

An Analysis of the Convergence Trends Between New Media and Traditional Media: Postprint

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Abstract

In today's era of highly advanced science and technology, with the rapid development and progress of Internet information technology, information transmission has become easier and more convenient, with increasingly diversified transmission methods. Numerous emerging industries have emerged in response, injecting new elements into social progress. Media, as a critical carrier of human information dissemination and social development, is more susceptible to the influence of information technology and is gradually transitioning from traditional media to new media. Although new media, as a novel carrier, makes information transmission more secure and convenient, the advantages of traditional media remain undeniable. In the context of today's rapidly developing information technology, we should not only preserve the advantages of traditional media but also integrate them with new media to create effective information dissemination outcomes. Consequently, the further development of informatization has become a focal point of public attention. This paper will provide a detailed exposition of the concepts of new media and traditional media, differentiate their respective advantages and disadvantages, and conduct a focused analysis and discussion on the integration development trends between new media and traditional media.

Full Text

Preamble

Abstract: In today's era of advanced science and technology, the rapid development of internet information technology has made information transmission easier, more convenient, and diverse, giving rise to numerous emerging industries that inject new elements into social progress. As a critical carrier for human information dissemination and social development, media is particularly susceptible to the influence of information technology and is gradually transitioning

from traditional to new media forms. While new media, as a novel vehicle, offers more secure and convenient information delivery methods, the advantages of traditional media remain significant. In this context of rapid information technology development, we should preserve the strengths of traditional media while integrating them with new media to achieve optimal information propagation effects. Consequently, the further development of informatization has become a focal point of attention. This paper elaborates on the concepts of new and traditional media, distinguishes their respective advantages and disadvantages, and provides an in-depth analysis of the trends in their integration and development.

Keywords: new media; traditional media; integrated development; trend analysis

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1.1.2 Characteristics of New Media

The development of information technology has swept across all industries like a gentle spring breeze, propelling social progress and bathing society in the “global village” of information networks. The emergence of new media has added powerful momentum to this transformative wind. In the face of such technologically advanced conditions, innovative approaches to online information dissemination warrant heightened attention. As science and technology’s primary productive force, innovation can more efficiently drive the media industry’s development and establish a sound media environment. However, excellent technology requires accumulated experience. In China, which remains in a relatively backward developmental stage, new media’s mastery of media technology and ideological transformation remains relatively immature compared to traditional media, with significant differences in conceptual stages. Simultaneously, changes in the social environment pose various obstacles to new media development, necessitating enhanced self-requirements to achieve innovative progress.

New media, as an emerging information transmission carrier, has arisen from rapid social development and the era’s demand for greater information access, providing new forms for media communication. New media content exhibits higher originality and value, with more timely dissemination and more group-oriented targeting. Contemporary society has witnessed the emergence of many new media forms in different formats, and the pathway for media development and competition lies in cultivating self-originality to increase user traffic and credibility. In today’s fast-paced society, people allocate more time to work, leaving their leisure time increasingly fragmented and diversified. This creates greater demand for information timeliness and simpler, faster interactivity that enables entertainment anytime, anywhere. New media satisfies these needs by

facilitating easier information transmission and sharing. Consequently, people actively embrace new media rather than passively receiving information, allowing new media to permeate daily life more easily and continuously increasing its usage rate.

1.2 Basic Concepts and Characteristics of Traditional Media

1.1.1 Basic Concept of New Media

New media represents a more novel media form that has developed after traditional media such as broadcast, television, and newspapers. It generally delivers information through mobile phones, networks, and digital television, featuring high efficiency, broad coverage, and strong real-time capabilities. In fact, the basic concept of new media is relatively broad: it encompasses media forms that utilize network technology and digital information technology to transmit and share information through various connected channels (such as the internet, local area networks, and digital signals) via terminals including mobile phones, computers, and digital televisions. Like traditional media, new media provides information services to society to meet people's information and entertainment needs. More specifically, new media represents a digital manifestation on new platforms. Currently, supported by newer technologies, new media has achieved more information-based expressions on terminals such as mobile phones, televisions, and computers, including MMS, online magazines, digital television programs, and digital media.

1.2.2 Characteristics of Traditional Media

Traditional media primarily relies on newspapers, television, and broadcasting as information transmission channels to recommend relevant information to users, who mostly accept it passively. This model is often constrained by time and space factors and is gradually being overlooked by audiences. As society continues to develop, traditional media such as television, newspapers, and broadcasting can no longer satisfy people's information acquisition needs, making the internet an increasingly crucial traditional media platform. In today's continuously informatizing China, television remains favored by most people for information access because it combines network information transmission with greater efficiency and real-time capabilities, possessing the advantages of all-media.

