

On the Convergence of New Media and Traditional Media: Postprint

Authors: Shi Tongran

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

Abstract

With the arrival of the network information era, new media represented by Internet technology has developed rapidly, and its role in the overall media landscape has gradually become prominent, thereby exerting a tremendous impact on traditional media. Concurrently, this development calls for the integrated development of new and traditional media, aiming to innovate and optimize the entire media structure, foster an innovative media form, and position composite media as a driving force for the sustainable development of the media industry. This paper will first analyze the characteristics of new media, explore the inevitability of integrating new and traditional media as a historical trend, and propose strategies to facilitate their convergent development.

Full Text

A Preliminary Discussion on the Integrated Development of New Media and Traditional Media

Abstract: With the advent of the network information era, new media powered by Internet technology has developed rapidly, gradually highlighting its role in the overall media landscape. This has created tremendous impact on traditional media while calling for the integrated development of new and traditional media to innovate and optimize the media structure, forming an innovative media format where composite media becomes the driving force for sustainable development in the media industry. This paper first analyzes the characteristics of new media, discusses why integration represents an inevitable historical trend, and proposes strategies to facilitate this integrated development.

Keywords: New Media; Traditional Media; Integrated Development

By Shi Tongran

Promoting the integrated development of new and traditional media to optimize information dissemination and effectively seize the high ground in information communication is a requirement put forward by General Secretary Xi Jinping for the media industry. Moreover, driving media integration has become an inevitable path for the development of the times and social progress. The emergence of new media has not only impacted traditional media and gradually eroded its market advantages but also compelled traditional media to seek breakthroughs through innovation. Therefore, integration is the driving force for sustainable development in the media industry, and only by pursuing integrated development can the media industry embrace a bright future.

For traditional media, emancipating the mind is crucial. First, user-centricity: users should be able to access news conveniently and have positive experiences with comprehensive news coverage, thereby enhancing user stickiness. Without amassing a vast user base, influence is impossible. For media, lacking influence is like a fish out of water. Second, cautious innovation: the Internet era is one of continuous innovation and disruption. Therefore, integrating with new media requires assembling news teams with both journalistic literacy and Internet technology expertise, and transforming rigid news operation and editorial processes. In the digital age where the free economy prevails, there must be supply of “scarce” content and “value-added” news services. Third, mastering new business models: this must be targeted, avoiding self-talk and self-amusement. Media influence is reflected not only in user numbers but also in commercial appeal. Mastering new business models can not only expand readership and enhance user stickiness but also provide solid material guarantees for media to expand their “territory.” It is foreseeable that in the future, people will consume information in various life scenarios, media boundaries will become blurred and broad, content will become specific and niche, and media forms will become rich and diverse.

1. Characteristics of New Media

New media is a concept relative to traditional media, representing an innovative media form supported by digital network technology—the product of close integration between digital information technology and media. Its characteristics are mainly manifested in three aspects. First, networkization: new media features distinct network characteristics, with newspapers, radio stations, and television stations all exhibiting new features of network development, enabling two-way interaction between users and information. This also allows a large number of multimedia elements to enrich and expand media space, enhancing the influence scope of new media. Second, personalization: new media relies on network information technology, which has comprehensive characteristics such as openness and real-time performance in dissemination, making management difficult. Meanwhile, the threshold for online news dissemination has been greatly lowered—everyone can gather, edit, and disseminate news, and the masses can fully express their right to speak. These are tremendous

changes that new media has brought to people's lives and manifestations of its personalized features. Third, transcendence of time and space: new media is not constrained by national or regional boundaries and can break free from temporal limitations. Therefore, both the volume and speed of information dissemination increase rapidly, truly achieving cross-temporal communication and fully satisfying people's diverse needs.

2. Value of Integration Between New Media and Traditional Media

Network digital technology is developing at an unpredictable speed, which has greatly impacted the current media structure and caused tremendous changes throughout the media field. The development speed and influence of new media are beyond imagination, undoubtedly bringing significant impact to traditional media development. The most prominent manifestation is that traditional media audiences are continuously decreasing, and their market share is further declining. Modern people prefer to obtain and disseminate information through new media, and a large amount of social hot information and public opinion is also expanding through online platforms. Analysis from any perspective proves that traditional media has entered a critical juncture where it needs to innovate to survive and develop. Under such severe circumstances and market environment, achieving integration between new and traditional media is imperative, and integration is an inevitable trend—the necessary choice for the development of the times and social progress. Media integration development is not a zero-sum process but rather mutual promotion and common development through integration. It also requires overall planning throughout the development process to pursue sustainable integrated development.

