

On the Convergence of New Media and Traditional Media: Postprint

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Abstract

With societal development, science and technology in China have achieved remarkable progress. The media industry in China has consequently acquired superior development models and prospects, while traditional media methods are gradually being phased out and superseded. This paper presents a concise analysis of the distinctions and current status between emerging and traditional media, subsequently emphasizing the challenges encountered during their integrated development, and provides corresponding explanations and explorations.

Full Text

Abstract

As society advances, China's rapid scientific and technological progress has provided the media industry with enhanced development methods and promising prospects, leading to the gradual obsolescence and replacement of traditional media formats. This paper presents a concise analysis of the distinctions and current state of emerging versus traditional media, with particular emphasis on the challenges encountered during their integrated development, accompanied by detailed analysis and discussion.

Keywords: Emerging Media; Traditional Media; Integrated Development

4. Traditional Media Communication Methods

Traditional media primarily disseminates information through newspapers and magazines, combining text and images in various formats. However, its content remains relatively monolithic, characterized by one-way communication that lacks audience participation. Compared with emerging media, traditional media's communication methods exhibit considerable lag, with significantly slower

dissemination speeds and less effective channels. These methods have gradually become misaligned with the pace of contemporary social development, necessitating innovation and advancement in traditional media's communication approaches.

5. Media Development Trends

Media serves the essential function of information transmission in modern society. With technological advancement, traditional media is gradually being phased out as emerging media rises to prominence. More importantly, this transition can provide superior services for the public, achieving effects that traditional media cannot reach. Traditional media's communication channels consist primarily of print-based outlets like newspapers and magazines, or electronic media such as radio and television, including FM radio frequencies and audio broadcasts. Today's fast-paced lifestyle has transformed traditional thinking patterns, leading to fragmented habits in media consumption and information reading. People increasingly utilize fragmented time for reading, which has given rise to audio content. Audio broadcasting leverages multimedia platforms, allowing audiences to receive information through listening, with low dissemination costs and quick results. However, as society and the economy develop, even this broadcast model gradually fails to meet the diverse needs of various demographics.

With the emergence of new media, people can access more comprehensive information. Emerging media's dissemination channels—including the internet, WeChat, Weibo, and other platforms—can all be accessed through a single mobile device. Smartphones offer advantages in portability and information accessibility compared to other communication devices, better suiting modern people's needs. Users can simply input keywords to search for relevant information, maximizing time efficiency.

5.1 Promoting Conceptual Renewal

In future development, stakeholders must fundamentally reconceptualize their thinking to address current challenges through systematic approaches. While innovating traditional media, it is necessary to break its limitations and adopt scientific methods to promote the integrated development and progress of traditional and new media industries. During this process, comprehensive management and oversight of emerging media must be implemented. By summarizing experiences and identifying development patterns, various control measures can be carried out to gradually optimize operational mechanisms. Additionally, thorough analysis of the commercial ecosystem is required, employing internet thinking to create platforms for equal exchange and sharing, thereby satisfying users' diversified and personalized needs and innovating management and oversight forms.

5.2 Promoting Business Model Innovation

In future development, it is essential to clarify product formats and pursue their rational innovation, establishing diversified management mechanisms, clarifying specific work objectives and requirements, and innovating management forms to create favorable development space. During this process, diversified management mechanisms must be established to strengthen user-oriented concepts, emphasizing the analysis and oversight of user characteristics. While adapting to new media's development and dissemination features, data accuracy must be ensured and management forms innovated. Simultaneously, according to actual development needs, effective publicity channels should be created, high-quality talent teams cultivated, and scientific methods employed to solve problems, compensate for traditional media's deficiencies, demonstrate various work advantages, and create diversified development platforms.

6. Advantages of Traditional-Emerging Media Convergence

To better develop the media industry, integration of both forms is necessary. Each has its own advantages, and their effective combination can better promote self-development, holding significant implications for the media industry.

6.1 Convenience

Convenience refers to the role played by mobile phones as terminal devices for receiving information in contemporary social development. By searching network databases for valuable information and promptly delivering it to audiences, new media not only compensates for traditional media's shortcomings but also serves as an important channel for audiences to obtain information due to its convenience and accessibility.

6.2 Openness

New media can disseminate content through the internet, leading to a dramatic increase in user groups. Audiences can receive various types of information via the internet, search for valuable content, and provide feedback. This two-way interaction between transmission and feedback makes the obtained information highly open and accessible.

6.3 Interactivity

Internet users today are no longer limited to a small demographic, and the age range of internet users has become increasingly diverse. New media has directly broken the monotonous communication patterns of traditional media. Consequently, when people learn certain information, they can freely comment online and view others' comments, enabling them to obtain more information while engaging in engaging interactions with other audience members.

6.4 Breaking Limitations

The existence of new media represents a significant breakthrough, as its communication medium is the internet, which directly breaks the information limitations of traditional media. Audiences can now obtain vast amounts of information through the internet, eliminating the need to wait for the next magazine or newspaper issue to learn follow-up reports as in the past. Therefore, new media has essentially eliminated the slow information transmission characteristic of traditional media.

6.5 Timeliness

The key feature of new media is its rapid dissemination speed and convenient transmission methods. News resources can be stored and effectively overcome temporal limitations by publishing information via the internet. According to their needs, audiences can directly retrieve and view various relevant information on web pages.

Conclusion

Although traditional media has deficiencies and emerging media provides beneficial supplements to traditional communication strategies, better media development requires adopting the essence while discarding the dross of traditional media while effectively combining it with emerging media. Only through this integration can China's media industry develop better and play a more comprehensive role in society.

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