

Postprint: A Discussion on the Convergence of Traditional Media and New Media Under Internet Thinking

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Abstract

With the popularization and extensive applications of new media, new media platforms constructed through mobile internet technology have transformed the conventional media landscape, heralding an era of media revolution. Traditional media are progressively transitioning toward new media, with their survival and development hinging on innovating information dissemination modalities, mastering the channels and patterns of new media communication, and achieving rapid and effective integration and development with new media. Facilitating the integrated development of traditional and new media, under the new communication environment, the production of traditional media programs is trending toward socialization, while the diversification of service forms and dissemination modes constitutes a developmental pattern of mutual growth and value co-creation. Traditional media must harness cooperative and innovative business models across multiple industries and media platforms, shifting from fragmented and monolithic traditional models toward scaled and intensive new media paradigms to propel the self-development of traditional media and expand market space, thereby enabling traditional media to manifest application modalities of mobile and interactive media, accommodate the application requirements of modern audiences, and promote the integrated development of themselves and new media.

Full Text

Preamble

Title: Exploring the Integrated Development of Traditional and New Media Under Internet Thinking

Abstract: With the popularization and diverse applications of new media, platforms driven by mobile internet technology have transformed the existing

media landscape, heralding an era of media revolution. Traditional media are gradually transitioning toward new media, and the key to their survival and development lies in innovating information dissemination methods, mastering new media channels and patterns, and effectively integrating with new media. Promoting the integrated development of traditional and new media, in the current communication environment, has led to the socialization of traditional media program production and the diversification of service forms and dissemination methods, constituting a developmental pattern of mutual growth and value creation. Traditional media must leverage multi-industry and multi-media cooperative innovation models, shifting from fragmented, single traditional models toward scaled, intensive new media orientations to drive their own growth and expand market space. This enables traditional media to embody the application modes of mobile and interactive media, meet modern audience demands, and facilitate integrated development with new media.

Keywords: Internet thinking; traditional media; new media; convergence; strategies

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1. Problems in Media Convergence

The advancement of modern science and technology has propelled the continuous development of internet technology, expanding its application scope and fundamentally transforming production and lifestyle patterns in contemporary society. Interpersonal communication has broken through temporal and geographical limitations, as well as the constraints of information transmission media, highlighting the service-oriented philosophy of technology. Under the influence of Internet thinking, new media has become a defining characteristic of modern society, emerging as the protagonist in the media industry with significant differences from traditional media in management structures, business models, and communication content. Due to the application advantages and personalized features of new media, audiences increasingly favor various new media forms, severely impacting the audience base and market space of traditional media. Constrained by outdated management systems and work philosophies, traditional media have failed to develop value concepts and development philosophies that integrate with new media. Internet thinking in media work requires attention not only to the work object itself but also to the various linkages surrounding it. Traditional media's lack of proper understanding of integration and the transition between old and new work philosophies, along with the misconception that new media merely represents a change in work form and that the internet is simply a new tool for information dissemination, inevitably affects their development planning and strategy formulation, thereby limiting their survival and development in the new era [?].

Many media organizations operate independently with a lack of strategic vision

prioritizing overall interests. While numerous media outlets imitate the production of high-quality television programs, those with sophisticated production resources can create visually appealing, audience-approved works, whereas those with limited resources struggle to expand market share through imitation, ultimately undermining their overall competitiveness. The absence of complementary cooperation among traditional media has left many local media in a passive position when facing the new media era and landscape, lacking the capacity to change their developmental disadvantages. Systemic constraints have rendered the recruitment of professional personnel and the acquisition of advanced production equipment impossible for many traditional media enterprises, with some even being deprived of autonomy in development. The conflict between media convergence mechanisms and existing industry systems has further complicated the development path for traditional media [?].

2. Conflicts in the Media Convergence Context

The integration of traditional and new media under current circumstances will bring about fundamental changes to traditional media themselves. To achieve ideal convergence outcomes, traditional media must have management systems and operational mechanisms capable of supporting new development models. However, in practice, the management mechanisms and institutional frameworks of many traditional media have become significant constraints on flexible and dynamic development, hindering sustainable growth in the current media environment. Faced with increasingly fierce market competition, the lack of deep cooperation among traditional media, with each operating in isolation, has become a major obstacle. This “fusion without integration” state characterizes the current situation where some traditional media actively embrace new media forms but few successful cases exist. New media remains the dominant force in the industry, and traditional media lack scientific guidance and proper positioning during the integration process, resulting in superficial convergence.