3.1 Establishing Integration Concepts

In the construction of media integration development, concepts always guide actions, and understanding is the core force driving practical development. Therefore, establishing an integration development concept is the primary content of media integration strategies. We must deepen our understanding of media integration work, further recognize that media integration is an inevitable development trend, thoroughly change backward thinking and insufficient understanding, and be confident in integration development. First, effectively establish an integrated development view: so-called integrated development refers to achieving deep integration of various resources and elements during media integration, including information, technology, platforms, talent, etc., to form an integrated structure that truly merges new and traditional media into one entity. Second, effectively establish Internet thinking: an important task of media integration is to innovate and optimize traditional media under Internet support, so Internet thinking must be established, demonstrating global vision and market-oriented concepts to gain advantages in information communication development. Third, enhance the understanding of leveraging development: the technologies required for integrated development are rich and diverse, making complete reliance on

independent research and development difficult. Therefore, we must strengthen the utilization of mature technology platforms and promote media integration through leveraging.

3.2 Strengthening Application of Advanced Technology

Technology is the primary productive force driving social production and development, and it is also an important driving force for media integration development. It is precisely because of the rapid development of modern technology that new media has emerged and deeper-level media integration has become possible. Therefore, to achieve media integration, we must strengthen the application of advanced technology and utilize the latest technologies to achieve in-depth media integration development. First, effectively leverage big data technology and cloud computing to promote news production, and expand news information sources and content with technical and resource support to improve the overall quality of information products. Second, effectively leverage mobile Internet technology to develop mobile terminal media, allowing people to break through temporal and spatial constraints to obtain diversified information support while further enhancing the influence and coverage of modern media. Third, effectively utilize platforms such as WeChat and Weibo to improve the effectiveness of socialized information dissemination. Both WeChat and Weibo have broad audiences, and user scale continues to expand, so the quality and effectiveness of information dissemination will also achieve breakthroughs.

3.3 Improving Media Content Quality

For media development, content is fundamental—media information content is the core competitiveness of the media industry. To promote media integration development, we must also focus on improving media content quality to safeguard core competitiveness. Therefore, in addition to technology as the fundamental driving force, media integration development must always adhere to the content-is-king concept, actively promote media content construction, and gain advantages in information content. First, conduct professional construction in content collection, verification, analysis, and interpretation, deeply excavate and process information to ensure overall content quality. Second, improve timeliness in news content dissemination to seize the first point of contact through timely information dissemination. Third, in information services, focus on the diverse and personalized needs of users, strengthen information interactivity, and effectively disseminate information through user interaction. Fourth, in information presentation, effectively utilize multimedia methods to achieve multi-platform push, making information dissemination more vivid.

3.4 Perfecting the Organizational Management System

In the process of media integration development, with advanced technical support and high-quality media information content, we must further improve and

optimize organizational management to provide more stable and solid guarantees for media integration development. First, effectively improve media organizational structure: under the guidance of media integration, media organizational structures need reorganization, particularly requiring a comprehensive upgrade of the editorial system to enable unified mobilization of multi-media platforms. Simultaneously, we must comprehensively promote personnel system reform, strengthen talent management, combine internal talent cultivation with external talent introduction, gradually optimize talent quality structure, improve assessment systems, effectively reduce personnel turnover, and truly make good use of talent. Second, effectively improve the media management system: media integration development is a complex project. In addition to emphasizing media integration development and pursuing sustainable development, we must also focus on management, optimize the management system, increase investment in management talent and methods, gradually eliminate mechanisms and systems that hinder media integration, and use scientific and refined management to ensure information dissemination order and promote standardized development in the media industry.

In summary, achieving integrated development of traditional and new media is a strategic task for China, requiring the media industry to truly undertake social and historical responsibilities, continuously pioneer and innovate, and open up new situations and paths for media integration. The media industry must deeply analyze the advantageous characteristics of current new media, establish integration development concepts, strengthen application of advanced technology, improve media content competitiveness, and gradually perfect organizational management systems to provide strong support for media integration development and create favorable conditions for further strengthening and leveraging the advantages of media integration.

References

- [1] Li Hui. Integration and Optimization Paths of Traditional Media and New Media[J]. Youth Journalist, 2016(32): 66-67.
- [2] Yang Chen. Integrated Development of Traditional Media and New Media[J]. News Research Guide, 2016(16): 23-24.
- [3] Liu Ying. Integration and Future Trends of New Media and Traditional Media[J]. New Media Research, 2016(2): 48, 62.

(Author Affiliation: Sichuan University of Media and Communications)

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

Source: ChinaXiv — Machine translation. Verify with original.