

On the Convergent Development of New Media and Traditional Media: Postprint

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Abstract

This paper discusses the issues in the process of achieving effective convergence of emerging media and traditional media, and proposes strategies for their effective integration: first, strengthen the integration of advantageous resources; second, uphold Party management in media convergence development; third, enhance internet awareness.

Full Text

A Preliminary Discussion on the Integrated Development of New Media and Traditional Media

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Abstract: This paper examines the challenges in achieving effective integration between new media and traditional media, and proposes three key strategies: strengthening the integration of advantageous resources, upholding Party leadership in media convergence, and enhancing internet consciousness.

Keywords: New Media; Traditional Media; Integrated Development

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Today, new media and traditional media have partially achieved mutual development by complementing each other's strengths, forming an integrated development trend. This paper elaborates on the respective advantages and shortcomings of both media forms, identifies the optimal convergence model based

on media development principles, and promotes their mutual advancement and integration.

1. Problems in the Integrated Development of Traditional and New Media

To achieve sustainable development, traditional media must inevitably integrate with new media. However, due to their significant differences, numerous problems arise during this process.

1.1 Insufficient Mastery of New Media Technologies Among Practitioners

The relatively backward quality of practitioners manifests in two aspects: first, a lack of depth in social information analysis, and second, traditional media's inability to meet demands in technology mastery and application. This creates serious technical challenges for media integration. The fundamental reason is that new media's rise and development stem primarily from the rapid advancement of information technology rather than the media industry's own evolution. For traditional media professionals, understanding and applying new media technologies represents an entirely new discipline that inevitably presents difficulties. Without thorough comprehension, these technologies cannot be reasonably applied to traditional media, preventing genuine integration. Worse still, some may perceive new media technology merely as a strategy to enrich media formats, thereby affecting the overall layout and strategy of traditional media development.

1.2 Unclear Objectives

Both traditional and new media lack clear development goals in the integration process. Specifically, traditional media cannot reasonably apply information technology to achieve the same dissemination power as new media, while new media have not learned traditional media's capacity for social information analysis, resulting in content lacking substantive meaning. This creates a "two skins" phenomenon in integration. This situation arises for two reasons: first, new media technology develops extremely rapidly while industry practitioners' cognitive abilities remain limited; second, academic research on new media theory is relatively scarce. This strong contrast between practice and theory constitutes the main obstacle to substantive integration.

1.3 Insufficient Innovation Consciousness in Traditional Media

In the integration process, traditional media suffers from a severe lack of innovation consciousness, primarily manifested in its failure to treat new media seriously. Instead, traditional media consistently views new media merely as a supplementary form of its own development rather than as an independent

entity requiring separate management and operation. This confines new media technology within the rigid framework of traditional media, hindering effective progress. Moreover, regarding advanced dissemination technologies and methods in the current media market, traditional media not only lacks the consciousness to utilize them for its own development but also turns a blind eye to such technologies. With inherently low R&D capabilities, traditional media cannot fully leverage information dissemination terminals such as mobile phones and e-readers, ultimately leading to continuous audience loss, market shrinkage, and declining revenue. Additionally, the lack of innovation in China's traditional media compensation and evaluation mechanisms has become a major obstacle in organizational structure and human resource allocation. Furthermore, different channels have numerous disagreements over the prioritization of information release and human resources, further hindering traditional media's development.

2. Effective Strategies for Integrating New Media and Traditional Media

In the internet era, traditional media faces the major task of reforming itself to meet contemporary demands. New media, generated through the rapid development of network and information technology, serves as an important reference for traditional media's reform and breakthrough. Active exploration, consciousness transformation, and resource integration constitute effective strategies for promoting efficient integration.

