

## Research on the Path of Media Convergence: Postprint

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### Abstract

The impact of the new media era is influencing development across various fields in China. As one of the country's traditional industries, the question of how the publishing sector should survive and develop in the new media era represents an urgently needed research topic. This paper begins by elucidating the fundamental concepts of new media, combines these with the practical characteristics of the traditional publishing industry, analyzes the dilemmas existing in the industry's media convergence process, and subsequently proposes multifaceted development pathways and future prospects encompassing cross-boundary integration, platform construction, and management innovation.

### Full Text

## Research on the Path of Media Convergence

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**Abstract:** The impact of the new media era has influenced development across all sectors in China. As one of China's traditional industries, the publishing sector urgently needs to explore how to survive and develop under these new conditions. This paper begins by clarifying the basic concepts of new media, analyzes the difficulties encountered during media convergence in the publishing industry based on its actual characteristics, and proposes development paths and future prospects encompassing cross-boundary integration, platform construction, and management innovation.

**Keywords:** media convergence; path; publishing industry

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The advent of the new media era has provided opportunities for the development of China's publishing industry. Facing this novel environment, the industry must transform its survival and development philosophy, reform management thinking and methods, and fully utilize the conditions and resources brought by new media to explore a new path of media convergence that drives its own progress.

### **1.1 The Connotation of New Media**

The term "new media" first emerged in the 1960s. With the widespread application and popularization of modern technologies abroad, a new phenomenon arose and quickly integrated into people's lives and work. Academically, scholars have not reached a consensus on the definition of "new media." This paper defines the concept from three perspectives: the underlying technology, practical implementation, and basic structure. New media refers to a networked and linear communication model built upon modern communication and media technologies, which transforms the traditional single-direction communication pattern into a multi-angle network communication model.

### **1.2 Basic Characteristics of New Media**

Based on its connotation, new media exhibits several fundamental characteristics. First, it is technical and networked. The entire communication process relies on modern technology, where each node in the network receives and disseminates increased content while individual agency is enhanced. Second, it is interactive. Compared to traditional one-to-many communication, the new model emphasizes individual interaction. Third, it is personalized and demassified. Due to the transformation of communication models and the continuous enrichment of content, individual dissemination and consumption exhibit distinct personalization features, allowing individuals to gather diversified information according to personal preferences.

### **2.1 Unclear Direction for Convergence Development**

As a traditional industry in China, the publishing sector significantly influences the development of the country's cultural industry. The emergence of new media in the new era has substantially transformed traditional communication models, leaving the publishing industry facing unprecedented challenges. Questions such as how to reform publication pricing, types, and content to adapt to the new media era remain unresolved. Compared to new media, traditional publishing lacks advantage in delivering content and information to readers, making it difficult to compete for resources in an intense market. While convergence between old and new media represents a solution to these dilemmas, how to achieve such convergence poses another significant challenge. Consequently, the traditional publishing industry cannot clearly define its future development direction, leading to difficulties in the convergence process.

## 2.2 Convergence Development Platform Not Yet Established

The emergence of numerous new platforms in the new media era, such as JD.com and Dangdang, has created development pressure for traditional publishing. These new media platforms fully utilize modern technology to build multiple platforms and channels for recommending vast amounts of information and data to readers. Traditional publishing, however, lags technologically, and its original user and content value is being replaced by new media. For instance, substantial print content and information have been converted to electronic formats and rapidly disseminated through new media, resulting in content drain. Additionally, users can access numerous resources for free, leading to the loss of traditional media's value and advantages and leaving it in a development predicament.

## 2.3 Difficult Organizational Transformation in the Publishing Industry

As one of China's traditional industries, most enterprises still maintain outdated internal organizational structures. The past "line-function" model increases the difficulty of industry transformation and innovation. Regarding information communication and dissemination mechanisms, traditional publishing still relies on one-way communication with limited scope and slow speed, offering no competitive advantage compared to new media. From a talent perspective, most traditional publishing enterprises lack new types of professionals, preventing the industry from injecting modern concepts and resulting in outdated management and operational models with an unclear future development path. Based on these analyses, the publishing industry's numerous self-limiting conditions make organizational transformation particularly challenging.

