

Interdependence Between New Media and Traditional Media in the Context of Triple Network Convergence: Postprint

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Abstract

With the rapid development of the Internet, new media platforms such as Weibo and WeChat have also experienced swift expansion, exerting substantial influence on traditional media. In the context of the current triple-network convergence, it is imperative to fully recognize the necessity of interdependence and integrated development between new media and traditional media, thereby fostering a favorable landscape of resource sharing and interactive dissemination. This paper provides a brief overview of the challenges and impacts posed by new media on traditional media, analyzes several modalities of interdependence between the two, and investigates pathways for their further integrated development.

Full Text

A Study on the Interdependence Between New Media and Traditional Media Under the Triple Network Convergence Background

Abstract: With the rapid development of the Internet, new media platforms such as Weibo and WeChat have experienced swift growth, exerting tremendous influence on traditional media. Under the triple network convergence background, it is essential to fully recognize the necessity of mutual interdependence and integrated development between new media and traditional media to foster a favorable situation of resource sharing and interactive communication. This article briefly outlines the challenges and impacts that new media has brought to traditional media, analyzes several forms of interdependence between new media and traditional media, and explores pathways for their further integrated development.

Keywords: triple network convergence; new media; traditional media; integrated development

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The Impact of New Media on Traditional Media: Challenges and Challenges

In recent years, supported by the rapid development of the Internet and new technologies, the functionality of various Internet terminal devices has become increasingly powerful. In particular, smartphones and modern 4G networks have fundamentally transformed how people produce, disseminate, and consume information, gradually shifting from resource monopolization to resource sharing and two-way interactive communication. The strong rise of new media has delivered a tremendous impact on traditional media, leaving many traditional media professionals uncertain about their future. In this media landscape, achieving integrated development between new media and traditional media has become imperative.

Traditional media employs relatively fixed methods for information transmission and reception, with audiences often passively accepting information. However, under the triple network convergence background, networked, personalized, and digital new media has gained audience favor [?]. In the new media environment, everyone is both a disseminator and receiver of information, gradually transforming the traditional “mass media” into “niche media,” though the overall audience base remains constant. New media’s absorption of a large audience base has created competitive dynamics between new and traditional media, with both sides fiercely competing for the substantial media industry market.

From the perspective of actual media competition, the situation for traditional media appears grim. The 38th Statistical Report on China’s Internet Development in 2016 showed that by June 2016, China’s internet user base had reached 710 million, with average weekly online time per capita reaching 26.5 hours. The increase in internet users and their online time inevitably compresses the attention given to traditional media such as newspapers and television. For media competition, audience attention resources represent the lifeline for survival and development, and the primary content of competition between traditional and new media is precisely this audience attention. However, new media’s enormous appeal has placed it in an advantageous position in this competition, inevitably delivering significant impact and challenges to traditional media.

The Interdependence Between New Media and Traditional Media

In reality, the development of new media and traditional media reveals a relationship of mutual interdependence, where neither can survive normally without the other [?]. Understanding the specific manifestations of this interdependence is crucial for promoting integrated development.

New Media's Dependence on Traditional Media Content Although new media content has become richer under the backdrop of rapid new media development, no large-scale, influential online media outlets have emerged within the new media landscape. Some representative platforms such as Yahoo and AOL still rely on traditional media content as their foundation [?]. In public perception of mass media, traditional media outlets are frequently discussed—virtually everyone is familiar with Hunan TV, Zhejiang TV, *People's Daily*, and *China Youth Daily*—yet not everyone knows major online news sites such as China News Network or Toutiao News. Moreover, domestic large-scale news portals like Sina, Sohu, and NetEase source their headline news from traditional media, with traditional media content supporting the development of new media. Without the content support from traditional media, new media would inevitably face an unsustainable situation. Guided by the principles of speed and content, new media must continuously provide audiences with attractive news.

Furthermore, China maintains strict control over news reporting, granting interview rights only to a limited number of mainstream news website journalists, such as those from influential online media like People.com.cn and Xinhuanet.com, while major web portals have not been granted news interview rights. Consequently, to firmly capture audience attention, new media must rely on traditional media's information resources to extract valuable content.

