

Convergence Paths between Traditional Broadcasting Media and Online New Media: A Post-print Analysis

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Abstract

Online new media constitutes a symbol of the era's development, an emerging media form built upon the foundation of traditional broadcast media, and possesses unparalleled superiority in timeliness compared to conventional broadcast media. With the rise of online new media, traditional broadcast media have begun exploring new avenues, gradually recognizing the importance of integration with online new media. The convergence of traditional broadcast media and online new media represents an inevitable trend of the era's development, which will better satisfy the needs of social development. This paper presents an analysis of the integration pathways between traditional broadcast media and online new media.

Full Text

An Analysis of the Integration Path between Traditional Broadcast Media and Online New Media

Abstract: Online new media represents the symbol of an era's development. Emerging from the foundation of traditional broadcast media, it possesses incomparable superiority in timeliness. With the rise of online new media, traditional broadcast media has begun seeking new paths forward, gradually recognizing the importance of integration with online new media. The convergence of traditional broadcast media and online new media represents an inevitable trend of era development that will better satisfy social development needs. This paper analyzes the integration pathways between traditional broadcast media and online new media.

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As products of different historical eras, traditional broadcast media and online new media each have their respective strengths. However, in the Internet age, online new media has achieved breakthrough progress in terms of speed, information volume, and timeliness, better satisfying public needs. For traditional broadcast media to stand out in this era of rising online new media, integration with online new media is the only viable path. Only by accelerating this convergent development can traditional broadcast media better compensate for their deficiencies, achieve resource sharing, and thereby create a new media market. From the perspective of traditional broadcast media development, integration with online new media is the inevitable route forward [1].

1. Overview of Traditional Broadcast Media and Online New Media

Traditional broadcast media refers to communication media that transmit sound via radio waves. Initially, broadcast media's primary function was news reporting and disseminating major information. As living standards improved, broadcast media functions gradually expanded beyond news to encompass entertainment, health information, and other content. Online new media refers to media forms that rely on digital technology and Internet technology for information dissemination. Developed on the foundation of traditional media, online new media possesses advantages that traditional media cannot match. First, online new media breaks through traditional media's temporal and spatial limitations, enhancing the freedom of information dissemination. Second, online new media transmits information extremely rapidly—people can disseminate information anywhere with network access using only mobile devices. As two different media forms, online new media currently enjoys far greater public favor than traditional broadcast media, placing the latter's position in jeopardy and compelling it to seek new avenues for development.

2. Necessity and Significance of Integration

Online new media is a product of era development that aligns with social and economic advancement needs. Compared with traditional broadcast media, online new media offers advantages in transmission speed, low cost, simple production, strong interactivity, and freedom from temporal and spatial constraints. These multiple advantages make online new media more popular among audiences. In this environment, traditional broadcast media faces enormous impact, with increasingly more people choosing online new media while neglecting traditional broadcast media, causing the latter to gradually fade from the media market.

Compared with online new media, traditional broadcast media possesses authority—a characteristic that online new media lacks. In the era of online new media, information dissemination has become more unrestricted, and

this freedom has led to increasing amounts of false information, which to some extent hinders the development of online new media and is detrimental to social stability. From this perspective, the integration of traditional broadcast media and online new media is essential. Under current social conditions, the mounting demands on the media market have, to a certain extent, made convergence between traditional broadcast media and online new media imperative. Such integration can achieve complementary advantages, broaden information dissemination channels, realize resource sharing, better satisfy public needs, expose audiences to more content resources, and promote healthier development of the media market [2].

3. Challenges in Integration

3.1 Lack of Content Resource Integration

At present, the advantages of online new media have become increasingly apparent, and traditional broadcast media has begun integrating with online new media. However, this integration remains superficial, primarily involving placing some program content on online media platforms to meet user viewing needs. Since online new media is still in its developmental stage and many aspects remain imperfect, this incompleteness prevents effective utilization of content resources. The enthusiasm of traditional media to provide content is relatively low, consequently resulting in the loss of online new media users.

3.2 Insufficient Mutual Response Between Media

As a traditional medium, traditional broadcast media dominated the media market for a long time, which can foster a “supremacy” mentality and disdain for learning from online new media. For online new media, despite its vigorous development momentum, it has remained on the periphery without its own content resources and can only play a supporting role in cooperation. Mutual response between traditional broadcast media and online new media is minimal, with insufficient two-way interaction and lack of communication with users.

