

# A Preliminary Analysis of Innovative Methods for Internet Technology and Media Convergence: Postprint

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## Abstract

In the rapid development of the mobile internet era, internet-enabled mobile terminals have become increasingly prevalent and ubiquitous, exerting substantial impact on the development of traditional media. Sensationalist discourses such as the “demise of newspapers and television” have at times generated considerable apprehension regarding media development. In response, traditional media must continuously innovate and reform media channels, integrate internet technology, enhance media interoperability, establish all-media information platforms, and transform traditional media into mainstream media that coexists alongside new media. This article first provides a definitional interpretation of media convergence, presents the developmental background of internet and media convergence, subsequently elaborates on the necessity of internet and media convergence, and finally analyzes innovative methodologies for internet and media convergence.

## Full Text

### An Analysis of Innovative Methods for Internet Technology and Media Convergence

**Abstract:** In the era of rapid mobile internet development, internet-enabled mobile terminals have become increasingly popular and widespread, delivering a significant impact on traditional media. Alarmist claims about the demise of newspapers and television have created considerable anxiety within the media industry. In response, traditional media must continuously innovate and reform media channels, integrate internet technology, enhance media compatibility, and establish all-media information platforms to become mainstream media alongside new media. This paper first provides a definitional interpretation of media convergence, outlines the development background of internet and

media convergence, then discusses the necessity of this integration, and finally analyzes innovative methods for internet and media convergence.

**Keywords:** internet; media convergence; traditional media; new media; innovative methods

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We have now entered the “Internet Plus” era, which has brought earth-shaking changes to both the carriers and content of media information transmission. Media convergence has become an inevitable trend in media development and an essential path for the modernization reform of mass media. Therefore, under new conditions of media convergence, the integration of internet-based emerging media arises with the support of internet technology while simultaneously incorporating the content advantages of traditional media, thereby forming a suitable transformation path that promotes sustainable media development and meets the new demands of audiences in the micro-era.

### 1.1 Definition of Media Convergence

The term “media convergence” was first coined by MIT professor Ithiel De Sola Pool, who introduced the concept of “convergence of modes,” arguing that digital technology would gradually eliminate traditional media such as television and newspapers, leading media toward a multi-functional integration trend. Andrew Nachison, Director of the Media Center at the American Press Institute, defines media convergence as “the strategic, operational, and cultural alliance among print, audio, video, and interactive digital media organizations.” Media convergence primarily emerges under the explosive development of internet and digital technologies, addressing the urgent need for rapid transformation of traditional media in the face of new media growth. To achieve mutual enhancement between old and new media, promoting the integrated development of traditional and emerging media has become an urgent strategic task.

### 1.2 Development Background of Media Convergence

In China, media convergence has received strong national support. At the fourth meeting of the Central Committee for Comprehensively Deepening Reform in 2014, guidance was issued on the integration of new media and traditional media, pointing the way forward for modern journalism. Driven by national policy, media convergence has become a hot topic in the media industry. During the Two Sessions, the advantages of media convergence were leveraged to broadcast

information around the clock via WeChat, Weibo, and official websites, enhancing interactivity and publicity between the sessions and the public—representing a successful case of media convergence practice.

However, some media practitioners have failed to truly understand the important guiding significance of national policies on media convergence, remaining focused on pursuing their own interests and concerned about “media stock gains” or which organizations would be designated as “new media groups” by the central government. Ideological understanding of media convergence development remains insufficient: some are content with the status quo, worry about gains and losses, and fear disrupting existing patterns; others suffer from apprehension and inertia, holding low expectations for integrated development and unwillingness to explore innovation, passively waiting for superior policy directives. In reality, media convergence is neither a simple addition to traditional media nor parallel operation of traditional and new media businesses. Rather, it requires continuously raising ideological awareness, strengthening overall planning under internet technology guidance, formulating general strategies, clarifying work objectives, integrating media resources, and achieving seamless integration of information, technology, and talent to form a unified communication system. Therefore, facing the current market environment, strengthening internet and media convergence is particularly necessary.

## **2.1 Building the Party Central Committee’s Ideological and Cultural Propaganda Front**

News media serves as the mouthpiece of the Party and constitutes an important component of the Party Central Committee’s ideological and cultural construction. With the rapid development of internet technology, media must further unify thinking, raise awareness, and under the guidance of the Party Central Committee’s spirit, utilize internet technology to integrate news media resources, innovate traditional media methods, occupy the commanding heights of information dissemination, and accelerate the integrated development of traditional and emerging media. Only then can we better implement the strategic deployment of the Party Central Committee’s mainstream ideological public opinion, and genuinely enhance the sense of urgency, responsibility, and mission for promoting media convergence.