Traditional media features strong impact and broad dissemination reach, but offers limited selectivity, thereby restricting its target audience. From an advertising perspective alone, traditional media typically places ads in newspaper sections, radio promotions, and television program interludes. Although these methods offer decent transmission speed, flexibility, and direct public exposure, they are still easily ignored by audiences due to insufficient attraction. Using

newspapers as an example, advertisements usually appear in less conspicuous positions that the public can easily overlook, and the limited display space results in incomplete product descriptions, providing readers with insufficient information and reducing appeal. Furthermore, today's rapid social development has diminished people's patience for reading text, as they increasingly obtain information through visual and auditory means, resulting in fewer text readers. Additionally, traditional media lacks mobility and flexibility in its transmission carriers, with relatively slow dissemination timeliness that cannot achieve faster real-time updates. Its content is also complex and lacks organization, making it less effective for information sharing and transmission, causing traditional media to be gradually replaced by new media.

2.1 Leveraging the Interactive Features of New Media

On the premise of developing the respective advantages of new and traditional media, appropriately combining these strengths can achieve mutual benefit and common innovative progress. By absorbing the essence and discarding the dross, the two can form a more authoritative, era-responsive all-media platform. Integrating the value concepts of new and traditional media and applying the excellent concepts of traditional media to new media can, through summarizing experience and actively innovating according to changing information needs in social development, create new media forms that better satisfy social information demands and promote social progress. This achieves an expansion of new media relative to traditional media and reaches mutual innovation and progress. In practical implementation, we must strengthen online and offline interactive communication to form a high-quality, professionally capable news dissemination platform. Overall, new and traditional media should combine and integrate closely to achieve good interaction.

2.2 Guiding Public Opinion and Seizing the Main Battlefield

In today's society with continuous information development, media serves as a crucial pathway for information transmission and sharing, playing an important role in social development. The all-media formed by combining new and traditional media must exert positive guiding influence as an opinion tool in this information era. Therefore, to enable traditional media to fully adapt to the all-media era, it must integrate with new media to create a state of enthusiastic public participation, guide new trends in public opinion, and promote the transmission of positive social energy and the values of truth, goodness, and beauty. Simultaneously, the all-media era should, on the premise of maintaining authority, demonstrate flexibility and positivity, and according to the needs of the times and various changing trends, leverage the interactivity and timeliness of new media to maximize media communication effects. In fact, if media is to maintain correct orientation in public opinion, achieve active guidance of public participation in discourse, and 凝聚社会力量 (unite social forces), it requires the

combination of traditional and new media to unite social forces, resolve social crises, guide new trends in public opinion, and seize the main battlefield.

2.3 Utilizing the Media Characteristics of New Media

Information development inevitably drives changes in transmission media demand, necessitating the establishment of more and better information dissemination platforms. However, to achieve a good media environment that adapts to rapid social development and keeps pace with informatization trends, using new media development as a guide is more advanced and meaningful. We must grasp and utilize the platform of contemporary social development. First, innovation is the primary productive force for science and technology development, and no industry can progress without innovation. New media should also possess innovation that keeps pace with the times, developing its unique advantages while combining with traditional media's strengths to enhance social value and competitiveness, thereby meeting society's information era demands and forming novel media forms. On the other hand, in the development process, we must grasp the major platform of contemporary social development and opportunities and utilize it well, seizing the opportunities for media industry development.

2.4 Accelerating Supervision, Management, and Legal Frameworks for New Media Integration

The integration of new and traditional media cannot proceed without legal support. To standardize the legislative system for new media, expand monitoring scope in the media field, and establish and improve relevant legal systems for new media, we must implement legal constraints on new media and provide legal basis for handling violations and destruction of the media environment, thereby creating an orderly and regulated media environment. Additionally, we should strengthen the supervision and management system for traditional and new media integration by establishing and improving search systems and news authenticity monitoring to combat fake news affecting social dynamics and promote truthful and positive news, enabling more accurate grasp of real-time developments. Finally, through enhanced media technology support, media form innovation and reform, and establishment of sound legal systems, we can achieve media progress and development, better providing excellent information sharing and transmission to create a favorable media environment.

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