

On the Post-Print Development of Traditional Media Industry in the Context of Media Convergence

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Abstract

The rapid development of network information technology has yielded substantial technological achievements, constituting a powerful endogenous driving force for the modernization of human civilization as a whole. Internet thinking has emerged as a new paradigm and pathway for industrial development in China. For the innovative development of the broadcasting industry, it should capitalize on information accessibility and accumulated resources to innovate and transform the existing developmental landscape of the broadcasting sector. Within the new context of media convergence, the survival and development of the traditional media industry faces not only market crises but also favorable opportunities for technological reform and developmental transformation.

Full Text

Research, Integration and Development: An Analysis of Traditional Media Industry Development Under the Background of Media Convergence

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Abstract: The rapid development of network information technology has yielded tremendous technological achievements, serving as a powerful internal driving force for the modernization of human civilization. Internet thinking has become a new mindset and pathway for industrial development in China. For the innovative development of the broadcasting industry, it should leverage information convenience and resource accumulation to transform the existing development landscape. Under the new background of media convergence, the survival and development of the traditional media industry face not only

market crises but also excellent opportunities for technological reform and developmental transformation.

Keywords: media convergence; traditional media industry; technological advantages; conceptual transformation

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The rapid advancement of network information technology has brought significant technological achievements, acting as an internal driving force for progress in the current era. Internet thinking has emerged as a new mindset and pathway for China's industrial development. In the news communication sector, leveraging information convenience and resource accumulation, the emergence of numerous media convergences has transformed the existing development pattern of traditional media industries, exerting a scouring impact on the mainstream status of traditional media. Under the media convergence environment, traditional media industries are still exploring coping strategies and development pathways.

1. Basic Content and Characteristics Analysis of Media Convergence

1.1 Connotation of Media Convergence

The connotation of media convergence is extensive and broad-ranging. Current academic definitions vary, each with different emphases. Professor Pool from the Massachusetts Institute of Technology in the United States believes that media convergence refers to the trend of various media presenting multifunctional integration. Professor Yu Guoming, in *Media Economics*, argues that media convergence means the technologies relied upon by newspapers, radio, television, and the internet are increasingly converging, with information technology as the intermediary and satellite, cable, and computer technologies as transmission means. Digital technology has changed the time, space, and cost of obtaining three basic types of information—data, phenomena, and language—allowing various information to be integrated on the same platform and enhancing the interchangeability and interconnectivity between different media forms, with the trend of media integration becoming increasingly evident. In general, media convergence refers to new media development trends and forms emerging through the application of new technological achievements. Media convergence enables the reintegration of resources and methods such as digitization, networking, and multimedia, subversively transforming traditional information dissemination channels and models, and bringing about tremendous changes from information content to dissemination patterns, from information sources

to dissemination priorities, and even to the entire concept of information communication.

1.2 Characteristics of Media Convergence

Specifically, the characteristics of media convergence are mainly manifested in three aspects: universal and grassroots participation, freedom and spontaneity, and personalization and diversity. Universal and grassroots participation means that in the media convergence environment, every member of society is both a disseminator and receiver of information, personally experiencing and completing the information communication process. Moreover, information dissemination is no longer the exclusive right of a minority group but a social activity that everyone can easily participate in. The popularization of media forms such as portals, digital newspapers, and mobile information terminals provides the foundation and guarantee for this comprehensive dissemination and equal participation. Freedom and spontaneity refer to the high degree of freedom and autonomy in information publishing and browsing through media convergence. Everyone can choose the types of information they need or wish to receive, and information publishing is becoming increasingly grassroots and civilian, without specific measurement standards. Information reception and publishing are entirely personal, recognized and protected as private behavior. The development trend of media convergence has brought about integrated development and diversified coexistence of information dissemination channels and forms, while also making information content more diverse. Everyone can publish their exclusive information content based on their own life experiences or thoughts, allowing this personalized information to quickly enter the entire information circulation space to be read, shared, or exchanged.

2. Impact of Media Convergence on Traditional Media Industry Development

Media convergence has made WeChat, Weibo, QQ, major news portals, and mobile news clients new media forms, demonstrating strong momentum for integrated development, which has both advantages and disadvantages for the development of traditional media industries.

