

Media convergence is the inevitable path for traditional media (postprint)

Authors: Kang Ling

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

Abstract

With the continuous development of society, new media is emerging as a novel force with unlimited potential for growth. Characterized by rich formats, high interactivity, and broad dissemination channels, it has rapidly secured an advantageous position within the media industry. The swift development of new media has presented both tremendous opportunities and significant challenges to traditional media. Traditional media must break free from conventional thinking, pursue integrated development with new media in terms of content and form, and firmly grasp discourse power. This paper aims to briefly explore the integrated development of traditional and new media from three perspectives: the impact of new media on traditional media, the necessity of integration between traditional and new media, and the measures for achieving such integrated development.

Full Text

Abstract

With the continuous development of society, new media has emerged as a novel force with unlimited potential for growth. Through its rich formats, high interactivity, and extensive distribution channels, new media has rapidly secured a favorable position in the media industry. This swift rise has brought both significant opportunities and formidable challenges to traditional media. Traditional media must break free from conventional thinking and seek integration with new media in both content and form to firmly maintain discourse power. This paper explores the convergence development of traditional and new media from three perspectives: the impact of new media on traditional media, the necessity of their convergence, and specific measures for achieving this integration.

Keywords: new media; traditional media; convergence development

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2018)08-040-02

DOI: 10.19483/j.cnki.11-4653/n.2018.08.011

By Kang Ling

Since the 18th National Congress of the Communist Party of China, the Central Committee has attached great importance to news and public opinion work, deploying the promotion of convergence between traditional and emerging media as a major task. The emphasis has been on achieving genuine integration and unity, accelerating the transition from the “addition” phase to the “fusion” phase, and cultivating a batch of new mainstream media. The progress of media convergence continues to transform how journalists obtain information, how they conduct interviews and reporting, how news is released, and even how news concepts are understood, prompting many traditional media professionals to transition into the new media sector. Today’s young journalists possess an open information structure and an internationalized perspective. This paper examines media convergence development from both theoretical and practical dimensions across three key aspects.

1. The Impact of New Media on Traditional Media

As Chinese society advances, all industries are elevating their standards, with the domestic market providing abundant resources for their growth. New media has proliferated alongside social progress, making the limitations of traditional urban media increasingly apparent and forcing them to confront the question of innovation. Faced with the impact of new media, traditional media must acknowledge its rise to avoid losing their position in public discourse. Evolving from traditional media, new media offers richer content and more innovative formats, primarily utilizing modern technologies to disseminate information through computers, mobile phones, and other devices. This has established its important position in daily life while accelerating the speed of news and information distribution.

1.1 The Rise of New Media Has Affected Traditional Media’s User Base

The widespread adoption of digital television, online TV, and other new media forms has reduced public attention to traditional newspapers, magazines, radio, and television. The general population is increasingly drawn to WeChat, Weibo, and other client applications. People can now watch television programs and access news anytime and anywhere using mobile phones, tablets, and other portable devices, enabling them to obtain more comprehensive news materials in real time. New media has gradually eroded traditional media’s audience, diminishing its influence.

1.2 New Media Development Has Challenged the Uniqueness of Traditional Media's Audience

With the development of the internet, news dissemination has gained advantages in speed, format, and information capacity, while video content, events, and online dramas have also captured significant market share. Previously, people only watched television programs and received news through household TVs, but the internet now provides more choices, affecting television viewership. The internet's emergence has transformed information dissemination from print-based media to online platforms, with most people receiving information through news websites. Faced with this massive impact, diversification has become an inevitable trend for newspaper development. Newspaper editors must broaden their thinking to better satisfy reader demands and elevate editorial standards. Additionally, computer-based websites must become more diversified to increase user interest.

1.3 New Media Development Has Transformed Information Dissemination Methods

New media's information dissemination is non-linear, whereas traditional media's approach is linear. First, traditional media must enhance its timeliness. New media's greatest characteristic is real-time capability, with information being updated instantly—many major news stories break online first. Second, new media possesses global reach, transcending geographical limitations. While traditional local media typically influence only their own city or surrounding areas, new media breaks these boundaries, allowing regional characteristics to spread to other areas. As newspapers gradually fade from daily life, people increasingly access news and television programs through computer websites, which can push personalized content based on viewing habits, freeing information reception from traditional constraints.

