

A Preliminary Study on How Traditional Media Can Leverage New Media Advantages to Improve Publicity Work (Postprint)

Authors: Li Yidan

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Abstract

For traditional media, the channels for obtaining news leads are extremely limited; therefore, they should fully utilize the information resource platforms provided by new media for publicity. In the Internet era, publicity was previously conducted solely through television and outdoor advertising. Presently, with the emergence of new media, communication methods via self-media platforms such as Baidu Tieba, WeChat, and Weibo have gradually gained widespread acceptance. In this context, traditional media should fully leverage the unique advantages of new media to effectively conduct publicity work. Currently, the impact of new media on traditional media is profound. In light of this, this paper presents relevant research on how traditional media can harness the advantages of new media to effectively conduct publicity work.

Full Text

Preamble

How Traditional Media Can Leverage New Media Advantages for Effective Publicity Work

Abstract: Traditional media faces significant limitations in news sourcing channels and must fully utilize information resource platforms provided by new media for publicity. In the internet era, conventional reliance on television and ground advertising has given way to the rise of self-media platforms such as Baidu Tieba, WeChat, and Weibo, which have become deeply embedded in public consciousness. In this context, traditional media should capitalize on new media's distinctive advantages to enhance publicity efforts. Today, new media's impact on traditional media is substantial. This paper examines how traditional media can leverage new media strengths to improve publicity work.

Keywords: Traditional media; New media advantages; Publicity work

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Author: Li Yidan

1. Characteristics and Advantages of New Media

Former Minister of Culture Cai Wu once noted that in traditional cultural transmission, we exhibit tendencies toward scholasticism, metaphysical discussion, and bookishness, while lacking groundedness in everyday life—creating a shortfall in fully expressing contemporary spirit. As public enthusiasm for outstanding traditional culture continues to grow, its popularization requires new platforms. New media’s advantages and characteristics can provide an excellent platform for the public, transforming traditional culture into something implementable, perceptible, and integrated, thereby developing its inheritance and transmitting positive energy.

In 1967, Peter Goldmark, director of the Columbia Broadcasting System’s technology research institute, first proposed the concept of new media [1]. *Wired* magazine defined new media as communication among all people, providing personalized content that merges recipients and disseminators into equal participants in dialogue. New media enables simultaneous personalized communication among all participants. This media form requires new technological support, including digital newspapers, magazines, radio, television, film, mobile television, internet, SMS, desktop windows, and more. Compared with traditional media, new media exhibits greater interactivity, immediacy, shareability, and massive scale, along with community-based and personalized features, hypertext and multimedia characteristics—earning it the designation of “fifth media.”

1.2 Main Characteristics of New Media

While sharing the same fundamental nature as traditional media, new media possesses its own distinctive features and functions [2].

First, Immediacy. As society develops, publicity methods have transformed. New media’s advantages have become prominent: low cost, massive information volume, and rapid updates make publicity work more convenient and timely. New media can transmit social hotspots and substantive traditional cultural knowledge and spirit to networks and mobile devices instantly, achieving dissemination effects and efficiency that traditional media cannot match. Particularly for sudden events, new media represents undoubtedly the most convenient, timely, and effective channel [3].

Second, Accessibility. For people who remain at home or in fixed work situations, traditional media can be highly effective. However, its impact is limited for mobile populations such as outdoor workers and commuters. Yet through mobile television, internet, mobile messaging, WeChat, Weibo, and other channels, people can access relevant information anytime, demonstrating publicity work's efficiency. People's leisure time is increasingly fragmented, making it difficult to have sufficient time to receive various types of information. However, receiving information during commutes and waiting periods proves an excellent method, not only making full use of time but also allowing learning of traditional cultural knowledge, spirit, and insights amidst traffic congestion, thereby enhancing personal cultivation. Considering fragmented time and relatively scarce availability, publicity work can employ "micro-publicity popularization" methods.

Third, Interactivity. Using new media for publicity work narrows the gap between audience and disseminator. This approach not only improves publicity effectiveness but also enhances audience interest in content, enabling deeper propagation. Some audience members and enthusiasts possess professional technical backgrounds, with expertise even surpassing that of publicity disseminators. Therefore, establishing open publicity platforms and channels represents a necessary solution.

