

Development Analysis of Prefecture-Level Traditional Media in the New Media Environment: Postprint

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Abstract

In recent years, the continuous improvement of China's social, technological, and cultural levels has accelerated the pace of informationization construction. New media technology, as a product of the information age, has exerted a profound impact. Its emergence has not only transformed interpersonal communication patterns but also revolutionized the traditional media industry. This paper analyzes the application and development status of new media technology in municipal-level media, exploring the developmental pathways for municipal-level media within the all-media environment.

Full Text

Preamble

Abstract: In recent years, China's social, technological, and cultural levels have continuously improved, accelerating the pace of informationization construction. As a product of the information age, new media technology has had a tremendous impact, not only transforming interpersonal communication but also reshaping the traditional media industry. This paper analyzes the application and development status of new media technology in prefecture-level media, exploring pathways for their growth in the omnimedia environment.

Keywords: new media technology; development; prefecture-level; omnimedia context environment

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Since the beginning of the 21st century, the rapid development of communication technology and the Internet has enabled the emergence of new media forms centered on mobile and broadband media. Platforms such as QQ, Sina Weibo, Facebook, search engines, Alipay, e-books, WeChat, outdoor media, Instagram, WhatsApp, Skype, and live streaming have emerged in endless varieties. These new communication channels and methods constitute the new media ecosystem, while traditional media has long been encompassed and even surpassed by new media technology [1]. New media technology boasts not only a massive user base, extremely broad coverage, and simple, convenient usage, but also rapid dissemination speed with strong participation and interactivity. Its communication methods, reach, influence, and growth potential cannot be ignored.

In the new media era, prefecture-level media face competition that is no longer limited to intra-industry rivalry among traditional media outlets, but rather multi-layered competition between new media technology and traditional media. First is vertical competition among traditional media. Unlike central and provincial media, prefecture-level media possess local characteristics and should therefore maintain a closer connection to the authentic daily lives of local residents to strengthen their competitive advantages [3]. Second is horizontal competition among traditional media. Although television, newspapers, and radio each have distinct features, prefecture-level media should better grasp their own characteristics to amplify the advantages of new media technology. Third is competition between traditional and new media. The rapid development of new media technology in the 21st century has transformed both how audiences receive information and their role in the communication process, making integration between new and traditional media essential to leverage respective market advantages.

1.1 Overview

Definitions of new media vary across different fields and disciplines. Generally speaking, new media refers to emerging media forms that differ from traditional media and continuously update with diverse communication formats and content patterns. It is widely believed that new media arises from computer information processing and is closely related to digital technology, mobile communication technology, the Internet, wireless networks, network technology, mobile phones, tablets, computers, and televisions. As a product of technological development, new media's most distinctive feature compared to traditional media is its diversified terminals and transmission networks [2]. Consequently, mobility and interactivity have become its greatest advantages, with information updating much faster than in traditional media.

Audio and image communication in daily life—sounds, text, images, and animations—can all be vividly conveyed through new media technology. This not only enables compression of images, text, and audio but also delivers entirely new visual experiences. Under technological development, people's access to external information has become diversified, making new media

crucial for innovation and diversification in the traditional media industry [4]. New media itself features diverse characteristics, with its communication channels and content effectively achieving massive scale and diversification. People can disseminate information to the public through various artistic forms, which not only helps them understand the charm of new media technology but also deepens its application and practice. Coupled with China's rapid informatization development, new media has effectively created and innovated more convenient forms of communication.

1.2 Situation of Prefecture-level Traditional Media in the New Media Environment

Traditional media primarily consists of radio, newspapers, television, and magazines, whereas new media uses mobile phones, vehicle-mounted devices, laptops, outdoor screens, and the Internet as communication terminals. The emergence of new media technology has altered the inherent attributes of traditional media, making the characteristics of new technology more prominent. In the past, people relied mainly on traditional media for external information, but under new media technology, they now have diversified access to information.

2. Future Development Trends of Prefecture-level New Media Technology

2.1 Increasingly Prominent Network Characteristics

In recent years, science and technology have continuously improved and innovated in the new era, particularly in the current age of network development. The development of computer networks has laid a solid foundation for the future growth of multimedia technology. The development of networked computing and cloud computing has effectively promoted new media technology, advancing digital technology progress and innovation. Taking cloud services as an example, they can not only store large amounts of user media information but also update stored information at any time, providing great convenience. In the future, prefecture-level new media technology needs comprehensive network-based popularization.

Currently, China lacks developers for new media technology, with low competitiveness and insufficient professional expertise. Under such disadvantaged circumstances, development must rely on network support. Digital media technology generally requires strong professionalism, and with more detailed classification of new media, the extreme shortage of talent has become a significant factor limiting new media technology development. The purpose of new media technology development is to facilitate people's lives, so it must be based on China's consumption levels to provide convenient services.

In the future, new media technology will become increasingly integrated with people's daily lives, with more detailed division of labor. New media technology

may provide personalized communication methods or customized services for individuals or families, making it likely that prefecture-level new media audiences will be segmented more finely [5]. From a content production perspective, new media technology emphasizes division of labor and collaboration, improving production efficiency through integration to ultimately maximize output. Additionally, future new media development will be technology-centered, presenting information in simple, understandable ways to create comfortable user experiences.

2.2 Increasing Centralization

The widespread application of new media has led to continuous improvement in centralization. Traditional digital technology features large storage space and highly dispersed information, whereas new media technology enables more centralized information storage and more flexible expression. Analyzing global development trends, new media technology has effectively achieved digitization in form and content, with network broadband becoming a driving force for its development.

Taking the “New Media Cluster” developed by Neijiang Daily as an example: as of August 4, 2017, its WeChat public account “Zui Neijiang” had over 410,000 followers; as of July 31, 2017, its Weibo account “Wei Neijiang” had more than 340,000 followers. Neijiang Daily also operates an outdoor multimedia newspaper reading system, which won the seventh national “Wang Xuan News Science and Technology Award.”

The “Neijiang Daily Outdoor Multimedia Newspaper Reading System” is based on meeting the information needs of the general public, guided by the concept of omnimedia information interaction, and powered by advanced information dissemination technology. Integrating LED video and graphic publishing, LCD interactive clicking, and high-definition lightbox graphic publishing, it represents the latest information release platform for the integrated development of traditional and emerging media, leading the nation in this field. The platform features news dissemination, public service advertising, newspaper reading, convenient information inquiry, daily life services, and full-time monitoring. Covering major streets, scenic areas, and important roads in Neijiang’s main urban area and counties, it possesses strong information dissemination power and social influence. Since its launch, the system’s innovative promotional format and extensive reach have received widespread acclaim from all sectors of society, particularly advertising clients. With the help of new media technology, many businesses have been effectively promoted, establishing strong brand advantages and allowing people to experience the convenience of new media technology [6].

3. Conclusion

In the omnimedia context, the development of new media technology will bring considerable impact to the traditional media industry, but it also presents new

development opportunities. In the future, new media technology will develop toward greater centralization and networking. Traditional media must find suitable integration points to disseminate information through new media technology, which can not only effectively expand audience groups but also enhance interactivity.

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