

On the Formal Collision and Theoretical Integration of New Media and Traditional Media: Post-print

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Abstract

With the continuous development of information technology, the current situation presents a landscape of co-development between new media and traditional media, with the two continuously colliding and merging. Based on this, this paper analyzes the collision phenomenon between new media and traditional media, and through measures such as establishing and improving comprehensive integration rules, promoting interactive development between traditional media and new media, and enhancing the competitiveness of traditional media and new media enterprises, provides effective reference for the perfect integration of new media and traditional media.

Full Text

A Preliminary Discussion on the Formal Collision and Theoretical Fusion of New Media and Traditional Media

Abstract: With the continuous development of information technology, the current media landscape presents a situation of co-development between new media and traditional media, characterized by both collision and fusion. Based on this context, this paper analyzes the collision phenomena between new media and traditional media, and proposes measures including establishing a comprehensive integration framework, promoting interactive development between traditional and new media, and enhancing the competitiveness of media enterprises. These measures provide effective references for achieving perfect integration between new and traditional media.

Keywords: new media; traditional media; media convergence; media industry

Currently, new media has experienced extremely rapid development worldwide and has become a mainstream trend. This prevalence is built upon the widespread adoption of computers, mobile phones, and other digital devices, presenting a phenomenon of simultaneous fusion and collision with traditional media. In this context, it is necessary to analyze the specific manifestations of collisions between new and traditional media, and to explore pathways for their common development. For instance, managers from Chongqing Daily Press Group noted in interviews that a single newspaper embodies the efforts of hundreds of staff members. However, due to the unique nature of the media industry, new practitioners often lack understanding of the complexity and rigor of traditional news content gathering and editing processes. This has led to a situation where online media editors in the new media era simply copy, paste, or repost traditional media content onto their own platforms. Moreover, with the continuous development of network technology, some editors use software to directly scrape required content from web pages. These new media practitioners often neglect to attribute sources, making it difficult to properly resolve copyright issues between traditional and new media.

1.1 Interest Collision Between New Media and Traditional Media

In the past, when information technology was underdeveloped, traditional media dominated the media market and served as the primary source for most news. Consequently, competition faced by traditional media remained internal—primarily among newspapers, television stations, or specific programs within the same category. Following the vigorous growth of the new media industry, its convenient and rapid information dissemination characteristics have made it the most widely used media form among the public. Compared to reading newspaper reports, modern audiences are more accustomed to browsing news websites, microblogs, or downloading newspaper apps on their mobile phones, severely impacting newspaper sales and television ratings. While new media expands and generates profits, traditional media suffers interest losses. Currently, the traditional media market is undergoing continuous trials, while the new media market keeps expanding. This unequal development and the gradual shift in media market share have intensified conflicts of interest between new and traditional media [1].

1.2 Copyright Conflicts Between New Media and Traditional Media

Copyright has always been a non-negligible issue in publishing and cultural fields. Copyright disputes exist not only within new media and traditional media separately but also between these two media forms. During information dissemination, various copyright conflicts arise, and the security and originality of information are easily violated. This leads to situations where news stories that required significant labor and effort are “copied” and plagiarized. In the reporting process, various news media outlets conduct coverage using data mining and deep linking. The direct consequence is that copyright issues between

traditional and new media are difficult to resolve properly.

1.3 Collision in Information Sources Between New Media and Traditional Media

New media and traditional media also experience collisions regarding information sources, primarily because the vast quantity of information in the digital age makes it difficult to guarantee source quality. For example, on Weibo—the most popular social application today—the most prominent feature is that everyone can become a “speaker.” This directly results in difficulty verifying the accuracy of information sources and controlling public opinion due to rapid dissemination speed. Once false information spreads widely enough to cause social panic, it becomes difficult to eliminate its negative effects. Additionally, in the current competitive environment where traditional and new media coexist, new media may take traditional media’s published information out of context during information discovery, making it challenging to determine actual accuracy. The difficulty in ensuring information source reliability continuously undermines the credibility of the entire media industry.

2. Effective Measures for the Fusion of New Media and Traditional Media

Despite the aforementioned conflicts, new media and traditional media cannot be completely separated. These two media forms maintain a relationship that is both contradictory and interdependent. Without traditional media, there would be no contemporary new media, yet new media exhibits many different characteristics compared to traditional media. New media represents an embodiment of traditional media in the new era. Traditional media is unidirectional, focusing primarily on one-way information transmission, while new media’s interactivity effectively compensates for this weakness. Traditional media possesses strong credibility, which new media lacks. Therefore, these two actually need to fuse to achieve mutual promotion and development [2].

2.1 Establishing a Comprehensive Integration Framework

Only by establishing complete and effective norms can we achieve standardized media development and provide reasonable constraints on the entire industry, enabling new and traditional media to achieve common development through fusion. Establishing a comprehensive review system can effectively constrain the development and operational directions of news media. During the development of new and traditional media, the absence of institutional constraints leads to disorderly development and a lack of corresponding punishment mechanisms, making it difficult to penalize violations of professional ethics or profit-seeking misconduct. Although new and traditional media exhibit various differences in operation, any traditional media enterprise that wishes to continue developing today inevitably involves new media-related industries. Therefore, from the gov-

environmental level, legislation should be enacted to regulate the media industry, with legal provisions formulated based on specific characteristics of current media industry development. Additionally, addressing the negative social impacts caused by various false information requires supervision from the perspective of social morality to establish a comprehensive moral supervision mechanism, effectively promoting continuous improvement in the ethical standards of the entire media industry. Only through effective moral supervision can industry practitioners reduce various profit-driven misconduct.

2.2 Promoting Interactive Development Between Traditional and New Media

Interactive development between traditional and new media means enabling mutual promotion through interaction, using respective advantages to compensate for each other's shortcomings. Significant differences exist between traditional and new media in terms of concepts, forms, and information sources. For example, traditional media's most obvious shortcoming is its dissemination capacity, which happens to be new media's strength. Traditional journal distribution requires layout design, printing, and transportation to various sales points, whereas new media can distribute content simply through the internet, saving substantial time and resources. Traditional media development can utilize this characteristic. Both traditional and new media must cultivate brand awareness, as only by establishing a strong brand can they expand their corresponding markets. The fusion of new and traditional media in development also requires building a positive self-image to advance related undertakings [3]. For instance, given two newspapers—one with strong brand recognition and a good reputation, the other obscure—audiences will choose to trust and purchase the established brand. When building brand image, new media's characteristics of wide coverage and rapid dissemination can be utilized.

2.3 Enhancing the Competitiveness of Traditional and New Media Enterprises

Both traditional and new media represent ways for media enterprises to generate profit, and an industry's development is closely related to its enterprises' competitiveness. In the context of globalization, China's media industry faces various impacts from foreign media industries. Under these circumstances, we must enhance our competitiveness to gain advantages in economic competition and promote the development of China's media industry. Media enterprises need not only to improve their internal systems but also to implement these improvements at the employee level. Employees are crucial factors influencing enterprise competitiveness. Strengthening job competency requirements and conducting regular training and knowledge dissemination aligned with industry development can effectively enhance employee quality and continuously improve enterprise competitiveness.

In summary, the most prominent conflicts between traditional and new media

involve interests, copyright, and information sources. To achieve good integration between these two media forms, we must enhance enterprise capabilities, improve mechanisms, and employ various measures to maximize their common development through fusion. New and traditional media should not be completely opposing forces but should instead achieve mutual support to a certain extent.

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