Traditional Media's Dependence on New Media Transmission Channels In the Internet era, traditional media faces development bottlenecks due to its unidirectional transmission and slow transmission speeds, resulting in limited channels. Therefore, expanding multi-channel transmission to attract audience attention has become a key focus for traditional media. To enhance audience engagement, traditional media has leveraged the convenience of modern Internet technology to establish new media platforms. For example, *People's Daily* launched an online edition that reaches 30,000-40,000 daily readers, enabling people to understand current hot topics without purchasing newspapers daily [?]. After *Xinwen Lianbo* (CCTV News Broadcast) launched its new media platform, audiences could participate in media interaction and communication, providing tremendous convenience for audience engagement. By fully leveraging its authoritative and authentic news content advantages while actively utilizing Internet platforms, traditional media has achieved faster and better development, establishing a cooperative and coexistent relationship with new media in the current environment.

Integrated Development of New Media and Traditional Media

Faced with the rapid technological updates and information transmission challenges of new media, traditional media should emphasize integration with new media and actively seek innovative pathways for sustainable development [?]. Although new media has developed rapidly under the triple network convergence background, its development situation is not as smooth as imagined. New media's high dependence on traditional media content means it essentially serves as free promotion to enhance traditional media's influence. Therefore, addressing the development dilemmas of both new and traditional media by accelerating their integration holds important practical significance for the sustainable development of both.

Internal Integration Within Traditional Media The earliest interactive integration within traditional media occurred between newspapers and broadcasting, which brought tremendous benefits to the development of both. Subsequently, newspapers and television also engaged in various forms of integration. For instance, Jiangxi TV's *Magazine World* and Phoenix TV's *Daily Newspaper Reading* represent effective attempts at televising newspaper content. Additionally, in reporting breaking news events, fully leveraging the influence of traditional media such as television, newspapers, and radio can provide substantial support for the sustainable development of traditional media.

Internal Integration Within New Media Integration among new media platforms is simpler than that within traditional media, primarily because differences in transmission time and content among new media are relatively small. Achieving integration between online media and mobile media can increase new media's market share. For example, major Internet portals such as Sina, NetEase, and Sohu have established mobile media platforms, leveraging the vast smartphone user base to enhance portal influence. Additionally, the cooperation between Youku and Apple represents a typical example of mobile media integration with online media. Integration data shows that network access volume has grown exponentially through mobile media [?]. Moreover, modern 4G networks have provided smartphones with richer functionalities, particularly improved transmission efficiency, offering tremendous convenience for news reading and video viewing.

Integration Between New Media and Traditional Media On the basis of establishing cooperative development platforms with new media, traditional media can engage in deeper interaction and cooperation through its own online and mobile media platforms, achieving further integration. For example, Internet television stations represent a new media form integrating traditional television with online media. Online media primarily benefits from traditional television's rich content resources and broad audience base. Internet television stations are not simply clones of television media but utilize new media technology to achieve synchronized live broadcasting between networks and tele-

vision, enabling people to watch live programs online through mobile phones, computers, and other mobile terminal devices, significantly increasing program click rates. Additionally, Internet television stations offer functions such as on-demand viewing, fast-forwarding, downloading, and bullet comments, breaking the unidirectional information transmission model of traditional television and enhancing audience agency in information transmission. Furthermore, the deep integration between new and traditional media is also reflected in the integration of Internet television stations with modern live streaming platforms. Under the triple network convergence background, improved transmission rates have made online live streaming possible, and people have become increasingly interested in this form of online broadcasting. By leveraging live streaming platforms with large audience bases, traditional television media can further enhance its influence.

The interactive integration between mobile media and television media provides excellent opportunities for the integrated development of traditional and new media. For instance, China Mobile has collaborated with various authoritative media institutions to provide users with news, entertainment, culture, and other information services via text messages to users' mobile phones. Therefore, under the triple network convergence background, the interdependence between new media and traditional media will not gradually decline but will be appropriately supplemented through mutual integration. During the integration process, continuously expanding development channels can promote the joint enhancement of influence for both traditional and new media.

Conclusion

In summary, new media and traditional media maintain a relationship of mutual interdependence in their actual development. Under the triple network convergence background, achieving integrated development between new media and traditional media represents an inevitable requirement for the sustainable development of both. Their integration will necessarily involve the fusion of content and advantages, as well as concepts and culture, and this integration will inevitably continue to evolve alongside changes in the media environment and social context.

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