2. The Necessity of Convergence Development

2.1 Convergence as a Requirement for Traditional Media to Adapt to Technological Progress

In the new media era, traditional media must continuously innovate its communication channels to achieve technical convergence with new media. Traditional media must be mindful of its market position and user interests, distinguishing itself from the randomness of new media dissemination paths while eliminating its own rigid conventional concepts. The key innovation of new media lies not in changes to dissemination methods, but in democratizing communication subjects, enabling everyone to produce and disseminate information. This explains why WeChat, Weibo, and other client applications disseminate information far faster than traditional media. Under new media's influence, the establishment of information communities means that information producers are no longer limited to traditional media professionals—every recipient simultaneously becomes

an information disseminator. New media development has broadened individual expression and more easily challenged traditional authority. To firmly maintain discourse power, traditional media must confront this unique function of new media.

2.2 Convergence as a Requirement for Traditional Media's Transformation and Development

The rise of the internet has made transformation inevitable for traditional print media. As urbanization accelerates, urban spatial structures have changed, and improved urban transportation systems have strengthened connections between different areas, giving urban residents broader access to information. In contemporary society, people's approach to information involves active selection. New media focuses on sensory stimulation—prioritizing whatever information the market demands—demonstrating far greater sensitivity than traditional media. Its high flexibility and specialization gradually adapt to the psychological needs of the new media era, while its variability poses challenges for urban television operations. To keep pace with the times, traditional media must fully grasp new media's variability and information sensitivity.

3. Measures for Convergence Development

3.1 Transforming Traditional Information Dissemination Methods

Traditional media must transform its linear information dissemination approach to match new media's non-linear model. This requires accelerating timeliness, embracing global reach, and leveraging digital platforms to deliver personalized content based on user preferences, thereby breaking free from geographical and temporal limitations.

3.2 Utilizing Mobile Media to Expand Convergence Areas

Mobile media refers to emerging media that use various information transmission technologies to meet the needs of mobile populations, broadly falling into three categories: first, mobile media as extensions of traditional media, such as in-vehicle radio and television based on wireless signal transmission; second, mobile phone-based media, where SMS transformed phones from single-function communication tools into hybrids of interpersonal and mass communication, subsequently evolving into mobile newspapers, mobile radio, and mobile television; third, various mobile terminal services and devices based on mobile internet, including smartphones, laptops, netbooks, tablets, e-readers, GPS devices, and entertainment equipment. Mobile internet media currently represents the fastest-growing and most intensively researched new media sector.

Urban mobile media markets offer numerous opportunities, such as mobile carriers like buses, taxis, and subways. Traditional media should develop efficient plans and implement scientific management measures to fully utilize these re-

sources. Local media must thoroughly understand residents' information reception and entertainment habits, using public needs and preferences as the foundation for convergence and reorganization to better adapt to information acquisition demands. Traditional media must prioritize user experience through diversified dissemination methods, segmented interactive services, and popular, everyday language expression to attract more readers and audiences.

3.3 Accelerating Client Application Development

In today's society, "the terminal follows people, information revolves around people" has become the new trend in information dissemination. Convergence development must adapt to this mobile-centric trend, strengthening mobile-first consciousness and prioritizing news client construction to form a mobile dissemination matrix with diverse carriers, rich channels, and extensive coverage. As living standards continuously improve, nearly everyone owns a smartphone—these convenient devices have become the most frequently used media. With widespread smartphone adoption, mobile applications have entered daily life, allowing people to watch television programs and news through various apps. Smartphones have become important internet terminals. To enhance both political influence and economic benefits, traditional media must keep pace with society by leveraging this powerful client platform to accelerate development, enabling television programs and news information to be presented to people more quickly and conveniently.

New media is a product of its time. In an era dominated by new media, people are no longer limited to obtaining information through traditional channels but increasingly rely on new media sources. To firmly maintain discourse power in the new media age, traditional media must strengthen convergence development with new media and revitalize its innovative capacity.

References

- [1] Wu Rongjian. Path Exploration of Traditional and New Media Convergence Development[J]. China Media Technology, 2018(6): 29-30.
- [2] Xiao Jun. Functional Positioning and Communication Innovation of County-level Television Stations in the New Media Era[D]. Nanning: Guangxi Teachers Education University, 2016.
- [3] Yan Yu. Research on Radio Development in the New Media Era[D]. Linfen: Shanxi Normal University, 2016.
- [4] Xi Jinping's 700 Days in Office: 12 "Xi-style Hot Terms" Changing China. Tencent News, 2014-10-18.
- [5] Xiong Chengyu. Frontiers in New Media Research[M]. Beijing: University Press, 2012.

(Author's Affiliation: Shanxi Shuozhou News Network)

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

Source: ChinaXiv — Machine translation. Verify with original.