

How Traditional Media Transition to New Media Under Media Convergence: Postprint

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Abstract

With the steady advancement of China's economic construction, people's living standards have improved to a certain extent, thereby posing higher requirements for the news media and communication industry. In the context of the rapid development of the Internet, how to facilitate the transformation of traditional media and gradually transition to new media forms to meet people's needs has emerged as a significant research topic for the media communication industry. This article will focus on this as its main subject, analyzing the effective transition for reference.

Full Text

Preamble

Research, Integration and Development: How Traditional Media Can Transition to New Media Under Media Convergence

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Abstract: As China's economic construction steadily advances and living standards improve, higher demands are being placed on the news media and communication industry. Against the backdrop of rapid internet development, facilitating the transformation of traditional media toward new media forms to meet public needs has become a critical research topic for the media industry. This paper focuses on this theme, analyzing effective transition strategies for reference.

Keywords: media convergence; traditional media; new media; transition; research and analysis

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With the arrival of the media convergence era, China's media industry has undergone significant changes, gradually shifting from traditional to new media. During this transformation, practitioners must conduct in-depth research and exploration from multiple perspectives and levels—including media tactics, media integration, and organizational structures—based on the characteristics of both media forms and the context of media convergence. This approach effectively facilitates the transition from traditional to new media, enabling the efficient development of the media industry.

1.1 New Media as an Inevitable Trend in Media Industry Development

Under the background of media convergence, new media has posed significant challenges to traditional media. To gain competitive advantages, traditional media must learn from new media strengths and achieve media integration, thereby promoting the long-term development of China's media industry. The core competitiveness of media lies primarily in content, followed by advanced integration and technology. Content and form are inseparable—a television program with merely novel form but lacking profound content cannot provide intellectual enlightenment to audiences or capture their attention effectively.

Quality program content depends on excellent creative teams. This requires media professionals to transform their traditional mindsets, develop internet thinking, enhance professional skills, and transition into all-media journalists. Only media practitioners with media convergence awareness can keep pace with social development in this rapidly evolving media era and produce outstanding programs. During the communication process, media convergence has also transformed communication effects and forms. Traditional communication methods are overly monotonous with insufficient content innovation, making it difficult to attract audiences to television programs. However, new media's "decentralization" characteristic in communication is highly favored by the public, as it not only breaks conventional communication patterns but also prevents audience aesthetic fatigue.

The emergence of new media presents an excellent opportunity for communication transformation, reshaping public perceptions of media. In this context, relevant stakeholders should fully leverage new media advantages to establish a mutually beneficial situation.

1.2 The Changing Nature of Traditional Media Work

Whether television or broadcast media, their fundamental role is to transmit social information. However, the new media era has transformed the working nature of traditional media, requiring them to make corresponding improvements to adapt to the new situation. It should be noted that the integration and practice of media development must align with the trends of the times, which has increased anxiety among media professionals to some extent. In recent years, most traditional media organizations have successively established new media departments within their enterprises. Some major portals have also actively explored new programs and content, achieving positive responses.

2. Analysis of Traditional and New Media Transition Under Media Convergence

Against the backdrop of continuous national economic development, various new information technologies have achieved full development. Meanwhile, as living standards improve, higher demands for cultural development have placed traditional media before significant developmental challenges. To enhance audience satisfaction, media must keep pace with the times, actively participate in the new media industry, and vigorously develop television media convergence—an important approach to promoting the long-term development of broadcasting media. Recent developments and practical results in the new media industry demonstrate that most Chinese television media have recognized the importance of media convergence and actively implemented corresponding reforms, thereby increasing their profits and revenues.

In the new era, television media convergence takes television as the dominant platform while vigorously applying modern internet technologies to facilitate the integration of different media forms into new media styles. The integration of new and traditional media combines content marketing with efficient communication channels, fully leveraging the advantages of both. This integration enhances the competitiveness of television media while improving the economic benefits of media enterprises. In other words, during the development of the modern media industry, traditional media has gradually begun transitioning toward the new media and media convergence era.

3.1 Information Dissemination

In traditional media news dissemination, content undergoes collation, screening, and adaptation by professional personnel or relevant institutions before publication. This process inevitably introduces subjective thoughts and viewpoints, which is not conducive to improving news communication quality. In contrast, new media news dissemination makes audiences the direct filters, who record and publish content through their own filming or writing, then facilitate other users' independent screening and extraction.

