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## Key Issues in Media Convergence and Media Transformation: Postprint

**Authors:** Wang Wei

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### Abstract

Under the influence of new media, traditional media have experienced significant declines in ratings, circulation, and listenership, facing the danger of “marginalization.” Therefore, to address the crisis of traditional media, it is essential to promote the convergence of old and new media, integrate valuable information, leverage the correct guidance of mainstream media, disseminate excellent culture, and comprehensively advance the transformation of converged media.

### Full Text

#### Media Convergence: Key Issues in Media Transformation

##### Abstract

Under the influence of new media, traditional media have experienced significant declines in viewership, circulation, and listenership, facing the danger of “marginalization.” To rescue traditional media from this crisis, it is essential to promote the integration of old and new media, consolidate valuable information, leverage the correct guidance of mainstream media, disseminate excellent culture, and comprehensively advance the transformation of converged media.

**Keywords:** media convergence; media transformation; key issues

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With the advent of the new media era, media convergence has penetrated traditional media, transforming the media ecosystem. According to the *Guidelines on Promoting the Integrated Development of Traditional and Emerging Media*, fostering the integration of new and traditional media represents an effective pathway to purify the public opinion environment of new media, rescue traditional media, and propel media transformation. Moreover, media convergence possesses unique advantages. Since the beginning of the 21st century, information technology has accelerated the arrival of the new media era, while

traditional media have also begun transitioning, ushering in development opportunities. Compared with traditional media, the number of new media consumers grows daily. If integration between the two is promoted, the media system can secure broader development space and optimize its service functions. Second, media transformation is both a product of the new media era and a force that acts upon the media system, making significant contributions to the promotion of media culture development. Additionally, the combination of new and traditional media facilitates information flow, endows information dissemination with a contemporary mission, and exhibits characteristics of openness, personalization, and interactivity.

## 1. Impact of New Media Convergence on News Media

The influence of media convergence on news media cannot be ignored. The media ecosystem has undergone three transformative stages: the political ecology, market ecology, and digital ecology. During the political ecology period, news media primarily served current affairs, enhancing public understanding of social politics. The market ecology period transmitted large volumes of market information, promoted cultural education, implemented public opinion supervision, and provided entertainment, serving as a transitional phase toward digital ecology. The digital ecology integrates digital technology, enriching the content of news media with interactive programs such as “Letters from Citizens,” “People’s Stories,” and “Citizen Hotlines,” which further reflect public voices and strengthen communication among media, municipal governments, and citizens.

## 2. Dilemmas Faced by Traditional Media

Under the influence of the internet era and new media, traditional media have consistently faced the dilemma of “marginalization,” with declining circulation, annual decreases in viewership and listenership, low operational efficiency, and a predicament of “surviving in the cracks.” According to research, 66% of hot public opinion originates from new media, while traditional media accounts for only 34% of public opinion. This demonstrates the difficulties traditional media face and their lag in information consumption.

## 3. Advantages of New Media Convergence

From the beginning of the 21st century, information technology has accelerated the arrival of the new media era. With over 600 million internet users in China, computers, big data, microblogs, mobile phones, and cloud computing have provided a convenient platform for “universal online access,” creating an intelligent and digitalized new media system. This paper briefly analyzes the impact of media convergence on news media, discusses the dilemmas faced by traditional media, explores the advantages of new media convergence, and examines media convergence measures from three perspectives: promoting the development

of “internet thinking,” adhering to the focal points of media integration, and narrowing the gap between media and the people.

## 4. Approaches to Media Convergence

### 4.1 Promoting the Development of “Internet Thinking”

To promote the integration of new and traditional media and advance the development of “internet thinking,” media editors should adhere to five principles: the life-proximity principle, accuracy principle, integrity principle, and anti-fragmentation principle. The so-called “life-proximity principle” requires that media commentary content should focus on people’s livelihoods, penetrate and 贴近人民群众的现实生活 [贴近 the real lives of the people], enhance the 平民意识 [common people’s consciousness] of disseminated information, and create distinctive information resources. The “accuracy principle” demands maintaining authenticity in commentary material selection, particularly for entertainment news. Only by providing objective and truthful commentary can audiences be attracted. For example, when commenting on entertainment news about “Ma Su and Ma Piao Liang,” excessive hype should be avoided in favor of accuracy and authenticity, combined with cultural temperament. Jiangsu Radio Station once commented on this story: “Ma Su calls herself ‘Ma Piao Liang.’ She always possesses a determined spirit, never giving up even at her lowest point. She has earned the life she wanted through effort. An independent, self-respecting, mature, confident, and elegant woman, she possesses beautiful appearance, exquisite life, and quality works. Like a camellia, Ma Su is low-key and resilient, able to bloom stubbornly even in harsh winter.” The commentary language is concise and accessible yet culturally artistic, with the concluding metaphor being particularly apt, allowing listeners to better understand Ma Su’s cheerful personality and qualities of resilience and modesty.