## **2.2 Facilitating Reform and Innovative Development of Traditional Media**

Facing the current media landscape, traditional media’s conventional publicity methods and channels can no longer meet audience information needs. For sustainable development, traditional media must pursue the path of internet and media convergence. By leveraging their unique advantages and integrating advanced internet technologies, traditional media can create a mutually reinforcing situation under converged development. In short, media convergence development represents a major and profound transformation in the media field.

### 2.3 Promoting Diversification of Media Convergence

The internet boasts hundreds of millions of users, enabling media convergence to amplify its value. Moreover, the internet possesses potential massive user bases, vast data reserves, and professional data analysis and integration capabilities, with relatively complete investment terminals that can better solve the technical challenges of media convergence. As internet information industry technology develops in depth, media convergence will gradually be incorporated into a broader industrial context, enabling the formation of a cross-industry, cross-regional, and cross-media media industry based on diversified convergence.

Take LeTV Sports as an example. Riding the wave of the internet, LeTV Sports achieved rapid product form development, primarily by partnering with giants such as China Unicom, Alibaba, and Wanda. Centering on sports content as its core media business, it reformed the single traditional video website format, developing a new media publicity model that integrates “event operations + content platforms + intelligent terminals + value-added services,” while launching multiple sports-related businesses including event operations, sports lottery, sports advertising, sports gaming, sports e-commerce, and sports intelligent hardware. This built a complete industrial chain system for LeTV Sports, transforming it from a vertical portal media into a platform-level internet ecosystem enterprise—a vivid case of internet and media convergence.

## 3. Innovation Methods for Internet and Media Convergence

Under current internet information technology development, media convergence can be understood as utilizing internet technology to achieve integrated development of “media thinking + content production + product form + channel occupancy,” thereby driving rapid development in the media industry.

### 3.1 Advancing Media Convergence with Internet Thinking

Media convergence utilizing internet production methods represents not merely a technological revolution, but a genetic revolution in internet thinking. In today’s information market environment, people require more personalized and precise information services. Media convergence must emancipate thinking and strengthen understanding of internet thinking models. The internet undoubtedly provides tremendous financial and technical support for media convergence. By infusing media convergence with internet thinking, communication gains massive information resources, more timely dissemination speed, and enhanced interactivity. Fully utilizing big data and cloud computing emphasizes user experience and information sharing, enabling media convergence to gradually transform from “content is king” to “information service is king,” achieving sustainable development in the competitive media market.

### **3.2 Integrating Communication Content Through Internet Technology**

Media convergence utilizes digital integrated reporting formats, making traditional media content more diverse and appealing. However, due to information redundancy, capturing audience attention from massive information has become a major challenge. For example, Toutiao disseminates news through a news app, but its “news feed” presentation creates a dilemma of layout-free reading, resulting in “shallow” and “fragmented” news information that struggles to meet users’ in-depth needs.

Media convergence employs internet technology to filter, analyze, and integrate vast information resources, using appropriate text frameworks for structural processing and interactive communication methods for visual presentation, expanding the meaningful space of textual expression. Simultaneously, it can fully leverage traditional media’s textual framework advantages such as “layout” and “columns,” organizing content according to audience interests and reading habits into multiple columns like “life information,” “current affairs,” and “entertainment,” allowing users to filter and read massive news information based on their preferences, achieving optimal communication effects for media convergence content.

### **3.3 Internet Enabling Diversified Product Forms**

Relying on the unique openness of internet technology, media convergence integrates external forces such as capital and technology to complete upgrading and transformation. In other words, media convergence under the internet combines content industries, communication industries, IT industries, and other sectors, achieving product form diversification from single to multiple trends.

### **3.4 Internet Expanding Channel Occupancy**

Under the media convergence strategy, we must recognize the numerous benefits brought by the internet. Media convergence primarily promotes publicity through newspaper-network integration, namely “one newspaper, one network; newspaper is network, network is newspaper.” By integrating online and offline information resources and utilizing internet advantages to expand channel occupancy, media can enlarge their scale and influence, further broadening information dissemination scope and enhancing media impact. Currently, promotional tools such as WeChat official accounts and Weibo are widely used, particularly popular among local news organizations; newspaper groups utilize Weibo and WeChat channels to expand publicity. Leveraging internet advantages to expand media convergence publicity channels further strengthens promotional efforts.

Internet and media convergence represent an inevitable trend in today’s media industry development. Media leaders must dialectically view the tremendous challenges and development opportunities brought by the “Internet Plus” era.

Under the new perspective of media convergence, they should actively utilize advanced internet technology, innovate strategies to achieve media convergence, leverage mutual enhancement between old and new media, promote content production in converged media, drive transformation in journalism, and form an innovative dynamic model for media convergence, thereby facilitating further development of media convergence.

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