

A Brief Analysis of How Traditional Media Should Respond to Developments in the New Media Era (Postprint)

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Abstract

The rapid development of science and technology, coupled with online media in the new media era, has posed significant challenges to traditional media. Traditional media must clearly recognize the situation, conduct rational analysis, pursue innovative development, seize opportunities, fully leverage their inherent advantages, achieve mutual complementarity, accurately identify their positioning and direction of effort, continuously enhance and enrich themselves, integrate various advantageous resources, realize the organic integration of new and traditional media, thereby enabling traditional media to achieve substantial development and maintain an invincible position in the media industry, while staying true to their original aspiration and continuing to forge ahead.

Full Text

A Brief Analysis of How Traditional Media Should Respond to the Development of the New Media Era

Abstract

The rapid development of science and technology has ushered in the new media era, characterized by network media, which poses significant challenges to traditional media. To address this, traditional media must clearly recognize the situation, conduct rational analysis, pursue innovative development, seize opportunities, and fully leverage their own advantages. They should learn from others' strengths to compensate for their weaknesses, identify their proper positioning and direction for development, continuously enhance and enrich themselves, integrate various advantageous resources, and achieve organic integration between new and traditional media. Only through these efforts can traditional media achieve substantial development, maintain an invincible position, and continue advancing in the media industry without forgetting their original aspirations.

Keywords: traditional media; new media era; innovative development strategies

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Currently, new media—primarily in the form of network media and based on computer science—has achieved rapid development and widespread application, facilitating the swift growth of social media, online resources, and search engines. This has brought numerous conveniences to people’s lives. Compared with traditional media, the new media era has witnessed significant changes in information dissemination methods and channels, with public attention toward new media platforms increasing markedly. This is particularly evident in the spread of major and hot-button events, where the Internet plays a crucial role, demonstrating its convenience and speed. Consequently, this has created substantial negative impacts on traditional media, causing audience fragmentation. Internet media has brought both opportunities and challenges to traditional media, requiring media professionals to pay greater attention and actively improve their approaches to traditional media development.

1. Current Characteristics and Impact of the New Media Era

With the continuous and in-depth development of information technology in China, the media industry faces enormous challenges and transformations. Compared with traditional media development, the new media era has witnessed diversified trends in both the forms of communication media and information dissemination platforms, with increasingly rich channels and content. As the variety of new media communication channels grows, the media formats and corresponding information content received by different audiences and client terminals have become fundamentally divergent in their modes of expression. In influencing the communication forms of traditional media, information content plays a crucial role. However, upon entering the new media era, a significant difference has emerged: beyond information content itself, greater emphasis is placed on the active role of relevant media dissemination platforms. For instance, Tencent Net, as a typical representative of new media platforms, has not replaced one medium with another in its development process. Instead, it has built a superior and more convenient media service platform based on satisfying people’s diverse needs. Under the influence of this social environment, most traditional media have been attempting to continuously explore reforms in new directions, achieving considerable development and progress in various fields of the new media industry.

2. Opportunities for Traditional Media in the New Media Era

The rapid development of the new media era has also brought new opportunities for the future development of China's business models. Currently, traditional media is undergoing a process of utilizing various emerging media technologies to realize the advantageous functions of multimedia based on existing foundations. It must also innovate and extend its current content and forms to create various digital media products, thereby gaining core industry competitiveness and significantly improving media work quality and efficiency. Furthermore, with the deep promotion of various information technologies, e-commerce has made substantial progress during this process, possessing greater development space and promising prospects.

On one hand, traditional media can actively seize this significant development opportunity by comprehensively exploring and innovating commercial advertising information and other content on new media platforms from new perspectives, which will provide important impetus for traditional media development. On the other hand, traditional media can also actively leverage new media technologies to establish various value-added service functions, including real-time communication, electronic communication, and search engines, thereby achieving organic integration between traditional and new media to promote the long-term development of traditional media.

Although new media has experienced significant growth in advertising placement rates during its development, its credibility and stability are far lower than those of traditional media in actual operation. Traditional media represents a recognized model of advertising placement that has developed over the long term. Whether in the broadcasting, television, or newspaper industries, traditional media will not be replaced by new media during their development. Instead, they will benefit from the continuous application of various new scientific and technological advances, particularly the application of backend statistical database technologies and two-way communication techniques, which provide greater advantages in data and sample collection. Combined with their effectiveness and credibility in advertising placement, traditional media will gradually explore more effective promotional methods and marketing models during their development, thereby promoting the stability of advertising revenue for traditional media.

New media can provide information as well as viewpoints. If traditional media can offer interpretation and judgment at this level, there is no doubt that people will develop a need for opinion attribution, making traditional media the winner in guiding public opinion, with new media ultimately providing assistance to the winner. Thus, it is evident that the present era is one of integrated and coexistent development between new and traditional media. The future development prospects for China's traditional media are considerable, though they require a continuous process of exploration and innovation.

3. Suggestions for Traditional Media Development Under New Media Conditions

3.1 Achieving Diversification of Media Communication Methods

Traditional media utilizes newspapers, television, and broadcasting as communication carriers. Having long served as mainstream media, the limitations of traditional media—such as single communication channels, limited content, and narrow coverage—have gradually become exposed. With the arrival of the new media era, information dissemination methods in society have undergone earth-shaking changes, and people have higher demands for the channels and speed of media information transmission. This directly requires the media industry not only to collect and process vast amounts of information materials but also to continuously reform and develop information dissemination methods. From the perspective of traditional media, while retaining their own advantages, they should emphasize the effectiveness and authenticity of media information content and utilize the advanced technologies of emerging media to enable faster information dissemination, more comprehensive information storage, and broader influence of media information.

3.2 Strengthening Awareness of Media Communication Subjects

When facing the tremendous impact of the new media era, traditional media should continuously reflect upon and summarize their own practices. During this reflective process, the most obvious changes have been the increase in information dissemination channels and the development of new media products. However, a crucial factor has been overlooked during the transformation stage of traditional media: the change in communication subjects in the new media era. Traditional media information dissemination has largely remained in a one-way transmission state of “I speak, you listen,” lacking positive interaction with communication subjects. In the new media era, however, people can filter useful information according to their personal preferences and needs, eliminating information they cannot accept. Therefore, for traditional media to truly achieve communication transformation, they must strengthen their cognitive depth regarding communication subjects.

3.3 Ensuring Principled Effective User Communication

Today’s media industry must not only play an active role in guiding public opinion but also listen to user feedback with humility. Therefore, to achieve the task of continuing the in-depth transformation of traditional media, it is essential to incorporate humanized service functions into traditional media, building an effective communication platform between the public and media to realize instant information exchange. Moreover, when disseminating relevant information, media should pay attention to maintaining a proper “degree” of freedom of speech—that is, a certain principled approach. While conducting open discussions, they must resist reactionary remarks, enabling healthy and civilized

communication between media and the public to ensure correct social effects and guidance of public opinion.

4. Development Trends of Traditional Media Under New Media Conditions

The rapid development of new media has brought tremendous impact to traditional media. This impact is not intended to replace traditional media with new media but rather represents an adaptive impact and a new form of development opportunity. The future path of common development for the media industry lies in the organic cooperation and integration between old and new media. Through long-term development, cooperation between new and traditional media has transformed the media industry. Various communication forms such as QQ tip-offs, electronic magazines, mobile newspapers, and newspaper websites are typical representatives of cooperation between old and new media, and they have achieved a series of positive results in their development.

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