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## Exploring Pathways for the Convergence Development of Traditional and New Media: Postprint

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### Abstract

With the continuous and extensive application of modern new technologies, new media is gradually transforming people's lives. In this new situation, traditional industries, especially traditional media, have been subjected to tremendous impact. To better adapt to this changing trend, traditional media are actively seeking new development paths in the context of new media. This paper takes the integrated development of traditional media and new media in the new media context as its research topic. By examining the continuously strengthening integration trend between traditional media and new media, as well as the evolution of new developments in media publicity and reporting, it constructs the framework of integrated development between traditional media and new media, and proposes relevant recommendations for the integration development pathways of traditional media and new media based on the actual current state of media development.

### Full Text

#### Preamble

#### Exploring the Path of Integrated Development of Traditional and New Media

**Abstract:** With the widespread application of modern technologies, new media is gradually transforming people's lives. In this new context, traditional industries, particularly traditional media, have faced tremendous impact. To better adapt to this trend, traditional media have been actively seeking new development paths within the new media landscape. This paper examines the integrated development of traditional and new media against the backdrop of new media, constructing a framework for their integration by analyzing the strengthening convergence trend and the evolution of media publicity and reporting. Based on the current state of media development, the paper offers rel-

evant recommendations for the integrated development pathways of traditional and new media.

**Keywords:** New Media; Traditional Media; Integration; Development

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### 1.1 Media Content Becoming More Closely Aligned with Daily Life

Media outlets have published numerous instant news stories in micro-topic formats that have attracted widespread public attention, as these stories directly relate to citizens' daily travel and living needs, with many becoming trending topics. Precisely because of these media attributes, people actively forward information immediately upon receiving it and express their opinions on matters, thereby better fulfilling the media's informative function. Furthermore, the public can use private messaging features on media platforms to voice their opinions and perspectives. Consequently, both traditional and new media actively collect relevant information for processing to meet audience demands. Published content encompasses media work progress, news facts, urban planning, and other areas, extending broadly across various aspects of public life and penetrating deeply into the daily lives of the masses.

### 1.2 Significant Differences in Audience Coverage Between Traditional and New Media

Media refers to carriers that transmit and disseminate relevant social information through specific channels. Traditional media typically includes newspapers, television stations, radio stations, and magazines, while new media encompasses media websites (such as Ifeng.com), mobile terminal applications (such as Toutiao), and digital television. As transparency in China's media work has gradually improved, various groups including ordinary citizens, enterprises, corporations, media departments, and educational institutions have become involved.

New media fully capitalizes on the growing opportunities in mobile communications, with wide coverage and extended access time becoming distinct advantages. Unlike traditional media, new media enjoys higher public participation and attention, serving as a bridge between news media and the public that enables more people to gain deeper understanding of news and expands the audience base. In response, most traditional media have successively opened new media accounts such as official Weibo and WeChat platforms.

However, due to limitations in distribution channels and information carriers, traditional media faces more pronounced geographical restrictions in audience expansion compared to new media. Consequently, during the integration process, significant differences in audience coverage emerge between these two forms of media.

### 1.3 Varying Audience Acceptance of Different Media Types

When audiences browse media or obtain information through other behaviors, their perceived information often differs from their expected information, and this “perception” directly influences their views toward media. Audience acceptance of government affairs micro-releases depends on the authenticity, value, and personal relevance of the information. Rather than relying solely on text, new media inserts images and short videos into messages, providing viewers with clear understanding and enriching the reading experience. Simultaneously, because the content addresses topics that genuinely concern the public, it attracts greater attention and achieves higher acceptance compared to other media types.

## 2. Deficiencies in the Integration Process

### 2.1 Shortcomings of Traditional Media in Integration

On one hand, traditional media’s relatively outdated transmission technology and inefficient communication channels have caused continuously increasing competitive pressure in the new media development context. Traditional media have fewer transformation opportunities and less time for transition, forcing numerous outlets to transform under survival pressure and resulting in severely insufficient self-driven motivation for integration with new media. On the other hand, although traditional media maintains more standardized and rigorous organizational structures, it lacks the flexible and rapid application mechanisms characteristic of new media.

Taking *Nanchong Evening News* as an example, as a newspaper in the traditional media sector, its primary information carrier remains text. Although it occasionally includes relevant images, significant limitations imposed by layout constraints result in overly monotonous news dissemination methods. Compared to new media’s diverse information carriers—including video, images, and text—this single-mode approach more easily causes audience reception fatigue and subsequent audience loss.

