

Postprint: Interaction and Convergence of New Media and Traditional Media

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Abstract

Media constitutes a crucial vehicle for the dissemination of social information. With the continuous development and progress of society, emerging media forms have gradually entered the public consciousness, and the channels through which individuals obtain information have become increasingly extensive. Nevertheless, both traditional media and new media possess their respective advantages and disadvantages. Conducting information dissemination through a single medium will encounter numerous obstacles during the actual promotional process. Consequently, relevant practitioners must effectively understand the interaction and integration between new media and traditional media. This article provides a concise analysis of the interaction and integration between new media and traditional media, with the objective of promoting the development of the media industry.

Full Text

1.2 Causes of Conflict Between New and Traditional Media

The underlying causes of conflict between new and traditional media can be categorized as follows. First, due to the relatively short development history of new media in China, relevant laws and regulations remain incomplete and are still in an exploratory phase. There are no explicit legal provisions defining copyright for either traditional or new media, which frequently leads to copyright disputes that lack clear regulatory frameworks for resolution. This legal vacuum allows such conflicts to persist unresolved, gradually deepening the rift between the two media forms over time. Second, the broad dissemination range and convenient access of new media, coupled with fewer restrictions on information consumption, have significantly impacted traditional media. Both user numbers and pricing power of traditional media have declined accordingly, constraining its development. Third, the absence of comprehensive online communication

regulations enables new media companies to exploit legal loopholes by reprocessing information originally published by traditional media or repackaging it in different forms, causing substantial losses to traditional media outlets and exacerbating tensions between the two.

1.1 Manifestations of Conflict Between New and Traditional Media

During their development, new and traditional media inevitably experience conflicts that manifest in several key areas. First, there are interest conflicts: new media has developed rapidly, leveraging its superior distribution channels to significantly increase both user base and market competitiveness, which correspondingly reduces traditional media's audience and economic returns. Second, while new media suffers from narrow information sources and insufficient content richness, its drive to enhance market competitiveness and replace traditional media leads to lowered standards for source verification, thereby compromising information accuracy. Combined with its rapid dissemination speed, broad reach, and strong influence, the spread of misinformation through new media channels can have severe consequences for society, the nation, individuals, and the industry as a whole. This represents the most prominent manifestation of conflict, affecting not only media industry development but also societal stability. Third, copyright conflicts arise from new media's operational characteristics. New media typically employs information mining and deep linking in its dissemination practices, which essentially involves reproducing societal information. According to relevant Chinese laws, such practices constitute infringement unless information sources are clearly identified and corresponding copyrights are obtained.

2. Approaches to New and Traditional Media Interaction and Integration

To effectively integrate new and traditional media, the industry must combine their respective strengths. By analyzing media industry characteristics and market demands, companies can innovate new integrated media formats that not only enable complementary advantages but also accelerate industry development. This integration must occur across three dimensions: content, channels, and markets.

2.1 Integration of Traditional and New Media

Content Integration: Traditional media, with its long development history, possesses more sophisticated strategies, content, sourcing systems, and operational frameworks than new media, resulting in higher information accuracy—an advantage new media lacks. Conversely, new media excels in broad distribution channels, diverse dissemination formats, and strong interactivity. This creates

a fundamental tension where each party's strength is the other's weakness. Effectively merging their content would compensate for these mutual deficiencies, representing significant progress for the industry.

Channel Integration: Fusing distribution channels is a crucial pathway for achieving media integration and enhancing market competitiveness. Traditional media's channel advantage lies in its information sourcing: its long history has established a complete sourcing system with fixed information providers, ensuring timeliness and accuracy. New media's channel advantage lies in its dissemination capabilities: by integrating modern electronic information technology, new media achieves rapid, wide-ranging distribution with powerful influence. Effectively merging these channels would enhance efficiency across both sourcing and dissemination, achieving complementary advantages and driving industry progress.

Market Integration: Although content and channel integration can achieve self-improvement, it cannot fundamentally resolve the core conflict. The root cause of tension is both parties' pursuit of enhanced market competitiveness. To achieve genuine organic integration, new and traditional media markets must merge into a unified market system. Both media forms must adhere to a "people-centered" development philosophy, with the fundamental goal of providing superior services to audiences by ensuring information quality and accuracy. Essentially, market integration represents service integration, requiring both parties to thoroughly understand audience information needs and conduct integration work accordingly, thereby delivering higher-quality services and achieving comprehensive media integration to advance the industry.

2.3 Strengthening Core Media Industry Capacity

To strengthen core media industry capacity and accelerate the interaction and integration of new and traditional media, media enterprises must effectively utilize both internal and external resources while consciously pursuing self-optimization. New media companies should learn from traditional media's strengths by continuously improving internal organizational structures, expanding information sources, and enhancing accuracy to become integrated media entities. Traditional media, conversely, should leverage new media channels for message dissemination and employ modern marketing models to gradually form an integrated media industry. Only by completing core capacity building and enhancing core business capabilities can media industries achieve integration goals and drive overall sector development.

2.2 Promoting Interactive Development Between New and Traditional Media

Promoting interactive development represents an important pathway for effective media integration. In practice, traditional media must strengthen the development of digital publications and interactive platforms to enhance inter-

activity, compensate for previous shortcomings, and improve market competitiveness. Simultaneously, traditional media should utilize new media formats to build its own dissemination channels, establishing inseparable collaborative relationships. Furthermore, integrated media must enhance brand effects to accelerate market integration. Only through these measures can effective integration be achieved and conflicts resolved.

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