sharp drops in advertising and other revenues, which have led to a continuous decline in their influence in guiding public opinion. To actively respond to these challenges, the Party Central Committee with Comrade Xi Jinping at its core has attached great importance to media convergence and timely proposed the “media convergence” strategy, issuing the “Guidelines on Promoting the Integrated Development of Traditional and Emerging Media” to advance media convergence under new circumstances. Media convergence has become a practical issue that global media must confront in the Internet environment, and traditional media under the new media development trend must accelerate transformation and reform to better cope with the impact.

2.2 Content as the Foundation: Grasping the Keyword of “Content”

Content is king—this is an inherent requirement of media convergence in the new era and a beneficial attempt in China’s current media convergence devel-

opment. Many media outlets have already experienced the benefits of quality content production. The most vivid example is Mango TV, which has placed great emphasis on content creation in its attempt to combine new media with its traditional communication methods, particularly focusing on leveraging its advantageous content as the core to enrich content resources and establish a convergence model centered on specific user groups such as young audiences. In this model, Mango TV emphasizes and prioritizes content creation and reconstruction, building communication channels around specific content, ultimately forming significant influence over targeted user groups.

Deepening media convergence to truly leverage the content advantages of traditional media and the technological and expressive strengths of new media requires innovation and deepening reform of existing media systems and mechanisms. It is essential to continuously accelerate institutional innovation, understand the inherent laws of media convergence in the Internet environment, and truly establish new organizational structures and management systems adapted to media convergence development, thereby providing a solid organizational foundation for media convergence in the Internet context. This requires media organizations and relevant departments to work collaboratively to promote the restructuring and optimization of news production frameworks, resolutely remove various obstacles and barriers hindering the convergence of old and new media under the Internet background, address issues such as functional duplication and scattered resources arising during the convergence process, and strive to create favorable internal and external environments for media convergence.

2.3 Technology-Driven: Leveraging “Technology” as a Booster

China’s media convergence has progressed from the initial “addition” phase to the current “integration” phase, and the Internet remains an effective tool that must be utilized in advancing media convergence. To promote media convergence, it is first necessary to maintain keen sensitivity and perception of various new technologies. In the transformation and development of traditional media, we must consistently target new technologies brought by new media development, actively learn from and utilize the technological advantages of new media—such as multi-point coverage, speed, efficiency, and strong interactivity—to serve our purposes and promote deep integration between old and new media. This requires traditional media to learn from and utilize various technological advantages of new media, such as big data, cloud computing, and artificial intelligence, to build new platforms for news gathering, editing, and distribution under the all-media framework. It also involves fully utilizing new technical support such as drone collection and mobile live streaming to enhance news communication capabilities, while employing technologies like H5 applications to enrich news presentation forms, thereby adding more technical value to traditional news and enhancing its appeal and influence in the Internet environment.

2.4 Building Bridges Between Academia and Industry

Media convergence is a process of integration and symbiosis between old and new media, as well as an important experiment in modern news communication theory. Theory and practice are dialectically unified; therefore, in the process of media convergence under the current Internet context, close cooperation and synergy between journalism academia and industry are also needed to jointly promote deep integration between new and traditional media. On the one hand, academic circles should provide more cutting-edge theoretical and research support for industry practices—that is, media convergence practices—to better guide the continuous advancement of media convergence. On the other hand, the industry should promote media convergence through continuous advancement of complementary advantages between new and traditional media, and provide empirical evidence for deep integration to academic circles. In this regard, relevant departments can take the lead in organizing regular media development forums to truly create a good platform for cooperation and exchange between journalism academia and industry, achieving information exchange and resource sharing. Additionally, both sides should cooperate closely in cultivating high-quality journalism professionals in the Internet environment to better respond to the development trend of media convergence.

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