2.1 Positive Impacts

From the perspective of positive impacts, media convergence brings two favorable developments to traditional media industries. First is a new path for development and transformation. The development model of traditional media industries is relatively fixed, which, while bringing tremendous convenience and saving substantial resources, has also created certain developmental inertia and complacency. The emergence and maturation of the media convergence context have made transformation urgently necessary for traditional media industries under immense survival pressure. Second is the formation of a better media

development environment. Media convergence has made the public the largest news publishers and viewers, while the instant interconnectivity of network information has also enabled the public to more deeply participate in the news information publishing and production process. This provides traditional media industries with a better external news environment and more active news audiences during self-reform and transformation. In June 2016, People's Daily signed a strategic cooperation agreement on media convergence development and innovation with Tencent in Beijing, agreeing to cooperate deeply in content, channels, platforms, management, and operations around the theme of "Convergence · Innovation." In August, Xinhua News Agency launched "Xinhua All-Media," upgrading its originally internally operated new media system into an open platform with convenient access, efficient utilization, and promising results. It is evident that more and more media have joined the exploration and innovation team, accelerating the pace of integrated development.

2.2 Negative Impacts

From the perspective of negative impacts, media convergence mainly affects traditional media industries in two aspects: weakening mainstream authoritative status and impacting profit models. Regarding the weakening of mainstream authoritative status, traditional media industries face stricter review mechanisms in information screening and publishing, while their requirements for news information production and publishing are higher and the processes more complex, resulting in greatly reduced timeliness. Conversely, new media under news media convergence can publish information more originally and rapidly. Over time, traditional media industries will find it difficult to maintain their "big brother" status and influence. Regarding the impact on profit models, traditional media industries previously relied mainly on sponsors and advertising for survival and development. However, as new media gradually demonstrate superiority in market share and advertising speed and scale, the advertising revenue and stable sponsors that traditional media industries depend on for survival have also sought other partners, representing an unprecedented impact on traditional media industry development. With the emergence of various mobile news apps such as *Today's Headlines* and *The Paper*, newspaper subscriptions have drastically decreased, from once competing to subscribe to eventually being distributed for free. The "winter" of traditional media industries has arrived.

3. Development Strategies for Traditional Media Industry Under Media Convergence

3.1 Developing Diverse Program Values

The so-called diverse program values essentially refer to a richer and more diverse program positioning. The survival and development of traditional media industries under the background of media convergence cannot be a completely disruptive transformation but should be based on their own realities and ex-

cellent traditions. One key aspect is to develop diversified development paths based on existing excellent program resources. To achieve this diversity in program practices and enrich program functions and values, the content of programs themselves must be optimized and designed. Since the emergence of new media itself leverages emerging internet technology achievements to improve information transmission speed and open up transmission channels, new media hold obvious technological advantages. For traditional media industry development, the highly open environment of information technology achievements has brought tremendous convenience for transformation. Only by seizing opportunities and innovating can they regain a foothold under the impact of new media.

3.2 Strengthening Internet Development Thinking

Strengthening internet thinking in the development planning of traditional media industries is an inevitable choice for traditional media to achieve breakthroughs in the network era environment. This strengthening of internet thinking and network thinking is reflected in cooperation and integration with new media. Taking the self-produced online program *U Can U Bibi* from iQiyi as an example, it is China's first talk show talent program with high originality. The production team selects the most concerning issues for netizens in fields such as people's livelihood, humanities, emotions, life, business, and entrepreneurship through data backends of Baidu Zhidao, Zhihu, and Sina Weixun, and mobilizes netizens to participate in surveys and voting. Whether issues placed on the internet can become debate topics in the program depends on the enthusiasm of netizens' participation, and only the topics with the most participation can ultimately enter the program selection. *U Can U Bibi* leverages the high convenience and wide dissemination range of the internet, quickly gaining popularity and affection among large numbers of young audiences, proving to the market that online variety shows have gradually entered and taken root in our lives.

3.3 Adhering to the Principle of Content as King

Media convergence has lowered the threshold for the news communication industry, making ordinary people providers, producers, and disseminators of news. While this is conducive to forming a good external news environment, it has also led to uneven quality in current news media industry development. As representatives of quality media, traditional media industries have always represented the conscience and professional responsibility of the media industry. During transformation and development, they should strictly adhere to the principle of "content as king," not sacrificing quality for click rates and readership, or even fabricating fake news. Media convergence should not be a superficial separation between traditional and new media but should achieve seamless integration where "you have me, I have you, inseparable and naturally combined."

Media convergence brings new backgrounds, new situations, and new opportunities for the development of traditional media industries. With risks and op-

portunities coexisting, traditional media industries should actively learn from internet development thinking while also maintaining their identity and staying true to their original aspirations, striving for excellence in content production and innovation in program creation.

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