### 2.2 Shortcomings of New Media in Integration

New media exhibits two primary deficiencies during integration with traditional media. First, systematic institutional development is lacking. With overly dispersed organizational forms and position settings, new media can disseminate news information quickly and efficiently but urgently needs improved integration capabilities and review standards for news content. This loose organiza-

tional structure severely undermines the authority of new media information. The prominence of this deficiency is evident in new media's primary focus on disseminating citizen news and entertainment news with limited authenticity.

Second, new media's information release starting point lags behind traditional media. From the current operational model perspective, new media's sensitivity to social news and professional integration capabilities remain far behind those of traditional media. New media primarily operates by introducing and expanding upon news information originally released by traditional media, then disseminating it through broader and more efficient channels. However, this approach shows deficiencies in timeliness, authenticity, standardization, and systematization.

### 3. Pathways for Integrated Development

#### 3.1 Continuously Promoting Integrated Development of Traditional and New Media

From a historical media development perspective, old and new media maintain an alternating, progressive, and interactive relationship. When operating any media platform, one must focus on the future and recognize that media in modern commercial society constitutes both a product chain and an industrial chain. During integrated development, traditional and new media should fully leverage each other's strengths, learn from development experiences, and through continuous innovative integration, establish respective development pathways based on current and future social media development patterns and audience acceptance characteristics. Whether traditional or new media, the pursuit of self-development requires not only integrated innovation but also recognition of objective development laws, prediction and understanding of audience subconsciousness, and achievement of sustainable media publicity and reporting development in the new media context.

Today, media has fully entered an era of application, with daily operational states and models becoming increasingly mature and standardized. Using *Nanchong Evening News* as an example, to promote public services and facilitate information exchange between government and citizens, the newspaper has launched special columns such as "Party Secretary Mailbox," "Mayor Mailbox," and "12345 Mayor Hotline." Through communication between government agencies and citizen needs, dedicated personnel consult with relevant departments to provide real-time answers to issues of public concern, generating considerable feedback. Communication between citizens and news media has gradually strengthened, with the information exchange and feedback model of "media-to-citizen-to-media" gaining widespread audience favor. In random interviews, 64.26% of respondents expressed satisfaction with this information dissemination model, believing it makes communication between citizens and media more accessible and feasible.

### 3.2 Integrating Advantageous Resources of Traditional and New Media

Traditional media's advantage lies in information authority, while new media's advantages include richer communication methods and more efficient dissemination channels. Traditional media's shortcomings include rigid organizational structures, low dissemination efficiency, and monolithic communication methods, whereas new media's deficiencies involve insufficient authority, low news sensitivity, and poor professional integration capabilities. Therefore, traditional media should continuously introduce new communication technologies to expand channels and improve efficiency while optimizing organizational structures to enhance management innovation and flexibility. Conversely, new media should further improve its dissemination platforms, strengthen specialized and standardized information management, and enhance its information authority among audiences.

### 3.3 Strengthening Innovative Integrated Development of Traditional and New Media

For traditional media, it is essential to continuously learn new media's operational methods and communication techniques. Building upon existing channels, traditional media should deepen communication models, expand dissemination pathways, strengthen stickiness with current audiences, and fully tap into potential audiences. For new media, it should fully learn the standardization and normalization of internal structural coordination from traditional media, further leveraging its dissemination advantages through optimized organizational structure design to establish more convenient, efficient, and sustainable development pathways. For instance, through the integrated development of traditional and new media, citizens' rights to participate in social public opinion discussions can be expanded, and the public's fundamental rights can be realized through media platforms where they can express opinions to news media and people's representatives.

Taking a message published on the *Nanchong Evening News* WeChat public account as an example: [**Heavyweight! Nanchong Five-Star Garden Dome Undergoing Major Renovation, Silk Goddess Statue Returning Soon!**] (Author's affiliation: Nanchong Evening News). Recently, the Municipal Planning Committee approved the "Five-Star Garden Dome Renovation Plan," which will transform the dome into a windmill-shaped five-star pattern named "Starlight Nanchong," echoing the Five-Star Garden's name and complementing the graceful goddess sculpture. Upon learning this information and with no newspaper publication scheduled for the following day, the public account released the article first to prioritize timeliness. This release format actually represents a typical example of integrated development combining traditional and new media.

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