

A Preliminary Analysis of the Future Development Trends of New Media and Traditional Media: Postprint

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Abstract

In recent years, with the continuous development of modern information technology, the new media industry has experienced rapid growth, exerting a certain impact on traditional media. However, this impact will not precipitate the demise of traditional media; rather, it will stimulate continuous improvement within traditional media while prompting new media to further develop its inherent advantages. In the future, the integrated development of new media and traditional media will become an inevitable trend. This paper elaborates on the future development trends of both new media and traditional media, as well as the methods and significance of their integrated development.

Full Text

A Brief Analysis of Future Development Trends of New Media and Traditional Media

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Abstract

In recent years, with the continuous development of modern information technology, the new media industry has experienced rapid growth that has, to a certain extent, impacted traditional media. However, this impact will not lead to the demise of traditional media; rather, it will stimulate traditional media to continuously improve itself while new media further develops its own advantages. In the future, the integrated development of new media and traditional media will become an inevitable trend. This paper expounds on the future de-

development trends of new media and traditional media, as well as the methods and significance of their integrated development.

Keywords: new media; traditional media; development trends

Introduction

In the context of the Internet era, new media has developed rapidly, fundamentally altering modern people's lifestyles, learning methods, and entertainment patterns, while also delivering a significant impact to traditional media. Faced with such tremendous challenges and a new landscape, traditional media must undergo corresponding transformations, making the integration of new and traditional media an inevitable trend.

However, it must be clearly recognized that traditional media, with its inherent characteristics of objectivity, authority, and professionalism, remains in a mainstream position in modern society. Nevertheless, confronted with the overwhelmingly rapid development of new media, traditional media appears increasingly unable to withstand the impact. This compels us to consider the future development trends of traditional media, whether a balanced state can be achieved between the two, and what methods might maintain such equilibrium.

This paper focuses on analyzing the future development trends of new media and traditional media, as well as the methods through which they can integrate.

1. Development Strategies for Traditional Media

1.1.1 Further Developing Content Advantages

Although traditional media certainly has many disadvantages compared to new media, it cannot be denied that traditional media also possesses unique and non-negligible strengths. Traditional media organizations rely on their established, substantial teams for information gathering, editing, and compilation, enabling them to extensively collect and synthesize information. In contrast, most new media currently lack dedicated news reporting teams and must largely depend on traditional media such as newspapers or the vast Internet for information. Such non-original information is relatively difficult for audiences to accept. Therefore, in the future, traditional media should seize upon and continue to develop this advantage, focusing more on originality, and rely on this strength to become irreplaceable in the media industry.

Upholding Content Priority and Enhancing Authority Advantages

Throughout its long history, traditional media has earned audience trust and dependence through its emphasis on authenticity, professionalism, and authority, enabling the public to obtain relatively truthful information without falling prey to falsehoods. After long-term observation, audiences have gradually developed immense trust in and reliance on traditional media. Consequently, for traditional media to survive in the media industry going forward, it should enhance

its authority, uphold the fairness and objectivity of information dissemination, and thereby establish a strong reputation and image.

1.1.2 Innovation and Transformation: Opening New Development Paths

For traditional media to maintain an invincible position in the future media landscape, merely strengthening its existing advantages is insufficient; more importantly, it must seek new directions for its own development and open up new pathways. Traditional media can establish new development models based on the new technologies and methods of the modern information society. For example, newspapers need not be limited to paper formats but can collaborate with the Internet to create newspaper apps, allowing readers to access content on mobile phones and computers. Such platforms can offer not only news text but also audio news and video content, providing audiences with more intuitive experiences. From the perspective of traditional media, this significantly increases the speed and volume of news reporting, adapting to the faster-paced development of the information era and bringing new vitality to traditional media. From the audience's perspective, these new formats provide completely different experiences that satisfy evolving needs.

2. Development Strategies for New Media

1.2.1 Further Developing Speed and Efficiency Advantages

Upholding Content Priority and Enhancing Originality Advantages

New media has rapidly developed through its advantages of round-the-clock coverage, comprehensive reach, timeliness, and massive information capacity. On online media platforms, we often cannot identify where the front-page headlines are, as news content continuously scrolls and updates, with potentially hundreds of new pieces of information emerging every second. The Internet can broadcast events live, particularly for sudden incidents, with much shorter and faster editing times than newspapers, enabling the public to follow developments minute-by-minute online. Against the backdrop of the Internet, new media, which has grown at high speed, must leverage and further develop these advantages in the future. By integrating more emerging technologies, new media can further enhance its strengths in timeliness and information sharing, increase information dissemination speed, and expand information storage capacity.

