

Research on Convergence Development Strategies of Traditional Media and New Media: Post-print

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Abstract

In the new era, the rapid development of internet technology and the emergence of mobile media have accelerated the pace of social informatization. Owing to its inherent convenience and timeliness, new media has gained widespread popularity among the public and become a primary channel for information acquisition, thereby posing certain challenges to traditional media. For traditional media to achieve sustainable development in this new context, it must strengthen its integration with new media to align with evolving media trends. Accordingly, this analysis will examine the current status, challenges, and potential solutions for the integration of traditional and new media.

Full Text

Abstract

In the new era, marked by rapid development of internet technology and the emergence of mobile media, the pace of social informatization is accelerating. Owing to their inherent efficiency and immediacy, new media have gained widespread public favor and become a primary channel for information acquisition, posing significant challenges to traditional media. For traditional media to achieve sustainable development, it must strengthen integration with new media to align with evolving industry trends. This paper analyzes the current status, dilemmas, and potential solutions for the integration of traditional and new media.

Keywords: traditional media; new media; integration; dilemmas; strategies

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2. Current Status Analysis of Traditional and New Media Integration

In the new era, with rapid development of internet technology, new media has leveraged its technological advantages to swiftly capture the information market, delivering substantial impact to traditional media such as newspapers, magazines, and television. This imbalance has prompted profound industry reflection. To promote development of the media field while accounting for respective strengths and weaknesses, we must explore integration channels that create a more efficient and expedient media model, facilitating modern society's informatization.

Traditional media, while possessing strong authority, employs relatively singular dissemination methods. In contrast, new media offers highly diversified channels, yet suffers from comparatively weak credibility, limiting its development. In the new era, traditional and new media maintain a competitive relationship, prompting practitioners to attempt integration. However, vague concepts and limited understanding have resulted in superficial integration confined to formal and content-level juxtaposition—essentially using online media to replicate traditional content. This stems from online media's lack of journalistic talent and mature institutional frameworks, creating a credibility deficit where traditional media's authority becomes advantageous. To retain audiences and expand online, traditional media uses new media to replicate its content, hoping to achieve integration.

In recent years, alongside big data development, online media has demonstrated robust growth through technological advantages, enhancing integration depth and breadth. Through continuous exploration, both media types have optimized resource allocation, achieving shared advantages and mutual benefits. Several national news organizations have launched online platforms, while government agencies have established electronic accounts, reducing traditional media print layouts while increasing new media communication. Furthermore, many citizens have created personal online platforms for information dissemination, catalyzing the arrival of the all-media era.

1. Forms and Core Issues of Traditional and New Media Integration

1.1 Forms of Integration

Both traditional and new media possess distinct characteristics. Comparative analysis reveals traditional media's strengths in objective authority and content quality, while new media excels in information sources, dissemination channels, and promotional methods. Currently, the most common integration model

leverages traditional media's original, objective, and authoritative features while capitalizing on new media's advantages. For instance, newspapers, magazines, and television stations have established Weibo and WeChat platforms for information reporting. This transformation represents a significant breakthrough, shattering traditional promotional limitations. For new media, which suffers from weak original content creation, integration delivers more valuable information to audiences rapidly.

1.2 Core Issues in Integration

The integration of traditional and new media represents an inevitable trend driven by mobile media and internet technology development, reflecting evolving public thinking and lifestyles. The key to successful integration lies in innovating dissemination content, expanding promotional channels, and improving management systems. This fusion is not simple pasting together; rather, it requires careful consideration of how the integrated entity can deliver more valuable information with...

3. Integration Strategies for Traditional and New Media

In practice, traditional-new media integration constitutes a highly complex and dynamic process. Therefore, undertaking such integration requires mastering key pathways and serving as a driving force behind fusion efforts. In the new era, this integration has become an irreversible trend that will profoundly impact the entire media industry. Due to new media's rapid development, problems inevitably arise during integration, requiring relevant authorities to formulate policies and standards that guide the process, enabling more efficient, accurate, and standardized dissemination while promoting comprehensive, high-level integration.

Actively transforming traditional media's ideological mindset is crucial. New media's emergence has created substantial shockwaves for traditional media. To facilitate integration, traditional media must shift its mindset, recognize new media's promotional role, actively learn new media technologies, and apply them to inject new vitality and satisfy development demands.

Driving integration through internet thinking hinges on open sharing and cross-boundary collaboration to identify better profit models. To achieve successful integration, we must promote fusion through internet thinking while maintaining correct guidance of public opinion. First, traditional media should actively learn new media technologies, integrate them closely with market demands, and create entirely new content, dissemination methods, and presentation formats. Second, internal structural reforms should reconstruct news gathering and editing processes, upgrade editorial systems, and establish unified multimedia frameworks enabling one-time information collection with multiple dissemination channels. Finally, emphasis should be placed on cultivating technical talent and establishing high-quality editorial teams with specialized profession-

als in reporting, editing, filming, and broadcasting, laying a solid foundation for integration.

Creating personalized, tailored services requires increased attention to internet technology in transforming traditional media. Media professionals must focus on new media communication contexts, cultivate digital transformation awareness among all staff, and shift from passive implementation to actively exploring opportunities. All practitioners should remain vigilant, adopting proactive, positive, and innovative attitudes to comprehensively promote sustainable news communication development.

Innovating new platforms is essential, as traditional media types—whether newspapers or radio and television—are relatively monotonous. In the new era, modern information technology and internet platforms can organically integrate traditional and new media, achieving diversified development. In the new media context, enhancing competitiveness requires maintaining traditional media's professional editorial authority while embracing new media's digital openness. Therefore, special attention must be paid to building new platforms that fully leverage their value and enable cross-media dissemination, satisfying integration demands. When creating media platforms, overall organizational strength should be considered comprehensively to meet audience information needs while demonstrating cultural...

Implementing personalized push notifications represents another key strategy. In the new era, new media development has transformed traditional mass communication into segmented communication, with media entry points becoming privatized. To promote integration, big data analytics can analyze audience information reception behaviors and reading habits, enabling delivery of personalized information that gains audience recognition and enhances loyalty. This approach both maximally satisfies audience information needs and effectively improves information dissemination...

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