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Traditional Media and New Media: Gaps and Convergence in the Post-Print Era

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Abstract

With the development and progress of the times, we have entered the digital era. Under new media, the information dissemination cycle has been shortened, the impact has been amplified, and the channels for information dissemination have become more diverse. This paper explores the gap and integration between traditional media and emerging media through research and analysis of both, and puts forward several feasible recommendations.

Full Text

Preamble

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Keywords: traditional media; new media; gap; integration

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2. The Gap and Integration between Traditional Media and New Media

Through technological application, new media continuously transforms the product landscape of traditional media. Represented by the Internet, new media is developing rapidly and, with its strong technological and medium advantages, is impacting the traditional media market, posing significant challenges to traditional media.

2.1 Gap and Integration in Media Visual Guidance

[Content appears to be missing from this subsection]

1.1 In Media Coverage

Gap: When people think of new media, they immediately think of the Internet, which is the representative of new media. New media can acquire a large audience base in a short time, something that traditional media would need much longer to achieve. For instance, during the recent Tianjin explosion incident, some citizens filmed videos and uploaded them to the Internet, which received massive forwarding and browsing within a short period, while traditional media only reported after the information was released online. This demonstrates that new media's dissemination speed far exceeds that of traditional media. New media has delivered a strong impact on traditional media. In today's brutally competitive landscape, new media could potentially deliver a devastating blow to traditional media.

However, traditional media also possesses unique advantages. Having emerged earlier, traditional media has formed substantial intangible assets through long-term development, with some advantages that new media cannot match in a short time. These include:

First, different media have different audience groups. Traditional media is simple to operate and inexpensive, making it easily accessible to audiences. Second, in traditional media, every stage of book, newspaper, and magazine production involves professional technical staff for quality control, from strict information collection and review to text polishing until final production. This has formed an intangible asset chain over long-term production, accumulating not only substantial popularity but also extensive connections. Traditional media has established its own brand and credibility. Third, traditional media, whether books, newspapers, or magazines, involves corresponding academic fields. With technological development, professional requirements have become increasingly demanding. These publishing houses and magazines follow market trends and audience needs to make demands on experts. Therefore, works created by traditional media have relatively high academic standards and can promote scientific progress, which is something the Internet cannot achieve. Fourth, audiences of traditional media can read newspapers and magazines anytime and anywhere

without needing auxiliary tools. Fifth, to enable prosperous development of publishing houses and promote scientific and technological progress, many publishing houses create more meaningful and socially valuable works according to social needs. In contrast, new media development focuses more on profit, creating content according to mass demand to satisfy audience needs [2].

1.2 In Media Credibility

Compared with new media, traditional media has relatively high authority. This is because traditional media has formal information sources, with gatekeepers at every dissemination channel. New media, due to the large volume of online information, wide sources, and rapid dissemination speed, often raises doubts about information authenticity and reliability. In such circumstances, people are more willing to trust information reported by traditional media.

1.3 In Communication Timeliness

The immediacy of media information dissemination, that is, the speed of information propagation, is an indicator for measuring information release speed. New media has strong timeliness with relatively broad information dissemination. Traditional media has relatively poor timeliness. For example, newspapers must undergo collection, editing, proofreading, layout, and printing before disseminating information, all of which affect information dissemination speed. Therefore, relatively speaking, new media has stronger communication timeliness [1].

Integration: Although there are significant gaps between traditional and new media, and traditional media has some irreplaceable advantages, new media still possesses unique strengths. Since new media's emergence, dissemination channels have continuously updated, media technology has continuously developed, and dissemination patterns have changed from initial one-to-many to current many-to-many. Audiences are no longer passive information recipients but active information disseminators. In the Internet era, everyone can serve as an information disseminator, and information dissemination is ubiquitous. Taking the Internet as a representative of new media, the Internet has broken traditional media's isolation. Traditional media such as broadcast and television are forced to cooperate with new media, continuously interacting to gradually move toward resource integration and form an intensive management model. Many traditional media have seized opportunities during new media development, adapted to trends, and not only used network power to develop traditional media but also attracted younger audiences. Many traditional media conduct cross-platform, cross-media, and cross-regional market operations for profit maximization [3].

2.2 Gap and Integration of Media Credibility

Compared with new media, traditional media has a long development history, rich dissemination experience, and has formed standardized management systems during development. More importantly, traditional media has unique time advantages, refined processing, and formal channel sources, resulting in relatively high authority and strong audience trust. New media has strong timeliness in information dissemination. Therefore, to improve authority, new media should integrate with traditional media and interact with it, leveraging traditional media's authority. For example, we know that the U.S. *New York Times* has relatively broad influence, a large audience, and strong brand influence. The *New York Times* website has also become the largest newspaper brand online. This is because it leveraged the authority of *The New York Times* during development. In the development of many new media in our country, they have leveraged traditional media's advantages and brand influence to enhance their own brand effect and expand audience scope. For instance, our country's well-known *People's Daily* and *Beijing Daily* have both cooperated with Yahoo China. This represents the integration of traditional and new media: new media conducts timely reporting on behalf of traditional media, traditional media provides information to new media, and new media leverages traditional media's authority and brand effect to enhance its own authority [4].

2.3 Gap and Integration in Timeliness

In media development, timeliness is a key focus and one of the most important issues. Due to Internet development, information dissemination has become increasingly fast, and information changes have also brought challenges to traditional media reporting. Relatively speaking, new media disseminates information more timely and rapidly. Therefore, traditional media needs to leverage new media's power for timely information dissemination during development. New media has extremely broad reach, capable of covering the entire country and the world. Both can integrate, complement each other's advantages, disseminate more real and effective information in a short time, satisfy broad audience information needs, and improve audience satisfaction [5].

3. Conclusion

In summary, the emergence of new media conforms to the laws of era development and is an inevitable product of the information age. New media's emergence brings strong impact to traditional media, but traditional media should bravely accept the challenge, seize opportunities, complement advantages with new media, expand traditional media's audience scope, promote communication and integration between new and traditional media, thereby expanding the development space of the media industry and promoting transformation and reform in the media sector.

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