2.1 Strengthening the Integration of Advantageous Resources

To achieve effective integration, resource integration is paramount, particularly the integration of advantageous resources, which enables traditional and new media to further optimize their respective strengths while compensating for weaknesses through each other's advantages. Both media forms have distinct strengths: traditional media excels in content diversity and authority, while new media's advantage lies in advanced information technology—each's strength corresponds to the other's weakness. Therefore, integration must achieve effective connection of these advantageous resources. Traditional media should actively learn and introduce new media's advanced technologies while ensuring its own strengths, whereas new media should emulate traditional media to enrich content.

The integration of traditional and new media must be supported by advanced technology and rooted in content construction. Technology and content are like two wings of media development—indispensable and mutually reinforcing. Traditional media without advanced technology resembles a cheetah without sharp teeth and claws, possessing power but unable to apply it. Reviewing the development of both media forms reveals that content forever remains the cornerstone supporting media progress. In today's rapidly developing information technology landscape, advanced new media technology serves as the armed force

for media development, while rich content constitutes its foundation. Evidently, regardless of era or changes in audience reading patterns, media content remains the primary pursuit for audiences; without rich content, even the most advanced dissemination technology cannot achieve sustainable development. New media's development also proves content's importance—its popularity stems not only from advanced technology but more importantly from inheriting traditional media's rich content. Therefore, both traditional and new media must emphasize technology and content equally. Furthermore, traditional media should actively master and apply new media's advanced technologies, promoting its own development and accelerating integration through mature technologies, platforms, channels, and methods.

2.2 Upholding Party Leadership in Media Integration

Both traditional and new media play crucial roles in propaganda and public opinion guidance. Therefore, whether from the perspective of social stability and development or the sustainable development of both media forms, upholding Party leadership in media management is an essential principle. In the integration process, traditional media has clearly benefited significantly. New media content converges into big data within media integration development, playing an increasingly important role in information dissemination. We must mention the “central kitchen” concept here, as it has become a buzzword in recent years. Since early this year, the Publicity Department of the CPC Central Committee has advocated introducing the People's Daily's central kitchen model to provincial newspapers. This represents the latest core concept and achievement in media integration, essentially a full-media platform that transcends pure technology.

2.3 Enhancing Internet Consciousness

The integration of traditional and new media is not a simple, formal “1+1” but rather a fusion of thinking and consciousness. The so-called formal “1+1” refers to traditional media merely borrowing new media's dissemination forms, such as creating its own news websites or setting up accounts on WeChat and Weibo for news promotion. Such integration neither reforms traditional media nor achieves substantive convergence. Therefore, internet consciousness must serve as the guiding core for integration, with mutual borrowing of thinking patterns as the only path to genuine integration. Specifically, we should follow the example of Southwest Jiaotong University by establishing an operational philosophy of “thinking, sharing, and acting,” forming a distinctive new media pattern with mobile newspapers, salons, and mobile applications as the core business, Weibo, WeChat, and QQ as the main battlefield for self-media, and public welfare platforms, laboratories, and creative factories as derivative products. We must consistently operate new media with a product philosophy, always presenting a brand image that meets audience requirements. We should actively build one-stop convenient services integrating content, learning, and life, providing

accessible services adapted to user needs in the new media era. To meet mass demands and social work requirements under new circumstances, we must continuously strengthen internet thinking and position consciousness, concentrate efforts on building a “social media” full-media platform, actively explore full-media convergence transformation, promote integrated linkage of various new media platforms, improve the network new media work matrix, leverage cluster effects, and create a comprehensive, multi-level new media matrix. Therefore, we must quickly cultivate a news media team integrating collection, editing, photography, and broadcasting, and train and introduce various talents adapted to the new media environment to provide solid guarantees for integrated development.

3. Conclusion

In summary, for traditional media to adapt to the internet era and enhance its competitiveness, it must learn from new media’s development experience. Conversely, for new media to maintain its advantages, it must leverage traditional media’s status as mainstream media and carry out innovation and extension during integration to achieve genuine mutual development. We must actively explore effective strategies for integrated development, promote deeper integration, facilitate common development, continuously strengthen our discourse power, keep pace with the times, and achieve a qualitative leap in the integration of traditional and new media.

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