Furthermore, communication channels have changed from traditional single lin-

ear patterns to today's network diffusion. Traditional communication primarily involves disseminators transmitting relatively uniform information through relevant media. In contrast, current self-media communication transforms this singular model into a network-based dissemination pattern.

3.2 Work Sequence

In traditional media news dissemination, information screening and sequencing primarily employ agenda setting to generate sensational effects. Such news possesses certain guiding and purposeful characteristics [1]. In new media news dissemination, however, users independently screen information online, facilitating commenting, sharing, and forwarding processes. This effectively achieves aggregation and exerts significant public opinion influence.

4.1 Information Dissemination

To achieve a seamless transition between traditional and new media in information dissemination, the two must be combined through a two-stage news communication process. In practice, the first stage employs new media communication methods, from publication to filtering, to facilitate public opinion formation. For example, during the dissemination of information about Japan's nuclear leak, online rumors about salt shortages created public opinion effects, triggering massive salt hoarding activities. This also promoted the emergence of related information that flooded the online space, generating self-media public opinion effects. The second stage involves follow-up by traditional news media, thereby facilitating purposeful guidance in news communication.

4.2 Communication Media

In terms of communication media, the process involves two main aspects. On one hand, traditional media can correct information disseminated through new media. When traditional media outlets question information released via new media, they must respond by disseminating credible and authoritative information through newspapers, television, and radio, thereby combating misinformation [2]. On the other hand, new media possesses its own self-correction mechanisms. During the handling of online rumors, situations may arise where information authenticity is difficult to determine. In such cases, the existence of discourse forms among users fact-checking the information always promotes clarification of the truth. In other words, traditional media plays a crucial role in the transition to new media, and industry professionals should continue these characteristics to ensure the healthy development of the media industry.

4.3 Public Opinion Management

To facilitate the transition from traditional to new media, gatekeeping mechanisms must be strengthened. First, with the emergence of new media, the role of traditional media gatekeepers has been weakened by the marketplace

of ideas. New media's freedom and democracy enable users to exercise their right to expression, fostering platforms for free speech and opinion. Unlike traditional media, which requires screening and processing by relevant institutions and professionals before opinion publication, new media lacks such management. Therefore, to promote the transition, information gatekeeping must be enhanced to screen disseminated information, ensuring the stability of the news information market while preserving freedom of expression.

Second, work must be strengthened regarding the shift from gatekeepers to opinion leaders [3]. Compared with traditional media, new media has weakened gatekeeper effectiveness. However, in practice, new media communication forms have facilitated the emergence of new figures who guide user thinking—namely, opinion leaders. These are typically prominent individuals in entertainment and academia who can exert leadership over public opinion and influence other users' thoughts and opinions, thereby guiding public discourse to some extent. Consequently, the industry should strengthen management of these opinion leaders, reject negative information, transform traditional news industry work patterns, and enhance management of influential figures and channels in media communication according to contemporary developmental characteristics, thereby advancing the media industry and achieving transition.

4.4 Talent Cultivation

The rise and development of any industry requires support from high-quality talent. During the media industry's transition to the new media era, intensifying talent cultivation and continuously improving professional standards is essential. Under media convergence, media professionals must not only carry forward traditional media practitioners' fundamental qualities but also master relevant information technologies according to the characteristics of the information age. They should understand new-generation vocabulary and expressions, actively engage with younger demographics, and continuously learn innovative thinking in new media environments to enhance their comprehensive capabilities. This ensures they can fully leverage traditional media advantages, absorb new media's successful experiences, promote continuous development of new media forms, and complete the transition as soon as possible, thereby contributing positively to industry development.

In practical implementation, relevant institutions should design professional training curricula for media practitioners, categorizing courses according to new media development characteristics to improve talent cultivation efficiency and quality. This strengthens their conceptual understanding of new media while enhancing their information technology application abilities. Improving media professionals' information technology skills facilitates the transition from traditional to new media, ensures smooth implementation of various tasks, enhances audience satisfaction, and increases the integration level of media convergence efforts.

In exploring effective transition strategies for traditional news media under media convergence, the first step should be to align work with current media convergence development according to contemporary characteristics. Starting from aspects such as features, manifestations, and conceptual meanings, these characteristics should be integrated with traditional media to promote new media industry development, address existing deficiencies in the media convergence environment, and facilitate optimized development of the media communication industry, thereby making positive contributions to national economic and cultural construction.

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

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