The “integrity principle” and “accuracy principle” complement each other, requiring that information dissemination and commentary content possess credibility and persuasive power, explaining acceptable reasoning to audiences progressively and based on facts. The “anti-fragmentation principle” is a new principle based on the new media environment. In today’s information age, online commentary language is abundant yet short and fragmented. Therefore, media editors must focus on integrating fragmented information and commentary, purifying the media environment, and extracting quality content from online commentary to increase media humor and enhance appeal.

Secondly, in the era of media convergence, information commentary forms are extensive, but commentary language is fundamentally different from news and reporting because commentary requires strong arguments and evidence to ensure persuasion and gain the trust of the social 主体 [social subjects]. Most information commentary is narrative or mixed narrative-commentary, but some special events lack strong persuasiveness and thus require facts or data to substantiate themes, enabling the public to gain inspiration and enlightenment from various

information commentaries. Additionally, flexible and diverse media commentary forms 主要指 [mainly refer to] public commentary that can include reviews, short comments, postscripts, etc. The emphasis means that each commentary form should highlight its key content and clarify the thematic 思想 [thought] of media news commentary, thereby effectively shortening the distance between media and the people.

#### 4.2 Adhering to the Focal Points of Media Integration

To promote media transformation, media editors should observe four focal points for integrating new and traditional media: the “integration” principle, the “breaking boundaries” principle, the “breaking mental set” principle, and the “talent cultivation” principle. The “integration” principle primarily refers to promoting the integration of new and traditional media, avoiding clear-cut distinctions and enhancing interactive effects between the two. The “breaking boundaries” principle requires utilizing three-dimensional platforms to fulfill the leading role of new media communication and alleviate the crisis of traditional media. The “breaking mental set” principle demands establishing an innovative media transformation system, implementing the policy of “grasping integration with one hand and management with the other,” and remedying the limitations of excessive media liberalization. The “talent cultivation” principle refers to cultivating high-quality media management talent and stimulating their ideological awareness and practical capabilities to establish “new media.”

#### 4.3 Narrowing the Gap Between Media and the People

To narrow the gap between media-disseminated information and the people, information editors should improve media communication work, enhance media culture promotion quality, and leverage the positive guiding function of media public opinion. In the process of participating in social practice, the public develops their own views and understanding of social matters while simultaneously generating certain doubts. At such times, news media commentary should promptly fulfill its role, clarifying doubts and resolving contradictions for the public based on socialist core values, enabling society to face problems and phenomena in social transformation, cherish stable patterns, and safeguard national interests.

Media commentary must recognize the characteristics of the media era and news content, which manifest in the combination of new and traditional media requiring correct handling of the relationship between the part and the whole, national interests and personal interests. Considering the particularity of media information dissemination, media staff should weigh whether their commentary provides inspiration to audiences and incorporate the public’s acceptance capacity into consideration, accounting for those with lower acceptance ability while enabling those with higher acceptance ability to gain inspiration. Overall quality does not necessarily require explicit conclusions but must correctly guide public opinion. A common problem in media news commentary is the lack of depth in

problem analysis. For these issues, attention and resolution are needed in all aspects of writing. For topic selection, commentary should be audience-oriented, meet actual public needs, have clear arguments, and express public thoughts clearly, answering questions that most concern the people. In terms of expression techniques and language use, commentary should ensure popularization and accessibility. Material excavation should reach certain depth. Although news media commentary is brief, issues still need to be explained clearly, focusing on the big picture and being able to answer public questions.

## 5. Conclusion

In summary, in the new media era, the subject of information dissemination has shifted to the people, reporting models are increasingly perfected, and information collection, editing, and dissemination content have become more colorful. To successfully integrate new and traditional media, it is essential to emphasize promoting the development of “internet thinking,” adhere to the focal points of media integration, and narrow the gap between media and the people.

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(Author’s affiliation: Chongqing Daily)

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