

The Impact of New Media Convergence on Content Dissemination (Postprint)

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Abstract

With the rapid development of the social economy, new media and traditional media are undergoing mutual integration, gradually merging into people's daily lives and becoming an indispensable component of their life, work, and study. This integrated development not only facilitates daily routines but also renders life increasingly rich and diverse. The convergence of new media also exerts certain influences on content dissemination; naturally, such influences must be examined from a dialectical perspective, acknowledging not only the advantageous aspects but also the disadvantageous ones. This paper primarily introduces the fundamental characteristics of new media, its integrated development, and the corresponding impacts on content dissemination.

Full Text

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Abstract

With the rapid development of social economy, new media and traditional media have gradually integrated into people's daily lives, becoming an indispensable part of life, work, and learning. This convergence not only facilitates our routines but also enriches them. The integration of new media development inevitably influences content dissemination, an impact that must be viewed dialectically—recognizing both advantages and disadvantages. This paper introduces the fundamental characteristics of new media, its convergence development, and the resulting effects on content dissemination. Driven by the high-speed development of network, information, and communication technologies, new media's unique mechanisms have attracted massive diverse user groups

and multiple revenue streams, demonstrating remarkable vitality and broad prospects. During this convergence process, content dissemination is inevitably affected, requiring dialectical evaluation.

Keywords: new media; convergence development; dissemination; impact

1. Introduction to New Media

1.1 Concept of New Media

New media broadly refers to the qualitative transformation of form, content, and type based on traditional media through the utilization of computer and network technologies. Computers primarily serve for calculation and information processing, while networks function for dissemination and exchange. Once information enters the Internet, it spreads widely, enhancing information circulation. New media carries different interpretations across regions, mainly because various fields hold different understandings, perspectives, and starting points. New media encompasses magazines, newspapers, broadcasting, mobile messaging, networks, desktop windows, digital television, and more. In relation to the four traditional media forms—newspapers, broadcasting, television, and magazines—new media is also termed the “fifth media.”

1.2 Current Development Status

Due to rapid socioeconomic development, people’s lifestyles have accelerated, resulting in fragmented leisure time. New media emerged precisely to meet this demand, enabling interactive communication, entertainment, and information access anytime and anywhere. The third-generation media, based on the Internet, has gained particular favor among the public. As times evolve, users’ purposefulness and selectivity in using new media have strengthened, leading to more personalized usage patterns. Consequently, news media markets have become increasingly segmented, with growing participation. Creating new media works no longer requires complex equipment, technology, or staffing, making it accessible to individuals. China’s new media development prospects are vast, further supported by increasing government backing that improves the external environment for the new media industry. According to relevant data, China’s new media sector has achieved relatively rapid growth, exhibiting a polarized characteristic: large enterprises with substantial financial resources, advanced technology, and rich human resources occupy clear advantages in fierce market competition, while small new media companies can only survive by targeting more refined market segments. The rise and development of any new technology inevitably encounter difficulties. Through collective efforts, China’s new media development has already achieved preliminary scale, with a relatively mature technical support system, gradually popularized terminals, and increasingly rich dissemination content.

2. Existing Problems in New Media Development

2.1 Overemphasis on Mass Media, Neglect of Personal Media

Currently, China has conducted extensive research on the Internet as a mass medium while neglecting studies on personal media such as mobile phones. The masses are composed of individuals; while mass media is undoubtedly important, we cannot overlook the development of personal media. China's large population provides a vast market for personal media development, which should attract our attention. For instance, mobile phones have become essential items for nearly everyone, from students to the elderly. The development of personal media will inevitably drive the advancement of mass media; therefore, China must achieve balanced development [?].

2.2 Focus on Single Media Research, Neglect of Integrated Media Research

Since the 1990s, computer technology has gradually dominated the world, marking the arrival of the new media era. The pace of integrated media has quietly approached, yet China has overlooked research on integrated media. The task of integrated media is to combine various functions of new media, and its study will enhance social productivity and economic development progress. Whether in development or learning, achieving balance is essential for reaching greater heights.

