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## Strategies for Promoting Media Convergence in the New Media Era (Postprint)

**Authors:** Yang Xingyuan

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### Abstract

With the continuous acceleration of economic globalization and the rapid development of information technology, the era of new media has arrived, which has undoubtedly exerted significant impact on traditional media such as newspapers, radio, and television stations. Therefore, promoting media convergence is imperative. In the new era and under new circumstances, only by advancing media convergence can traditional media keep pace with new media development and achieve win-win cooperation with emerging media. How can media convergence be promoted more effectively? This paper primarily conducts an analytical study of this issue and provides certain feasible recommendations.

### Full Text

#### Abstract

With the accelerating process of economic globalization and the rapid development of information technology, the era of new media has arrived, undoubtedly delivering a significant impact to traditional media such as newspapers, radio, and television. Consequently, promoting media convergence has become an urgent imperative. Under new era conditions and circumstances, only by advancing media convergence can traditional media keep pace with new media development and achieve win-win cooperation with emerging media. How can media convergence be promoted more effectively? This paper analyzes this question and offers feasible recommendations.

**Keywords:** media; new media era; media convergence; development; strategies

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**Author:** Yang Xingyuan

The breakthrough of information technology, the prevalence of various social media platforms, the popularization of electronic devices, and the advent of the new media era have fundamentally transformed information dissemination channels and changed how people access information. Relative to traditional media, the emergence of new media represents both a new opportunity and a formidable challenge.

## 1. The Necessity of Promoting Media Convergence in the New Media Era

Supported by advanced technologies such as digital technology, information technology, and database technology, and relying on the Internet, numerous new media terminals for mobile phones and computers have emerged. Thanks to breakthroughs in information technology and the widespread adoption of electronic products, domestic internet users now exceed half of the total population. In the new media era, Weibo topics frequently reach billions of views, WeChat users surpass 500 million, and various mainstream and pan-media outlets flock to internet platforms. Against this backdrop, people's lifestyles have also changed alongside new media. The new media era represents a major breakthrough from traditional information exchange, attracting greater attention than traditional media through enhanced targeting and engagement. Its dissemination is faster, its channels more diverse, and its content more generalized. New media software includes features such as autonomous information push, keyword search, and other service functions. This media model, which better meets modern requirements for information dissemination, has rapidly captured the market. Precisely because of this massive netizen population and the constantly evolving media environment, traditional media's living space is continuously compressed and declining. If traditional media cannot adapt to new development situations and the information age's developmental model, it will be forced into obsolescence. To find a new path forward under these severe circumstances, traditional media must integrate with new media and seek a new route for sustainable development [?].

## 2. Effective Strategies for Promoting Media Convergence in the New Media Era

On the one hand, new media has significantly compressed traditional media's growth space, not only diverting audiences but also weakening traditional media's advantages. On the other hand, new media development provides new pathways for traditional media, serving as a new channel for extension and expansion. Through engagement with new media, traditional media can identify new development directions and objectives. Within this contradictory environment, traditional media faces impact from new media while gradually seeking new developmental directions against the backdrop of the new media era, with the two sides increasingly demonstrating a trend toward convergence in this unique media landscape.

## 2.1 Emancipate Thinking and Transform Concepts

As the most critical factor in promoting media convergence, only by transforming ideological concepts can genuine media convergence be achieved. Only by starting from the consciousness level—using conceptual transformation and innovation to guide behavior—can traditional and new media be effectively integrated to enhance linkage between the two. This convergence represents a breakthrough development for traditional media itself and constitutes an important measure for industrial transformation and development. Any innovation at any level or in any field requires awakening at the consciousness level as its starting point, for only the germination of new ideas can give birth to change. As media professionals, to promote media convergence, we must start with ourselves, clearly recognizing the current state of media industry development and understanding its trends and directions. We must transform our thinking from the perspective of practitioners' own consciousness, undertake the mission and responsibility of promoting media convergence, embody the spirit of the times and innovative consciousness, and through unremitting efforts, facilitate the integration of both sides and advance the entire media industry.

