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## Approaches to Win-Win Convergence of Traditional and New Media: Postprint

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### Abstract

In the multimedia era, traditional media and new media are interdependent and coexist through integrated symbiosis. Traditional media faces both challenges and opportunities. This article analyzes the pathways for traditional media to “embrace” new media and achieve deep integration, and proposes constructive recommendations.

### Full Text

#### Research on Integration and Development: Pathways to Win-Win Integration Between Traditional and New Media

**Abstract:** In the multimedia era, traditional media and new media are interdependent and coexist in symbiosis. Traditional media faces both challenges and opportunities. This paper analyzes how traditional media can “embrace” new media to achieve deep integration, and offers constructive recommendations.

**Keywords:** Traditional Media; New Media; Integration; Win-Win

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The arrival of the multimedia era has brought numerous “variables” to traditional media, which was once the leader in shaping public opinion. Necessary adjustments and adaptations must be made from the outside in, and from the inside out. On the one hand, the brand must not be lost—mainstream media must strengthen their core competitiveness. As audiences are placed in a flood

of massive information, they have the right to choose what information to access and the freedom to select their media channels; on the other hand, new media appearing in new forms represent the development direction of advanced productive forces and will inevitably become a trend. For traditional media such as television, their once-unique advantages are gradually diminishing, and their territory is steadily shrinking. As the saying goes, only by being vigilant in times of peace can we carry forward the past and open up the future; only by innovating and seeking change can we write a new chapter.

## 1. Capabilities and Limitations in “Dancing” with New Media

Traditional media and emerging media are competing for territory, each with its own strengths and weaknesses, gradually forming a situation where “you are in me, and I am in you,” making integration an inevitable trend. The reason some traditional media have lost their footing in their alliance with new media is not so much that new media is too strong, but rather that traditional media itself is not strong enough, most notably reflected in the decline of its own content quality.

The development of new media by traditional media is both a practical necessity and an imperative of the times, as well as an important strategic deployment by the Party Central Committee to respond to new changes in the public opinion landscape. In this regard, mainstream media must understand this from a strategic height, actively expand communication channels, optimize communication methods, closely align with the pulse of the times, and strive to meet audience needs.

Furthermore, the integration of traditional media and new media should be active and proactive. The orientation must not deviate—mainstream media must voice mainstream opinions. Integrating with new media is even more conducive to enhancing the influence of traditional media and promoting mainstream values. This is also the fundamental purpose of traditional media’s integration with new media. Practice has proven that any new communication method or platform serves only to guide social hotspots, build social consensus, gather positive energy in strengthening mainstream ideological public opinion and optimizing the online public opinion ecology, thereby breaking the old and establishing the new to construct a new pattern of public opinion guidance.

The responsibility must not be forgotten—mainstream media must play the role of the main force. The development of new media by mainstream media is a competition between positive energy and corrupt ideologies. We must recognize that the internet is a new ideological and public opinion front. This endows mainstream media with a supreme mission and responsibility. Mainstream media must, from the height of building governance capabilities and from the perspective of promoting social stability and harmony, bravely serve as the main force in guiding social public opinion and leading social development. In the

internet era, mainstream media must put their responsibilities first, acting as excavators of massive information, corrosion inhibitors of extreme emotions, and ballast stones of social mentality, continuously voicing mainstream opinions and becoming the pacesetter of social public opinion.

## 2. Achieving Deep Integration with New Media

The carriers may constantly change, but journalism remains eternal. In the process of developing new media and achieving deep integration with it, mainstream media still have great potential and should indeed achieve great things.

New media should become the connection point for mainstream media to stay grounded. Immediacy, interactivity, and infinity are the strengths of new media and the weaknesses of traditional media. Integration with new media is essentially a remedy and avoidance of traditional media's own disadvantages. The vastness and speed of new media can effectively compensate for the shortage of information sources in traditional media, and can also help traditional media practitioners break old thinking habits, strengthen rapid response capabilities, enhance service awareness, and more actively pay attention to the massive information on new media and listen to the voices of netizens, thereby becoming more grounded and warm. On the other hand, with the help of new media, traditional media will inevitably unite and cultivate a large number of "citizen journalists," providing possibilities for enhancing the breadth and density of information collection. As interaction between media and audiences increases and distances shorten, media influence will naturally be greatly improved.

New media should become the training ground for mainstream media to reform their writing style. For a long time, the writing style of mainstream media has been seriously detached from the masses, weakening media competitiveness and influence. Speaking in language that the masses can understand, are willing to listen to, and can accept has become a pursuit and fashion. To enter and occupy new media, we must actively explore the laws of online communication, tap into the traditional characteristics of new media, and then carry out scientific "grafting" to achieve complementary advantages and win-win coexistence. In the new media era, self-media represented by Weibo and WeChat is flourishing, and its fresh and clear style is also eye-opening. As traditional media, we must dare to learn and dare to draw lessons to promote changes in writing style and thus win back audiences.

