

## Research Postprint on the Integrated Development of Traditional and New Media in the New Era

**Authors:** Liu Hanyun

**Date:** 2023-10-08T00:00:00+00:00

### Abstract

With the continuous development of Internet technology in China, the growth of new media within the domestic media industry has gradually gained momentum, demonstrating a rapid expansion trend in the public opinion market. The emergence of new media has not only propelled the advancement of China's media sector but also posed significant challenges to traditional media. Consequently, against the backdrop of the new era, traditional media must actively integrate with new media to align with contemporary developmental trends and achieve enhanced growth. This paper primarily expounds upon the pathways for integrated development between traditional media and new media in the new era context, aiming to further refine these approaches.

### Full Text

#### Abstract

With the continuous development of internet technology in China, new media has become increasingly active within the domestic media landscape, demonstrating rapid growth in the public opinion market. The emergence of new media has not only propelled the advancement of China's media industry but also posed significant challenges to traditional media. Therefore, in this new era, traditional media must actively integrate with new media to better adapt to contemporary developmental trends. This paper primarily elaborates on pathways for the integration and development of traditional and new media in the new era, aiming to further refine and improve this process.

**Keywords:** New Era; Traditional Media; New Media; Integrated Development

### 3.1 Unclear Prospects for Media Integration

As the new era unfolds, China's network society is in a stage of rapid development. Network media has secured its position in social development through its strong technological advantages and information transmission speed. However, numerous problems persist in the integration of traditional and new media under the new era context, chief among them being the unclear prospects for media integration. The primary reasons for this lack of clarity regarding integration goals include: first, the development speed of new media technology has far exceeded the comprehension capacity of media professionals; second, academic research on the various emerging forms of new media has lagged behind. Additionally, traditional media is constrained by existing media management systems and unreasonable institutional mechanisms, while managers maintain vague concepts of media integration. These factors have resulted in a parallel development state where traditional media's "credibility" and new media's rapid dissemination characteristics have not been effectively combined. Consequently, traditional media struggles to counter new media's powerful encroachment, while new media finds it difficult to improve its current situation of superficial information content, ultimately leading to concerning prospects for traditional-new media integration.

### 3.2 Media Personnel Quality Inadequate for Integration Pace

The quality of media practitioners is closely related to their daily work content and the development direction of media outlets. In the new era context, the new media technology proficiency of current media personnel significantly lags behind the demands of traditional-new media integration, while talent possessing both new media knowledge and skills remains scarce. This situation easily leads to technical stagnation in traditional media development, thereby increasing the difficulty of integration with new media. The main reasons why existing media personnel struggle to adapt to traditional-new media integration are: most core media technologies are implemented through the computer and communications industries, where media practitioners often cannot play a substantial role. This exacerbates the difficulty for media professionals to comprehend and master new media technology, fundamentally hindering their ability to position their work philosophy and understand their responsibilities within media integration, thus affecting the practical development of traditional-new media integration.

### 3.3 Traditional Media's Failure to Fully Leverage New Media

Media development evolves from singularity to multidimensionality, and media integration progresses from simple replication to complex fusion, yet development always revolves around traditional media as its foundation. Media personnel's work, whether in content production or management, does not function as

independent media but rather remains subordinate. Furthermore, new media development closely centers on traditional media, evident in both economic benefits and content production, with new media continuously receiving influence from traditional media. However, traditional media has not achieved its desired effects through new media development, struggling to effectively utilize mature technologies, channels, and platforms from the new media market, while also limiting its own innovative development. Consequently, during integration, traditional media cannot adapt to and utilize new media development technologies, nor can it employ them as its own platforms to expand development, develop applications, and form self-sustaining growth. These factors cause traditional media to gradually lose its original audience's favor, resulting in reduced market share and diminished public opinion influence.

#### **4.1 Enhancing High-Quality Content to Strengthen Core Competitiveness**

In the new era, traditional media should innovate its conceptual perspective, continuously reform and elevate its content according to market and audience demands, while leveraging new media's technological means and mature market platforms to revitalize traditional media. The integration of traditional and new media not only tests traditional media's innovation capabilities but also consolidates its superior credibility advantage, helping to 开辟 distinctive media content. As the saying goes, innovation is the foundation of development and likewise the foundation of traditional-new media integration. In the new era context, to build its own brand, traditional media must fully integrate current excellent electronic information technologies and communication platforms—such as WeChat, Weibo, and mobile clients—to actively expand its dissemination channels, improve information resource utilization, enhance high-quality content, and strengthen core competitiveness.

#### **4.2 Proactively Integrating with New Media to Meet New Challenges**

Authority and recognition are traditional media's advantages, while information dissemination speed and interactivity constitute new media's strengths. Regardless of traditional or new media, their content revolves around social information, and audiences are fundamentally attracted by information content. Traditional media primarily lacks development in information capacity and interactivity; therefore, in future development, it should proactively learn from and integrate with new media to enhance interactivity and expand information capacity on its original foundation. During integration, traditional media must maintain authenticity and achieve rapid development goals by borrowing new media dissemination platforms.

### 4.3 Achieving “Whole Greater Than Sum of Parts” in Media Integration

Supported by rapidly developing information technology in the new era, new media has achieved promising development prospects, which in turn has promoted traditional media integration. During this process, traditional media must assume responsibility for correctly guiding new media construction, creating a favorable development environment for the media industry, and promoting national public opinion development. Furthermore, in the operation of both new and traditional media, cultural content dissemination inevitably attracts audiences, thereby reflecting the competitive advantages of media outlets through meeting public demands. The integrated development of traditional and new media can continuously strengthen both parties' exploration of cultural integration while actively utilizing cultural power as guidance. This ensures the depth of cultural information in the integration process and promotes public recognition of media integration development.

In summary, in the new media context, traditional and new media must seize opportunities, continuously innovate across all dimensions, and through their integration, remedy traditional media's deficiencies and new media's shortcomings, improve public opinion guidance capabilities, and continuously advance media enterprises to remain invincible in fierce market competition.

### References

- [1] Fu Zhizhi. Research on the Integration and Development of Traditional and New Media in the New Era[J]. Youth Era, 2016.
- [2] Wang Tianxiang. Analysis of Integration Strategies Between Traditional and New Media in the All-Media Era[J]. Communication Power and Research, 2018.
- [3] Li Yong. Analysis of Integration Strategies Between Traditional and New Media in the All-Media Era[J]. News Research Guide, 2015.
- [4] Xu Zhiqiang, Liu Tong, Li Haidong. Research on Strategic Transformation and Integration Development Paths of Traditional Media in the New Media Era[J]. Television Technology, 2015.
- [5] Guo Nannan. Discussion on the Development and Integration of Traditional Media in the New Media Era[J]. Literary Life • Literary Theory, 2016.
- [6] Tian Zhongyue. Discussion on the Integration and Development of Traditional and New Media Under the Internet Environment[J]. Prose Hundred (New Chinese Language Pages), 2017.

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

*Source: ChinaXiv — Machine translation. Verify with original.*