

Analysis of Issues in the Integrated Development of Traditional and New Media: Postprint

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Date: 2023-10-08T00:00:00+00:00

Abstract

With economic development and continuous advancement in science and technology, various industries no longer operate in isolation, but actively seek cooperative models. The media industry is also confronted with this issue; the rapid rise and development of new media, primarily in the form of internet and multimedia, has brought new development opportunities to traditional media such as television, newspapers, and broadcasting, while also posing severe challenges to them. The integrated development of traditional and emerging media represents an inevitable trend; therefore, it is essential to identify the key focus areas and balance points, thereby constructing a systematic and scientific integration development path characterized by complementary advantages and comprehensive functions, in order to comprehensively enhance the overall competitiveness of the media industry. This paper provides a comprehensive discussion on the issue of integrated development of traditional and emerging media, and proposes specific integration development strategies based on an analysis of advantages and disadvantages, for reference and consideration.

Full Text

ChinaXiv Collaborative Journal: Integration and Development Research

An Analysis of Issues Concerning the Integrated Development of Traditional and Emerging Media

Abstract: With economic development and continuous technological advancement, industries no longer operate in isolation but actively seek cooperative models. The media industry faces the same situation. The rapid rise and development of new media, primarily in the form of the internet and multimedia, has brought new development opportunities to traditional media such as television,

newspapers, and broadcasting, while also posing severe challenges. The integrated development of traditional and emerging media represents an inevitable trend. Therefore, it is essential to identify focal points and achieve balance to create a systematic and scientific integration path with complementary advantages and improved functions, thereby comprehensively enhancing the overall competitiveness of the media industry. This paper provides a comprehensive discussion on the integration and development of traditional and emerging media, and proposes specific integration strategies based on an analysis of their respective advantages and disadvantages, for reference and consideration.

Keywords: Traditional Media; Emerging Media; Integrated Development; Current Situation; Countermeasures

CLC Number: G206

Document Code: A

Article ID: 1671-0134(2017)07-049-02

DOI: 10.19483/j.cnki.11-4653/n.2017.07.010

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Traditional media currently faces severe market challenges, with some even suggesting that emerging media may replace it altogether, demonstrating the competitive intensity between the two. Such claims are one-sided. We should analyze and view traditional and emerging media through a developmental, dialectical, and scientific lens, following market principles and development laws to explore effective integration mechanisms and identify convergence points. Only then can we ensure complementary advantages, improved functionality, and leverage respective strengths to jointly promote the comprehensive and sustainable development of the media industry.

2. Analysis of Traditional Media Characteristics

Traditional media has existed alongside human production and life, possessing profound developmental heritage and significant advantages in both theoretical exploration and practical application. Its specific strengths are manifested in three areas: First, traditional media has a long developmental history and abundant resources. Through its prolonged evolution, it has accumulated substantial material, financial, human, and institutional management resources, forming a professional talent pool with extensive experience in news gathering, editing, and publishing, comprehensive theoretical knowledge, and rich practical expertise, while also receiving key state support and financial backing. Second, traditional media maintains a stable and massive audience base. After years of development, it has cultivated a stable and large audience that significantly influences human life and production, becoming virtually inseparable from daily existence. Third, traditional media possesses a sound and complete management mechanism. Having grown through continuous exploration and various situational changes while maintaining stable market position, it has established scientific management systems and industry operating mechanisms, laying the

foundation for scientific, systematic, and sustainable development. Under current market conditions, it continues to innovate according to public demand and social changes, creating a series of branded programs that further enhance viewership ratings.

However, traditional media also exhibits certain problems: First, insufficient technological advantage. Despite long-term development and innovation with a complete operating mechanism, research on developing and applying new technologies under new circumstances remains limited. Continuing to work according to traditional modes has resulted in relative technological backwardness and inability to adapt well to social changes and public demands. Second, relatively single communication channels. Traditional media platforms and dissemination channels mostly rely on print media, where the public passively receives information, and no effective interactive platform has been established for public-media communication. Third, communication speed and timeliness need improvement. Traditional media's fixed workflow—from information collection to editing, processing, and publication—requires considerable time, resulting in relatively lagging information. Additionally, numerous restrictions and requirements on television program broadcasting prevent the public from obtaining many news events in a timely manner.

1. Analysis of Media Industry Development Situation

Media serves as an important carrier accompanying human production, life, and social development. Its emergence has greatly broadened people's horizons, strengthened mutual communication, shortened the distance between the public and media, and timely delivered various information to society and the public, promoting human development and progress. Traditional media includes television, newspapers, broadcasting, and periodicals, with a long developmental history that has accumulated rich experience and presented unique advantages to the public, influencing all aspects of public life. With technological development and social progress, the fifth media type has emerged. New media has rapidly captured public attention, and various derivatives such as mobile television, the internet, and online media have integrated into all industries, posing enormous shocks and challenges to traditional media. The current situation demands careful handling: traditional media's strong experiential advantages and popularity versus new media's rapid development models and technologies. If traditional media continues along its previous development path and operational model, it will clearly not conform to market laws and developmental change requirements. Emerging media remains immature in development and can only explore effective pathways suitable for modern society by fully drawing on traditional media's strengths. The issue is not about replacement but mutual integration for common development.

The integration of traditional and emerging media has become an important development trend and a major transformation. Both possess advantages and disadvantages, and only through mutual learning, summarizing patterns between

them, and exploring new methods and means to better satisfy public demand can we achieve comprehensive and all-around integrated development.