## 2.2 Create a Harmonious Atmosphere for Convergence Development

With breakthroughs in information technology and transformation in information dissemination methods, traditional media must continuously engage in self-examination and self-improvement, maintaining a spirit of advancing with the times to keep pace with development. New media development has highlighted big data's influence and guiding power over dissemination direction, changing both information transmission methods and the media industry's structural landscape. Information dissemination has shifted from the end of the "era of light and electricity" to the beginning of the "Internet era." Based on information technology, digital technology, and database technology, and relying on the Internet, new media's expansion speed is astonishing—not only for its dissemination velocity but also for its inclusiveness of various information types, including images, audio, video, and data, all transmittable instantaneously. This breaks spatial and temporal limitations and connects people through information dissemination, creating breakthrough, cross-over development that also pressures traditional media. Due to new media's "fission-style" expansion, legislative work cannot keep pace, leaving many legal gaps. Insufficient attention to intellectual property rights means that information transmitted on some media platforms plagiarizes traditional media, and the virtual nature of networks combined with legal deficiencies allows such plagiarism and infringement to occur frequently despite repeated prohibitions. This fosters unhealthy opportunistic tendencies and fails to protect traditional media professionals' intellectual property rights, exacerbating tensions between traditional and new media and creating difficulties for their convergence. To create a harmonious convergence environment, strict legislation is needed to combat infringement and illegal activities, providing support for media integration.

### 2.3 Continuously Tap into Traditional Media Advantages

Although new media currently shows strong momentum while traditional media appears to be declining, certain traditional media outlets have not yet lost their brand value and influence. For example, publications such as *People's Daily* and *Daily Finance* possess high brand value and large loyal followings. These traditional media have mature information collection channels and comprehensive information verification systems, with deep expertise in information gathering, editing, and fact-checking—advantages that new media cannot match. In other words, traditional media's brand and credibility are qualities that new media lack. Therefore, during convergence, traditional media must inherit and 发扬 these advantages, using them to expand within the industry and facilitate smoother integration.

### 2.4 Traditional Media Transformation Must Embed Technology Genes

The strong momentum of new media stems not only from its dissemination model aligning with modern lifestyles but also from its powerful advanced technologies—something traditional media lacks. Therefore, for traditional media to achieve self-enhancement and transformation, it must improve its technological content and use modern technology to reform itself. First, traditional media can use database technology to analyze reader preferences and needs, determining consumer demand through data integration and filtering, and employ information technology for market analysis and data collection to enhance appeal, better align with reader tastes and market demands, compress costs, and improve production efficiency through technological advantages. Second, information technology can be used for news material collection; traditional fieldwork models are inefficient and economically ineffective, whereas information technology allows journalists to gather extensive information without leaving their offices, broadening media professionals' horizons, expanding reporters' perspectives, increasing information value, and improving dissemination efficiency. Finally, as a primary responsibility of media professionals, traditional media can use information technology for public opinion monitoring and guidance. By utilizing digital and database technologies for real-time monitoring of data integration and analysis, traditional media can grasp public opinion trends and guide their direction. In this process, database technology plays a crucial role, ensuring effective public opinion guidance through big data control and analysis. The above analysis demonstrates that traditional media innovation requires guidance and integration of modern technology to change work patterns and promote self-development and convergence.

### 2.5 Traditional Media Must Accurately Position Itself in the Big Data Era

As times develop, user needs become increasingly refined [?]. For traditional media to achieve self-development and rapid convergence in this environment,

it must reposition itself. To identify breakthrough points for development, traditional media should use big data for self-analysis, achieving intelligent information matching and docking. By mastering user needs and analyzing preferences through big data, personalized and customized services can be provided, transforming data into assets to realize transformation.

For the sustainable development of the media industry, support must be provided for traditional-new media convergence. Whether traditional or new media, whether in developmental difficulties or critical transformation periods, all must clearly recognize current situations, view changes with a developmental perspective, promote integration between the two sides, and under this concept, facilitate traditional media's self-transformation and reform, thereby promoting new development and deepening integration with new media.

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**Author Affiliation:** Taiyuan Daily Press Group

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

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