Traditional media must change not only their communication content and forms but, more importantly, their development strategies and thinking to align with the rhythm of new media development. Without fundamental ideological transformation, changes remain merely formalistic imitation of new media, failing to achieve content innovation and consequently unable to attract audience attention. Media production requires adequate funding, human resources, and material support, as well as competitive awareness to consider issues from an economic perspective. If traditional media remain immersed in outdated thinking such as “we are the industry benchmark” or “we do not need to participate in market competition,” they will ultimately be eliminated by the economic market [?].

4. Approaches for Integrated Development of Traditional and New Media Under Internet Thinking

4.1 Establishing Innovative Concepts for Media Convergence

Traditional broadcasting media must clearly understand modern social development trends, actively embrace opportunities and challenges brought by the times, abandon traditional development thinking, and explore new measures that meet contemporary demands while facilitating their own progress. Organic integration with new media represents the inevitable path for traditional media. The continuous development of internet technology has expanded the development space and service domains of traditional media, providing rich content to users with high service quality and establishing essential conditions for the transformation of traditional media. Emerging media has evolved from digitalization to intelligence, and traditional media should expand their digital achievements, leverage new technological means such as the internet, innovate concepts of technological integration and application, and continuously enhance media productivity and communication capacity. The development of new media presents a diversified trend, but all fundamental characteristics are built upon modern computer network technology. Traditional media must comprehensively learn and master these new communication technologies and accelerate the construction of communication systems that meet their own development needs. Many traditional media have established their own Weibo and WeChat platforms to increase communication and interaction with audiences, applying advanced technology and innovative concepts to present more compelling and influential new media service content [?].

Traditional media must transform their management systems, operational mechanisms, and development concepts. In the current media development landscape, traditional media actually possess unique advantages while simultaneously facing unprecedented challenges. They should leverage their rich cultural backgrounds and communication functions accumulated through development as strengths, promptly reflect on existing problems, optimize resource allocation, increase investment in advanced production capabilities, enhance market competition awareness, and lay a solid foundation for integrated development with new media [?].

4.2 Producing High-Quality Content Products

Content is the most direct factor in attracting audience attention. Therefore, traditional media must not only change communication forms but also innovate communication content to meet modern aesthetic demands and produce high-quality, high-caliber programs to establish a solid audience base. Audiences are the key to ensuring long-term development. Under Internet thinking, audiences' diversified demands have gradually increased, and they can independently access and select program content. Traditional media must develop a deep understanding of these diverse audience demands and actively pursue independent

innovation to ensure their program content can gain audience recognition among vast resources. They must disseminate quality content through multiple channels to attract broader audience attention, using high-quality content products to gain market recognition.

4.3 Establishing Integrated Management Mechanisms

To change the current situation of “fusion without integration” between traditional and new media, traditional media must undergo fundamental transformation. First, they need to adjust their operational processes. Media program production and distribution should prioritize audience needs while utilizing appropriate communication platforms, ensuring that program operations align with platform characteristics. Second, they must restructure their internal organization. Traditional media’s internal structures are too rigid for the new media environment and require reform in personnel allocation, professional team recruitment, position promotion, and performance evaluation management systems. Third, they need to achieve information resource sharing. The traditional industry characteristic of operating independently must give way to openness and integration as inevitable choices. Traditional media must set aside their posture, actively communicate and interconnect with suppliers and operators, engage in complementary and mutually supportive relationships with industry peers, share quality resources, and gradually form a mutually beneficial development pattern within the industry [?].

5. Conclusion

Under Internet thinking, traditional media must change not only communication forms but also revolutionize their development thinking and operational systems. Traditional media must face their developmental disadvantages under Internet thinking and actively improve themselves by establishing innovative concepts for media convergence, producing high-quality content products, and developing integrated management mechanisms. Only through essential integration with new media can traditional media continuously draw developmental momentum from the media industry, enhance their audience base and market space, and achieve sustainable development.

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