3.1 Advantages of Emerging Media

The rapid rise and development of emerging media primarily stems from several advantages: First, large information volume and high openness. Emerging media can provide the public with vast information resources anytime, accessible through multiple channels and methods that break through temporal and spatial limitations, further increasing public demand for information and meeting developmental needs. Second, rich formats and strong interactivity. Emerging media not only quickly conveys various information to the public but also enhances interactivity, allowing the public to express their views and ideas on various emerging media platforms for effective communication. Supported by computer network technology, emerging media can provide content in multiple forms including text, images, sound, and animation, greatly attracting public attention. Third, wide dissemination range. Emerging media is unrestricted by time or space—information can be obtained anytime through various platforms with extremely fast transmission speed, and people can disseminate and publish information according to their permissions at any time. With fewer publishing constraints and no need to follow traditional media's editing and publishing processes, emerging media can publish anytime with a topic, significantly improving timeliness.

3.2 Disadvantages of Emerging Media

Due to its relatively short developmental history, emerging media still exhibits certain deficiencies: First, innovation levels need improvement. Although emerging media has developed rapidly, its communication methods and content rely on resources provided by traditional media without developing its own characteristics. For example, many emerging media programs have evolved from traditional media development modules, which has increased click rates to some extent, but compared with authoritative traditional media, they have not formed distinctive features in in-depth reporting. Second, insufficient authority. While emerging media's rapid dissemination and information publishing efficiency attract public attention, the authenticity of much information remains questionable. Without strict approval systems, much information lacks authoritative support, and even information chaos affects people's value judgments and the formation of good social customs. Therefore, emerging media also faces bottlenecks in development. How to learn the characteristics of traditional media in terms of depth, and how traditional media can learn from emerging media in terms of timeliness and communication methods—these are subjects requiring further research. Only through complementary advantages can we achieve better mutual prosperity.

4.1 Innovating Systems, Mechanisms, and Development Concepts to Enhance Market Adaptability

The traditional media industry has undergone multiple reforms in its development process but has never broken through institutional constraints and limitations to fully participate in market competition. If this continues, emerging media cannot achieve comprehensive development, and effective integration between the two cannot occur. Therefore, it is essential to first break through institutional constraints, strengthen innovation, and improve legislation, abandoning temporary management models. In accordance with market development changes, establish long-term management mechanisms suitable for media industry development and strengthen media self-discipline. On the other hand, institutional reform is needed to break the situation of organizational redundancy and unscientific personnel management. Following modern enterprise management concepts, accelerate organizational restructuring and reform to improve work efficiency and optimize work models. In terms of market competition, effective mechanisms should be established for emerging media to actively participate in market competition, encouraging active involvement to enhance the authority of emerging media and the communication efficiency of traditional media. In summary, only by deepening institutional reform, improving legislation, optimizing organizational structure, and innovating market operation mechanisms can we eliminate constraints on media industry development and increase operational vitality.

4.2 Formulating Targeted Integration Development Plans

The media industry should explore specific integration development plans based on its market positioning and public demand, clarify division of responsibilities, and implement them strictly to ensure orderly organic integration between the two media types. It is crucial to actively leverage the initiative of local media, government, and industry to better ensure the effective implementation of integration models.

4.3 Accelerating Technology Application and Research

For emerging and traditional media to achieve integrated development, they must accelerate technology development and application. On one hand, they should fully utilize new media technology to build more development platforms, establish comprehensive database construction platforms, and innovate content editing, publishing, and communication efficiency enhancement methods to open communication between user groups of both media types. On the other hand, they should fully utilize mobile websites and other tools to develop new models, enhance user experience, improve information content, and strengthen online and offline resource integration to build an all-media operation and management platform, ensuring that various groups can achieve resource sharing and industrial co-management on the platform, further improving the coverage of

both media types. Additionally, addressing the insufficient independent brand advantages of new media, they should fully draw on the experience of traditional media's technical teams to further improve new media's independent research and development capabilities, focusing on module characteristics to comprehensively create distinctive branded columns for new media development.

4.4 Conducting In-Depth Exploration of Content Integration

Efforts in content are essential to enhance information connotation. We should pursue depth in content mining to improve the ideological quality of reporting, while fully integrating news and non-news information. In non-information businesses such as online social networking and online gaming, we should further enrich promotional content, broaden service fields, and thereby provide the public with more diversified, personalized, and comprehensive services.

4.5 Accelerating Talent Team Development

Promoting media integration development requires mastering more new media technology and possessing modern enterprise management concepts and innovative consciousness. Therefore, based on thorough research of public demand and development status, we should strengthen training in technology application and development, professional ethics, and modern enterprise management, introduce more high-end talents, and comprehensively improve talent reserves and cultivation levels to provide continuous human resource support for promoting integrated development.

In conclusion, the integrated development of traditional and emerging media will encounter various obstacles and difficulties. It is a long-term process requiring government, media industry, and media professionals to proceed from reality, actively adapt to market development situations and policy changes, explore proactively, implement scientifically, and advance steadily, ultimately building a new modern media industry development model with appropriate scale, diverse forms, and rich business patterns.

References: [1] Hu Zhengrong. Key Issues and Paths for the Integration of Traditional and Emerging Media [J]. News and Writing, 2015(05).

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