

Media Convergence: The Post-Print Development View in the New Media Era

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Abstract

The key to development in the new media era is convergence. In the environment of media convergence, traditional media relies more heavily on information technology; therefore, only by continuously optimizing communication methods can social life be transformed. New media emerges within the environment of media convergence, which demonstrates a personalized language style, while simultaneously causing tremendous changes to both communication content and methods. This article elaborates on the definition of media convergence and the trends and characteristics of new media development.

Full Text

Media Convergence: A Development Perspective for the New Media Era

Abstract: The key to development in the new media era lies in convergence. As media convergence becomes the norm, traditional media increasingly depends on information technology, and only through continuously optimizing communication methods can it transform social life. Emerging from this broader context, new media is characterized by personalized expression modes that fundamentally alter both communication content and methods. This article elaborates on the definition of media convergence and examines the trends and characteristics of new media development.

Keywords: Media convergence; New media; Development; Characteristics

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Technological advances and growing public demand for internet access have driven media convergence, giving rise to the new media era. The rapid development of new media has prompted critical reflection on its advantages and disadvantages, establishing it as a crucial link connecting cultural, economic, and

political spheres. Media convergence represents the product of continuous evolution in information technology, contributing significantly to social progress. For traditional media, new media essentially involves applying digitization across multimedia terminals to provide audiences with more convenient and streamlined information services.

Media convergence encompasses three primary dimensions: terminal convergence, production pathway convergence, and institutional convergence. Terminal convergence reflects the integration of technological advances, consolidating different products onto unified platforms to enable multi-modal transactions and multi-channel promotion across diverse devices. Production pathway convergence involves breaking through traditional business models to develop new operational territories. Institutional convergence refers to mergers among media enterprises; previously, various divisions operated independently, focusing exclusively on single product categories, which restricted them to narrow development trajectories and prevented expansion through integration. As audiences increasingly utilize media products more flexibly and demand higher quality, these factors collectively accelerate the process of media convergence.

2.1 The Fragmentation of New Media

The fragmentation of new media primarily manifests in its digital transmission channels. Traditional media comprises two main types: print media, which relies on physical symbols (text and images), and electronic media, which employs analog signals—both imposing substantial limitations on communication formats. In contrast, digital transmission in new media is essentially dematerialized, freeing it from temporal and spatial constraints while endowing it with inherent virtual characteristics. This unique advantage enables new media to transcend cultural and regional differences, eliminating geographic restrictions on communication and breaking traditional media's monopoly on information. Consequently, people's lives have been broadly enriched, and global development has accelerated.

The advent of the new media era has intensified information exchange and enhanced user engagement, overcoming previous limitations of location-bound information reception. During the traditional media period, television, radio, and newspapers served as primary channels, all characterized by significant constraints and relatively monotonous content. The new media era has transformed this conventional model into multi-channel distribution. Audiences have evolved from passive recipients into autonomous information disseminators capable of receiving and transmitting information anytime, anywhere. With the continuous development of online media and mobile terminals, the migrating audience base has expanded dramatically. The transition from 3G to 4G mobile networks has further facilitated convenience, substantially promoting multimedia usage. As temporal and spatial barriers dissolve, advertisers increasingly consider combined placement strategies, emphasizing content quality and creative marketing to maximize resources and achieve optimal benefits. By analyzing

diverse lifestyle habits, contemporary advertising can more closely align with audiences' living spheres, while users can customize and obtain personalized information according to their needs, rendering media increasingly refined.

Information fragmentation refers to the process by which integrated information is divided into numerous fragments during transmission, searchable through different keywords and reassembled using multimedia technology to reconstruct complete information. However, because this information is broken and then reassembled, certain discrepancies may emerge compared to the original, potentially generating new information substantially different from or even contradictory to the source material, thereby misleading audiences. This fragmentation has transformed people's modes of expression and consumption. Whereas traditional media specialized in fixed categories, new media fragmentation disrupts these established markets and reorganizes them. The era when traditional media dominated fixed markets for information dissemination has passed; the current new media era employs multiple channels, diverse perspectives, and sustained audience engagement for information delivery.

2.2 The Personalization of New Media

The new media era has given rise to interactive platforms such as Weibo, forums, and post bars, which contain vast amounts of information and diverse opinions, reflecting individual personalization while enhancing public judgment capabilities. Public attention constitutes a crucial resource in the media industry, and unlike other commodities, this attention is inherently limited. When utilizing new media for self-presentation, individuals naturally seek like-minded communities. The emergence of personalized new media has also significantly promoted commercial development. As audiences' content selection processes undergo major transformations regarding desired material and access channels, traditional media once favored by advertisers has diminished in effectiveness. Contemporary audiences increasingly prioritize personalized development and information. The vast amount of information available through online media makes reliance on traditional media alone impossible. Search engines such as Baidu and Sogou enable the public to directly search for news of interest, with websites subsequently displaying related content. Following the resolution of past copyright infringement issues, platforms like Baidu Baike and Zhihu have emerged, allowing people to obtain answers more rapidly.

2.3 The Economization of New Media

Media convergence has generated economies of scale. Traditional media has consistently suffered from high costs while facing severe challenges from new media, making market expansion alone insufficient for growth. Only through integration with new media, enhanced innovation capacity, audience-centered transformation, and diversification of production and distribution models can economic development requirements be met. Due to new media's highly flexible social pathways, comprehensive content, and rapid information dissemination,

audiences increasingly prefer these platforms. Electronic reading has gradually replaced traditional print reading, and digital television has supplanted conventional television, providing broader space for new media development. Unconstrained by geography or space, new media technology enables one-click sharing and rapid dissemination through mobile terminals and other devices. The continuous popularization of new media maximizes economic benefits. Compared with traditional media, new media continuously explores more effective promotional methods and models during its development, delivering greater publicity impact for advertisers while increasing its own revenue stability. This demonstrates that coordinated integration of old and new media is essential for adapting to contemporary development.

In summary, the new media era has precipitated tremendous changes across the socialist market economy, political sphere, and cultural landscape, while simultaneously providing greater convenience for daily life. As electronic news reading becomes more accessible, newspaper production has decreased, conserving energy resources while generating substantial economic benefits. Traditional media must integrate with new media and enhance innovation capacity to maintain competitive advantages in intense market competition.

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