2.3 Excessive Emphasis on Communication Studies Perspective, Lack of Integration with Other Disciplines

In Chinese new media research, the communication studies perspective receives significant emphasis. However, new media development has neglected integration with other disciplines. Without complementary fusion with other fields, new media development becomes one-dimensional. Today's society is moving toward diversification, and multimedia development cannot be singularized. This represents a narrow and limited vision. Only by breaking these limitations can new media develop more rapidly, adapt to social development, and meet our growing needs.

2.4 Lack of Research Innovation

Currently, China suffers from a shortage of high-level research, with low-level repetitive studies being widespread. Due to various human and non-human factors, academic integrity has deteriorated recently, resulting in large-scale similarity in scholarly achievements. Nowadays, with the rapid development of network communication and online media, researchers must maintain an open

and positive mindset in their work to avoid redundancy. Journalism and communication scholars must actively innovate, conduct high-quality research, and meet the challenges of the new era.

2.5 Lack of Unified Understanding Between New Media and Social Communication

The lack of unified understanding between new media and social communication primarily stems from unbalanced new media development, insufficient social support, low social informatization levels, and backward new media standard technologies. Only by unifying the understanding between new media and social communication can new media technology develop rapidly and meet people's production and living needs [?].

3. Trends in Media Convergence

3.1 Traditional and New Media Shifting from Competition to Co-opetition

The essential characteristics of traditional and new media are identical—both serve information dissemination. However, due to the times, traditional media has gradually become unsuited for this rapidly developing society. Traditional and new media should learn from each other's strengths, improve their weaknesses, and develop mutually to progress further. Traditional and new media cannot be completely separated; new media development depends on traditional media, while traditional media requires the fresh vitality of new media.

3.2 Increasing Diversification of New Media Communication Forms

New media development is striving toward diversification, gradually changing its former monotonous content. Continuous terminal modifications adapt to social development and people's needs. Consequently, corporate development and management levels have continuously improved, yielding substantial economic benefits. The increasingly diverse new media has brought great convenience to people and enriched their lives.

3.3 Increasing User Integration Between Traditional and New Media

In reality, traditional and new media are inseparable; we cannot completely isolate them. They are interconnected in many aspects, such as user groups. Moreover, with recent socioeconomic development, their connections have continuously strengthened, particularly in user demographics. Previously, new media users were primarily young and middle-aged, while traditional media users were mainly older generations. Now, with the times, elderly people are continuously accepting new things, and younger individuals are keeping pace with

development, making the connection between traditional and new media even closer.

4. Impact of New Media Convergence on Content Dissemination

In today's rapidly evolving society, the primacy of content versus channels has sparked debate. Existing traditional media retains conventional thinking during transformation. Although new media channels have diversified, our content remains in traditional forms, failing to meet user demands in the new media era. With the times, traditional media's dissemination model will change, and a multi-channel, multi-format content dissemination pattern and development model integrated with new media will become the primary form [?].

4.1 Changing the Content Dissemination Landscape

As media types continuously change and increase, China's new media content dissemination landscape is also evolving. Driven by new-generation information technologies such as cloud computing, the mobile-phone-centered new media industry is rising through innovative methods and models. In recent years, foreign original programs have continuously entered China, users have become content producers, and significant progress has been made in transmission [?].

4.2 Expanding the Space for Content Dissemination

Traditional media dissemination was extremely limited by time and region, resulting in constrained dissemination space. However, the convergence and development of new media have greatly expanded the space for content dissemination. This integration breaks through time and regional restrictions, enabling us to read information across borders and disseminate information internationally. New media convergence allows people to read news anytime and anywhere. With China's rapid economic development, the continuous emergence of new information dissemination channels and innovative methods has ushered in a growth period for culture, information, and entertainment [?].

5. Conclusion

With socioeconomic development and accelerated life rhythms, not only must technology, structure, and models change, but people must also keep pace with the times by mastering basic new media information and technology, understanding fundamental processes, and recognizing current development status and trends. New media convergence accelerates information flow, ensures timeliness, and promotes social development. Although China's new media technol-

ogy develops rapidly with a broad market, its research field still faces several problems, most seriously the lack of balanced development. New media convergence significantly impacts content dissemination, altering the dissemination landscape, expanding dissemination space, and changing dissemination models. In the coming years, we must continue to advance new media convergence development without relaxation.

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