New media should become the experimental field for mainstream media innovation. When poor, one changes; when changed, one becomes accessible; when accessible, one lasts long. In the all-media era, traditional media and new media are competing to exert their strength, thoroughly exploiting news to maximize audience capture, which has long become the norm. In the past, traditional media dominated the world and followed conventions; even if life was not comfortable, it would never endanger survival. However, with the arrival of the new media era, standing still means facing the danger of elimination. The addi-

tion of new media provides a brand-new platform for comprehensively building a public opinion guidance pattern, thus requiring traditional mainstream media to move with the times and innovate. This innovation is first reflected in the preliminary attempts of newspaper-network and TV-network integration. For example, “Xuchang Zero Distance Online Forum,” as a star program of Xuchang Television Station, has boldly explored TV-network integration, with content sourced from the internet and layout design as close as possible to website pages, significantly enhancing its influence and reputation. This innovation is also reflected in the multi-party linkage and collective efforts of the all-media era. When reporting major news events, the pattern of first posting on Weibo and WeChat, then going online, and finally following up with in-depth programs has long become the standard operation for Xuchang Television Station to do a good job in news propaganda. This innovation is also reflected in the expansion of reporting fields.

Compared with the relatively light-asset “two micros” (Weibo and WeChat), Xuchang Television Station has paid more attention to increasing investment, successively developing a batch of clients such as “Palm Xuchang,” which has a large number of loyal users and relatively ideal download volumes, with “daily active users and monthly active users” gradually climbing, achieving obvious benefits. At the same time, it has also allied with more than 20 domestic television stations to continuously promote a regional media convergence strategy, “strengthening muscles and bones,” further seizing the high ground of public opinion and increasing the ability to attract advertising. Entering 2017, Xuchang Television Station has also actively explored the establishment of a “news central kitchen” operation plan, in which the news section sets up multiple columns such as “Headlines” and “Recommendations,” gathering content from newspapers, television, radio, websites, news clients, and high-quality self-media, covering full product fields including graphics, audio, video, micro-video, VR video, drone video, H5, motion news, and graphic news, comprehensively integrating various resources and forces to achieve the expected effect of “1+1>2.”

### 3. Multi-Platform Operations and Large-Scale Campaigns

Firmly grasping the initiative in public opinion, seizing the commanding heights of public opinion, and promoting socialist core values have always been a core task of traditional mainstream media. It is undeniable that while undertaking this arduous task, traditional media must also consider operating costs, and television stations also bear the task of maintaining and increasing asset value. Therefore, in the process of accelerating transformation, mainstream media also need to selectively try to use new media and technologies to enhance profitability and brand value.

Exploring paid viewing models. With new media besieging traditional media from all sides and traditional media struggling to move forward today, we must explore new ways of charging for news products. Abroad, *The Washington Post* allows non-regular users to read 20 articles for free, while other content requires

payment. *The New York Times* packages previously valuable articles for paid download. In China, *Caijing*, *Century Weekly*, and the electronic edition of *People's Daily* have also introduced paid reading models. Currently, Xuchang Television Station is also in contact with well-known companies such as Qingting to cooperate on paid viewing and paid push services, thereby opening up new economic growth points while strengthening propaganda.

Opening Weibo and WeChat accounts. Official TV Weibo accounts compensate for the defects of television media in terms of timeliness, interactivity, and information volume. The “precision strike” effectiveness of WeChat push should also attract our sufficient attention. Currently, Xuchang Television Station has applied for an official TV Weibo account and established a WeChat public account matrix, pushing hundreds of news items daily, playing dozens of videos, and uploading hundreds of pictures, providing audiences with a delicious news feast that is widely welcomed. Although the profit model of Weibo and WeChat is not yet clear enough and profitability is not strong enough, it represents a forward direction, greatly enhancing the influence of television media and increasing the brand value of television media.

Building news clients. In the era of deep integration, various news clients are launched one after another. If Weibo is a revolution in social media public communication and WeChat is a revolution in social media segmented communication, then clients are a revolution in mobile news portals. News clients are an evolution of editor-led news portal websites and a correction to the fragmentation of social media. This “curated” model can fully leverage the advantages of traditional media in resource integration, in-depth news, and professional commentary, and can also draw on the existing portal website advantages of television media. Compared with the relatively light-asset “two micros” (Weibo and WeChat), Xuchang Television Station has paid more attention to increasing investment, successively developing a batch of clients such as “Palm Xuchang,” which has a large number of loyal users and relatively ideal download volumes, with “daily active users and monthly active users” gradually climbing, achieving obvious benefits. At the same time, it has also allied with more than 20 domestic television stations to continuously promote a regional media convergence strategy, “strengthening muscles and bones,” further seizing the high ground of public opinion and increasing the ability to attract advertising. Entering 2017, Xuchang Television Station has also actively explored the establishment of a “news central kitchen” operation plan, in which the news section sets up multiple columns such as “Headlines” and “Recommendations,” gathering content from newspapers, television, radio, websites, news clients, and high-quality self-media, covering full product fields including graphics, audio, video, micro-video, VR video, drone video, H5, motion news, and graphic news, comprehensively integrating various resources and forces to achieve the expected effect of “1+1>2.”

In conclusion, in the internet era where new technologies are changing with each passing day, traditional media cannot compete in terms of capital or technology. Only by actively responding, riding the fast train of the internet, utilizing new

technologies, leveraging the advantages of content production, and continuously accumulating brand advantages can we achieve a double harvest of social and economic benefits.

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*Note: Figure translations are in progress. See original paper for figures.*

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