

Traditional Television Media's Breakthrough in the Post-Print Era under the Impact of New Media

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Abstract

The continuous development of the Internet has propelled the advancement of new media, which, while exerting certain impacts on traditional television media, has also brought forth new opportunities. Characterized by large information capacity, rich content, high efficiency, and convenience, new media has opened up vast development space. This paper introduces an overview of new media, analyzes the impacts of its development on traditional television media, and proposes several measures for breaking through challenges and embracing new development, thereby laying a solid foundation for its better advancement.

Full Text

Breakthrough Strategies for Traditional Television Media Under the Impact of New Media

Abstract: With the continuous development of the internet, new media has flourished, creating both challenges and opportunities for traditional television media. Characterized by vast information volume, rich content, high efficiency, and convenience, new media has opened up broad development prospects. This paper provides an overview of new media, analyzes its impact on traditional television media, and proposes several breakthrough strategies to address these challenges, aiming to establish a solid foundation for future development.

Keywords: new media; impact; traditional television media; breakthrough; strategies

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Author: Jin Qu

The emergence of media has profoundly influenced our lifestyles and communication patterns, fundamentally altering how we interact. In the current era, the continuous advancement of information technology and network technology has enveloped society in an information age where broadcast, television, newspapers, and other channels enable us to constantly access diverse social phenomena and widely disseminate information. The internet, in particular, has become a primary mode of communication and daily life. New media offers characteristics such as large information volume, rich content, efficiency, and convenience, making it increasingly preferred by audiences for content consumption. Its rapid dissemination speed and user-friendly nature have attracted growing attention. In contrast, although traditional television media has a long history, it remains constrained by time and location limitations, preventing audiences from accessing desired content anytime and anywhere. Additionally, its lack of interactivity prevents viewers from expressing their thoughts and feelings in real-time or actively participating in programs, leading to a gradual decline in viewership.

1. Brief Introduction to New Media

New media's current development relies fundamentally on the internet, and its status within the media landscape continues to rise. The internet has ushered society into a new media era characterized by increasingly personalized and diversified communication and lifestyles, satisfying a wide range of user needs. Online video distribution through new media platforms is developing rapidly, permeating every corner of daily life and enabling access to diverse programs anytime and anywhere via mobile phones, televisions, and other devices. As network technology continues to advance, the internet's influence will further intensify, driving the advertising market's growth and consequently imposing greater impact on traditional television media.

2. Challenges Faced by Traditional Television Media

2.2 Advertising Share Diversion and Revenue Decline

The advent of the new media era has fragmented television audiences and diverted advertising share, resulting in reduced revenue from television advertising. According to statistics, around 2009, advertisers began shifting their focus to new media, dealing a significant blow to television media. This mass migration occurred because new media's rapid dissemination speed and extensive influence allowed advertisements to gain widespread audience recognition and achieve greater stability, posing a substantial threat to the survival and development of traditional television media.

2.3 Erosion of Traditional Media's Opinion Leadership Position

Since the rise of new media, traditional media's position as an opinion leader has been challenged, as audiences no longer rely solely on television media as their

central source of information. New media's strong openness provides viewers with broader access channels and exposes them to diverse perspectives, establishing new media as an important reference for understanding society.

3. Breakthrough Strategies for Traditional Television Media

3.1 Creating and Improving Media Application Platforms

The most prominent feature of the new media era is its extensive expandability. Traditional television media can combine its own characteristics with appropriate imitation to create and improve application platforms. Three key approaches include: (1) **APP Clients:** Optimize and transplant traditional television content and services to mobile applications to increase sharing rates and provide new experiences. It is essential to continuously develop and update content based on consumer demand while establishing a professional technical team to ensure long-term technological investment. (2) **Mobile Websites:** Rather than treating websites as the core of new media transformation—a strategy that often yields disappointing results due to low user traffic and blocked push notifications—mobile websites should serve merely as supplementary platforms. (3) **News Clients:** Following the examples of Tencent News and NetEase News, add sub-projects to enhance information dissemination speed. News clients can supplement and extend APP services, increase external links, and facilitate APP promotion. Additionally, official Weibo and WeChat public accounts can be utilized for publicity and recommendations.

3.2 Enriching Program Content and Improving Quality

Compared to new media, traditional media still maintains certain advantages in information dissemination, particularly in terms of depth. To leverage these strengths, traditional television must continuously enrich program content and improve quality. Television media possesses strong authority, which holds significant meaning for audiences seeking factual verification. Quality can be enhanced through in-depth processing of commentary content and comprehensive improvement of analysis. Currently, most new media content lacks factual support, particularly mobile and online information, making it difficult to satisfy audiences' need for factual verification. Television program production can capitalize on this advantage by providing deeper descriptions and more fact-based evidence to elevate traditional media's status.

3.3 Transforming Information Channels and Integrating Innovative Elements

Given the significant impact of the new media era on traditional media, breakthrough requires integrating innovative elements and transforming information reception and dissemination pathways to enhance competitiveness. Traditional

media should appropriately absorb new media's strengths and essence, effectively leveraging public power to disseminate information more broadly and in real-time. Combining this approach with social news can increase influence. In terms of dissemination pathways, traditional media should compare itself with new media to improve not only its own dissemination speed but also its depth and influence, particularly in social news where it should fully exert its guiding role.

3.4 Increasing Audience Interaction and Enhancing Media Affinity

During television broadcasting, interactive platforms can be incorporated to boost audience participation and enthusiasm. Interviewing participants after activities helps timely understand their feelings and thoughts, enabling the production of programs that better meet audience needs. Currently, traditional television media's audience interaction remains limited to telephone calls, on-line messages, and text messages. Despite increased communication frequency, the interactive effect falls short. During live television broadcasting, audiences should be brought into the scene for direct interaction, which can enhance program affinity and improve the audience's perception of television media. Furthermore, the television industry can provide various consumption services based on audience psychological needs, such as television shopping and paid on-demand services. This approach can improve program ratings, stimulate consumption, and strengthen audience interaction frequency. Programs should minimize advertising insertion rates to enhance influence, as excessive advertising can negatively affect audience mood and interest, leading to declining viewership.

4. Conclusion

Through continuous transformation and progress, new media has now achieved a significant position, forming a competitive yet coexisting model alongside broadcast and television media. New media has brought breakthroughs and new content to traditional media. The relationship between the two has evolved from initial competition and mutual exclusion to later mutual learning and shared success. Regardless of which side gains advantage, there must be justification for its success, and the cooperation and mutual benefit between the two heralds the arrival of a new media communication era. In this context, traditional media must promptly and accurately understand its own status and shortcomings, continuously enhance the appeal of the television industry, actively inject more and better transformations into the television sector, re-establish its authoritative image, and ultimately achieve mutual benefit and common progress with new media.

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(Author's Affiliation: School of Film and Television Media, Sichuan Normal University)

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

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