1.2.2 Overcoming Information Fragmentation and Other Defects

Currently, the vigorous development of new media also has its limitations, with a particularly prominent issue being the incompleteness and fragmented nature of information disseminated on new media platforms. In the Internet era, everyone is both a disseminator and receiver of information, encountering vast amounts of fragmented information daily. This dispersion of information does not facil-

itate effective knowledge accumulation. In the future, new media should fully leverage its technological advantages, utilizing big data integration and algorithmic recommendation methods to overcome the shortcomings of information fragmentation and incompleteness while maintaining high-speed information dissemination. By systematically integrating information in a logical manner to facilitate clear browsing, new media can enhance the authenticity of its content and provide audiences with a sense of credibility and coherence.

1.2.3 Improving Security

Another major limitation of new media is its relatively low security. The casual and unrestricted nature of Internet access leads to information leakage, much of which results from the low security of new media. Every action online inadvertently exposes large amounts of personal information, and in this networked society, we can also easily obtain others' information. Therefore, in the future, new media should focus on improving the security of information dissemination, establish information security safeguards using advanced science and technology, collaborate with relevant departments to crack down on illegal activities on the Internet and other new media platforms, and build a green, healthy media environment.

3. Integration Approaches

2.1 Technical Integration and Development

The integrated development of new media and traditional media represents an inevitable future trend. This requires mutual assistance and support between the two in technical aspects. At the current stage, new media leads traditional media in utilizing advanced technologies. Consequently, new media can share its technological advantages with traditional media, enabling traditional media to catch up and achieve integrated development at the technical level. The combination of television and Internet, along with the further development of mobile TV and Internet TV, allows people to interact with hosts and celebrities through their televisions. Many similar advanced technologies will emerge in the future, such as AR and VR technologies that are currently under development and already yielding results, which combine reality with imagination to enable real-scene shopping experiences from home. In the future, new media and traditional media will rely on continuous technological progress to achieve mutual assistance and joint growth at the technical level.

2.2 Mutual Assistance and Resource Sharing

Currently, both new media and traditional media have their own defects to varying degrees. Therefore, as they integrate and learn from each other's strengths in the future, they must also help one another, maximize strengths while minimizing weaknesses, and cooperate with a positive and optimistic mindset. Regarding information acquisition, traditional media is slow in collecting information,

while new media suffers from poor information validity. Thus, the two can support each other: new media can leverage its platforms to obtain large amounts of first-hand information, but this information needs to undergo screening using traditional media's information verification methods to select and organize the most newsworthy content. This curated content can then be provided to new media for publication online as a series of authentic and authoritative reports. In this way, online media gains information resources and enhances its news influence, while traditional media expands its information dissemination scope.

4. Significance of Integration

3.1 Achieving Mutual Benefit and Win-Win Outcomes

The mutual integration and learning between new media and traditional media leads to joint development. Currently, new media still suffers from defects such as insufficient originality and homogenization of online news, while traditional media severely lacks vitality. However, it must be recognized that in information dissemination, traditional media remains a difficult-to-replace mainstream force for some time to come, thanks to its long-established advantages in authority, professionalism, and authenticity. Therefore, the development of new media must be built upon inheriting from traditional media. The rigor of traditional media and the speed and efficiency of new media are highly complementary in practice, and both can absorb many useful elements from each other's strengths to promote their own better development. Thus, the integration of new media and traditional media is essentially a mutually beneficial and win-win process for both parties.

3.2 Improving People's Quality of Life

The integration of new media and traditional media has improved modern information technology. The development of emerging technologies such as the convergence of mobile phones with computers and televisions enables people to use functions like "shake" and "scan" to interact with television content in real time while watching TV at home. People can use social software such as WeChat and Weibo to publish and learn about the latest events happening worldwide anytime and anywhere. They can read entire newspapers and magazines on their mobile phones and use new media to enjoy moments of leisure amidst busy schedules. All of these developments make people's lives more convenient and significantly enhance their quality of life.

3.3 Promoting Better Development of the Media Industry

The mutual promotion, development, and eventual integration of new media and traditional media represent an inevitable outcome of future era development. This integration is not merely a fusion of two technologies but also a fusion of two cultures, symbolizing the integrated development of two eras. This process is not only greatly beneficial to traditional and new media themselves but also

promotes the development of the entire media industry toward a better direction. The current media industry environment still exhibits tendencies toward information closure and concealment. As various media prioritize being first in information acquisition and release, they do not share or exchange information with each other, resulting in slow overall industry development. However, after the integrated development of new media and traditional media in the future, the grand fusion and collision of information will inevitably drive the media industry toward greater diversity, freedom, and openness.

References

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

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