Fourth, Personalization. Traditional publicity work mostly employs uniform panels and undifferentiated lectures, facing audiences with diverse interests and knowledge backgrounds. This makes it difficult to gauge appropriate depth and achieve universal popularization, resulting in unsatisfactory outcomes. New media can deliver targeted popularization based on different interests and personalized needs, providing corresponding platforms for different groups to choose from. New media publicity also features customization—simply state your requirements, and amateur enthusiasts or specialized institutions will provide results quickly and conveniently. Questions raised can also be rapidly answered online. If problems cannot be resolved by ordinary people, specialized institutions or experts can be sought for effective solutions.

Fifth, Participation. The core of new media publicity lies in everyone becoming both audience and disseminator, reflecting humanistic media characteristics. Audiences gain greater discourse power and participation rights, gradually blurring the distinction between audience and disseminator. Relevant management departments and governments must fully utilize new media platforms in publicity to attract greater mass participation in popularization and transmission, thereby achieving traditional cultural literacy goals sooner.

2. How Traditional Media Can Leverage New Media Advantages for Publicity Work

2.1 Using New Media Information Resource Platforms to Obtain Valuable News Sources

Current circumstances show that traditional print media has limited news sourcing channels. With today's widespread internet availability, relying solely on citizen phone calls for leads has become very restrictive. How to utilize information dissemination tools like Weibo and Baidu Tieba has become a critical issue. Weibo and Tieba represent relatively new media forms that, while challenging traditional media, also inject new vitality and facilitate transformation. Many traditional media outlets have established official Weibo accounts, individual journalist Weibo accounts, and websites, adding Weibo-based reporting to their news-gathering methods. Media journalists can track statements from influential Weibo personalities to obtain valuable news leads, and keyword searches on Weibo can also yield relevant news 线索. Regarding specialized domain information, diverse individuals can publish and forward content through Weibo, and attentive journalists can discover numerous leads usable by traditional media.

2.2 Combining Traditional and New Media for Optimal Publicity Effect

Although a single Weibo post contains only 140 characters, its influence, effectiveness, and valuable perspectives generate continuously. The vast information it aggregates has become an information convergence platform. With new media's popularization, Weibo has enriched traditional media reporting, enabling traditional media professionals to discover and focus on negative news facts through informant dissemination, thereby enhancing the depth of traditional media reporting content [4].

2.3 Using New Media as a Springboard to Consolidate Traditional Media Publicity Positions

New media's emergence represents an inevitable result of technological progress, offering opportunities for corporate publicity work, particularly for enterprises to utilize new media for reform and innovation. However, traditional media's importance must be recognized simultaneously. Enterprises should leverage new media's unique power and publicity methods while consolidating foundations through traditional media, fully utilizing traditional media's affinity and employing correct methods and perspectives for publicity work. During this process, publicity content rationality and positive 舆论 orientation must be ensured, with full employee participation in publicity work. Additionally, enterprises can use internal traditional media for publicity, which admittedly requires considerable effort. In this process, traditional media's audience age demographic is gradually becoming younger, which also makes traditional media more vital.

2.4 Based on Traditional Media, Leveraging New Media to Develop New Publicity Methods

In publicity work, traditional media occupies the main position, but new media can serve as a novel publicity method. New media's strong timeliness can deliver publicity content to employees within short timeframes. In typical enterprises, young employees constitute a large proportion, characterized by frequent mobile phone usage. Therefore, mobile terminals can be used to send publicity content to WeChat official accounts or QQ groups. Enterprises with adequate resources can even build their own websites as an excellent publicity method [5]. New media offers rich and diverse publicity positions and methods that meet social development requirements and align with young people's psychological appeals. Therefore, enterprises must fully integrate traditional and new media organically, expanding publicity methods and approaches. Using traditional media as the foundation for corporate publicity and leveraging new media's power can develop entirely new corporate publicity methods, thereby solving the problem of corporate publicity work failing to keep pace with development [6].

2.5 New Media and Traditional Media Relay to Complete the Main Theme of Publicity Work

The purpose of effective publicity work is to encourage employees and promote corporate culture, guiding employees toward positive and upward development. Therefore, traditional media should complete publicity work through relay with new media. Traditional media must fully utilize new media as a tool, with both integrating and working together for corporate publicity efforts.

3. Conclusion

In publicity work, traditional media occupies the main position, but new media's rise creates substantial impact on traditional media, significantly affecting publicity work. Therefore, to truly accomplish effective publicity, both must be fully integrated. The combination of new and traditional media represents an inevitable trend and an essential method and effective approach for corporate publicity work [7].

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(Author Affiliation: Danzhou Broadcasting and Television Station, Hainan Province)

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

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