

Postprint: Actively Promoting Coordinated Development, Integration, and Innovation of Traditional and New Media

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Abstract

With the rapid development of Internet technology, the era of new media has arrived, which has not only transformed the ways in which people obtain information, but also impacted the media market landscape, posing tremendous challenges to the development of traditional media. In this context, for traditional media to secure its market position, it must strengthen collaborative development and integrated innovation with new media, enhance the timeliness of news dissemination by leveraging new technologies from new media, maximize its authority and credibility, deeply excavate the core value of news, and ensure the correct guidance of public opinion. Based on this, actively promoting the collaborative development and integrated innovation between traditional media and new media is particularly urgent and necessary. This article conducts an in-depth analysis of this content.

Full Text

Promoting the Collaborative Development and Convergence Innovation of Traditional and New Media

Abstract: With the rapid development of internet technology, the era of new media has arrived, fundamentally transforming how people access information while reshaping the media market landscape and posing significant challenges to traditional media. In this context, to maintain their market position, traditional media must strengthen collaborative development and convergence innovation with new media. By leveraging new media technologies to enhance the timeliness of news dissemination while maximizing their own authority and credibility, traditional media can deeply excavate the core value of news and ensure correct guidance of public opinion. Based on this, actively promoting the collaborative

development and convergence innovation of traditional and new media is particularly urgent and necessary. This article provides an in-depth analysis of this topic.

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Since its inception, the question of coexistence between new media and traditional media has been continuously debated. Undeniably, new media has comprehensively broadened channels for accessing news and information while improving efficiency, making information exchange between people more frequent—aligning with societal development trends. Consequently, many believe new media will become the mainstream of the future media industry. However, compared to new media, traditional media holds greater persuasive power in terms of authority and credibility, with more accessible and popular dissemination methods. For ambiguous news information, people tend to trust traditional media's accounts. Evidently, both traditional and new media have their respective strengths and weaknesses, and we should actively promote their collaborative development and convergence innovation to foster healthy media industry growth through complementary advantages.

1.1 Changes in Information Access Patterns

Audiences once relied primarily on traditional media to obtain information. However, with the advent of the internet era, this dependence has been broken. Coupled with audiences' increasingly diverse demands for information access, people now prefer new media as their primary information source. Thus, traditional media's primary functions are gradually being replaced by new media, which offers vast information resources. Additionally, new media's inherent interactive advantages empower people to take initiative in information acquisition.

1.2 Weakening Public Opinion Guidance Capacity

As audiences gain greater autonomy on new media platforms, they can not only share news events happening around them in real time but also express viewpoints on any news information, creating a public opinion space characterized by mass participation and equal exchange. Consequently, we often observe situations where traditional media and netizens hold completely different views on certain events. The collision of different perspectives also influences public opinion orientation. As online public opinion becomes increasingly prominent in social life with growing influence, traditional media's capacity to guide public opinion has shown a weakening trend.

1.3 Massive User Loss

As people's needs for information access and viewpoint expression cannot be met by traditional media, more and more audiences, especially younger demographics, prefer to obtain news information from new media platforms. This has caused traditional media's audience base to gradually age. For instance, compared to passively waiting in front of a television at fixed times, young people prefer to use fragmented spare time to access information online. Moreover, new media leads traditional media in both software/hardware technology and internet thinking. Through big data algorithms, new media can deliver more precise information to different groups—something traditional media struggles to achieve effectively.

2. Core Advantages of Traditional Media

Amid the rapid development of new media, traditional media's survival and development have faced certain impacts. However, as traditional media practitioners, we must not lose heart. Instead, we should correctly recognize traditional media's core advantages and maximize these strengths in future collaborative convergence.

2.1 Professionalism of Journalists

Although new media platforms contain abundant news information, this content is often chaotic, disorganized, and lacks authenticity. The primary reason is that most content is produced by untrained personnel who lack sufficient ability to discern news value. In contrast, traditional media journalists possess more professional comprehensive qualities, demonstrating expertise in reporting depth and perspective that new media cannot match. Consequently, new media frequently employs sensationalist headlines and images to attract audiences, which not only leaves information recipients feeling deceived but also creates negative social impacts. Traditional media professionals, through thorough and complete professional training, possess strong news sensitivity, editing capabilities, and professional ethics. Since original content remains the foundation of media operations, high-quality journalists constitute the fundamental force ensuring content quality, demonstrating that traditional media's social foundation remains solid.

2.2 Guarantee of News Authenticity

As the fundamental principle of news information, authenticity represents a key advantage for traditional media compared to new media with its low production threshold and narrow channels. Traditional media maintains more standardized reporting teams and procedures, along with comprehensive information review mechanisms that maximize the guarantee of news authenticity and prevent the emergence of fake news. In contrast, new media's casual information acquisition

methods and narrow channels can easily lead to information distortion. Furthermore, after major emergencies occur, traditional media often holds exclusive interview rights and authoritative information release authority. For example, reports on sudden disasters such as earthquakes, tsunamis, and typhoons by People's Daily and Xinhua News Agency, while slower than new media in dissemination speed, are more trusted by the public. In people's minds, traditional media essentially equals authority and credibility.