3.3 Monolithic Service Content

Currently, traditional broadcast media all have their own portal websites, which break through temporal and spatial limitations and better satisfy user needs. However, most portal websites merely serve as program guides for television broadcasts, playing the role of program announcements and only engaging in text-based information exchange. This insufficient integration with online new media hinders the development of traditional broadcast media to a certain extent.

4. Paths for Integration

4.1 Institutional Reform

Traditional broadcast media and online new media belong to different media forms, and integrating these two media requires reforming the media management system. At present, although online new media has achieved considerable development in China, the management system has not changed accordingly, resulting in a slow integration process between traditional broadcast media and online new media. Therefore, to accelerate this integration, relevant departments must establish a management system that accommodates the convergence based on their commonalities and particularities. On one hand, enterprises must readjust and regulate personnel, information channels, dissemination channels, communication methods, and audience information acquisition pathways according to developmental needs. On the other hand, while strengthening cooperation between traditional broadcast media and online new media, both parties should maintain their distinctive characteristics to achieve better complementarity and promote media development [3].

4.2 Industrial Convergence

Since traditional broadcast media and online new media present different media forms, certain differences exist in their industrial models, which hinder integration. Therefore, accelerating integration requires resolving these differences and promoting industrial convergence between the two media forms. Based on actual developmental needs, enterprises must seek more cooperation opportunities to enhance their market competitiveness and stand out in the fiercely competitive market [4]. Simultaneously, according to the differences between the two media forms, they should actively seek new breakthrough points to present news and information through multiple forms and channels, thereby better satisfying public needs.

4.3 Enhancing Interaction

With traditional broadcast media as the primary communication form, the relationship between audience and media is unidirectional—media transmits information to audiences who can only passively receive it, which weakens the audience's media experience to some extent. Under online new media, interaction between media and audiences continues to increase, better satisfying audience needs. Therefore, traditional broadcast media should strengthen interaction during integration. On one hand, they should interact with audiences during programs through phone calls and the Internet. On the other hand, they should establish online platforms with user comment sections in network clients to enable better user participation and promote integrated development [5].

4.4 Expanding Information Release Channels and Enriching Content

Currently, traditional broadcast media faces severe challenges from online new media, and integration with online new media is the only solution. Traditional broadcasting should continuously expand information release channels and adeptly utilize online new media to disseminate news information, such as launching mobile newspapers, mobile radio, and vehicular broadcasting [6]. Additionally, they can open official Weibo, WeChat, and news client accounts through online new media to better satisfy user needs.

4.5 Strengthening Talent Cultivation

Talent plays a significant role in the integrated development of traditional broadcast media and online new media. Professional talent facilitates better integration and development. Therefore, relevant departments should intensify professional talent cultivation based on the needs of integrating these two media forms to provide talent guarantees [7]. On one hand, they should strengthen the training of existing staff to develop them into qualified media professionals. On the other hand, they should increase external talent recruitment to expand the media talent pool and propel the integration of traditional broadcast media and online new media to a new stage.

4.6 Technology Integration

Traditional broadcast media primarily relies on mechanical devices to regularly release information to the public. However, traditional broadcast media technology is constrained by temporal and spatial limitations, resulting in poor dissemination timeliness. Online new media is built upon digital technology and Internet technology, breaking through temporal and spatial constraints and greatly improving information transmission speed and efficiency [8]. Therefore, during integration, traditional broadcast media should actively converge with new media technology to enhance their competitiveness and promote better development. Additionally, they should intensify technological innovation, improve media functions based on integration needs, and better satisfy information dissemination requirements.

In conclusion, as two different media forms, traditional broadcast media faces increasingly severe impact from online new media under current social conditions. For traditional broadcast media to achieve stable development, integration with online new media has become inevitable. Such integration benefits not only traditional broadcast media but also online new media. To accelerate this integrated development, we must base our efforts on the distinctive characteristics and commonalities of both media, intensify technology integration, enhance online interaction, and strengthen professional talent cultivation, thereby promoting better media development and satisfying social development needs.

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