## 3. Media Convergence as an Inevitable Trend

When an industry faces profound transformation, serious reflection becomes necessary. Without self-innovation, an industry may gradually become marginalized or even disappear in future market competition. If afraid to seek innovation across boundaries, it risks being "robbed" by other industries in future competition. In the current internet era, anything is possible. In recent years, new media has developed rapidly and gained widespread popularity primarily because it represents an innovative form of media with grassroots characteristics, convenience, and timeliness. Platforms like Weibo and WeChat enable every internet user to become a free speaker, expressing opinions online anytime while being followed by others. This innovation can rapidly change how people receive information and their ideological concepts. Moreover, it can transform outdated social organizational structures and transmission methods, allowing everyone to participate in social concerns and appeals—representing the main reason for new media's rapid development and its contribution to social progress.

The relationship between new media and traditional media is not mutually ex-

clusive. Only through mutual integration, penetration, and promotion can they produce better news products and higher value. Currently, new internet information technologies are rapidly transforming communication methods, leading to profound and far-reaching changes in the provision of public information, evolution of social structures, and management of social relationships. First, the trend of network convergence is accelerating, with various networks merging into a development trend—for example, the integration of internet, communication networks, and broadcasting networks is moving forward rapidly, creating a multi-dimensional information network system for human communication from work to daily life. Second, with the rise of new media platforms such as Kuaishou, WeChat, Weibo, and Douyin, more people are joining the self-media ranks, where everyone can become a source of information dissemination. Third, interconnection and interaction are increasing. Information exchange is rapidly transforming social relationship networks, making interpersonal communication more frequent through the internet and forming a vast information network. Consequently, the traditional top-down media dissemination model has been subverted by the internet, and various forms of media convergence have become the mainstream trend.

Evidence demonstrates that only through necessary integration and mutual promotion between traditional and new media can the comprehensive competitiveness of traditional media be enhanced, enabling essential changes in the internet era. This extends the news industry chain in the internet age while improving the creativity, selectivity, timeliness, and influence of traditional media's news products. The industry must update concepts, innovate systems, intensify technological innovation, and stimulate greater media creativity to solidify institutional guarantees for media convergence development and accelerate media reform and development in China.

#### **4.1 Cross-Boundary Integration: Exploring New Development Directions**

For traditional publishing to gain competitive advantage in the current intense market, it must achieve cross-boundary integration in multiple aspects. First, introduce modern technology to integrate with the industry's content advantages, such as launching digitalized information content and fully utilizing modern resources to disseminate high-quality traditional content, thereby attracting more readers and customers. Second, innovate service models and leverage unique characteristics and advantages. Attempt cooperation with technology companies to utilize their innovative technical services for jointly launching new electronic products, attracting original users through modern service models. Third, transform the traditional role positioning, shifting from “publisher” to “information provider.” Strengthen investigation of user needs, classify and categorize demands, and provide targeted content accordingly. This approach leverages original content advantages, satisfies broad user needs, and constructs a new development path for the publishing industry.

## 4.2 Platform Construction: Gathering New Development Momentum

New media has created survival and development pressure for the publishing industry. Facing current difficulties and pressures, the industry must learn from new media's advantages and integrate diversified forces to comprehensively drive the field to adapt to market and user needs. First, cooperate with specialized platforms, such as social media platforms. Fully utilize platform advantages to promote unique characteristics. Second, actively monitor changes in user needs and content updates. Due to the convenience of modern technology, users can access diverse information, making their needs increasingly diversified. Therefore, content should be updated promptly according to user needs and launched on platforms as quickly as possible. Third, integrate technology and resources to build platforms that facilitate convenient communication and exchange with upstream and downstream industries, enabling timely adjustment to market changes and adaptation to new era requirements.

## 4.3 Management Innovation: Forming New Development Concepts

For the publishing industry to adapt to new media era development, it must also achieve its own transformation and innovation. Based on current organizational structures and systems, efforts can be made in three aspects. First, transform organizational structures. Change traditional linear structures to build new flat structures that alter organizational management models. Second, establish shared information communication mechanisms. The industry should establish information sharing mechanisms to facilitate smoother communication among various participants such as partners, users, and publishing houses. Third, introduce specialized talent and build professional teams. Attract professionals into the publishing field to integrate modern concepts and thinking, enabling innovation in management models, concepts, and operational methods to enhance competitive strength.

In conclusion, as one of China's traditional industries, the publishing sector must accurately position its current status, actively face future survival and development challenges, and explore a suitable development path based on new trends in media convergence. Only then can it avoid being eliminated by era development and achieve continuous enhancement of industrial value.

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