3. Strategies for Promoting Collaborative Development and Convergence Innovation Between Traditional and New Media

For traditional media such as radio, television, and newspapers, the arrival of the internet era presents both opportunities and challenges. Although new media development has impacted traditional media, traditional media holds greater advantages in originality, credibility, and authority. Therefore, new media and traditional media should complement each other's strengths and develop collaboratively. Based on this, the author argues that traditional media development should adhere to the fundamental principle of "content is king," strengthen audience interaction, and integrate advanced information technology to promote collaborative development with new media and ensure traditional media can radiate new vitality in today's information age.

3.1 Adhering to Content as King

Regardless of the era, the fundamental principle for survival in the media industry lies in adhering to "content is king." For traditional media facing new media impacts, this undoubtedly represents a breakthrough for enhancing core market competitiveness. Although new media can break through temporal and spatial limitations in news dissemination, it contains numerous homogeneous and fragmented pieces of information, which waste considerable time for audiences. Therefore, traditional media should focus on content quality, using high-quality original content as its winning strategy to maximize news information value. On one hand, content richness must be ensured. Continuously enhancing news content's depth represents an important direction for traditional media development, especially when facing new media impacts. Traditional media should leverage its strengths to ensure rich reporting content and enhance the ideological and humanistic qualities of news coverage. Although traditional media cannot match new media in timeliness, it can conduct in-depth excavation of current hot topics, surpassing new media in terms of depth. On the other hand, content update timeliness must be guaranteed. To maintain audience attention, traditional media should ensure timely content updates and improve work efficiency. Especially for breaking news events, traditional media must respond promptly and investigate the truth behind incidents to prevent negative public opinion caused by delayed reporting. Simultaneously, traditional media should further simplify program production processes and utilize new media's advanced

technologies to complete higher-quality and more timely news reporting.

3.2 Applying Advanced Technology

Today, traditional media's once enormous advantage in content production no longer exists, as news content has shifted from scarcity to surplus. With the popularization of mobile internet and smartphones, people can access vast amounts of news information simply by downloading applications, gradually reducing dependence on single media outlets. This reality forces traditional media to undertake technological innovation, adapting content production to different technology platforms. In essence, to attract more audiences, traditional media should promote collaborative development and convergence innovation with new media technology, achieving technical integration in content production and dissemination. The contradiction in the current new media era lies in excessive invalid information and scarce valid information. Therefore, traditional media should fully utilize big data technology for information integration, matching information needs with user groups through personalized customized services. Additionally, most traditional media possess strong brand recognition and social influence. In the process of collaborative development with new media, they should fully apply advanced technology to enhance brand awareness and build their own "new media." For example, traditional media such as *People's Daily* and *Beijing News* have not only established official websites but also opened official accounts on Sina Weibo and WeChat public platforms. During the 2018 Two Sessions, People.com.cn capitalized on the live streaming trend by creating the live broadcast brand "Two Sessions Live," using VR technology to present conference scenes comprehensively to users, receiving widespread acclaim.

3.3 Strengthening Audience Interaction

In the current internet era, audiences are no longer mere information recipients but have also become information producers and disseminators. This represents a significant change in news production mechanisms, shifting from traditional media's organizational production model toward socialized production and exhibiting a shared news dissemination model. To better promote collaborative development between traditional and new media and achieve transformation, traditional media should satisfy users' personalized needs while fully applying new technologies. Socialization represents an important method for attracting audiences in the new media era and constitutes a key factor affecting traditional media's vitality. By strengthening social interaction with audiences, traditional media can stimulate user participation enthusiasm, enabling behaviors such as searching, interacting, and sharing on media platforms, thereby co-producing and disseminating information with traditional media. Simultaneously, with audience participation and assistance, traditional media can harvest more diverse social information and understand users' subjective intentions, continuously improving media news product and service quality. Evidently, traditional media should emphasize social platform construction, strengthen interaction with au-

diences, comprehensively process text, images, audio, and video content, and combine products with services through communication and interaction. This encourages audiences to become explorers and feedback providers of news information, forming effective online and offline interaction.

In summary, traditional media development in the current new media era faces both challenges and opportunities. Naturally, opportunities only emerge through transformation and innovation. Therefore, traditional media should actively promote integration with new media and seek collaborative development opportunities through complementary advantages. Consequently, traditional media should fully utilize information technology, understand changes in people's spiritual needs in the information age, and innovate in content, technology, and platforms. By adhering to content as king, applying advanced technology, and strengthening audience-centric thinking, traditional media can rejuvenate news production processes and contribute to the sustainable development of the media industry.

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

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